Telecom Customer Churn Analysis

INTRODUCTION

In today's competitive business environment, retaining customers is crucial for long-term success. Churn analysis is a key technique used to understand and reduce this customer attrition. It involves examining customer data to identify patterns and reasons behind customer departures. By using advanced data analytics. This knowledge allows companies to take proactive steps to improve customer satisfaction and loyalty.

Project Targets

Created an entire ETL process in a database & a Power BI dashboard to utilize the Customer Data and achieve below goals:

-Visualize & Analyze Customer Data at below levels
-Demographic
-Geographic
-Payment & Account Info
-Services
-Study Churner Profile & Identify Areas for Implementing marketing campaigns
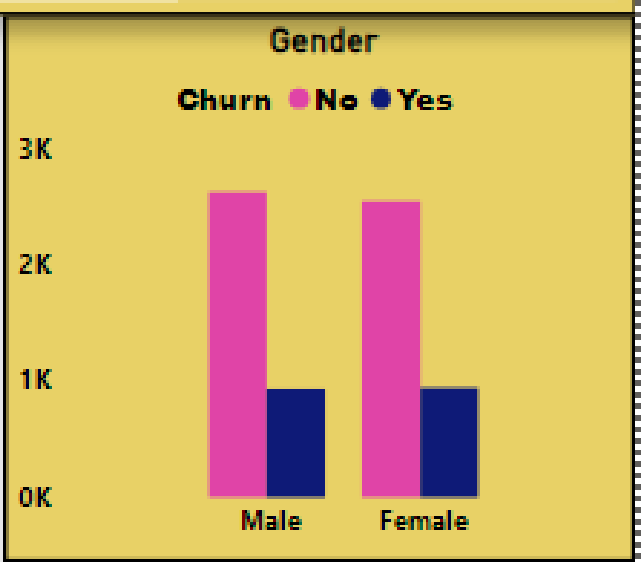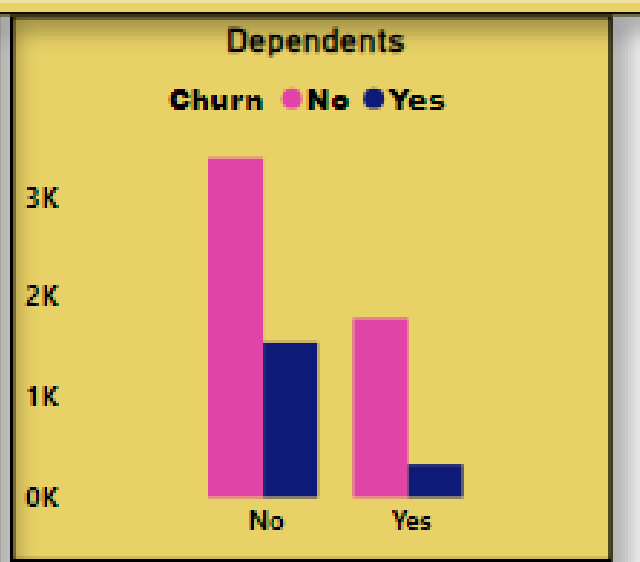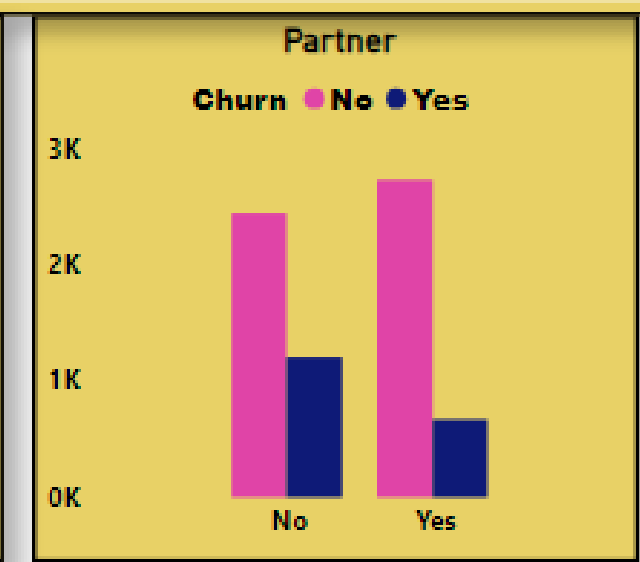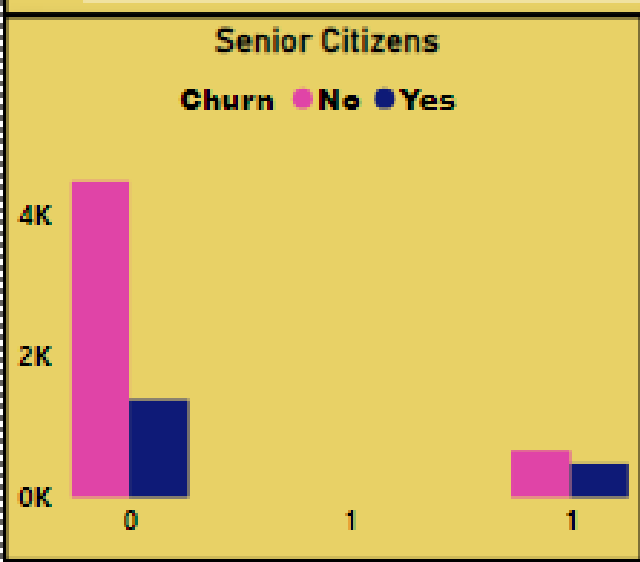
DASHBOARD →

