

TELECOM CUSTOMER CHURN ANALYSIS

PRESENTATION BY RANU RATHOD



INTRODUCTION

ABOUT US

Churn data for a fictional Telecommunications company that provides phone and internet services to 7,043 customers in California, and includes details about customer demographics, location, services, and current status.



PROBLEM & BACKGROUND

The fictional telecommunications company, serving 7,043 customers in California faces significant customer churn. The dataset includes customer demographics, location, services, and churn status. However, poor data quality, such as inconsistencies and missing values, could hinder accurate analysis and decision-making. Improving data quality is essential to better understanding churn drivers and developing effective retention strategies.



GOALS

Reduce customer churn by analyzing key dissatisfaction drivers and improving service quality. The focus is on enhancing customer support and addressing pain points to increase long-term retention.





Customer Demographics

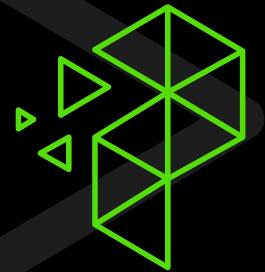
- *Telecom customer churn data with 7044 customer records and demographics details including gender, payment method, customer status, and usage data.*
- *Churn customer rate is 27%, joined customer rate is 6%, and stayed customer rate is 67%.*





METHODOLOGY

- **Data sources**
 1. SQL
 2. AWS
 3. Data Scraping
 4. Local data sources
- **Data wrangling**
 1. Data understanding
 2. Data cleaning
 3. Data merging and joining
 4. Data manipulation
- **Data analysis**
 1. Finding the trends and patterns
- **Data visualization**

