

Introduction

Customer Churn, often referred to as customer attrition or customer turnover, is a critical metric for businesses across various industries. It represents the percentage of customers who discontinue using a company's products or services within a given period. Churn is a significant concern for organizations as it can result in the loss of revenue and the need to acquire new customers to replace those who have departed.

Understanding the reasons behind customer churn and identifying at-risk customers is vital for any business. It provides an opportunity to implement strategies to improve customer retention, enhance the customer experience, and ultimately increase revenue.

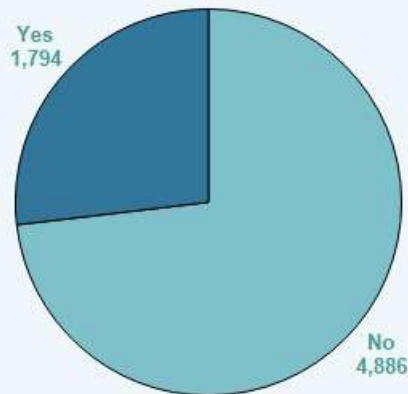
Churn analysis typically involves examining customer data, such as usage patt..

Current Situation

Databel, a prominent service provider, currently grapples with a significant churn rate across its customer base. The data reveals a churn rate of approximately 63% in Canada and 26% across all states. This alarming trend has raised essential questions about the reasons behind customer attrition and which specific customer segments are more prone to churn.

The high churn rate represents a critical challenge that requires immediate attention. To address this challenge effectively, we initiated an in-depth data analysis project aimed at uncovering the root causes of churn. By understanding why customers are leaving and which types of customers are most likely to churn, Databel can develop and implement strategies to retain its customer base.

This analysis serves as a crucial step in Databel's journey to reduce churn and enhance customer retention. By identifying the factors driving churn, Databel can formulate targeted strategies to address these issues, improve the overall customer experience, and ultimately foster business growth..

