

Telecom Churn Analysis

Tracking a telco company's customer churn based on various possible factors.



General Insights



Customer Demographics



Churn and Revenue



Service and Contract





Telecom Churn Analysis



Filters

6418

Total Customers

4686

Current_Customers

27.0%

Churn Rate

1732

Total Churn

14.64M

Sum of Total_Charges

19.47M

Sum of Total_Revenue

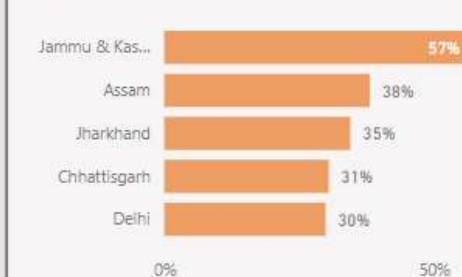
Total Customers and Churn Rate by Age Group



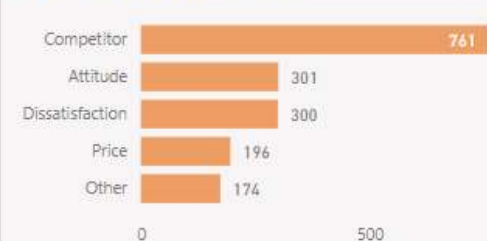
Total Customers and Churn Rate by Tenure Group