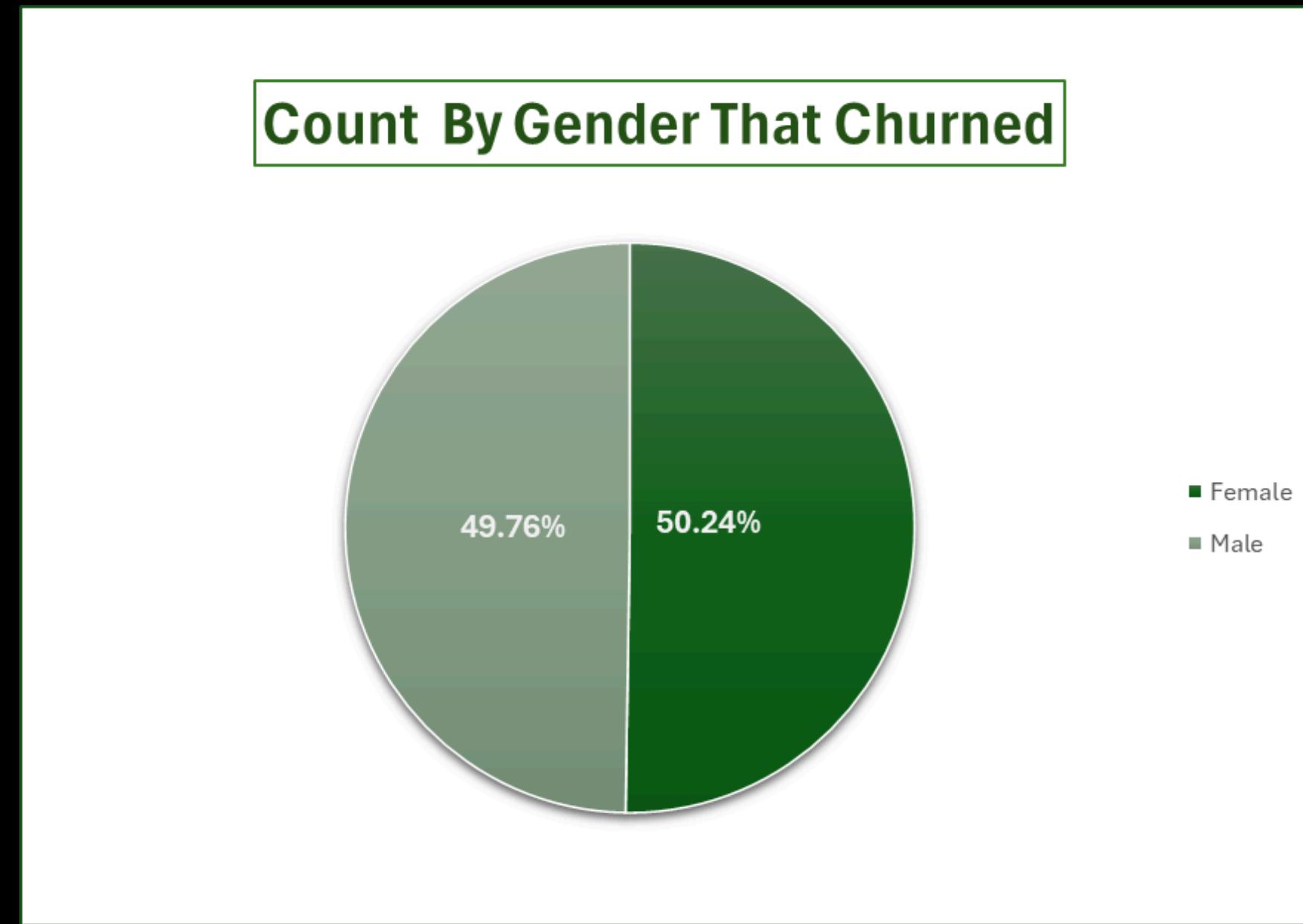


RECOMMENDATION ANALYSIS

The solution is to identify the causes of churn and provide recommendations to reduce churn rates in the future. This will involve analyzing the data to identify trends and causes of churn and providing

