

Case Study:

Analyzing Customer Churn in Excel

| Customer status: | |
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| Customer ID: | The unique ID that identifies a customer. |
| Churn Label: | Contains “Yes” or “No” to indicate if a customer churned. |
| Churn Category: | Groups multiple churn reasons together for analysis purposes. |
| Churn Reason: | The particular reason why the customer ended the contract. |

| Demographics: | |
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| Gender: | The gender of the customer, indicated by “Male”, “Female” or “Prefer not to say”. |
| Age: | The age of the customer. |
| Under 30: | Indicates if the customer is under 30 with “Yes” or “No”. |
| Senior: | Indicates if the customer is above 65 with “Yes” or “No”. |

| Contract information: | |
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| Contract Type: | Contains “Month to Month”, “One Year” or “Two Year”. |
| Payment Method: | Preferred payment method of the customer indicated with “Credit Card”, “Direct Debit” or “Paper Check”. |
| State: | The code of the state where the customer lives. |
| Phone Number: | Phone number of the customer. |
| Group: | Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains “Yes” or “No”. |
| Number of customers in a group: | Number of customers part of the group. |

| Subscription types & Charges: | |
|-----------------------------------|---|
| Account Length (in months): | The number of months the customer has been with Databel. |
| Local Calls: | Amount of local (within the US) calls from the customer. |
| Local Mins: | The number of minutes spent calling locally. |
| Intl Calls: | Amount of international (outside the US) calls from the customer. |
| Intl Mins: | The number of minutes spent calling internationally. Intl Active: Indicates if the customer called internationally with a “Yes” or “No”. |
| Intl Active: | Indicates if the customer called internationally with a “Yes” or “No”. |
| Intl Plan: | Indicates if the customer has a premium plan to call internationally for free with “Yes” or “No. This premium is reflected in the amount of the monthly charge. |
| Extra International Charges: | Contains the extra charges for international calls for customers who are not on an international plan. |
| Customer Service Calls: | The number of calls made to customer service. |
| Avg Monthly GB Download: | Contains the average monthly download volume in gigabytes. |
| Unlimited Data Plan: | Indicates if the customer has free unlimited download capacity with “Yes” or “No”. This premium is reflected in the amount of the monthly charge. |
| Extra Data Charges: | Contains the extra charges for data downloads for customers who are not on an unlimited plan. |
| Device Protection & Online Backup | Indicates if the customer has paid for device protection and backup with "Yes" or "No". |
| Monthly Charges: | Average of all Monthly Charges to the customer. |
| Total Charges: | Sum of all monthly charges. |