

INTRODUCTION

- > **Customer churn** refers to the loss of customers or subscribers for any reason .
- > Businesses measure and track churn as a percentage of lost customers compared to total number of customers over a given time period.
- > Customer churn is the most important metric because revenue is tied directly to recurring relationships in the subscription model business.
- > Existing customers are with your product for a reason and have already developed brand loyalty from their onboarding process. If existing users find value in your product, then they are more likely to upgrade features if it means the experience will be enhanced.



PROBLEM STATEMENT

With rising customer acquisition costs over the past five years and more market competition than ever, it is necessary to avoid losing customers to sustain business' profitability. This dataset has customer churn details for telecom services.

- --> What is the total churn rate of customers?
- --> In which tenure the churn rate is high ?
- --> What is the count of churn among Senior Citizens ?
- --> Which payment method has the highest amount of churn?
- --> Which billing method has high churn rate?
- --> How is the churn rate among different plans?

FACTORS ANALYZED

Total Churn Rate

Tenure

Senior Citizen

Partner

Billing

Gender

Plan

Payment Method

Churn for Each Services

Contract



Customer Churn Analysis

7043

Total Customers

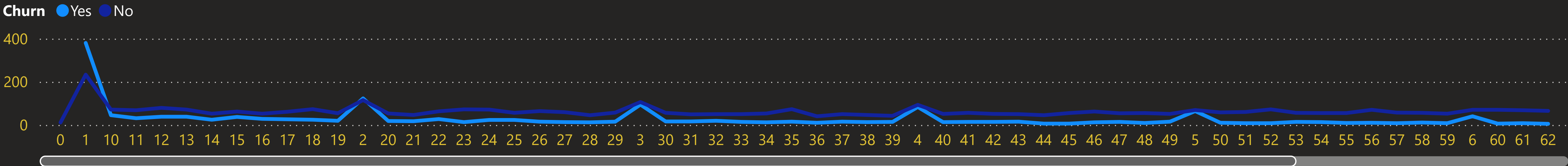
1869

No of Customers left the services

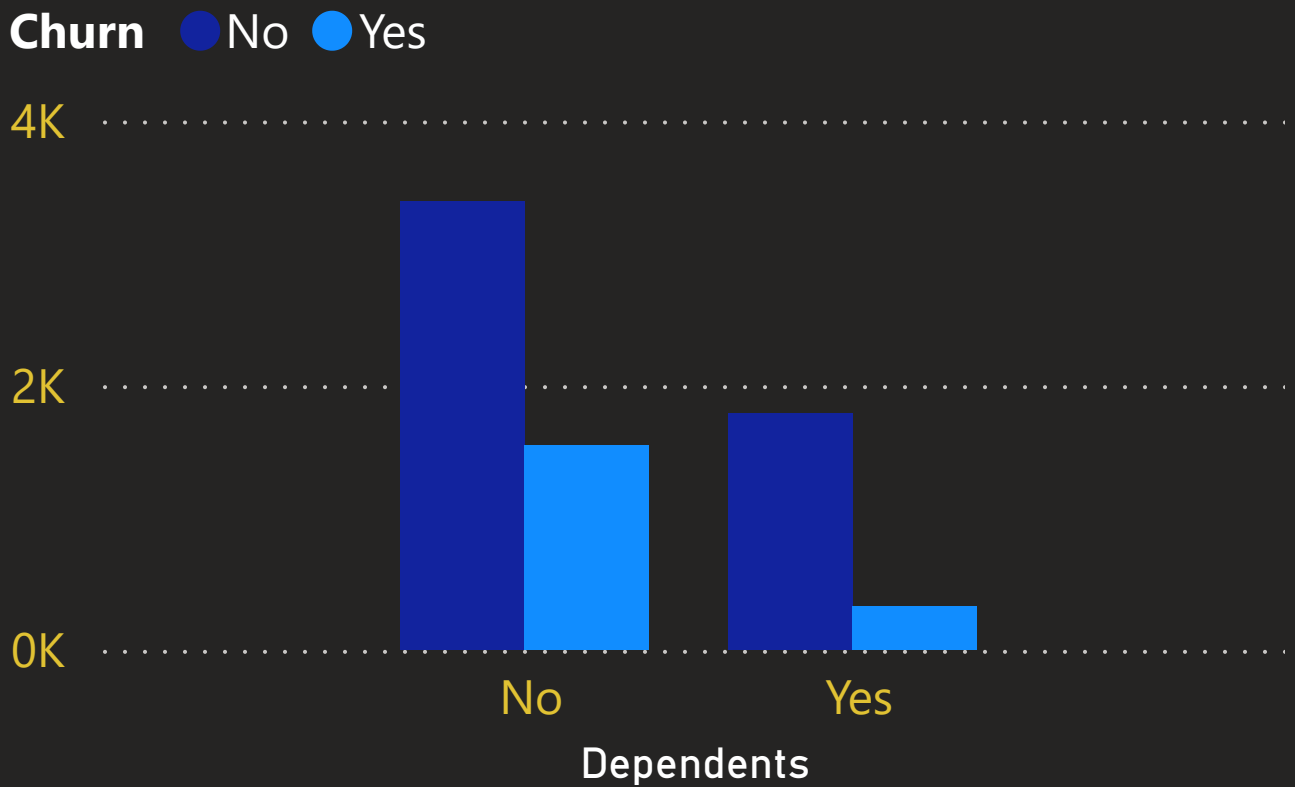