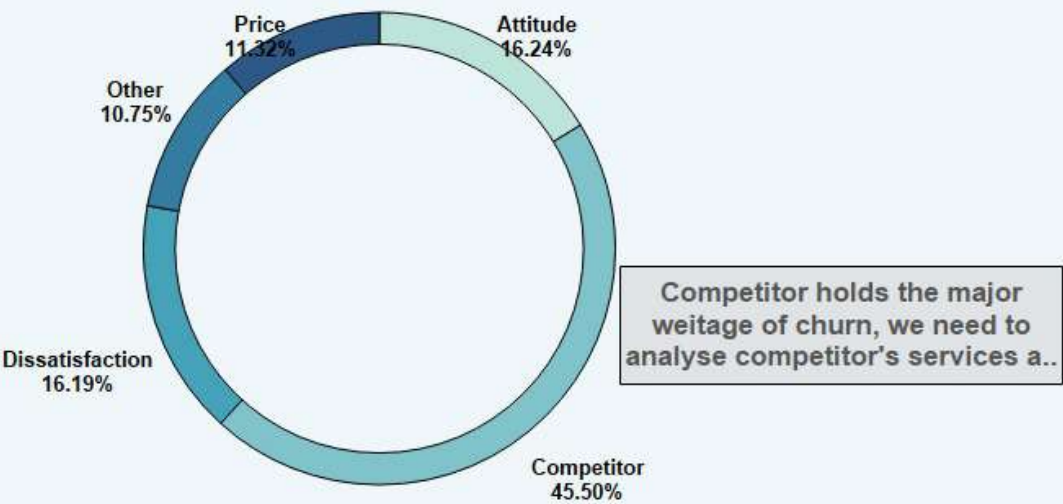


Churn Reason Analysis

Churn Reasons

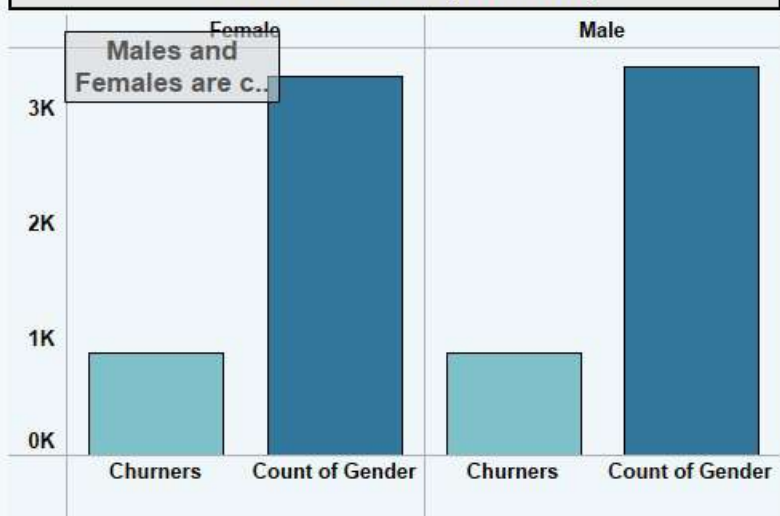


Churn Category Distribution

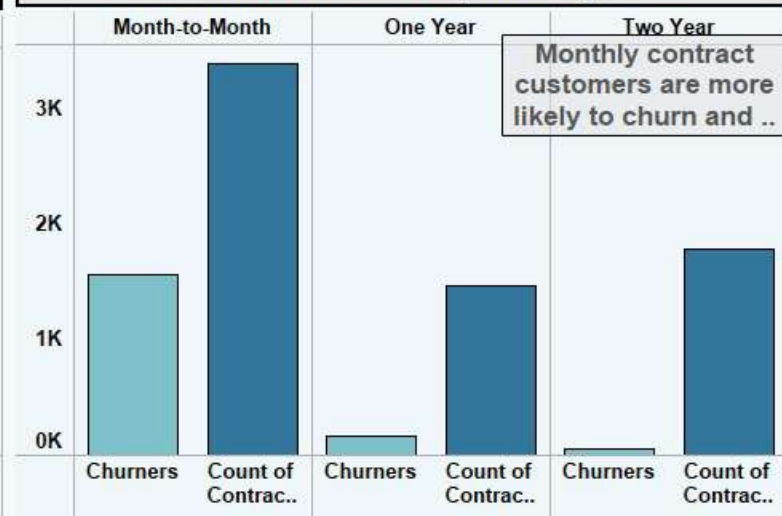


Demographic Analysis of Churners

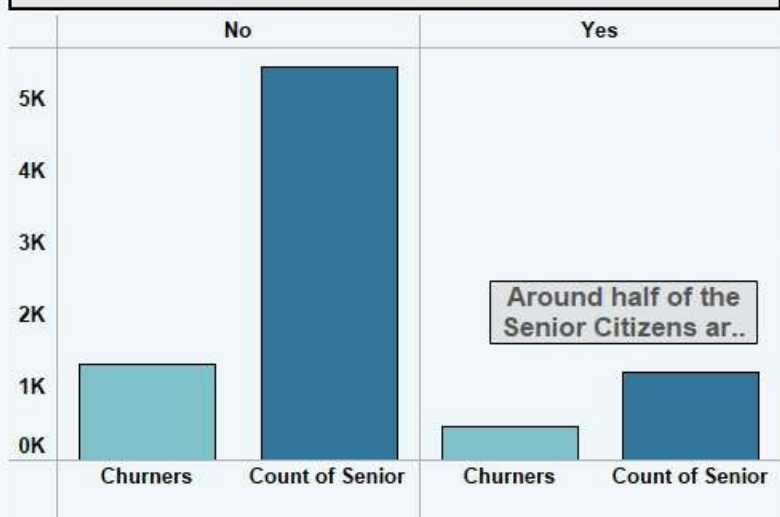
Count of Gender(Churned)