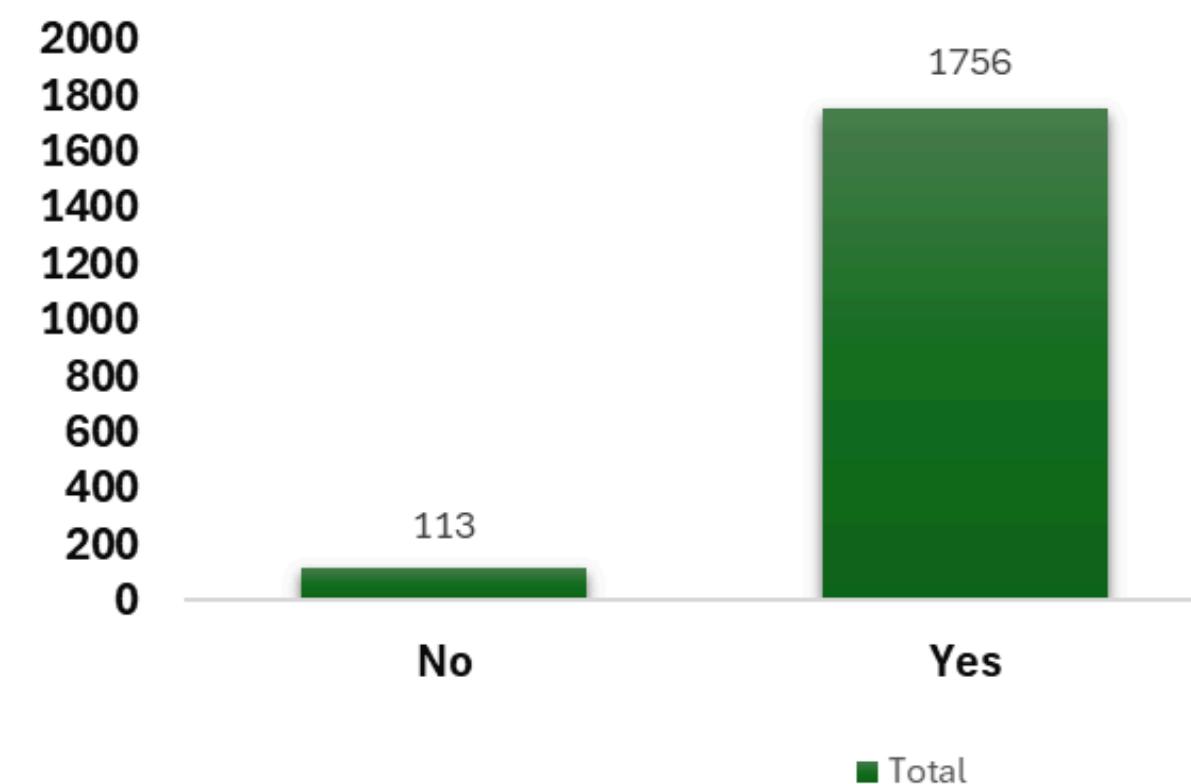


Q.1 What percentage of male vs. female customers have churned?

