

Telecom Customer Churn Analysis



This report provides a comprehensive overview of key metrics and trends related to customer churn. Explore insights into Customer Demographics, Geographic, Contract types, Payment and Service usage patterns to understand the factors influencing churn. Use this summary to identify areas for improving customer retention.

Summary

This report leverages advanced Predictive analytics using a Random Forest model to forecast customer churn. Dive into detailed predictions to identify at-risk customers, analyze the key drivers of churn, and implement targeted strategies to minimize revenue loss.

Churn Prediction



CHURN ANALYSIS - SUMMARY

Monthly_Charge_Range
All

Married
All

Churn Prediction

6,418

Total_Customers

411

New_Joiners

1,732

Total_Churn

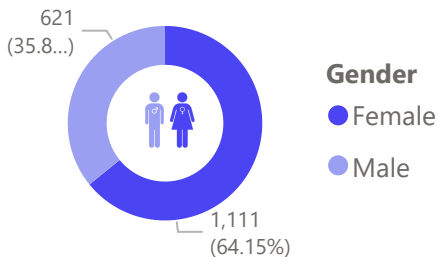
27.0%

Churn_Rate

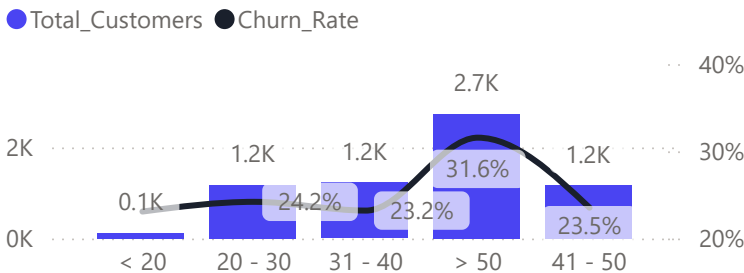


DEMOGRAPHIC

Total_Churn by Gender

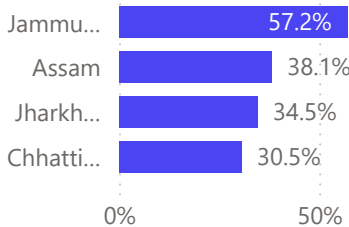


Total_Customers and Churn_Rate by Age_Group