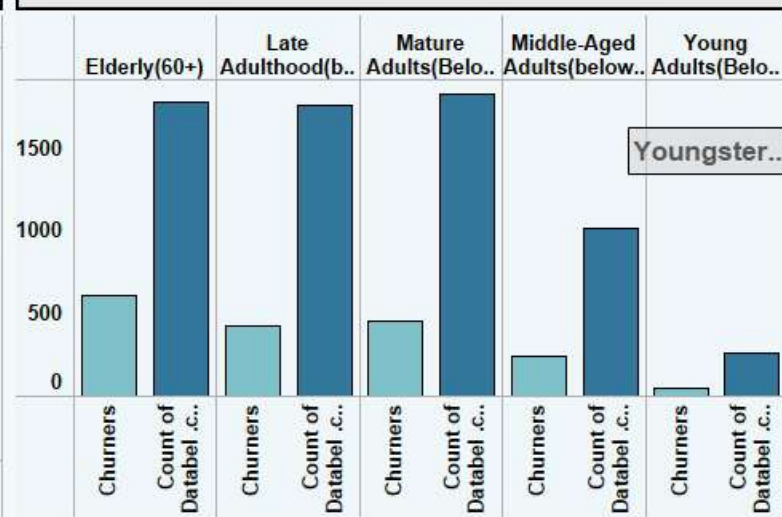
Count of Contract(Churned)



Count of Senior Citizen(Churned)

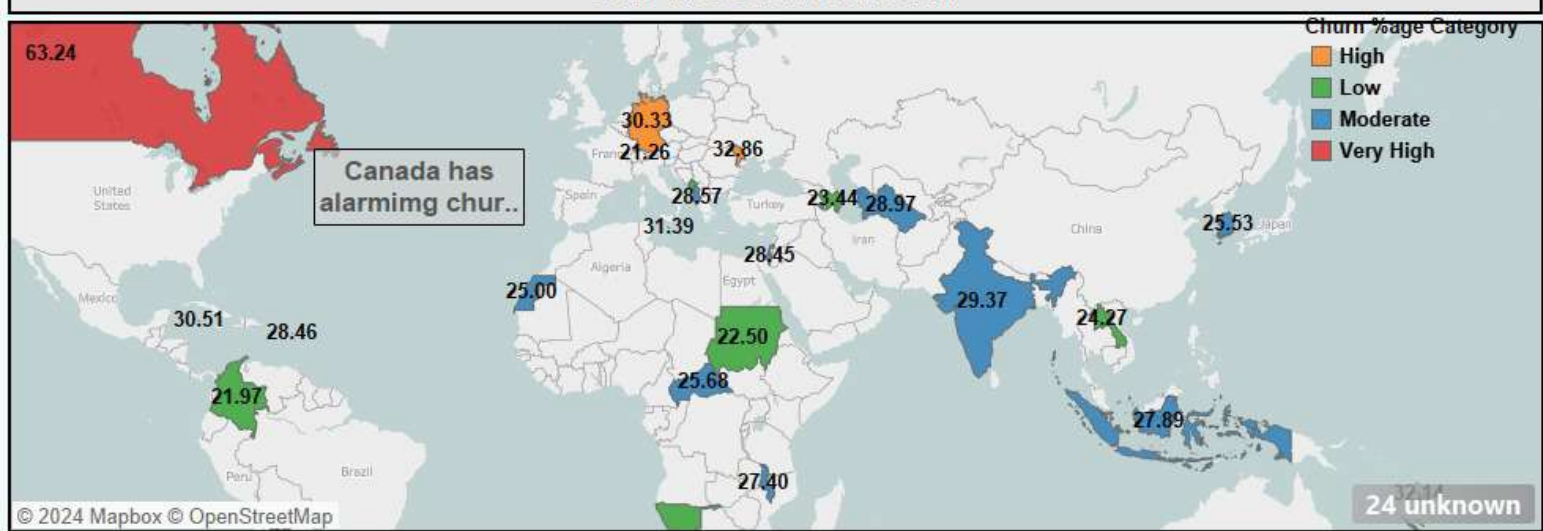


Count of Age(Churned)