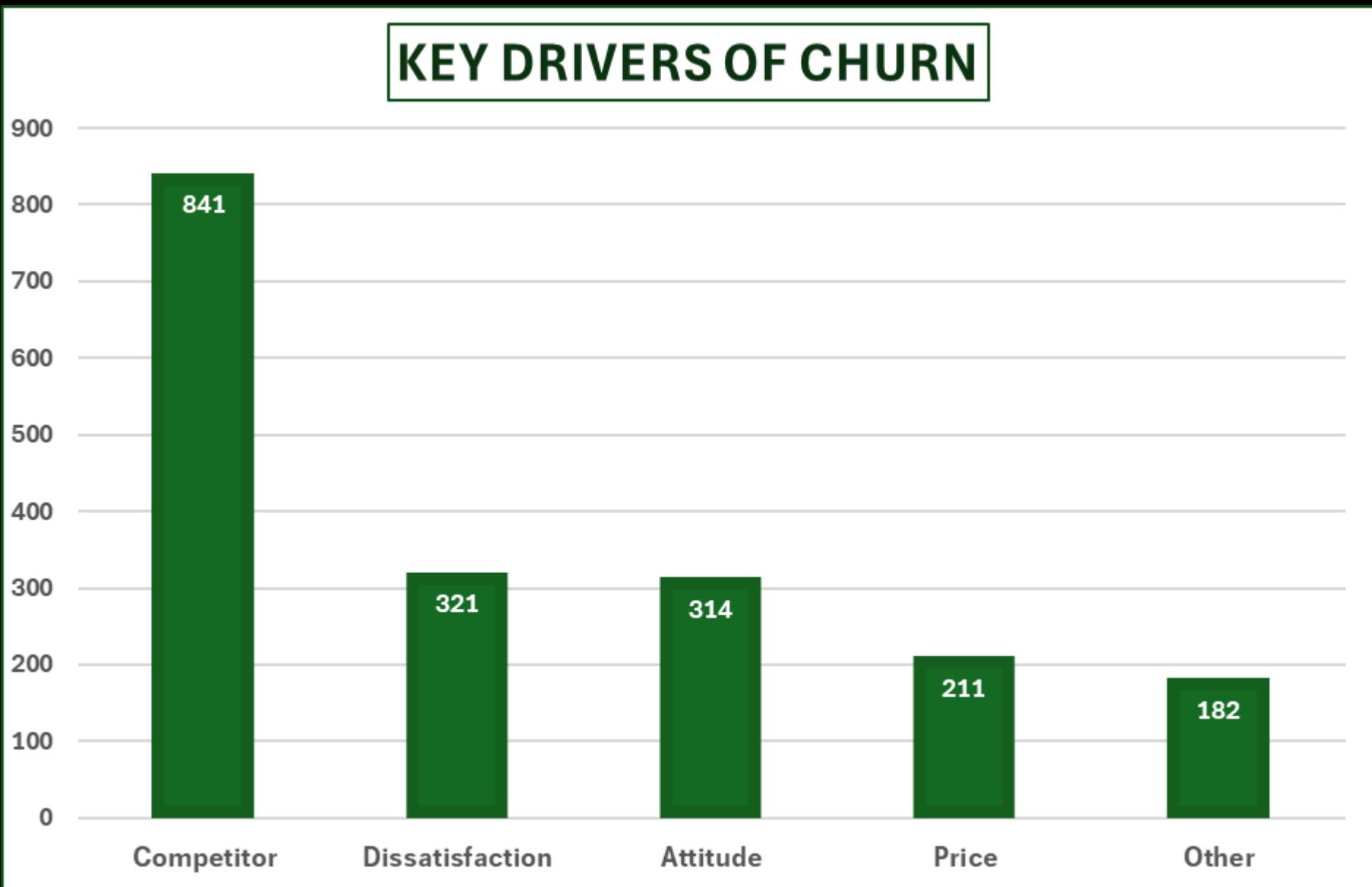


Q.2 How many customers with internet service have churned?

Internet Service count



Q 3 What are the top reasons why customers are churning?



KPI'S

Total Revenue
₹ 21,371,132

Total Churned
1869

Total Cities
1107

Average Charges
2280



