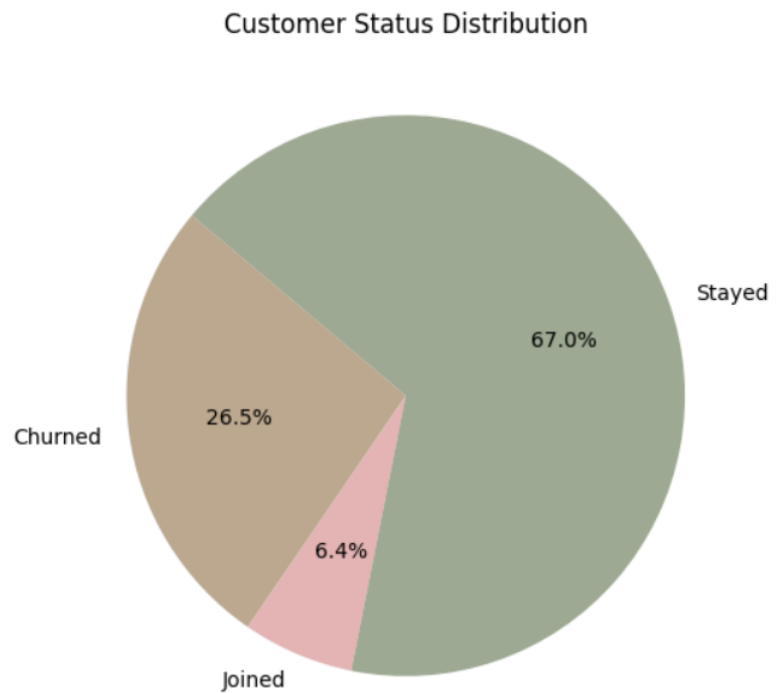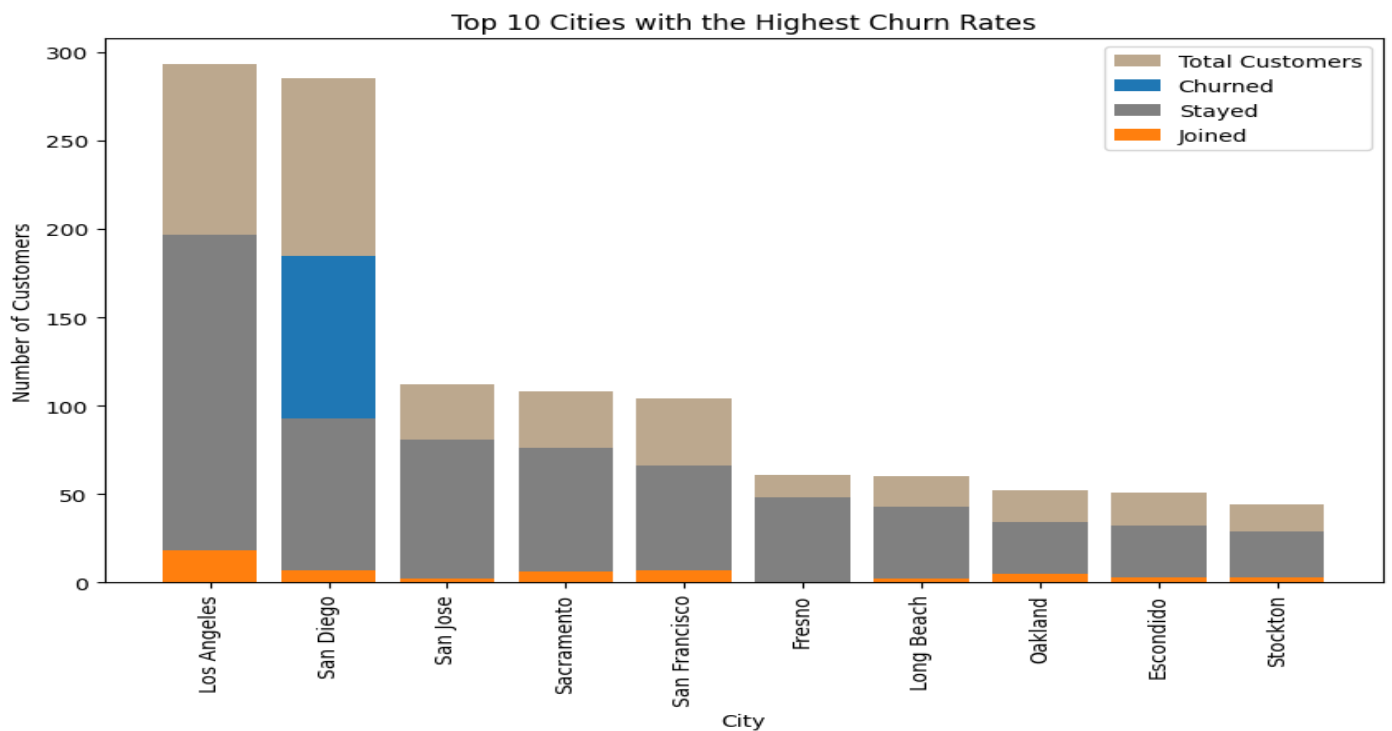# Telecom Customer Churn Analysis