26.54

churn_rate

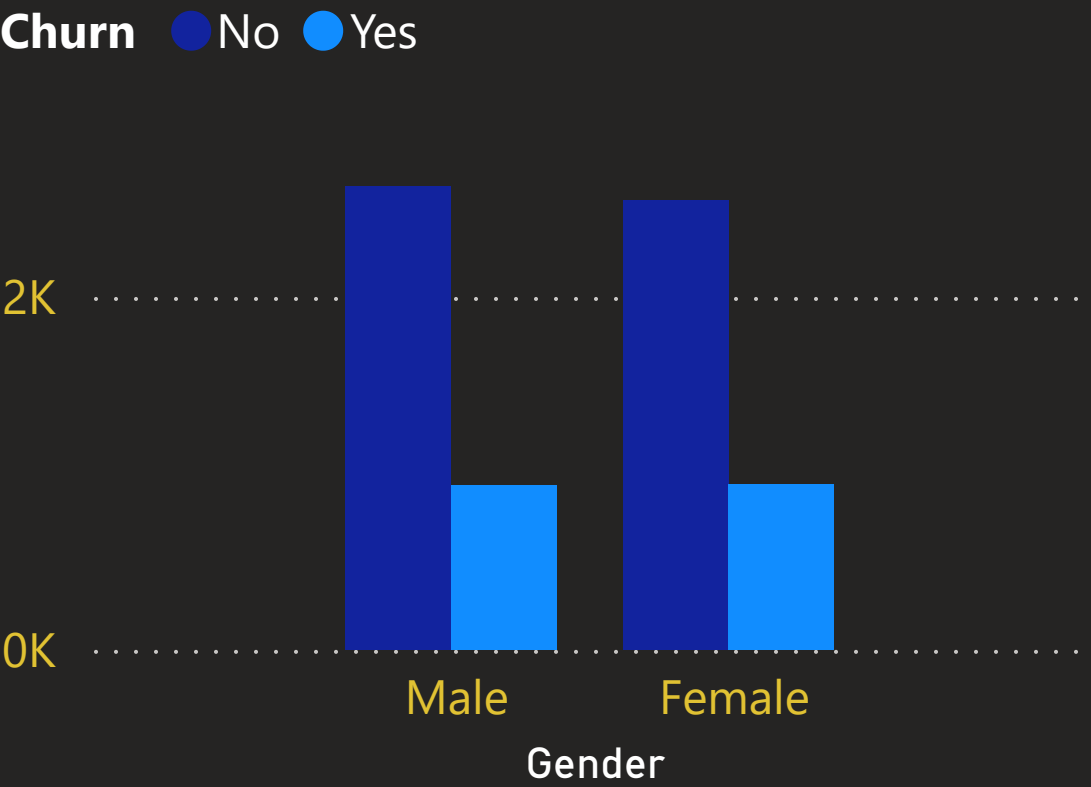
Count of Churn by Tenure



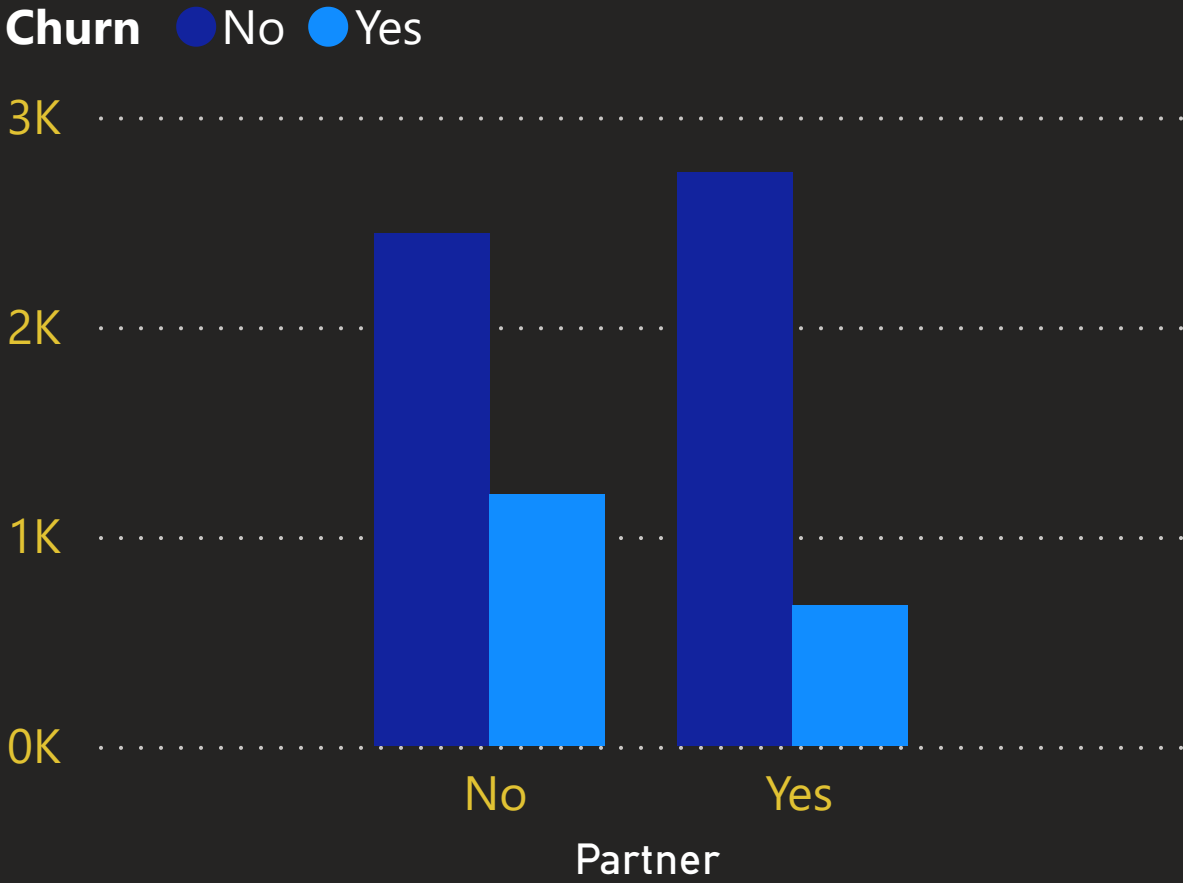
Count of Churn by Dependents



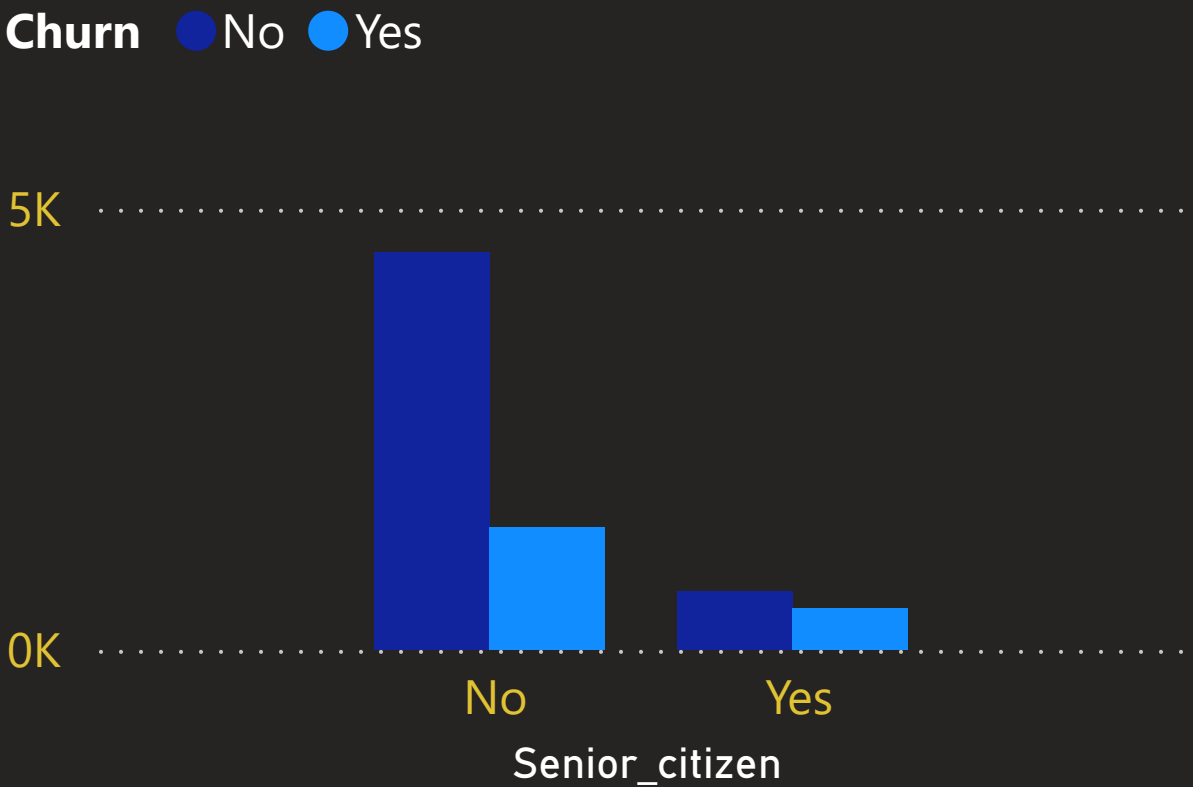
Count of Churn by Gender



Count of Churn by Partner



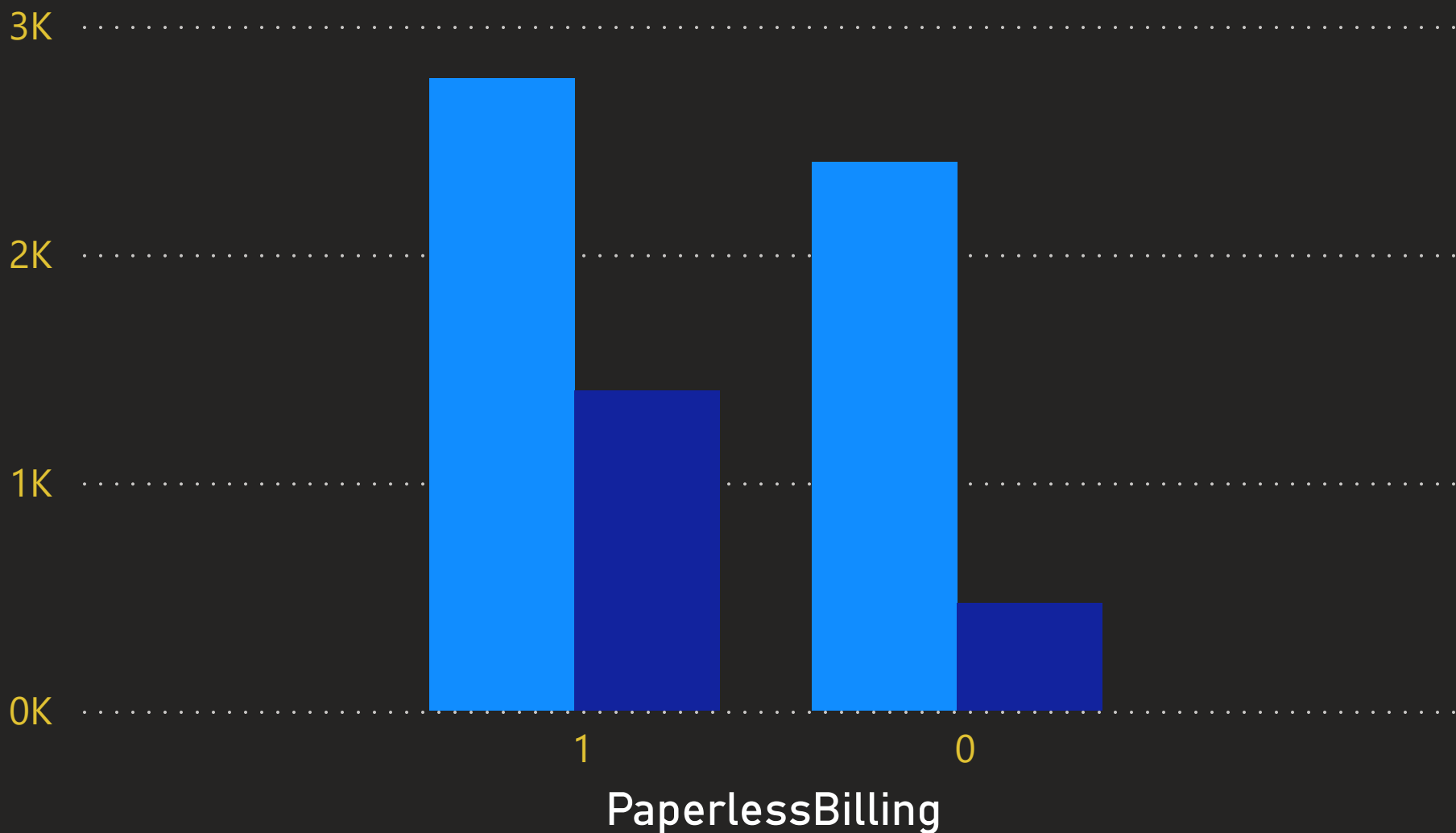
Count of Churn by Senior Citizen



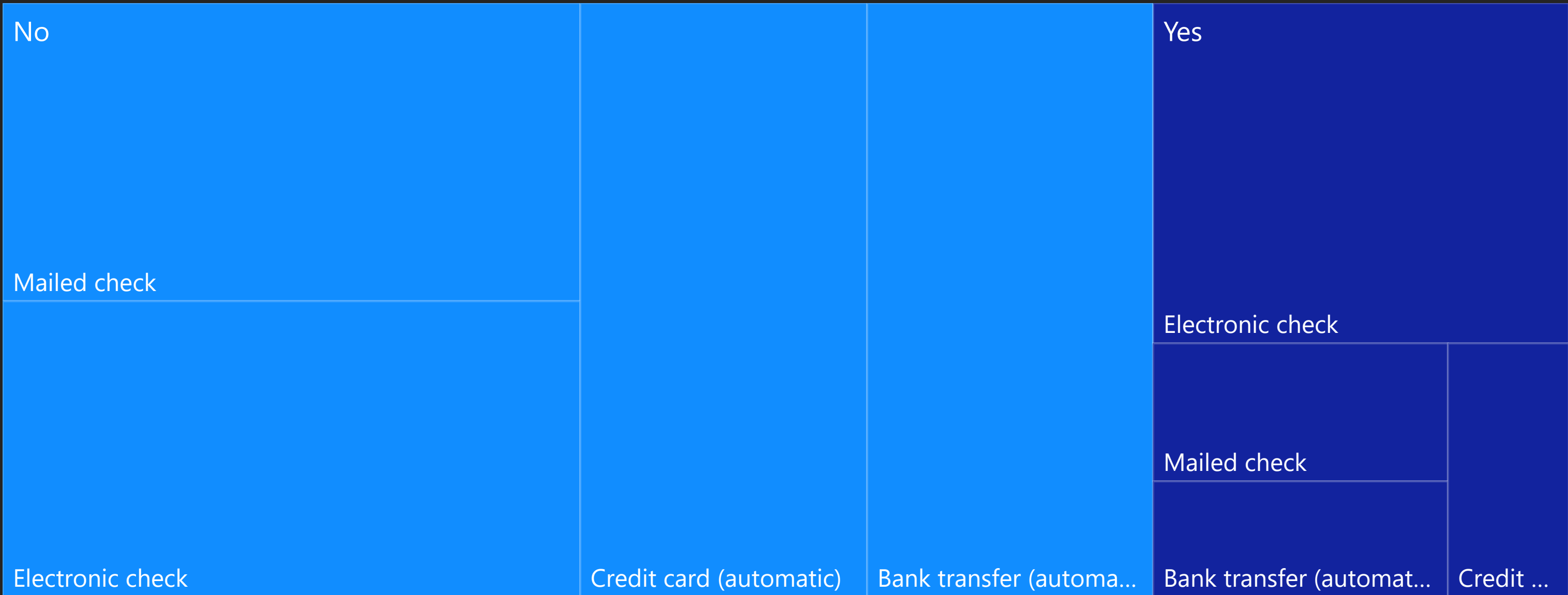