Telecom Customer Churn Analysis



Total Revenue
₹ 21,371,132

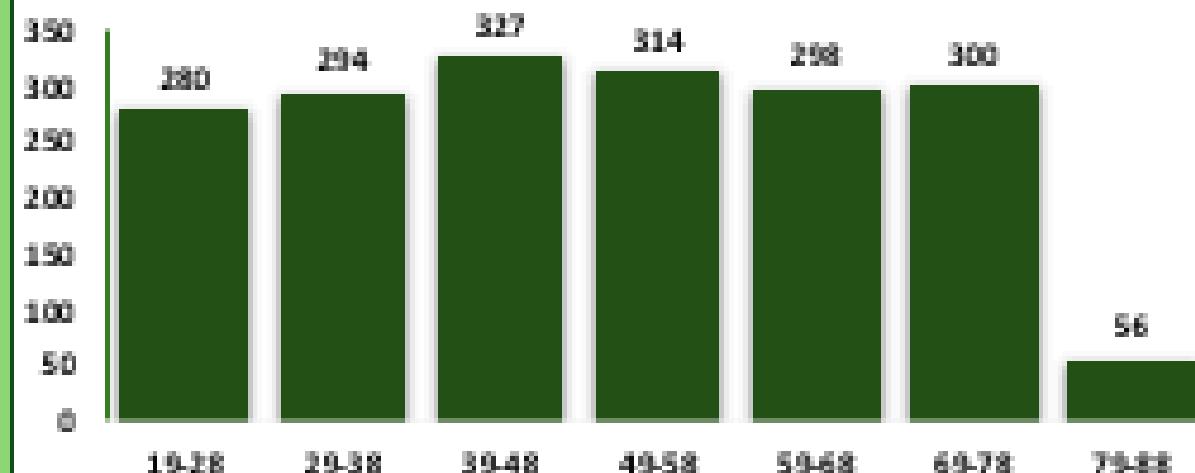
Total Churned
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Total Cities
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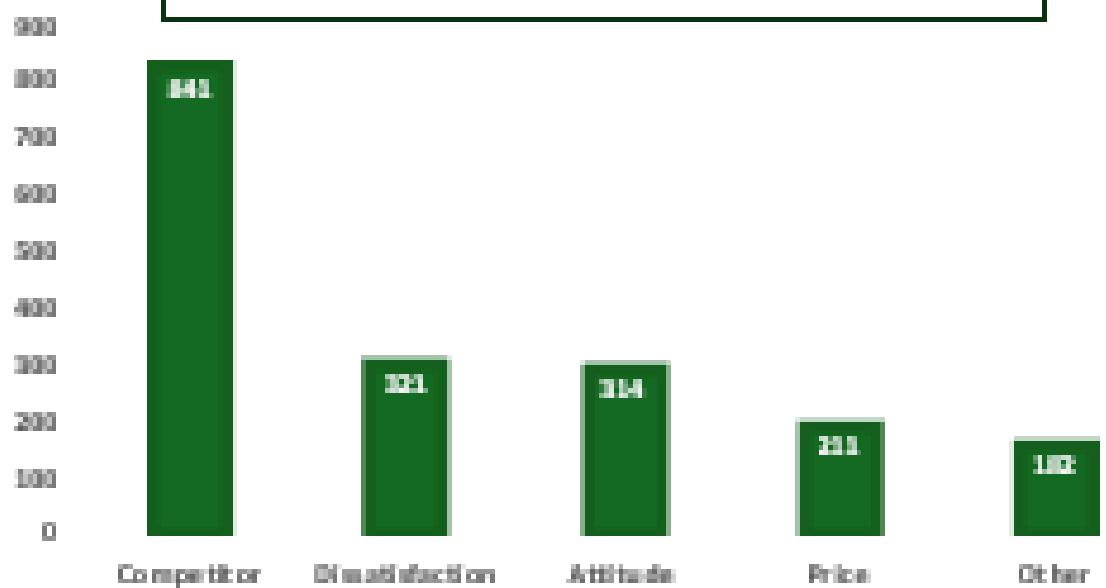
Average Charges
2280