1-What is Customer status distribution

Insights

The number of stayed customers is highest value with 67%, Churned customers have 26.5% and joined customers have 6.4% of total customers.

Customer Status Distribution

2-Top 10 Cities with the Highest Churn Rates
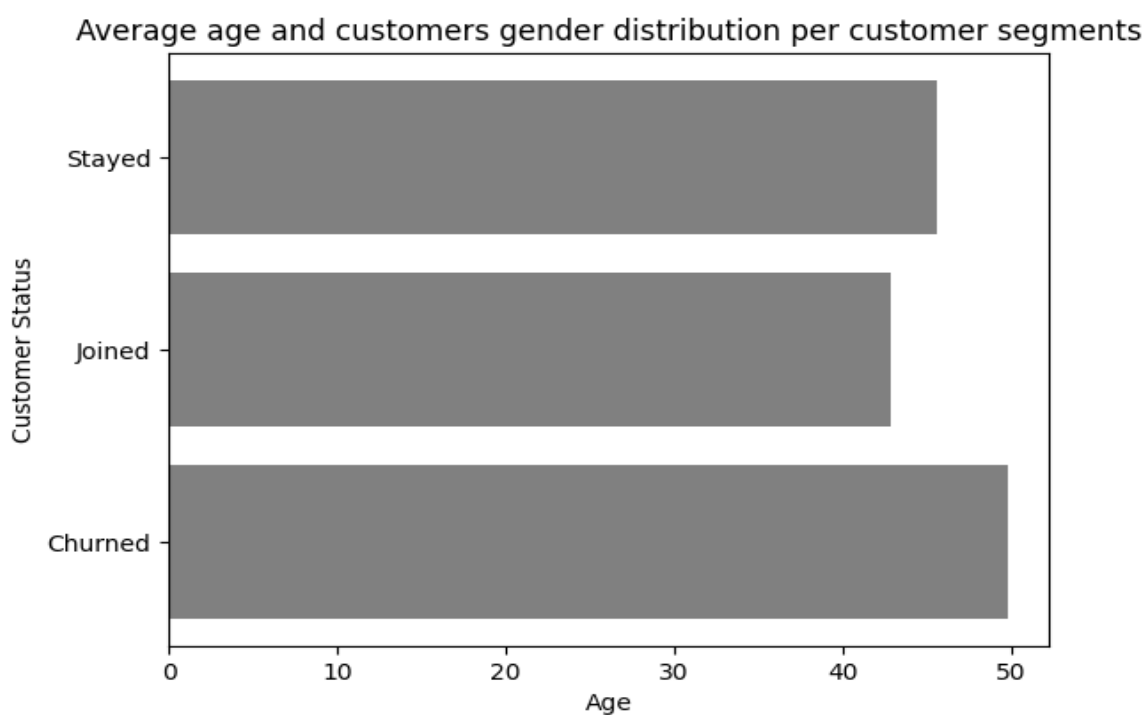

Top 10 Cities with the Highest Churn Rates

Insights

The highest Two cities in terms of churned customers are ‘Loss Angelos’ and ‘San Diego’