Geographical Analysis

State wise Churn Distribution

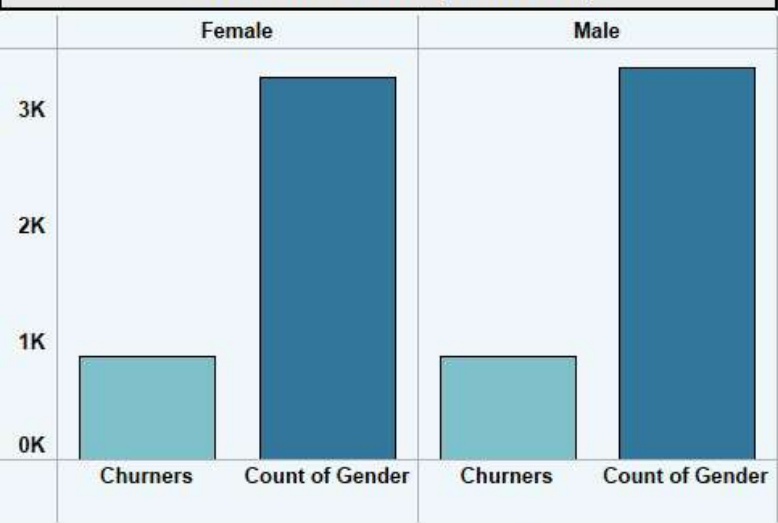


Top 10 Churn States		Top 10 Retention States		Top 10 States by Customers		State-wise Count of Grouped Customers																			
State		State		State		WV	ID	KS	CO	ND	NV	MT	CT	TX											
CA	63.24%	DE	69.67%	WV	213										IN	OR	WA	MI	NC	NH	NM	HI	KY		
OH	34.81%	KY	69.49%	MN	167				MD	OK	VA	MO													
PA	33.71%	OR	69.03%	NY	167								NJ	WY	IL	UT	AK	NE	SD	AZ					
NE	33.06%	MT	68.61%	AL	161				NY	MN	MA	IA									AR	SC	VT	DE	
MD	32.86%	NH	67.86%	OH	158								WI	AL	ME	DC	FL	GA	PA	LA					
NH	32.14%	MD	67.14%	WI	156				OR <th rowspan="2">VA<th rowspan="2">WY<th rowspan="2">MS</th><th rowspan="2">TN</th><th rowspan="2">OH</th><th rowspan="2">LA</th></th></th>	VA <th rowspan="2">WY<th rowspan="2">MS</th><th rowspan="2">TN</th><th rowspan="2">OH</th><th rowspan="2">LA</th></th>	WY <th rowspan="2">MS</th> <th rowspan="2">TN</th> <th rowspan="2">OH</th> <th rowspan="2">LA</th>	MS									TN	OH	LA		
MT	31.39%	NE	66.94%	OR	155								KY <th rowspan="2">DE<th rowspan="2">TX<th rowspan="2">CA<th rowspan="2">NV</th><th rowspan="2">MT</th><th rowspan="2">CT</th><th rowspan="2">TX</th></th></th></th>	DE <th rowspan="2">TX<th rowspan="2">CA<th rowspan="2">NV</th><th rowspan="2">MT</th><th rowspan="2">CT</th><th rowspan="2">TX</th></th></th>	TX <th rowspan="2">CA<th rowspan="2">NV</th><th rowspan="2">MT</th><th rowspan="2">CT</th><th rowspan="2">TX</th></th>	CA <th rowspan="2">NV</th> <th rowspan="2">MT</th> <th rowspan="2">CT</th> <th rowspan="2">TX</th>	NV	MT	CT	TX					
OR	30.97%	PA	66.29%	VA	155				NY <th rowspan="2">MN</th> <th rowspan="2">MA</th> <th rowspan="2">DC</th> <th rowspan="2">FL</th> <th rowspan="2">GA</th> <th rowspan="2">PA</th> <th rowspan="2">LA</th>	MN	MA	DC									FL	GA	PA	LA	
KY	30.51%	OH	65.19%	WY	154								WI <th rowspan="2">AL</th> <th rowspan="2">RI</th> <th rowspan="2">MS</th> <th rowspan="2">TN</th> <th rowspan="2">OH</th> <th rowspan="2">LA</th>	AL	RI	MS	TN	OH	LA						
DE	30.33%	CA	36.76%	CT	148	WV <th rowspan="2">ID<th rowspan="2">KS<th rowspan="2">CO<th rowspan="2">ND<th rowspan="2">NV<th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th></th></th></th></th></th>	ID <th rowspan="2">KS<th rowspan="2">CO<th rowspan="2">ND<th rowspan="2">NV<th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th></th></th></th></th>	KS <th rowspan="2">CO<th rowspan="2">ND<th rowspan="2">NV<th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th></th></th></th>	CO <th rowspan="2">ND<th rowspan="2">NV<th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th></th></th>	ND <th rowspan="2">NV<th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th></th>	NV <th rowspan="2">MT<th rowspan="2">CT<th rowspan="2">TX</th></th></th>	MT <th rowspan="2">CT<th rowspan="2">TX</th></th>								CT <th rowspan="2">TX</th>	TX				