Average Revenue
3034

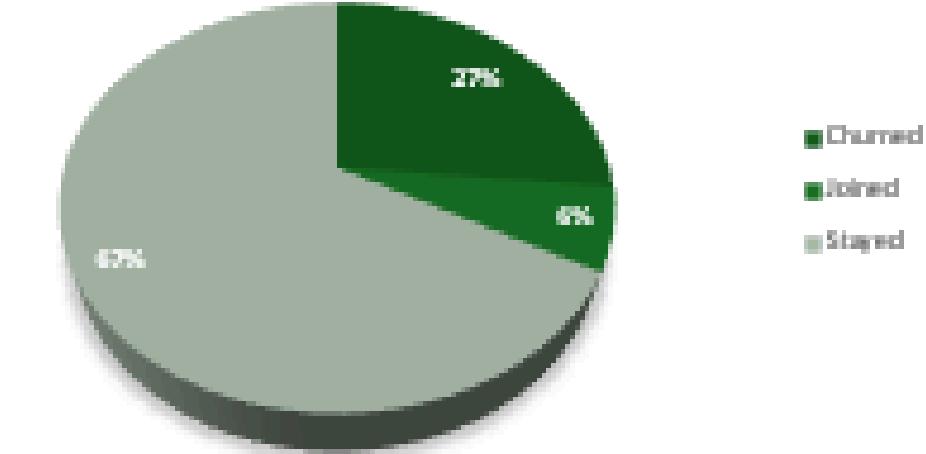
Count of Age Group that Churned



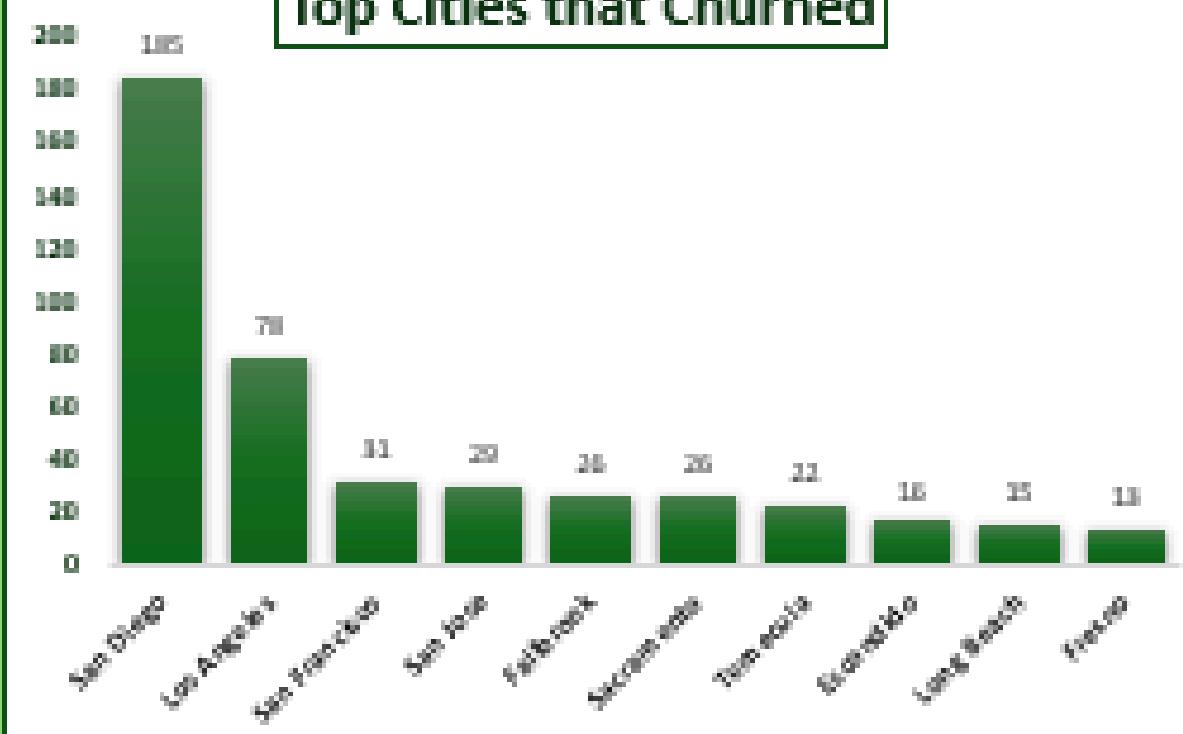
Key Drivers of Customer Churn



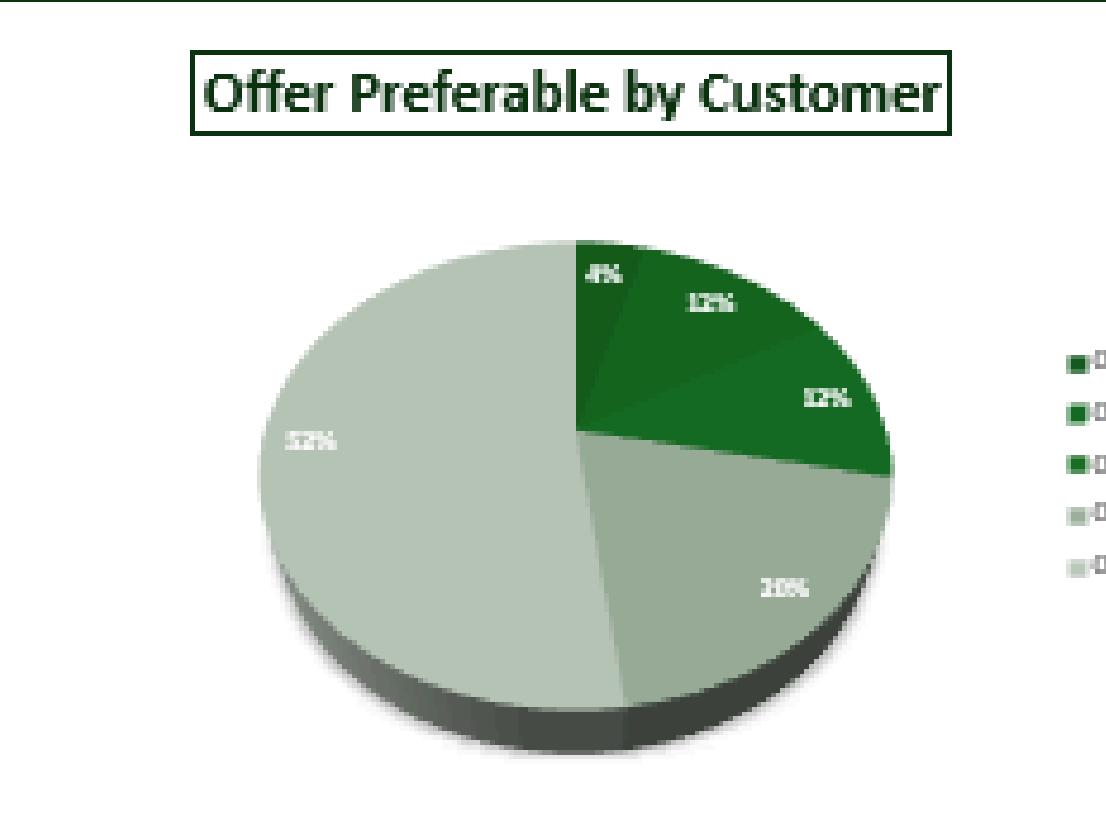
Count of Customer Status



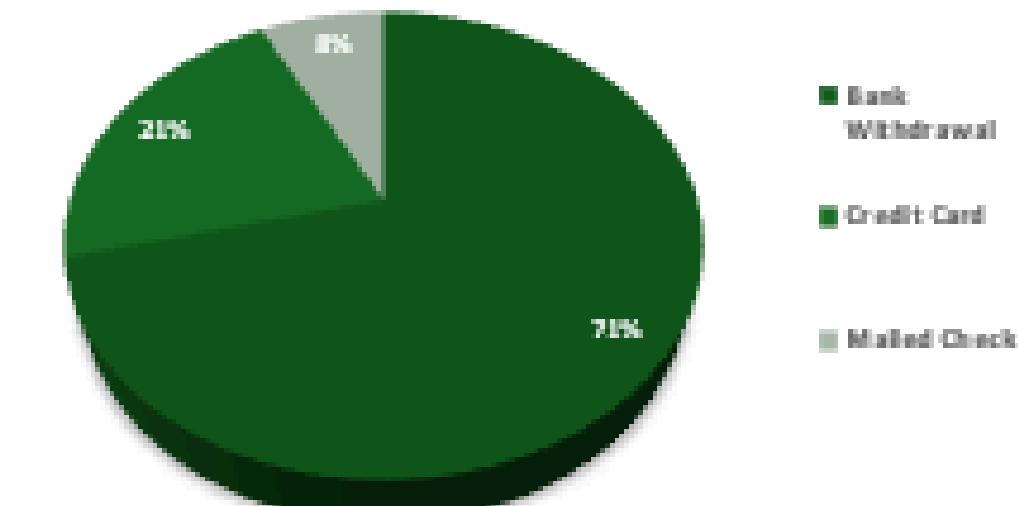
Top Cities that Churned



Offer Preferable by Customer



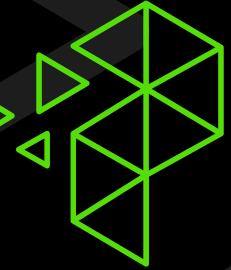
Payment Method Used by Churned



CONCLUSION



- *In conclusion, the telecom number churn report analyzed the churn rate for the last quarter of 2022*
- *and identified the primary causes of churn, including customer service quality and price sensitivity.*
- *To reduce churn rates in the future, the report recommends improving customer service by hiring*
- *more agents, reducing wait times, and providing better training. The report also recommends offering*
- *promotions or discounts to customers who have been with the company for a certain amount of time*
- *to encourage loyalty. By implementing these recommendations, the company can reduce churn rates*
- *and improve customer retention.*



THANKS

Thanks For Watching my Presentation

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