

Churn Analysis – Telecom Industry

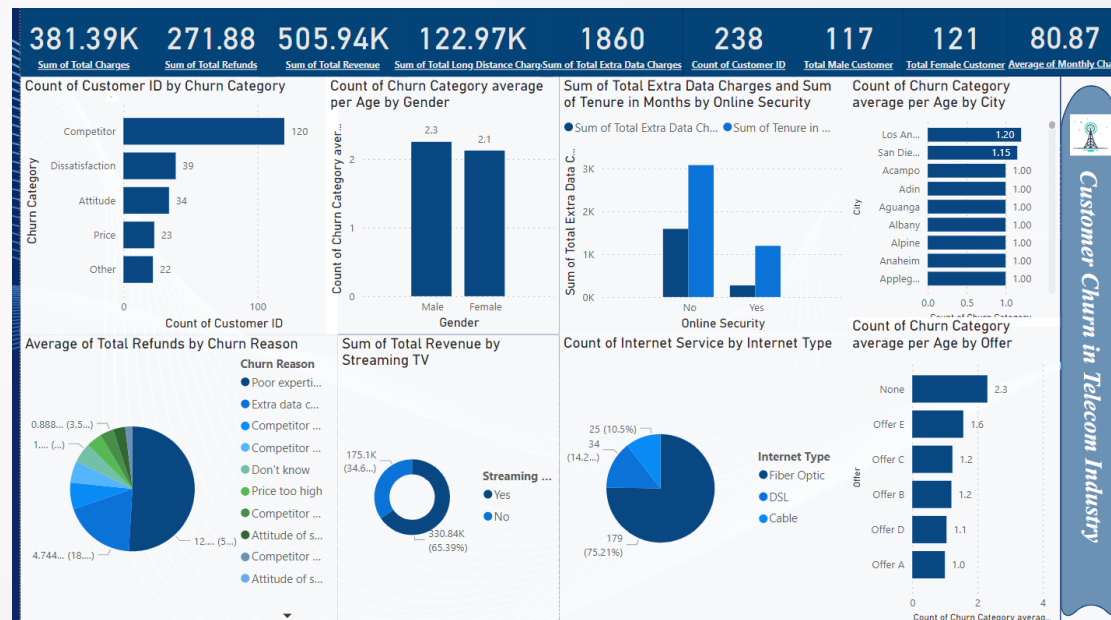
This presentation will discuss key insights from a thorough analysis of churn data for a telecommunications company. We will examine customer demographics, contract types, and billing details to uncover patterns and trends related to customer churn.



by **Sasikumar Sha**



Total Customers and Churn Rate



1

Total Customers

The total number of customers involved in the Analysis was 238, whereas 117 male customers & 121 Female Customers

2

Churn Reason

The Highest Churned reason “Competitor”, lowest churned “price and Other”

3

Churn Patterns

Churn tends to be higher among certain customer segments, such as males which is 57.67%, whereas female customers 54.41%

Churned Customer Age & Location

1

Average Age

The average age of churned Male customers is 52 years old, Whereas the Female customer is 52 years old.