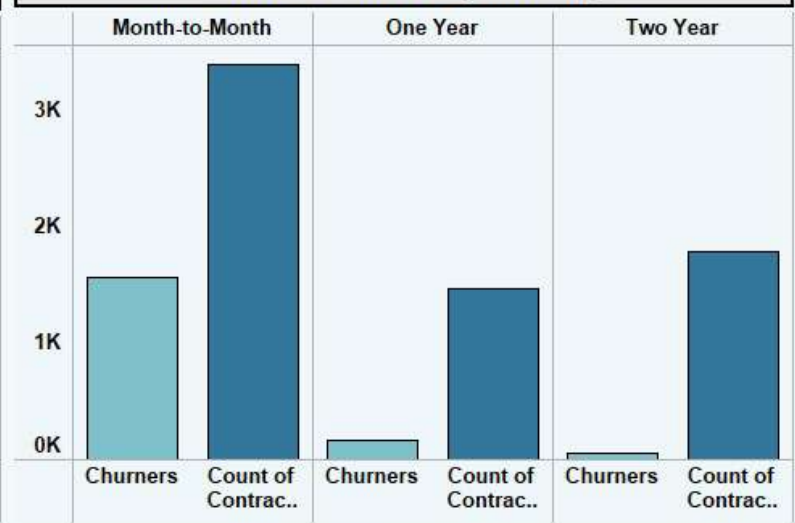
Grouped customers have very low churn rates. In case of Canada, it has lowest number of grouped customers, so high..

Demographic Analysis of Churners

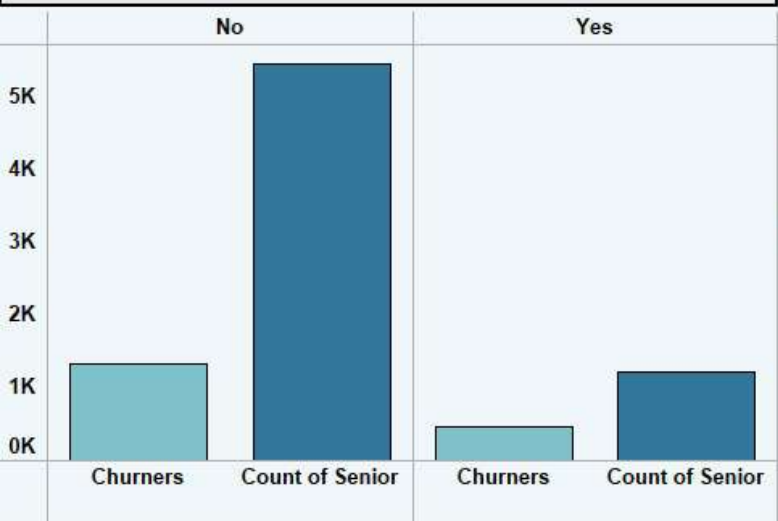
Count of Gender(Churned)