Count of Churn by Billing

Churn ● No ● Yes

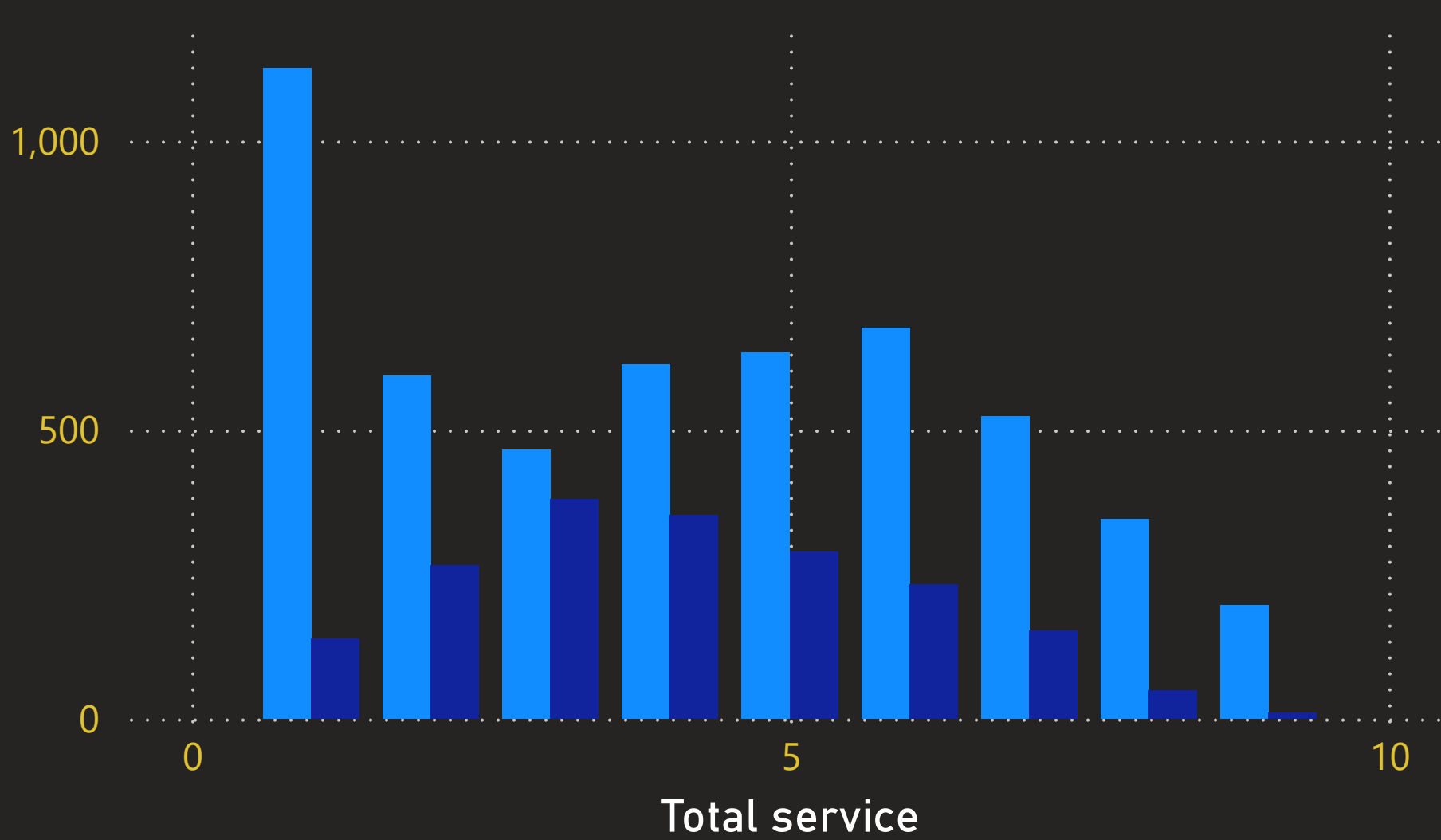


Count of Churn by PaymentMethod

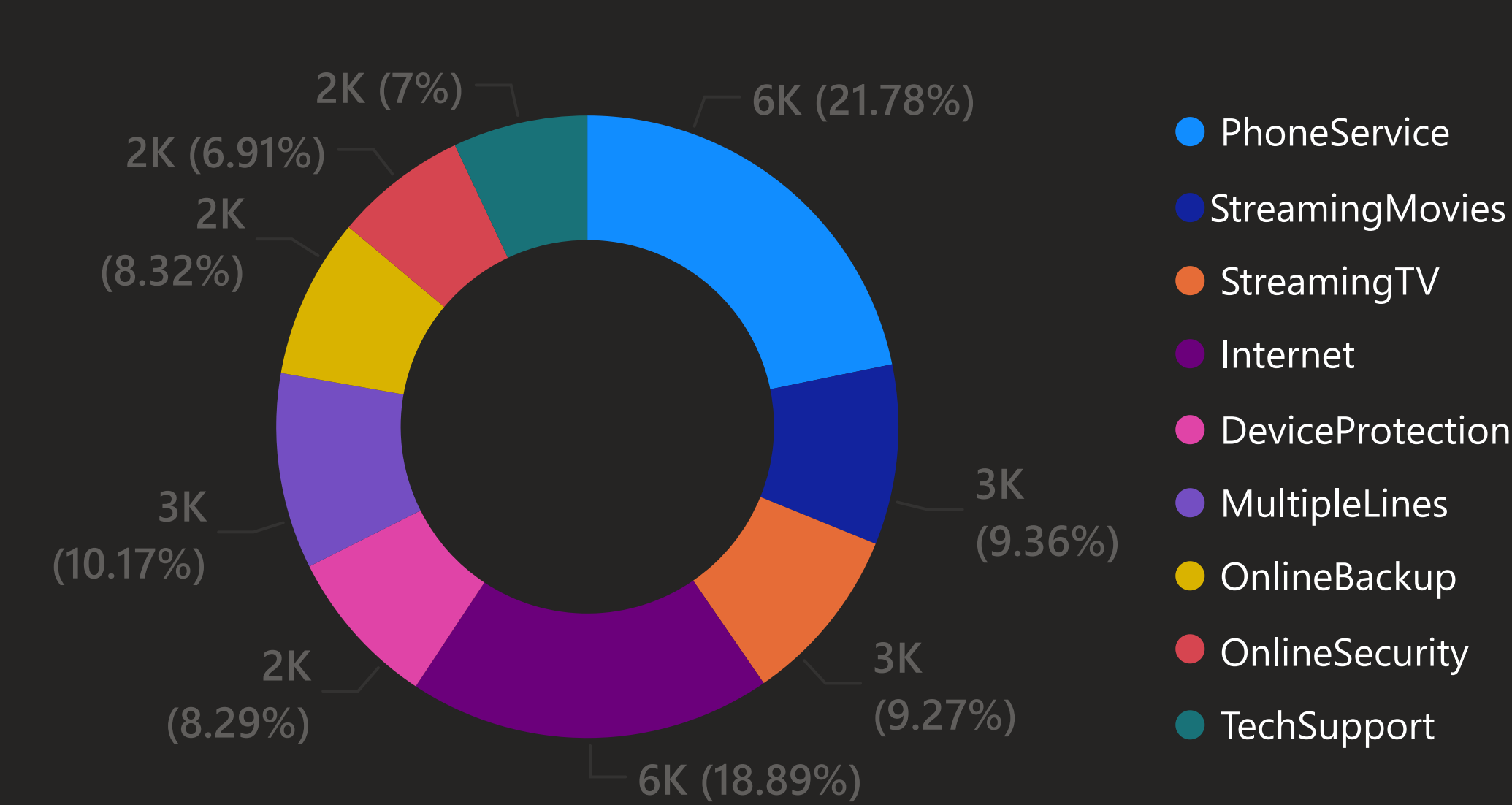


Count of Churn by Total Services

Churn ● No ● Yes



Total Churn by Services



456.12K

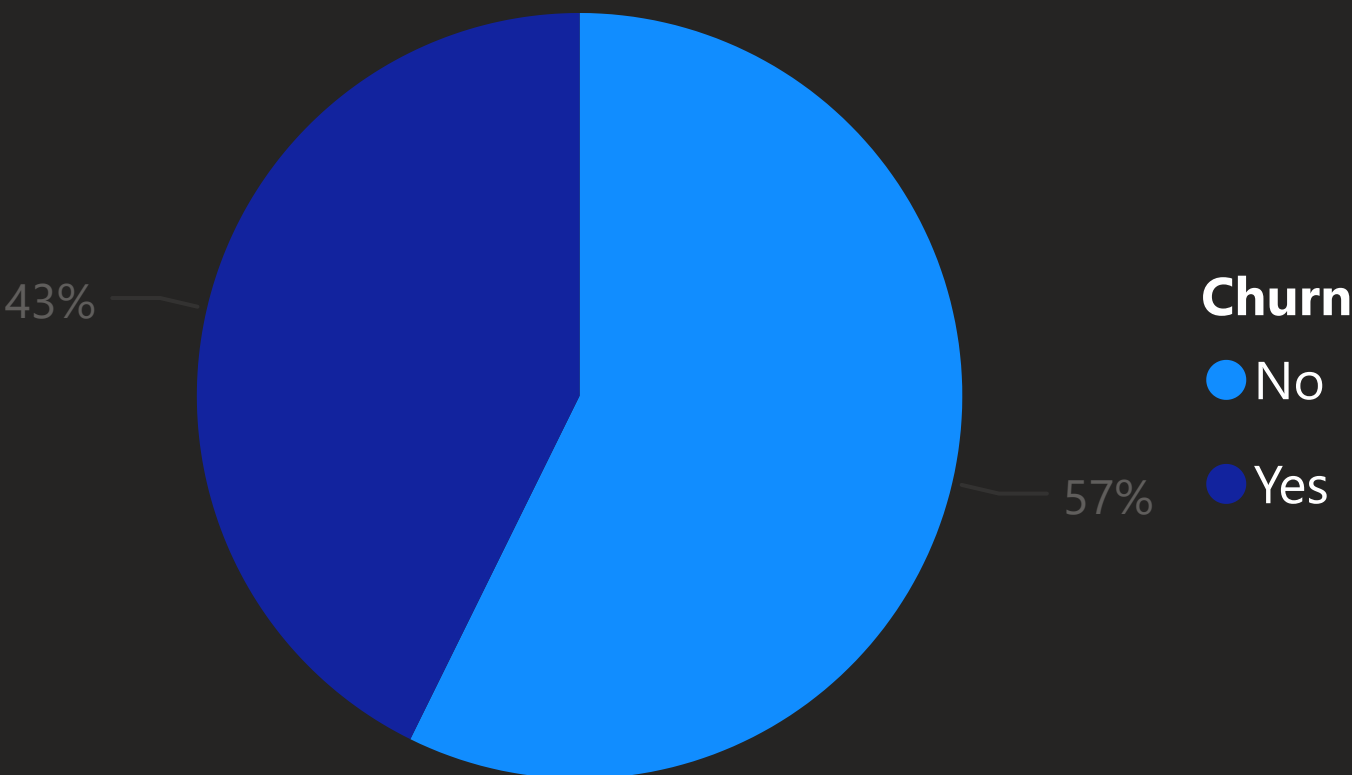
MonthlyCharges

16.06M

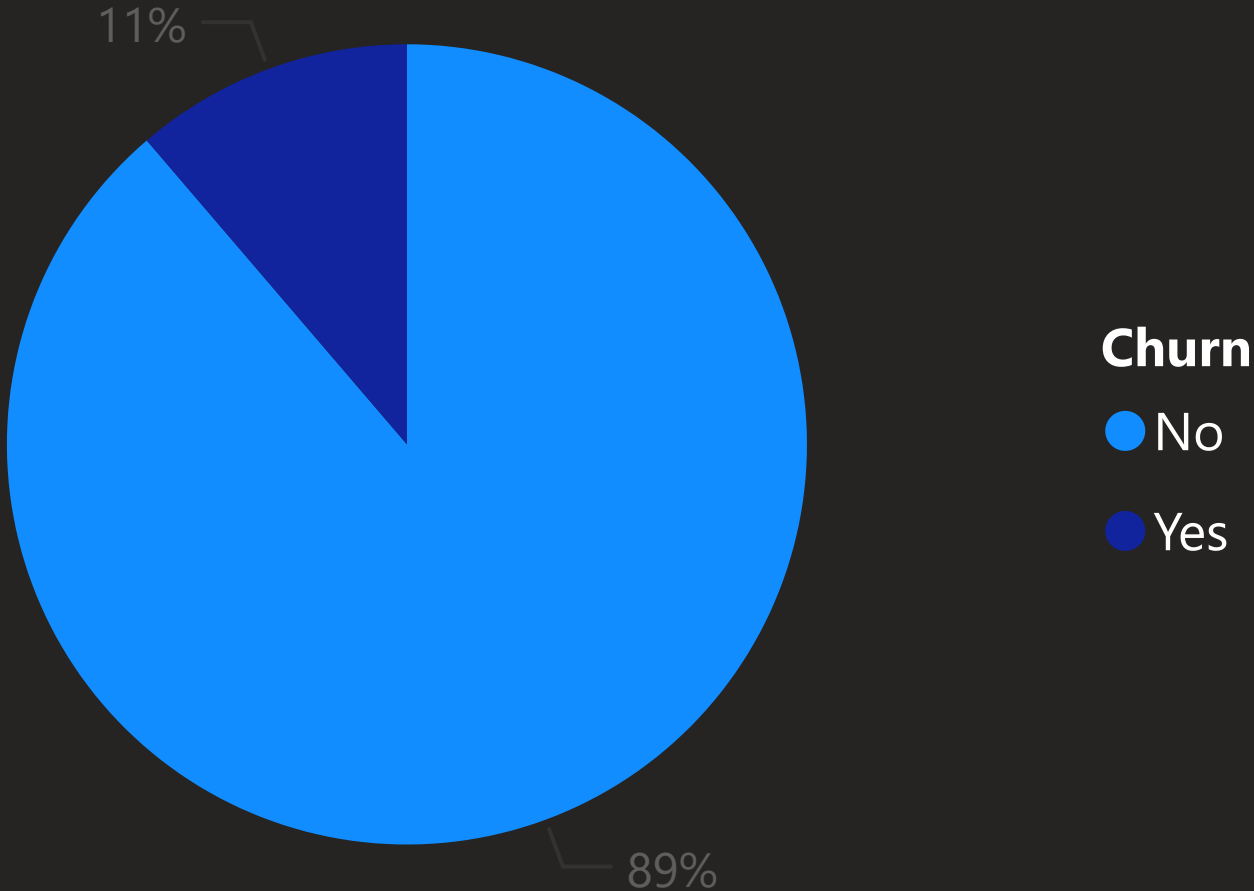
TotalCharges