Recommendation

The company must check the network faults in those cities and solve them

3- Average age per customer segments

Average age and customers gender distribution per customer segments
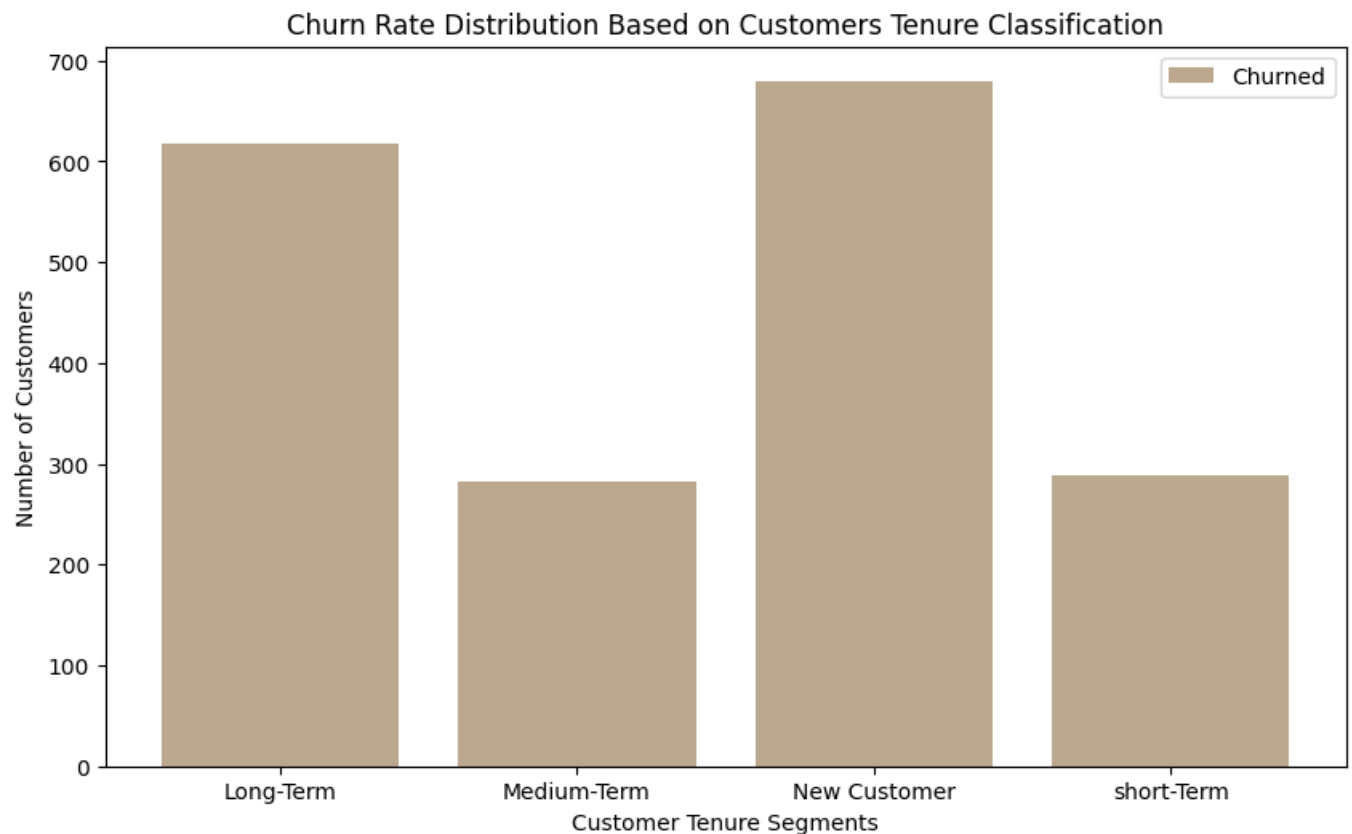
Insights