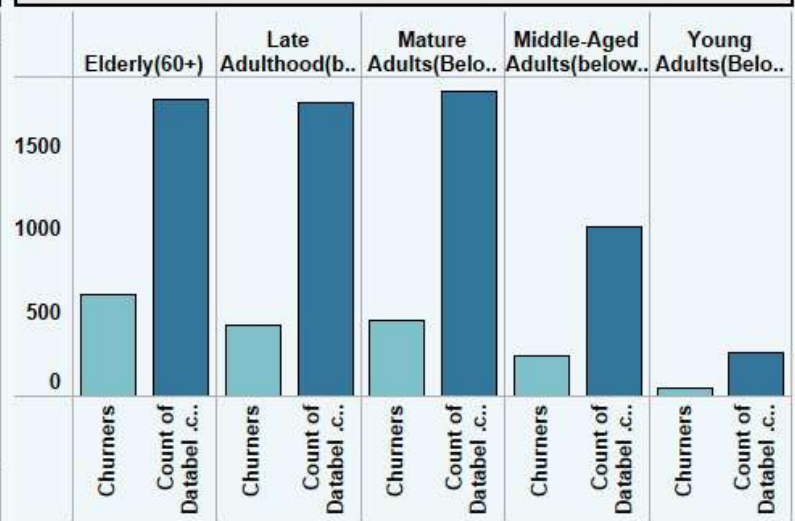
Count of Contract(Churned)



Count of Senior Citizen(Churned)

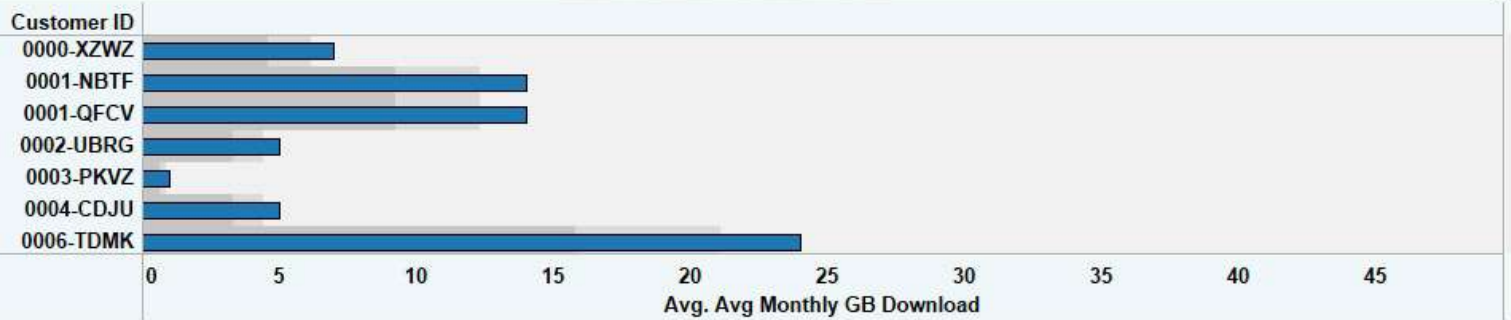


Count of Age(Churned)



