# Telecom Customer Churn Analysis

Insights and Recommendations
Khaja Umairuddin
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# Introduction

- Purpose: Analyze customer churn data to identify key factors contributing to churn.

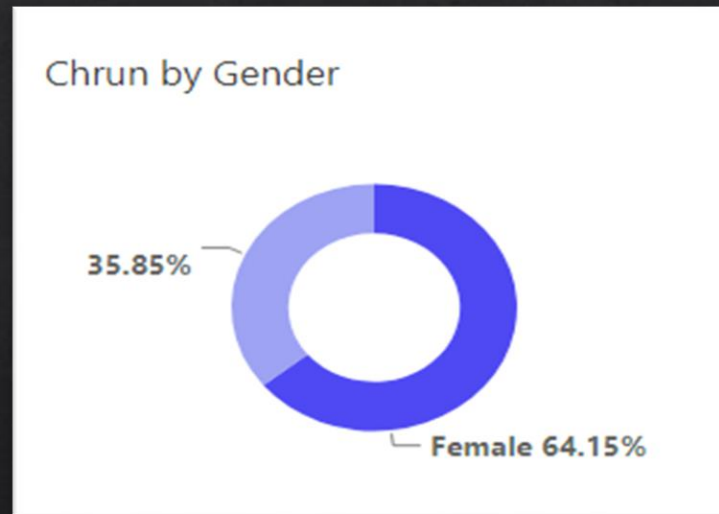- Objective: Provide insights and recommendations to reduce churn.




Customer Churn

# Key Metrics

- Total Customers: 6,418

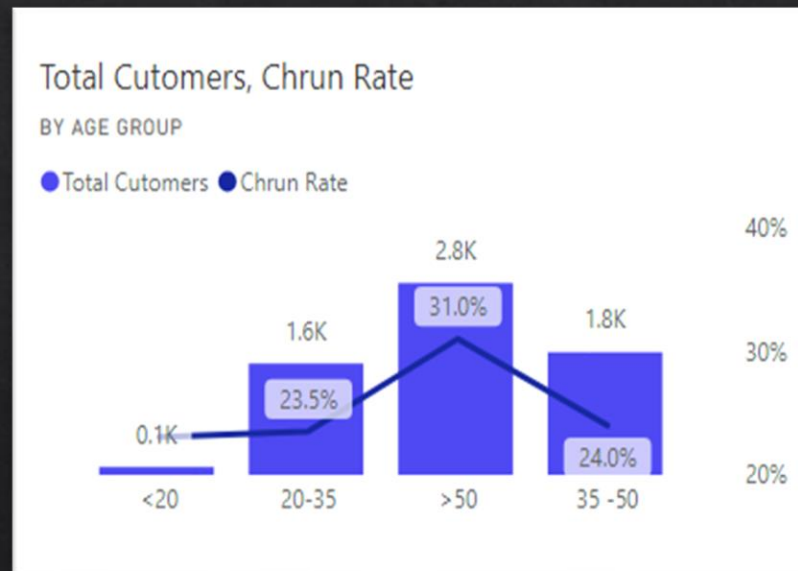- Total Churn: 1,732

- New Joiners: 411

- Churn Rate 27%

# Churn by Gender

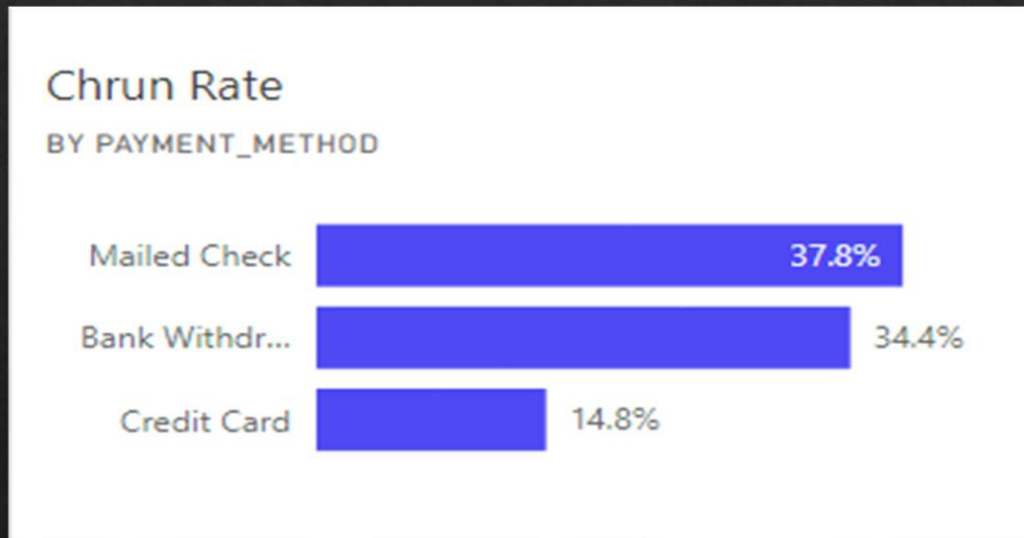◆ Insights: Higher churn rate among females 64.15% and Males is 36.85%