2

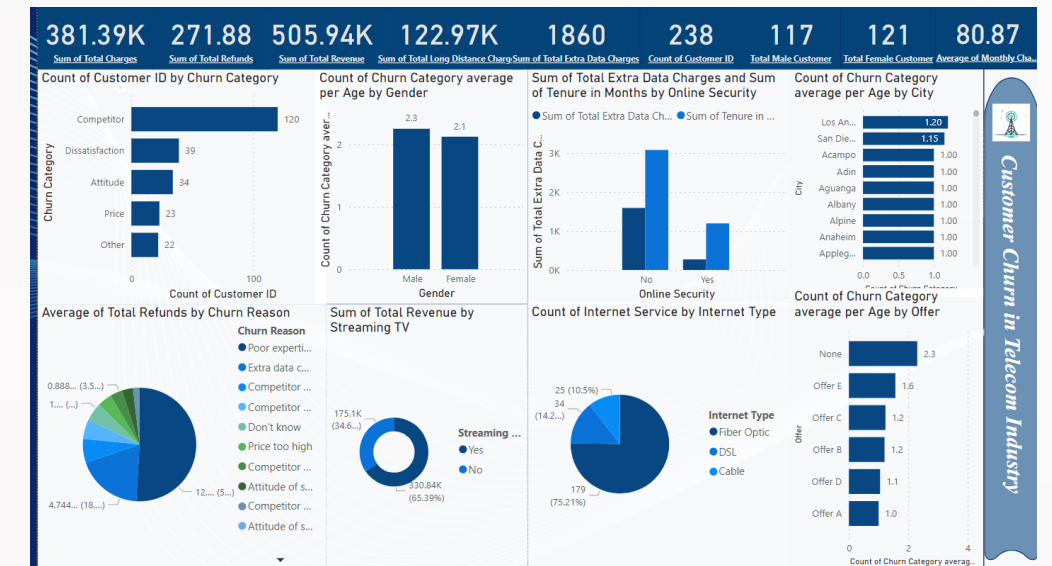
Age Range

Churned customers span a wide age range, from 18 to 65 years old.

3

Churned cities

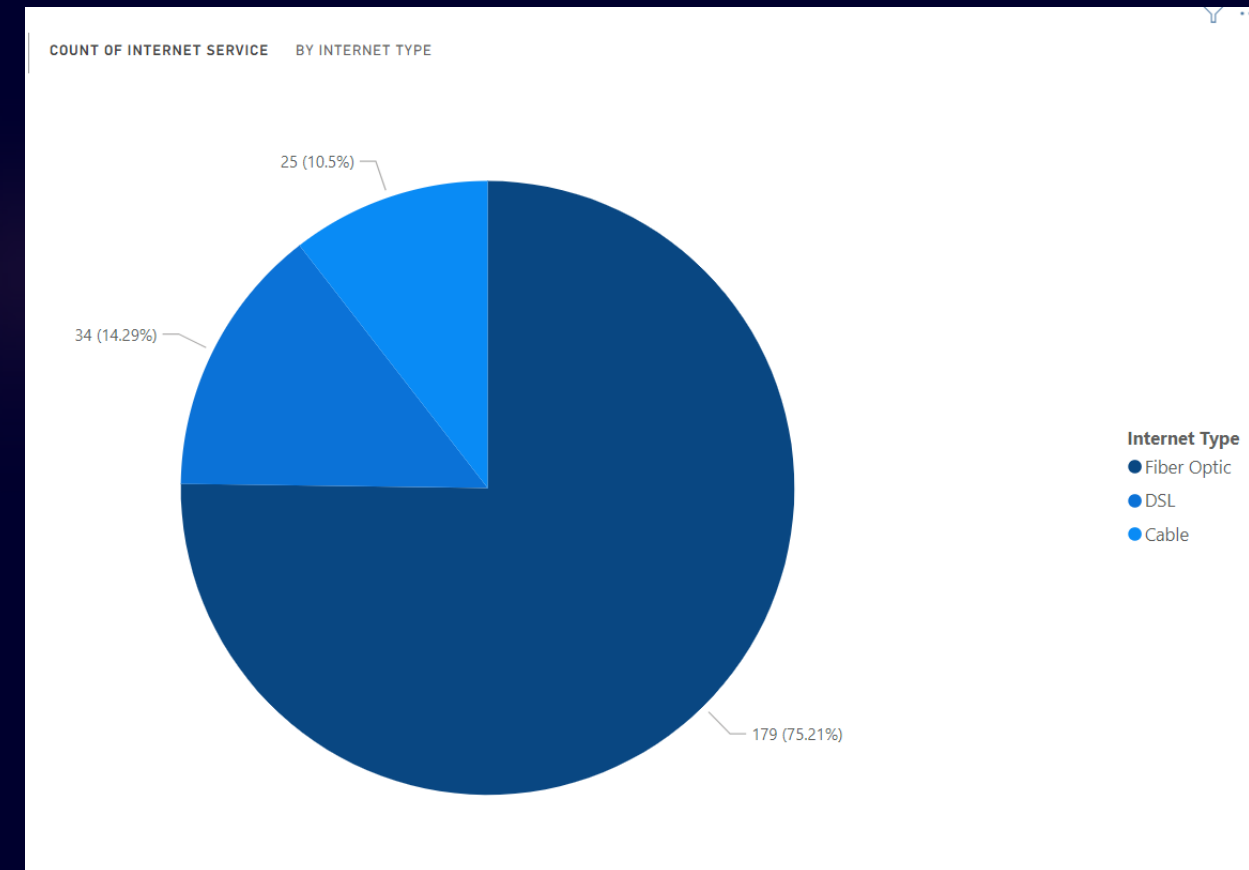
Los Angeles has the highest which is 30.76% followed by San Diego at 29.47% , Rest of the cities has equally churned weightage 25.63%