The churned customers have the highest ages in the data

Recommendation

Provide offers for customers that have more than or equal 49 years

# 4-churn rate distribution based on customers tenure classification

Churn Rate Distribution Based on Customers Tenure Classification

Insights

New customers and long-term customers have the highest rate of churn

Recommendation

- Provide offers for new customers

- Take feedback from customers to knowing the reason of churn

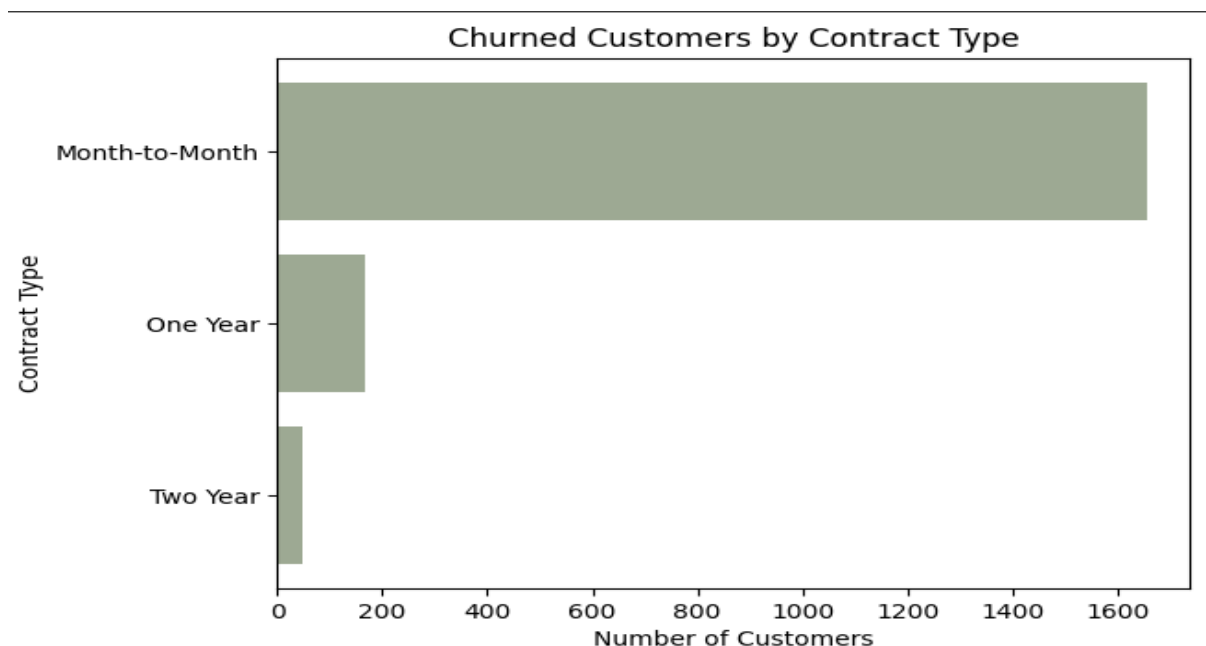## 5- Churned Customers based on internet service and phone service status
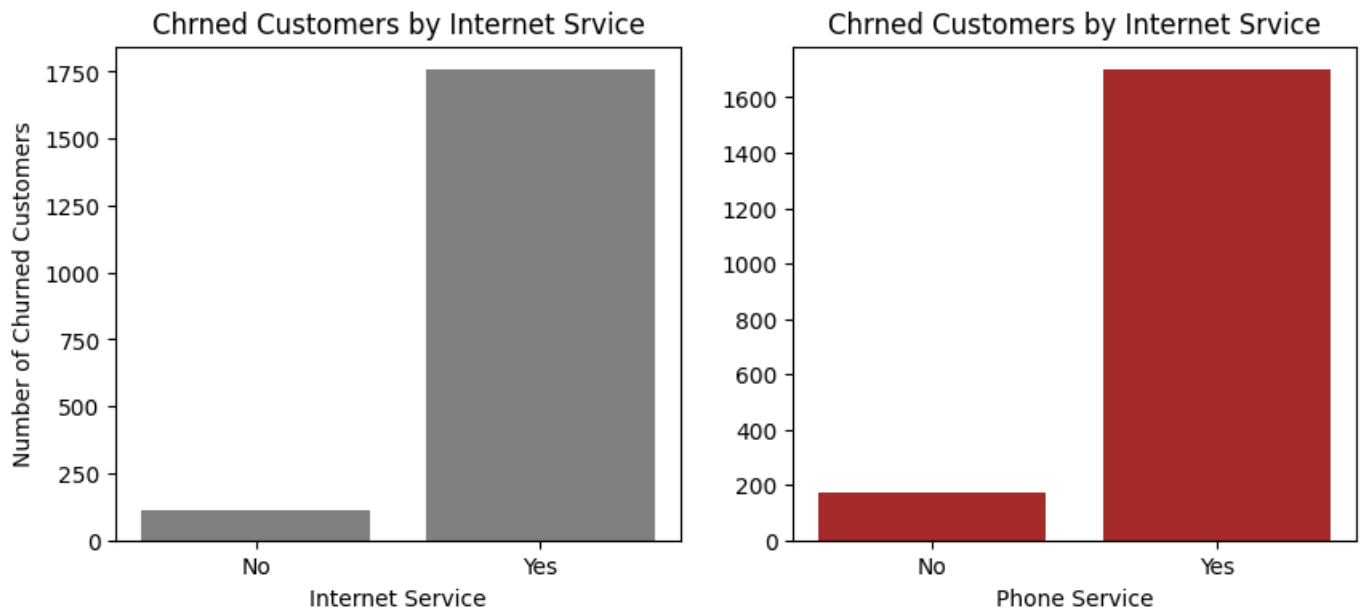
Insights