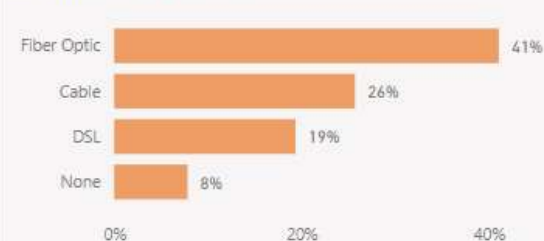
Top 5 States by Churn Rate



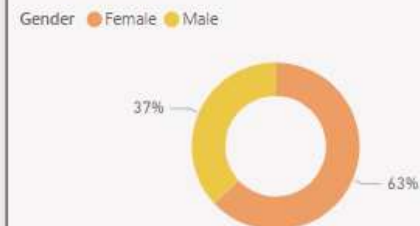
Total Churn by Churn_Category



Churn Rate by Internet_Type

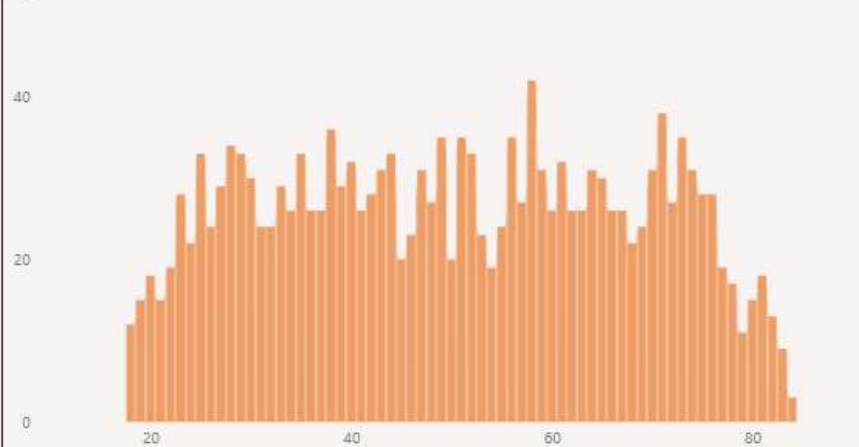


Count of Age by Gender



Customers Demographics

Age Distribution



Churned

Joined

Stayed

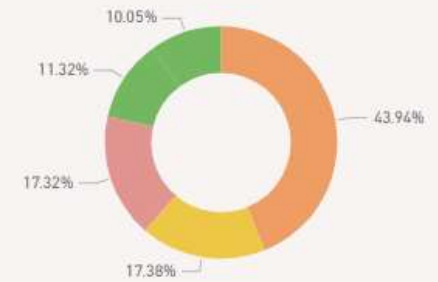
Age Distribution

Gender Female Male

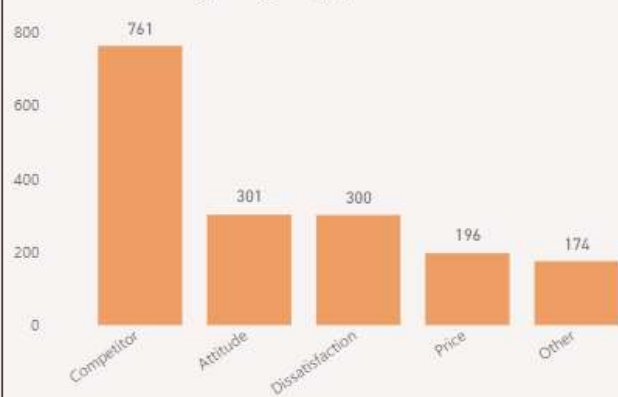


Churn_Category by Total_Churn

Churn_Category Competitor Attitude Dissatisfaction Price

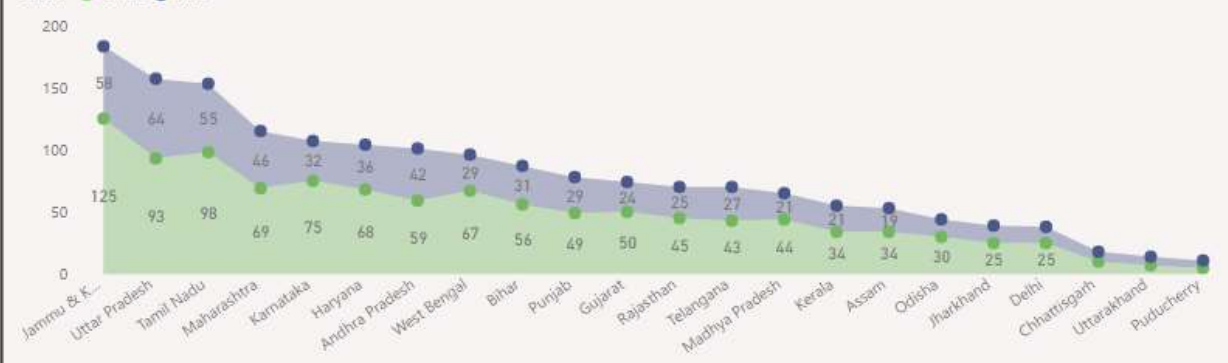


Sum of Churn Status by Churn_Category



Churn Status by State

Gender Female Male

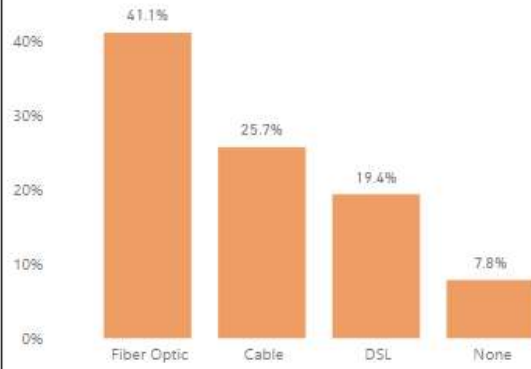


TELECOM CHURN ANALYSIS Final, Customers Demographics

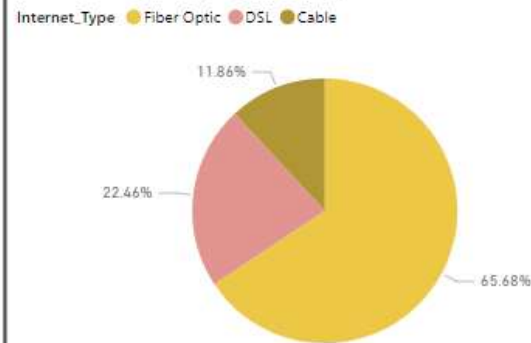
Data updated on 3/9/24, 12:44 pm

Service and Contract

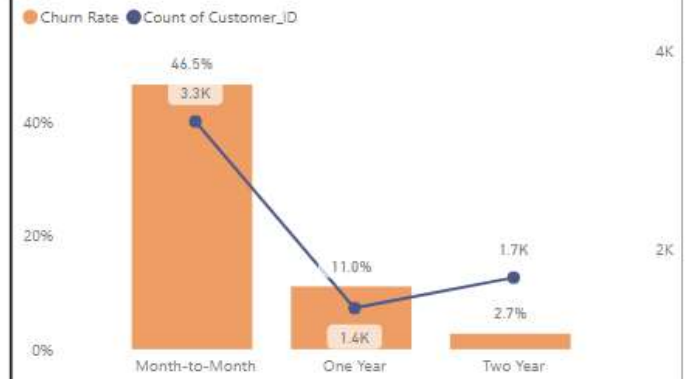