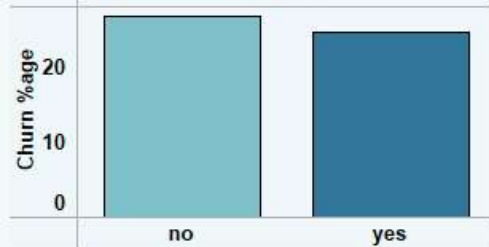
Service Analysis

Avg. Monthly GB Download



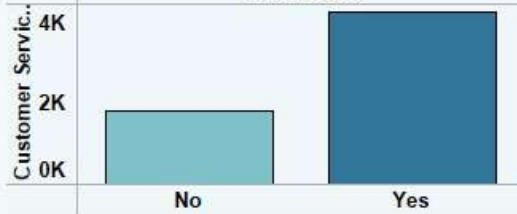
Churn% vs Intl Plan

Intl Plan

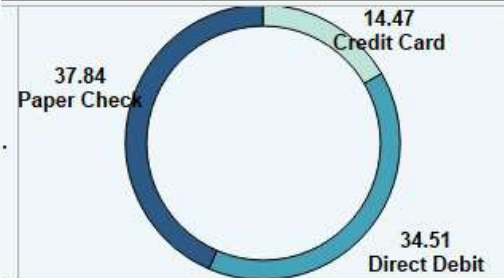


Customer Service calls of Churners and Non-Churners

Churn Label

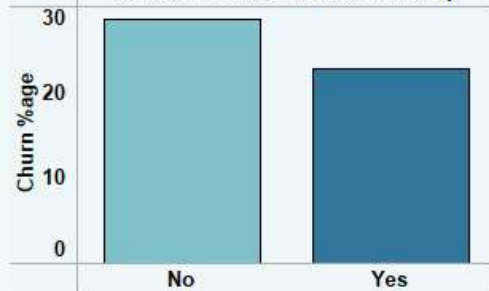


Payment Method & Churn %



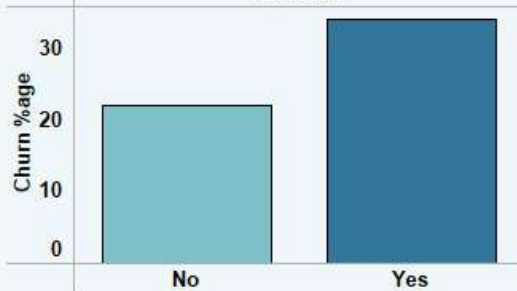
Churn% vs Device Protection

Device Protection & Online Backup



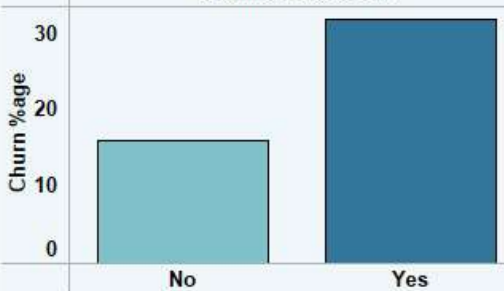
Intl Active Customers

Intl Active



Churn% vs Unlimited Data Plan

Unlimited Data Plan



State-wise Count of Grouped Customers

WV	ID	KS	CO	ND	NV	MT	CT	TX
IN	OR	WA	MI	NC	NH	NM	HI	KY
MD								
NJ	WY	MA	VT	AR	SC	VT	DE	
NY	MN	ME	IA	FL	GA	PA		
WI	AL	RI	DC	TN	OH	LA		
			MS					

State:

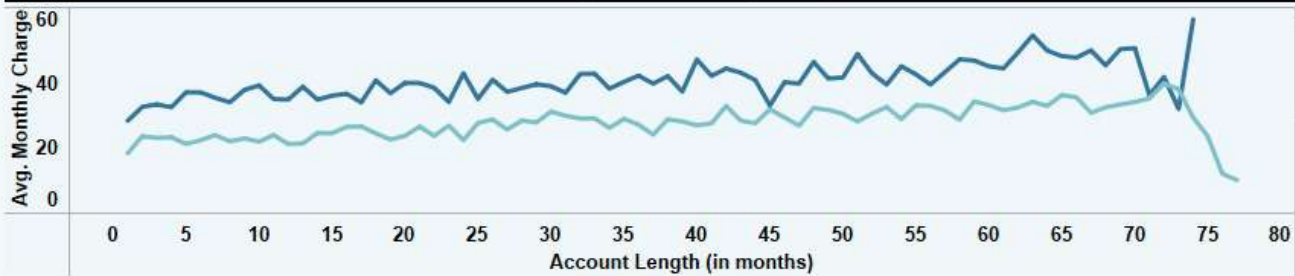
IN

Number of Customers in Group: **161**

Grouped customers have very low churn rates. In case of Canada, it has lowest number of grouped customers, so high..