Count of Internet Services by Internet Type

Type of Internet

- **Fiber Optic** - 179 Customers have fiber optic out of 238, Which is 75.21%
- **DSL Method** - 34 customers have DSL out of 238, Which is 14.29%
- **Cable method** - 25 Customers have Cable out of 238, Which is 10.5%



Average of Total Refunds by Churn Reason

1

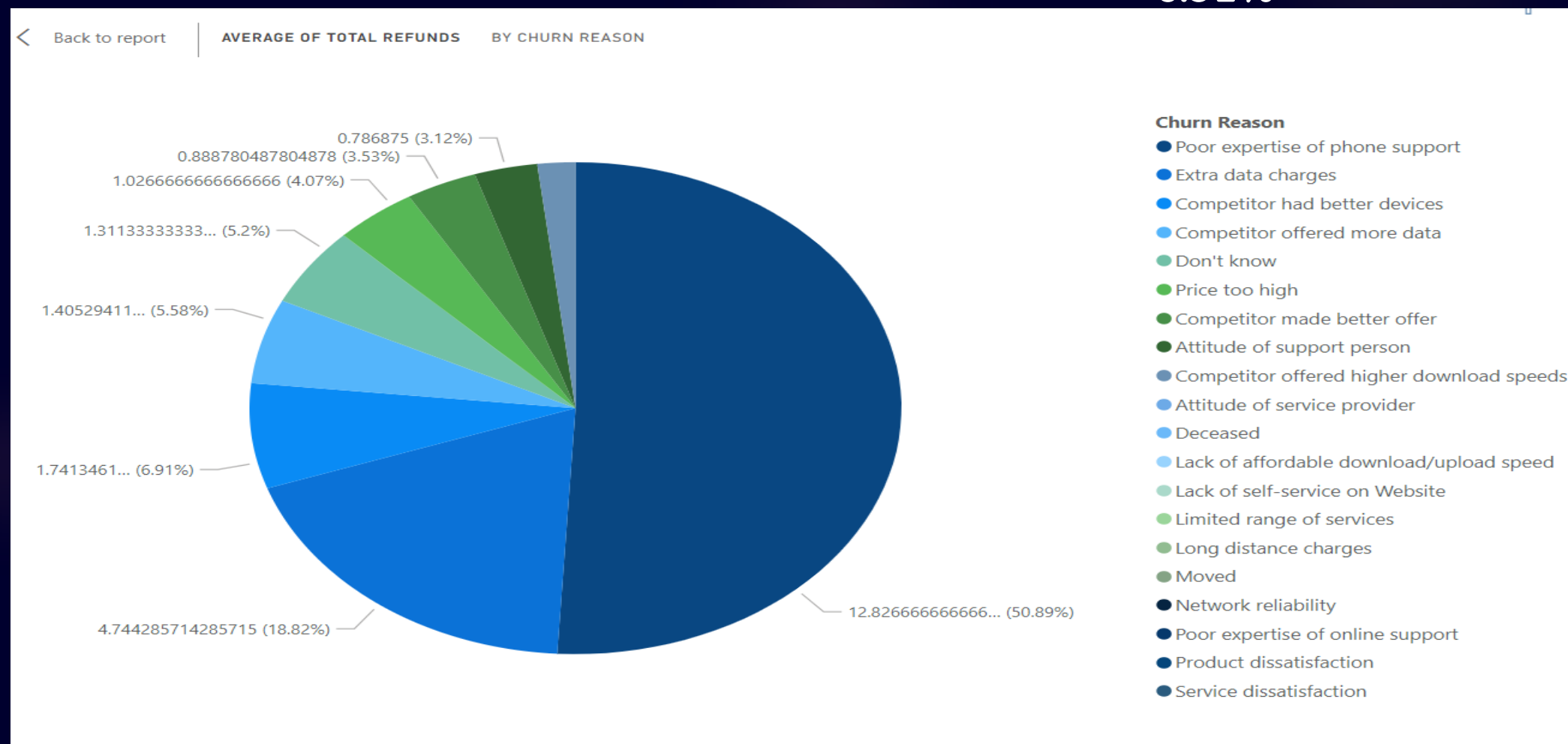
1st Highest reason is Poor Expertise of phone support Which is 50.89%