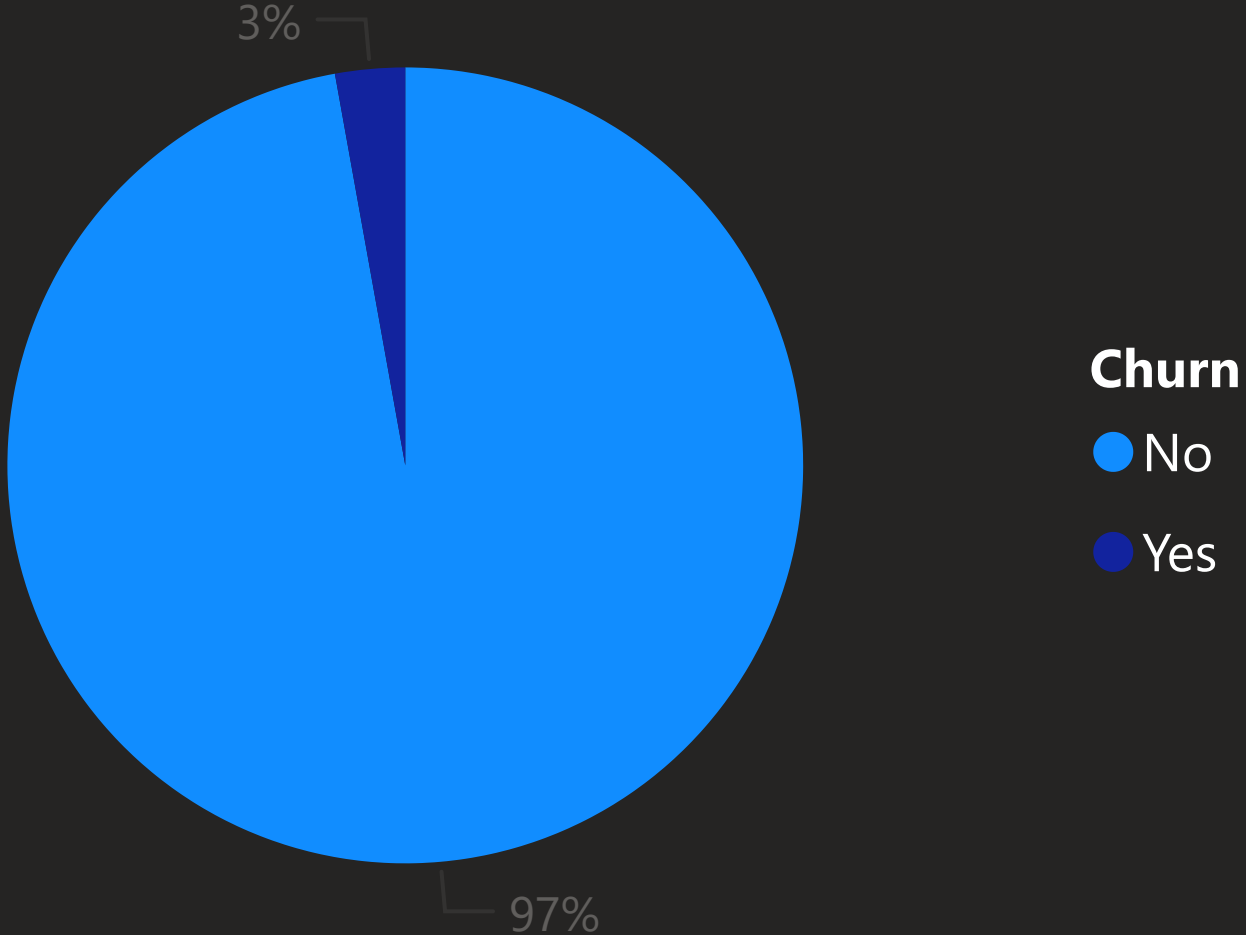
Month to Month Plan



One Year Plan



Two Year Plan



Churn by Contract



RECOMMENDATIONS

Based on the analysis the following recommendations are suggested to reduce the customer churn rate.

- > Invest in marketing and promotions to retain the customers with 1 year tenure.
- > Focus on expanding and promoting services among the senior Citizen customers.
- > Electronic check Payment mode should be checked for any errors as it has high churn rate.
- > Promotions should be focused on customers with Month to Month plan.
- > Phone service customers should be focused on increasing to many services by promotional activities.
- > Paperless Billing should be reviewed for any issues as it has high churn rate.