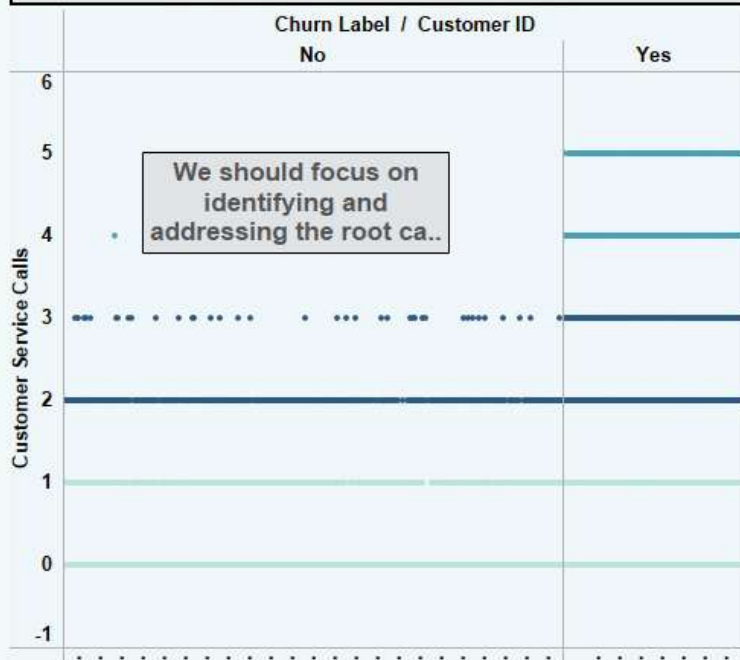
Service Analysis

Account length vs Monthly charges

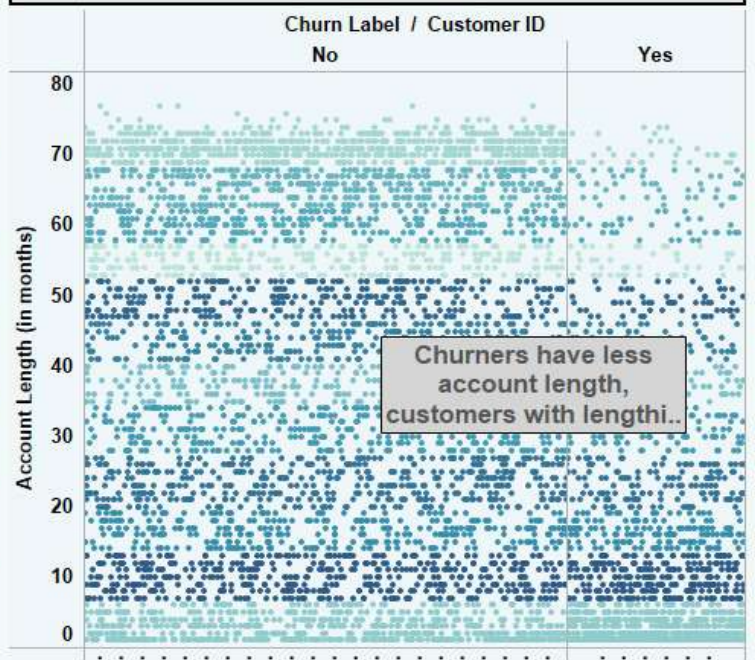


This shows variation of account length..

Customer Service Calls vs Churn



Tenure vs churn



Customer Churn Analysis

<	Revenue Analysis Part-1	Revenue Analysis Part-2	Recommendations	Conclusion	Q&A	Thank You	>
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