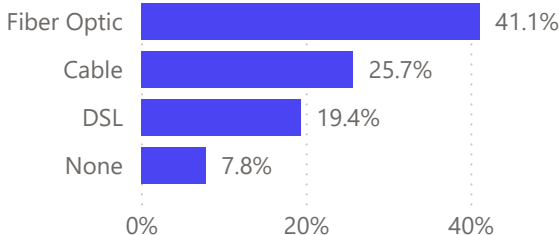
GEOGRAPHIC

Churn_Rate by State



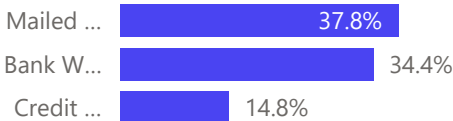
SERVICES USED

Churn_Rate by Internet_Type

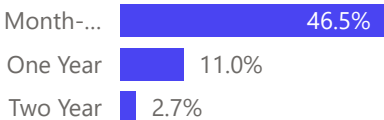


ACCOUNT INFO

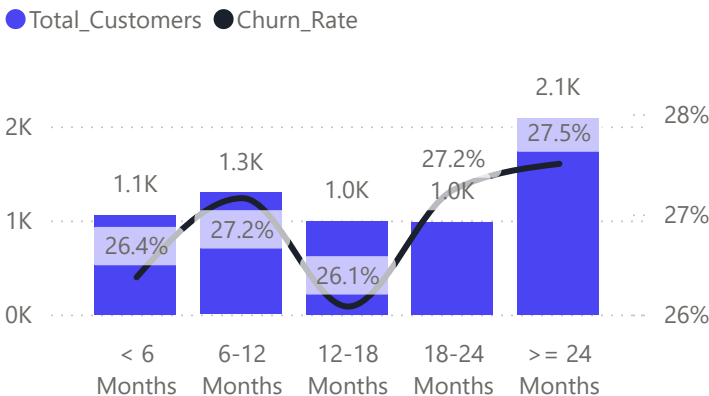
Churn_Rate by Payment_Method



Churn_Rate by Contract

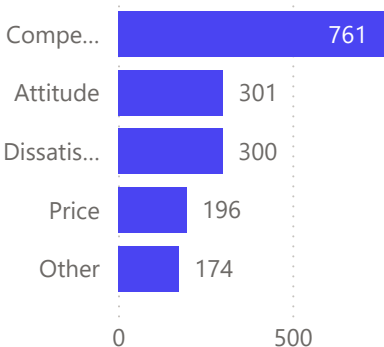


Total_Customers and Churn_Rate by Tenure_group



CHURN DISTRIBUTION

Total_Churn by Churn_Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

241

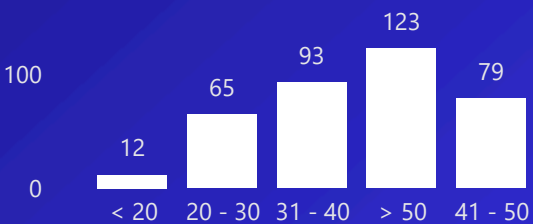
Female



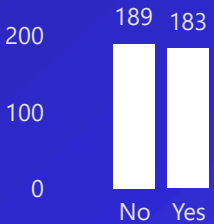
131

Male

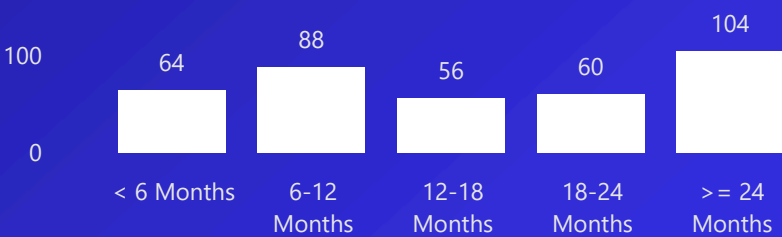
by Age_Group



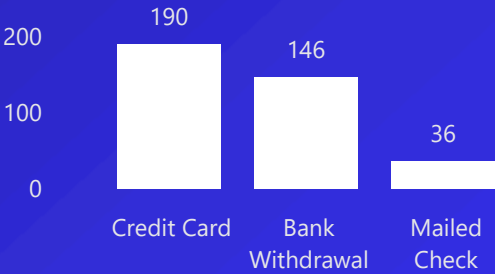
by Marital Status



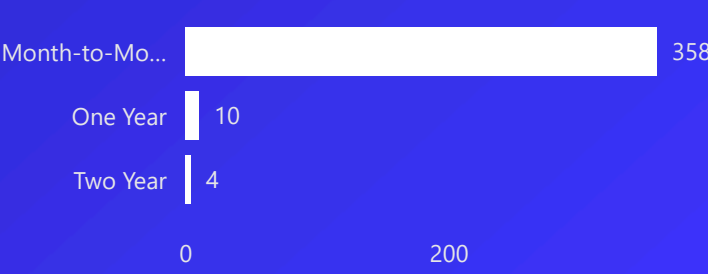
by Tenure_group



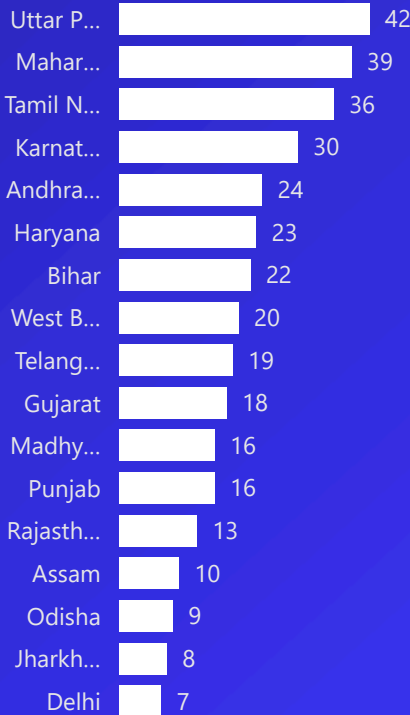
by Payment_Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNER :372

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16931-BIH	19.30	27.96	0.00	8
17154-HAR	18.80	62.37	0.00	13
17250-HAR	49.25	178.50	0.00	12