The number of churned customers they have internet service or phone service are higher than that they have not.
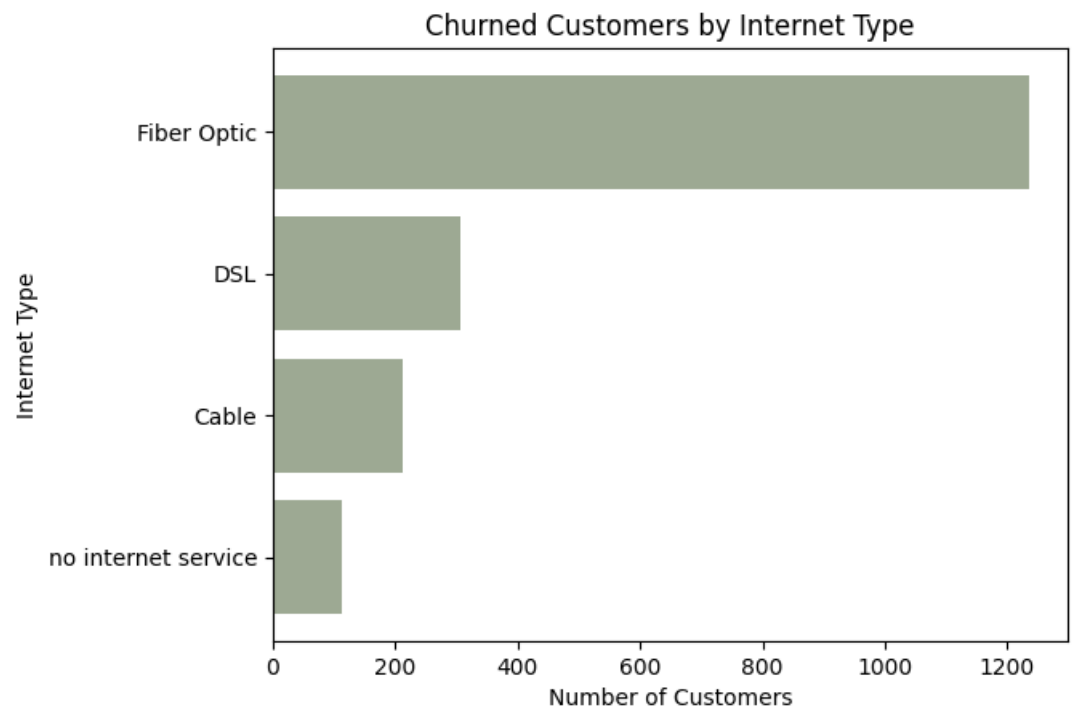
Recommendations