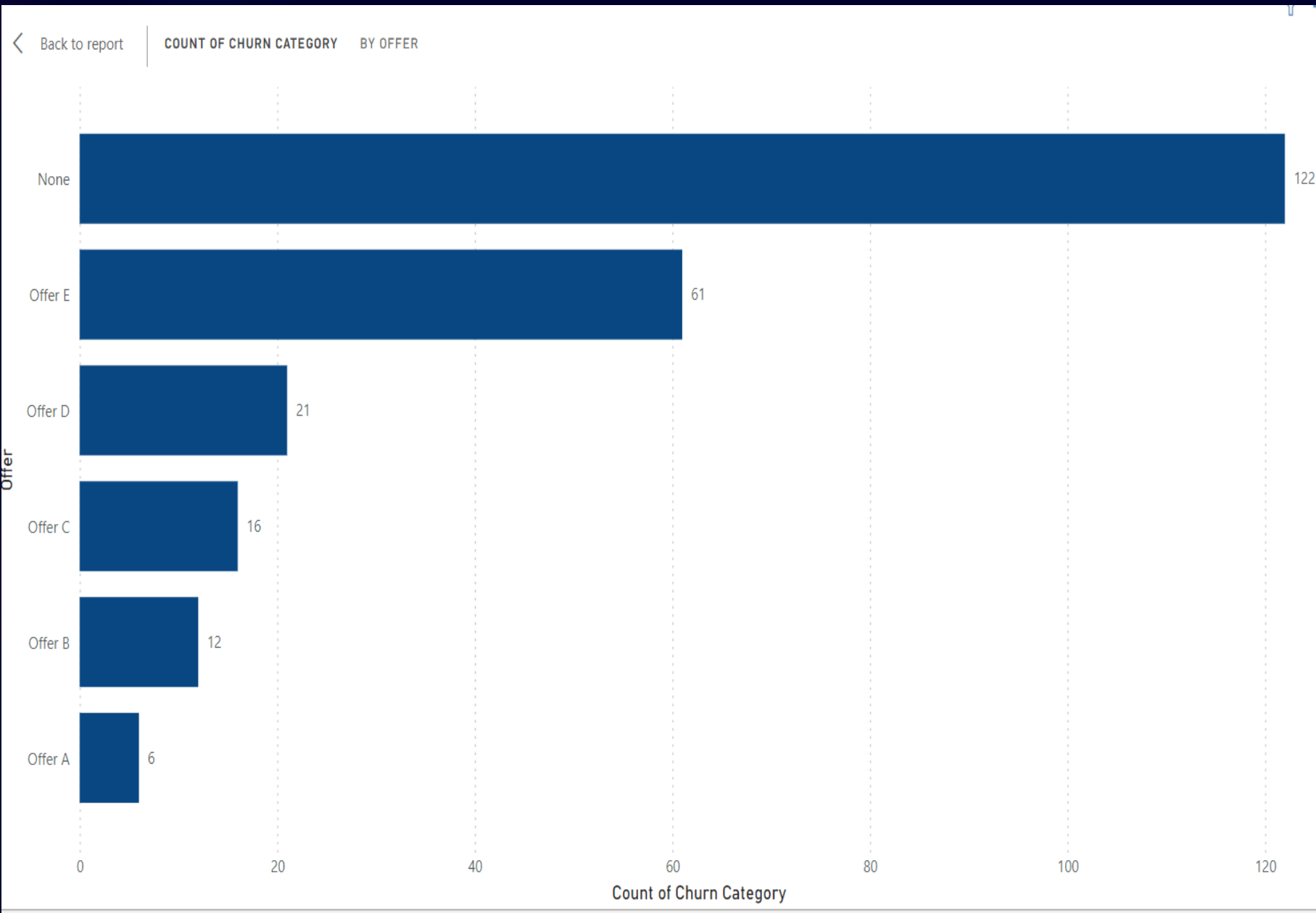
2

2nd Highest reason is Extra Data charges, which is 18.82%

3

3rd Highest reason is Competitor had better devices, which is 6.91%





Churned Category by Offer

- Highest churn customers are no offer category followed by offer E customers are 2nd Highest Churned customer.
- Whereas offer A have the lowest category of churned customers followed by Offer B

Total Charges: Churned vs. Non-Churned

Sum of Total
Charges - **381.39K**