Churn Rate by Internet_Type



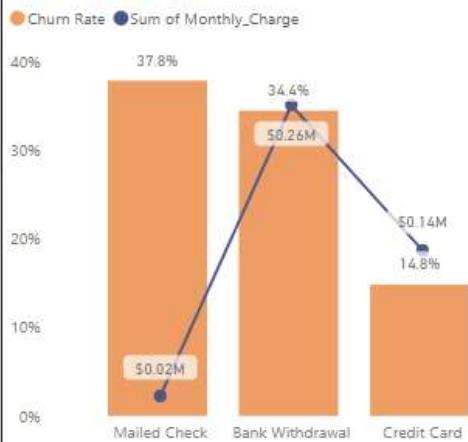
Sum of Monthly_Charge by Internet_Type



Type of Contract



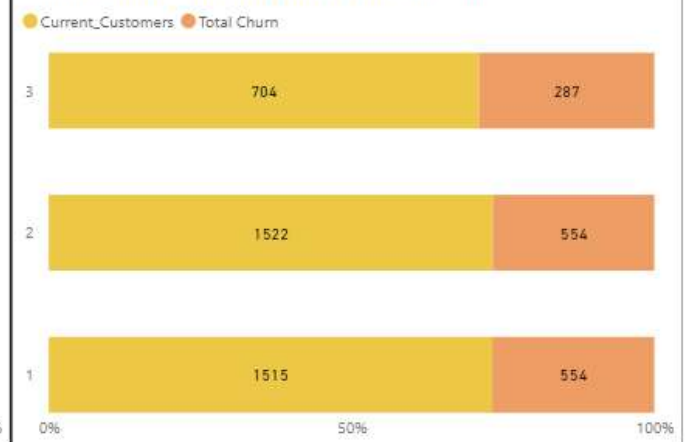
Churn by Pyment method



Total Churn and Total Customers by Tenure_In_Years

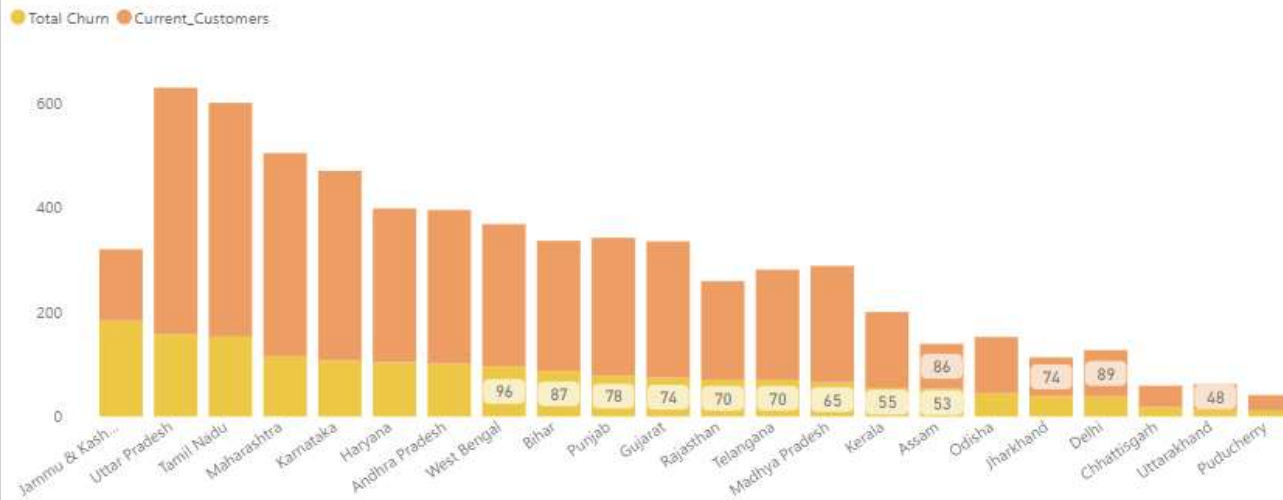


Current_Customers and Total Churn by Tenure_In_Years

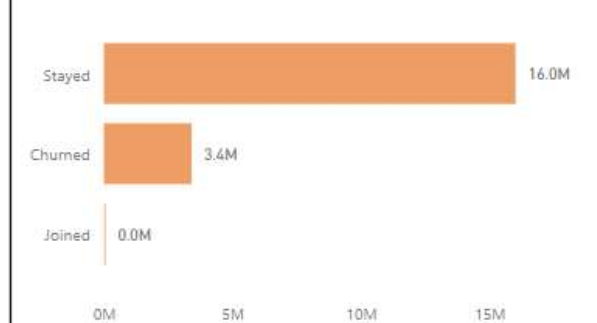


Churn & Revenue

Total Churn and Current_Customers by State



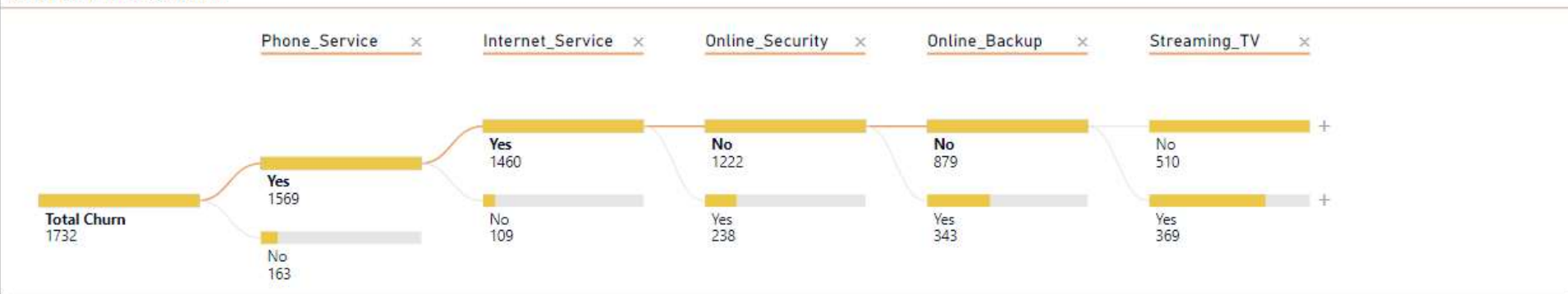
Sum of Total_Revenue by Customer_Status



Total Churn, Total Customers and Estimated_Total_Churn



Total Churn Breakdown



Conclusion

The **highest churn rate** (31.6%) is observed in the **50+ age group**, with 2.7K customers.

The **primary reasons for churn** are **competition** (761 customers), followed by attitude (301 customers) and dissatisfaction (300 customers).

The **highest churn** is observed in **Jammu & Kashmir** with a significant number of male and female customers, followed by Uttar Pradesh and Tamil Nadu.

The "**Competitor**" category has the **highest churn** with 761 customers, indicating strong competition in the market.

Tenure of 1 Year has the **highest number of churned customers** (554), but the overall churn rate is consistent across different tenure groups (1, 2, and 3 years).

Month-to-Month contracts are prone to **higher churn**, suggesting that more flexible contract terms could be a key factor in customer retention.

The payment method significantly influences churn, with traditional payment methods like **mailed checks** showing **higher churn rates**.

Fiber Optic services, despite being the most expensive experiencing the **highest churn**, indicating potential dissatisfaction or competitive pressure in this segment.