CUSTOMER CHURN ANALYSIS

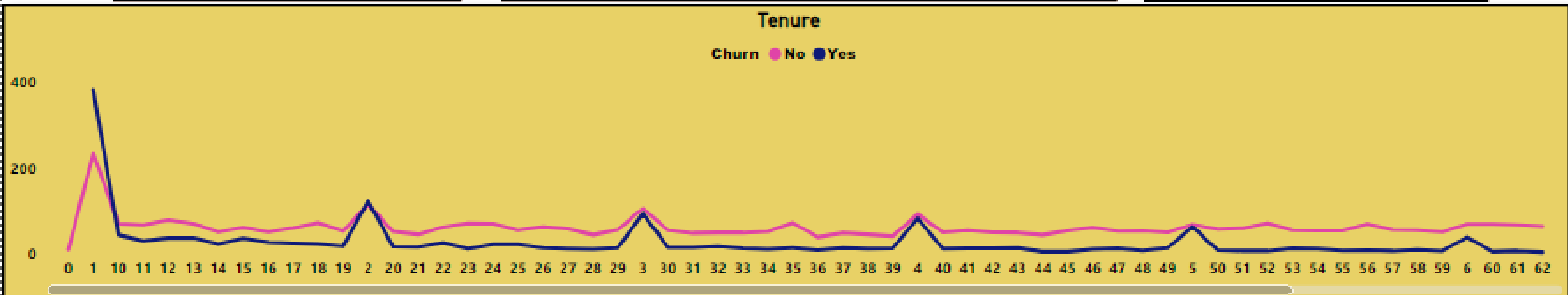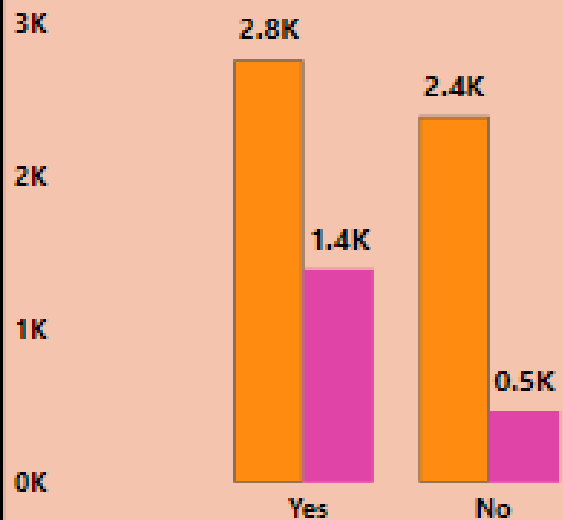| 7043	1869	26.54
No of Customers	No. of Customers who have left the Services	Churn_Rate