# Churn Rate by Age Group

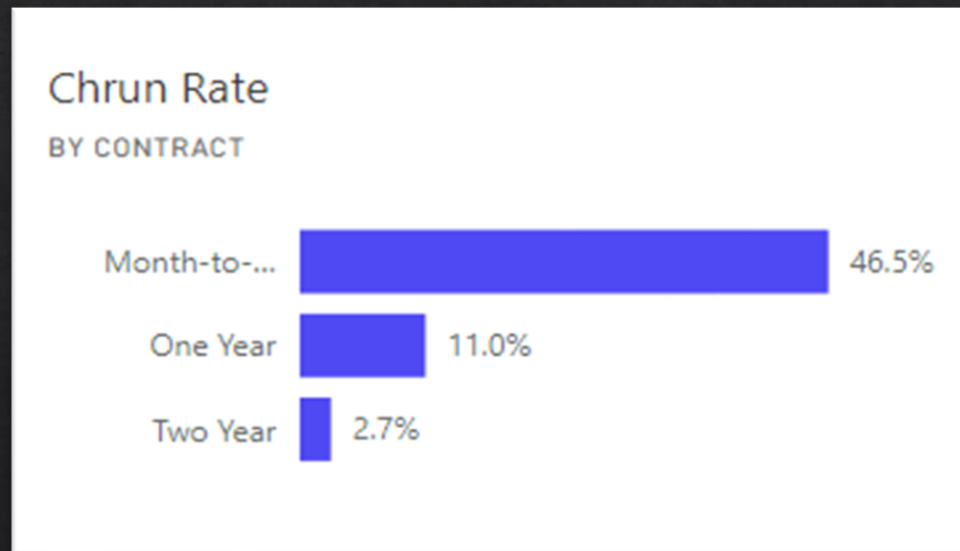◇ Insights: Highest churn rate in >50 age group up to 31%



Total Cutomers, Chrun Rate
BY AGE GROUP
● Total Cutomers ● Chrun Rate

# Churn Rate by Payment Method

◇ Insights: Highest churn rate for Mailed Check and Bank Withdrawal 37.8%

# Churn Rate by Contract

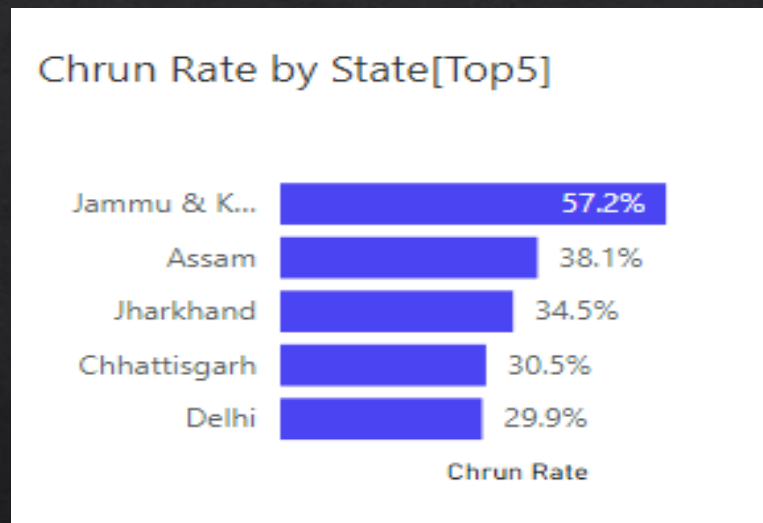◈ Insights: Month-to-month contracts have the highest churn rate 46.5%



Chrun Rate
BY CONTRACT

| Contract | Churn Rate |
|---|---|
| Month-to-... | 46.5% |
| One Year | 11.0% |
| Two Year | 2.7% |