We have to solve technical issues in internet service and phone service that cause customers dissatisfaction

6- churned customers by contract type

Customers with month-to-month contracts have the highest churn rate among all contract types. This indicates that a significant portion of customers with month-to-month contracts is more likely to churn.
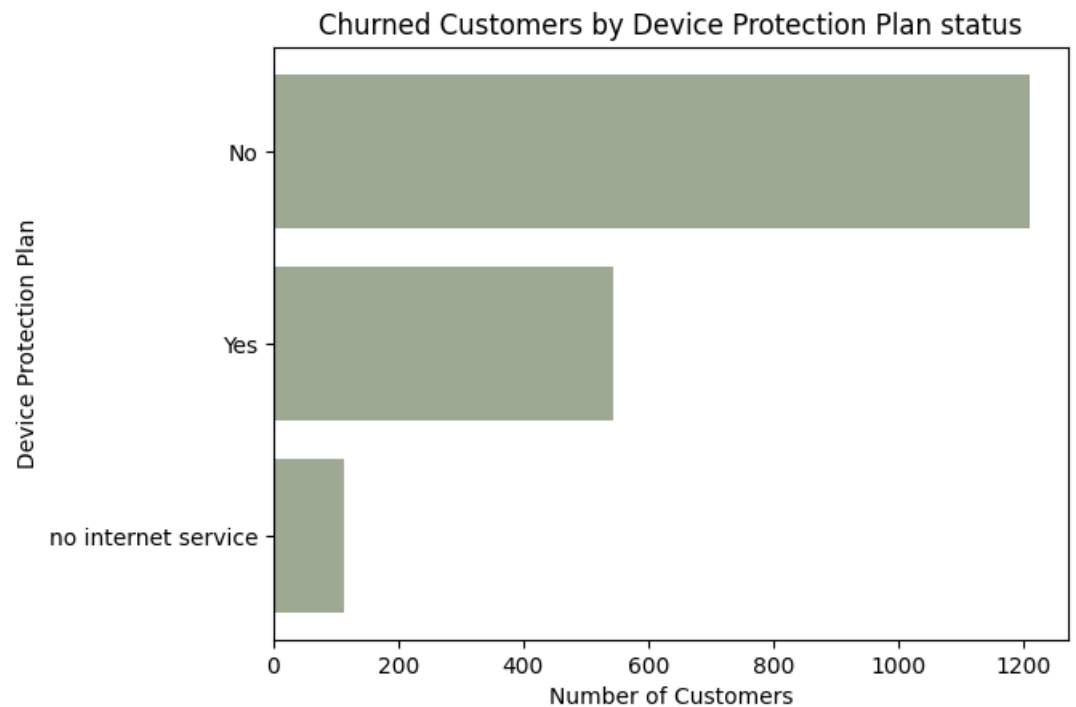
7- churned customers by internet type

The number of churned customers in fiber optic internet type is greater than other types

Recommendations

Maybe fiber optic service is unaffordable for customers, we have to provide offers or discount on it.

8- churned customers based on device protection plan

Churned Customers by Device Protection Plan status

The number of churned customers who have device protection plan service are less than those without it

Recommendations

Maybe customers churned because they have been subjected to cyber attacks, we have to increase phone security for all customers even who have not subscribed in device protection service