Tenure

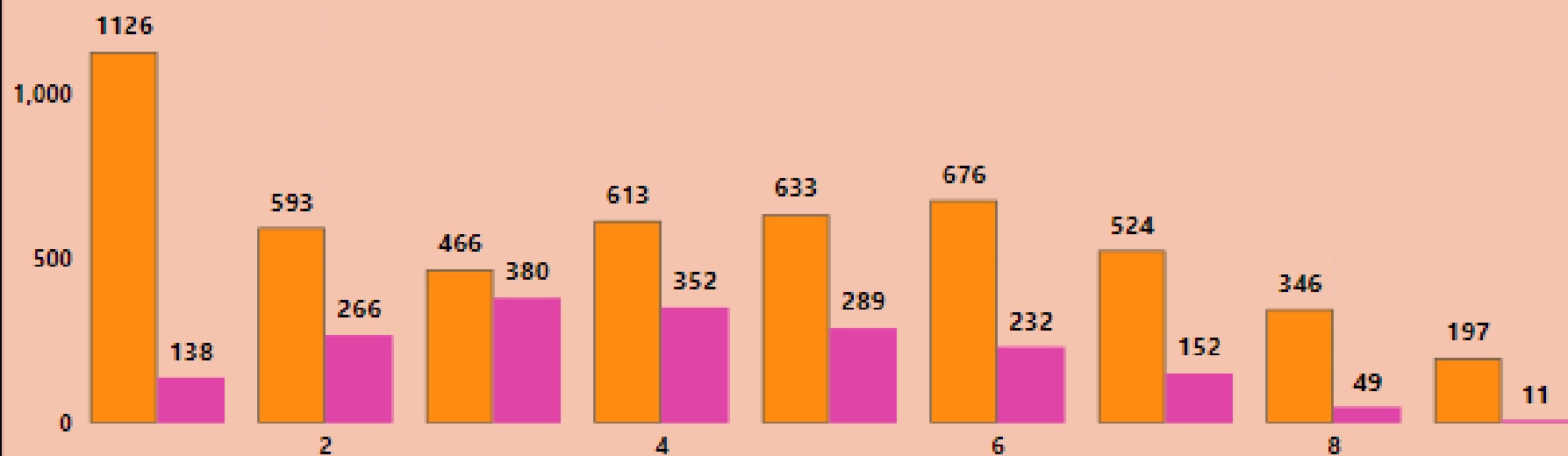Churn ● No ● Yes

Senior Citizens

Churn ● No ● Yes

Partner

Churn ● No ● Yes

Dependents

Churn ● No ● Yes

Gender

Churn ● No ● Yes

PaperlessBilling

Churn ○ No ● Yes

- Yes: No 2.8K, Yes 1.4K
- No: No 2.4K, Yes 0.5K

Total Services

Churn ○ No ● Yes

Services	No	Yes
1	1126	138
2	593	266
3	466	380
4	613	352
5	633	289
6	676	232
7	524	152
8	346	49
9	197	11