# Churn Rate by Tenure Group

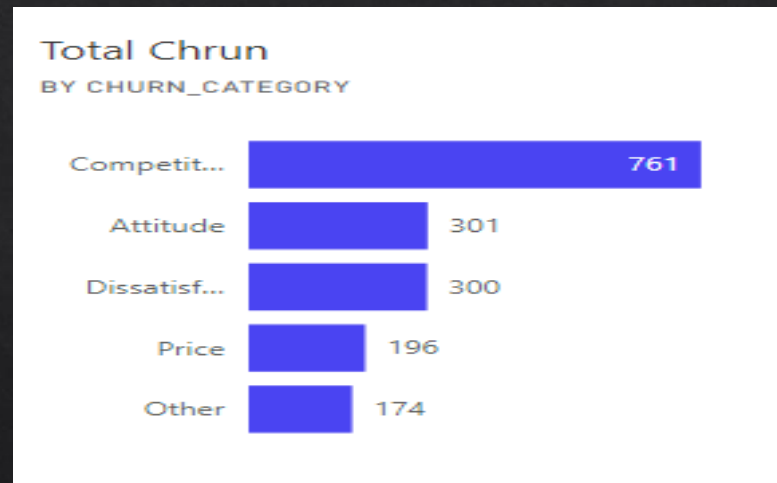◇ Insights: Churn rates are fairly consistent across tenure groups
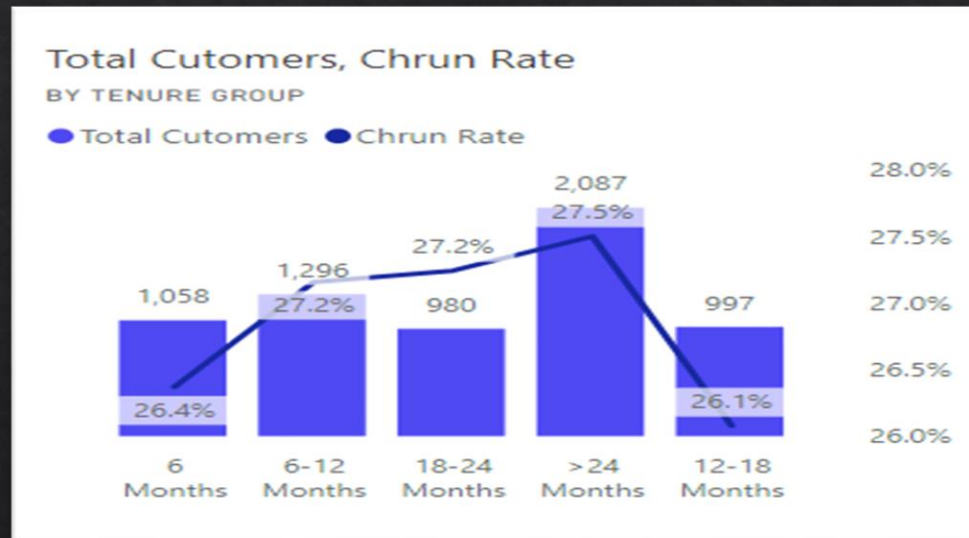
# Churn Rate by State (Top 5)

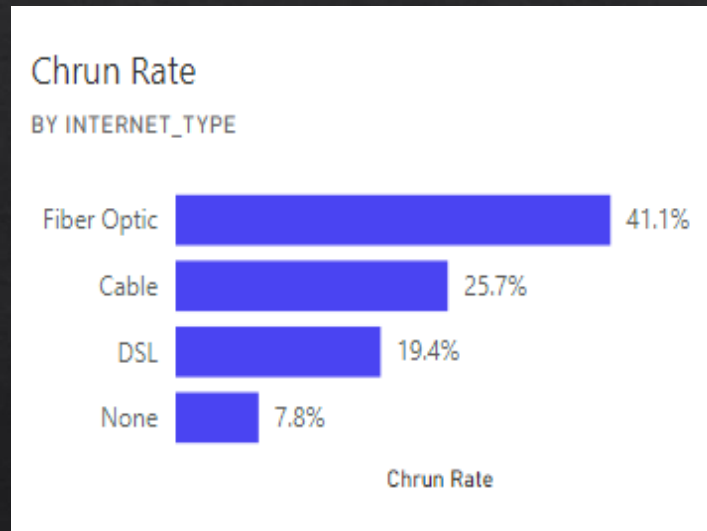◇ Insights: Highest churn rate in Jammu & Kashmir 57.2%

# Churn by Churn Category

◇ Insights: Most churn due to competitor offers 761

# Churn Rate by Internet Type

◇ Insights: Highest churn rate for Fiber Optic users 41.1%

# Churn by Services

◇ Insights: Services like Premium Support and Phone Service have varying churn impacts

# Churn Reasons

◇ Insights: Service and product dissatisfaction are major reasons for churn

# Recommendations

◇ Actionable steps to reduce churn based on analysis:

◇ - Improve customer service

◇ - Offer better pricing plans

◇ - Enhance product features

# Conclusion

- Summary of key findings:

- - High churn rates among certain demographics

- - Key factors contributing to churn

- Recap of recommendations:

- - Steps to reduce churn

- Next steps:

- - Implement recommendations

- - Monitor churn rates

# Q&A

◇ Open the floor for questions from stakeholders