9- churned customers based on Premium Tech Support
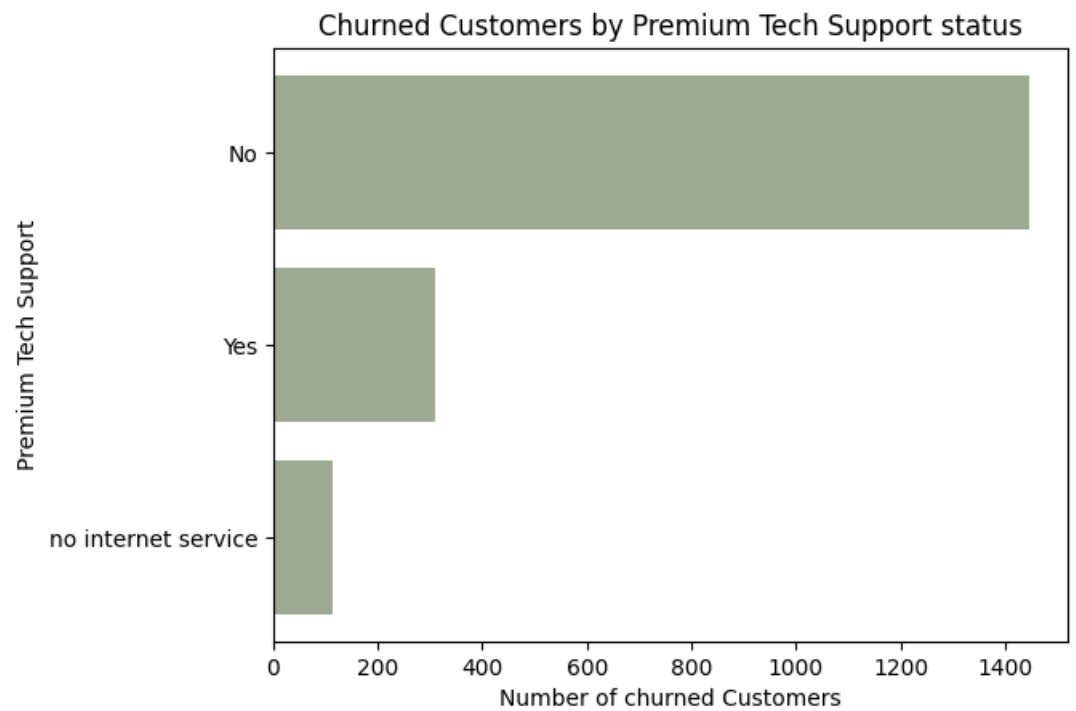
Churned Customers with premium tech support service are less than customers without it

10- customer status by Monthly Charge
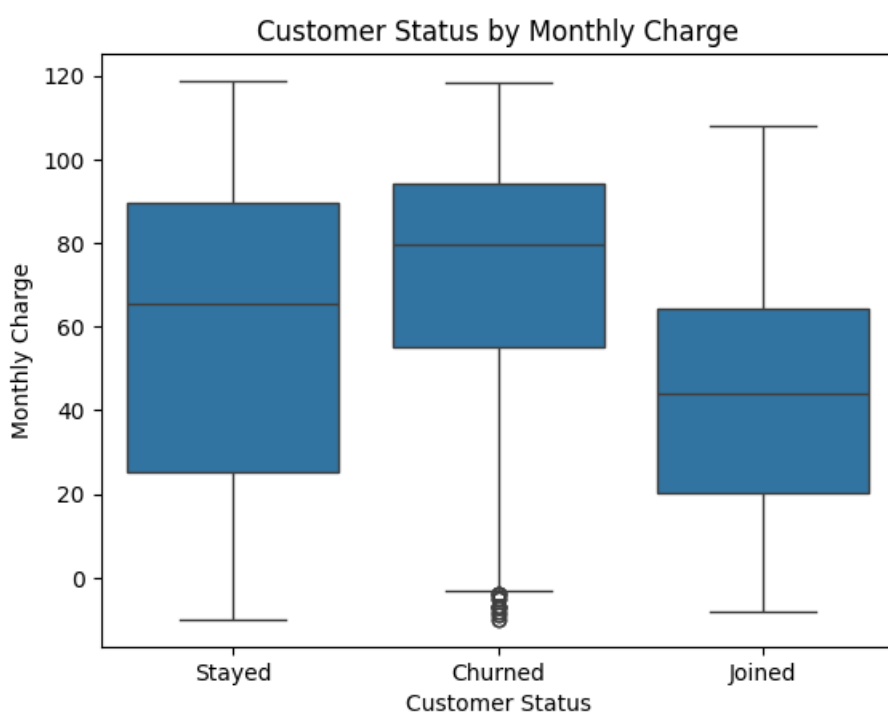
- Customers who have churned generally have higher average Monthly Charges compared to those who have not churned. This suggests that there is a positive correlation between higher Monthly Charges and customer churn.