PaymentMethod

- Electronic check: 1.07K
- Mailed check: 0.31K
- Bank trans...: 0.26K
- Credit card (automatic): 0.23K
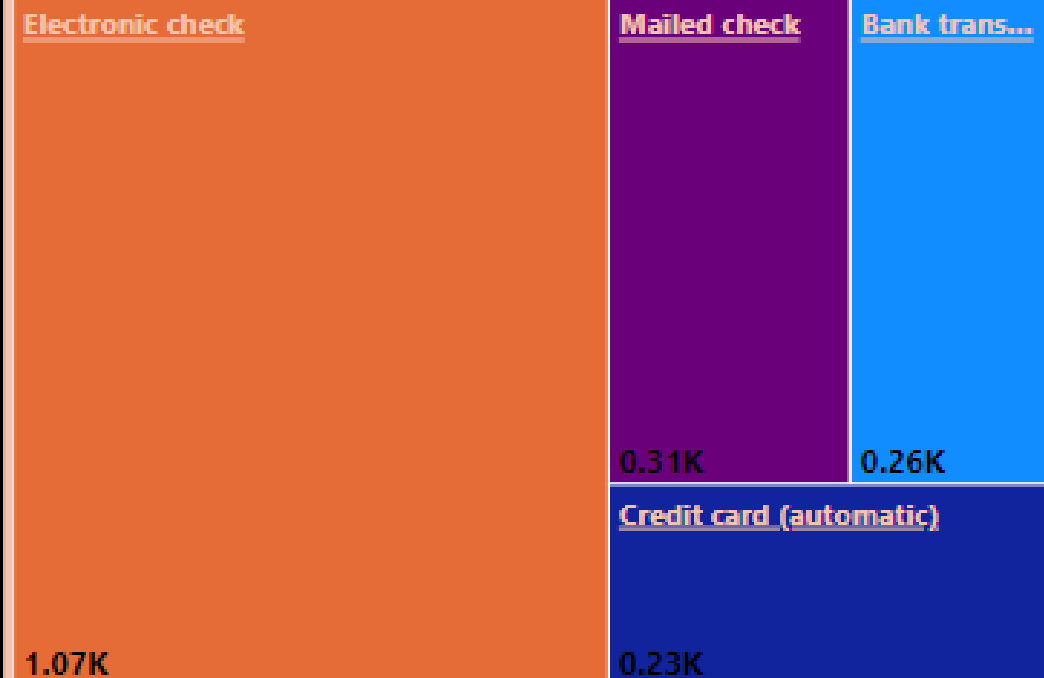
Contract(Month-to-Month)

Churn ○ No ● Yes

- 1.66K (42.71%)
- 2.22K (57.29%)
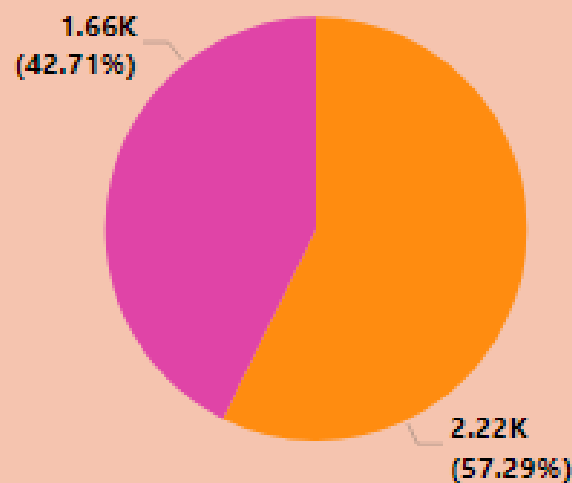
Contract(One Year)

Churn ○ No ● Yes

- 0.17K (11.27%)
- 1.31K (88.73%)
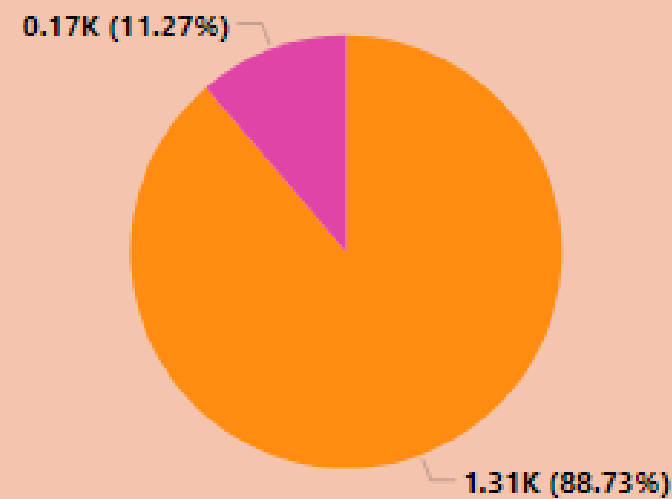
KEY INSIGHTS

- Churn Rate:27.0%
- Highest Churn by Internet Type: Fiber Optic at 41.1%
- Top Churn by State: Jammu & Kashmir at 57.2%
- Primary Churn Categories: Competitive pressure and customer dissatisfaction.