Sum of Total
Refund - **271.88**

Sum of Total
Revenue **505.94k**

Long Distance Charges
- **122.97K**

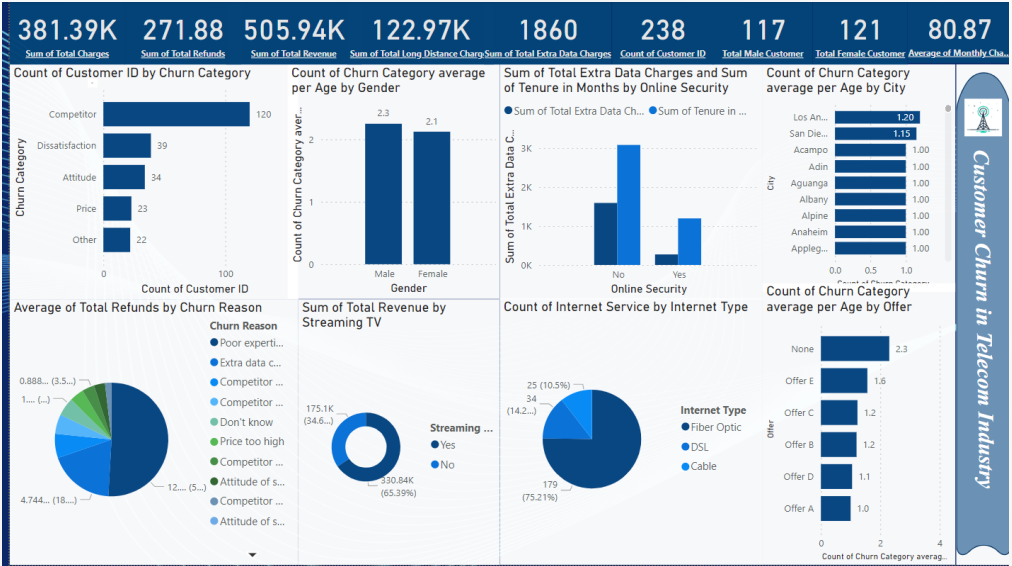
Total Extra data
Charges - **1860**

Total count of
Customer Id - **238**

Total Male
Customer - **117**

Total Female
Customer - **121**

Average Monthly
Charges - **80.87**



The data shows churned customers tend to have higher total charges, indicating cost may be a significant factor in the churn decision.