

# **CUSTOMER CHURN ANALYSIS PROJECT**

**UNDERSTANDING WHY CUSTOMERS LEAVE AND  
HOW TO RETAIN THEM**



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# BUSINESS PROBLEM



The Telecom industry faces high churn rate (27%)  
Churn leads to loss of revenue, higher  
acquisition cost and weakend brand loyalty



OBJECTIVE: Identify drivers of churn and  
suggest actions to improve customer  
retention



# KEY METRICS



Total Customers

6,418



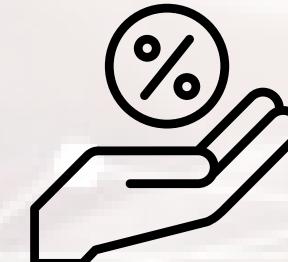
New Joinee

411



Total Churn

1,732

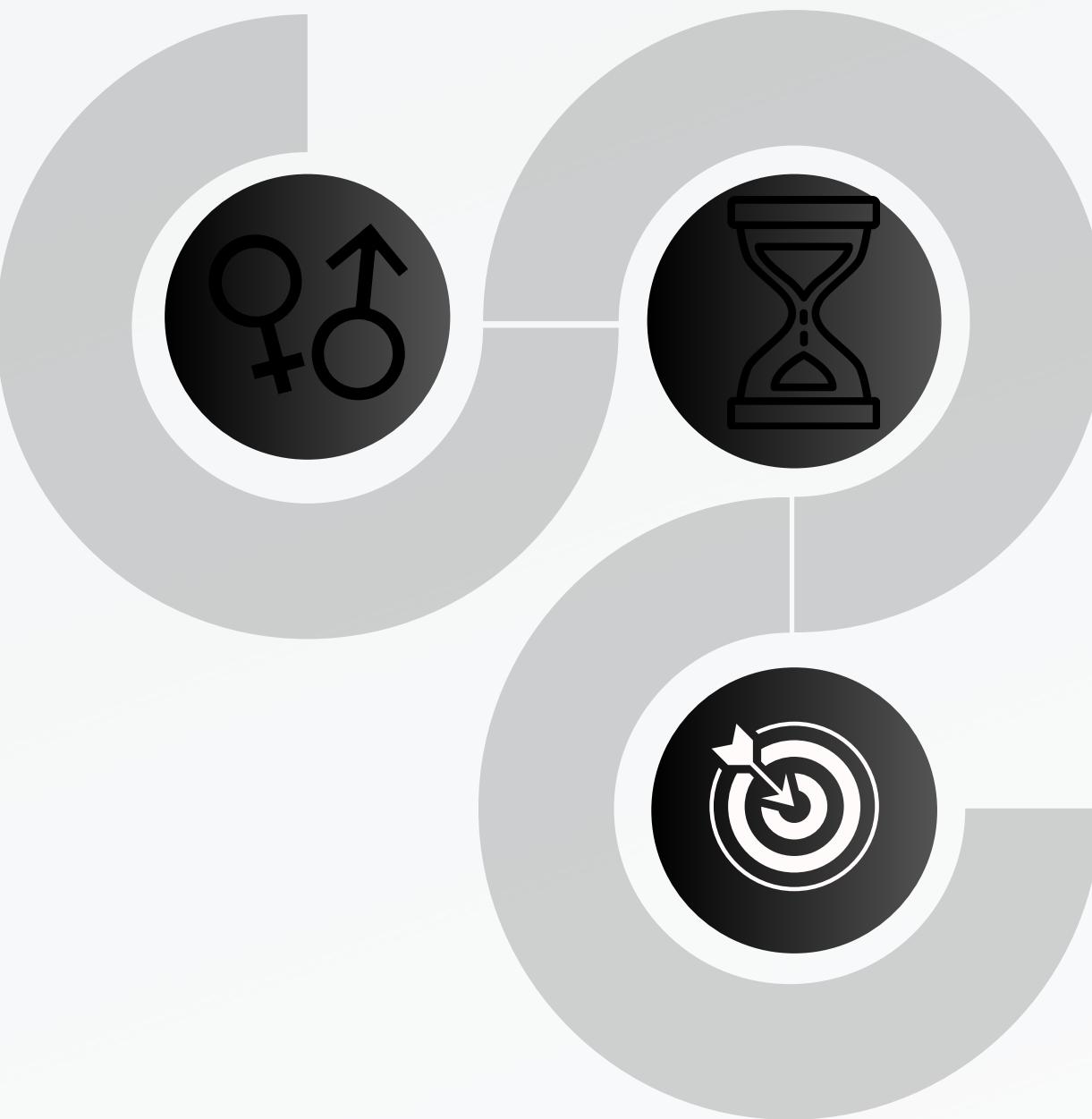


Churn Rate

27.0 %

# WHO IS CHURNING?

- 01** **GENDER:** Females(64%) are churning more than Males (36%)
- 02** **AGE:** Young customers i.e. 20-30 yrs churn more
- 03** **Region:** States like Jammu& Kashmir, Assam, Jharkhandand Chattisgarh shows higher churn



# CHURN BY TENURE AND CONTRACT

## INSIGHTS

- Most churn happens within 6 Months
- Month to Month contracts are the riskiest

## ACTIONS

- Improve onboarding experience  
(welcome offers, first 90-day check-ins)
- Incentivize annual contracts with discounts.

# CHURN BY SERVICES

## INSIGHTS

- Fiber optics customers churn the most possibly due to service quality or pricing issues
- Bank Withdrawal payment method has highest churn

## ACTIONS

- Audit fiber service & pricing vs competitors
- Promote auto payment method (Credit card) with rewards

# KEY INSIGHTS SUMMARY

High churn among new customers & monthly contracts



Fibre Service quality a major issue  
Young customers are more price sensitive

Certain states need regional focus  
Competitors are providing better offers,



# RECOMMENDED ACTIONS

Customer onboarding program  
first 90 days are critical



Improve fibre service quality  
reduce complaints, competitive pricing



Run special campaigns in high  
churn regions



Bundle & Loyalty Discount  
shift monthly users to yearly plans



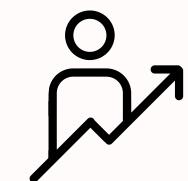
Promote Auto Payments  
reward stable payment methods



Match competitors pricing and offers  
targeted discount for at\_risk customers



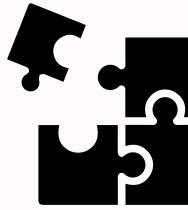
# CONCLUSION



Current churn rate : 27%  
Currently 1 in 4 customer is leaving



Tackling early churn, contract flexibility, and fiber service quality can reduce churn significantly.



Retaining customers is cheaper than acquiring new ones.  
Strategic focus on retention can increase profitability.



Imparting gender specific retention policies such as personalized offers, better support and improved engagement.