



churned

☐

Select all

☐

FALSE

☐

TRUE

voice_mail_plan

☐

Select all

☐

no

☐

yes

Revenue from International Calls

\$13.9K

Average Revenue per User

\$59.5

Churn Impact on Revenue

15.6 %

International Call Percentage

1.5 %

Avg CS Calls per Customer

2

Monthly Revenue

\$297.5K

Number of Customer

5000

Voice Mail Subscription Rate

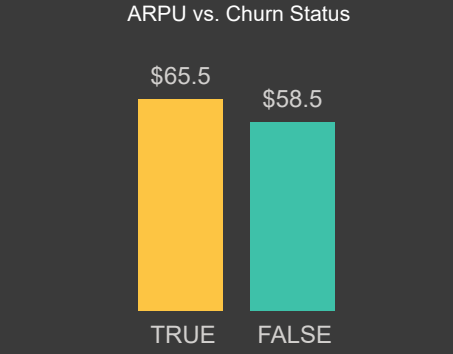
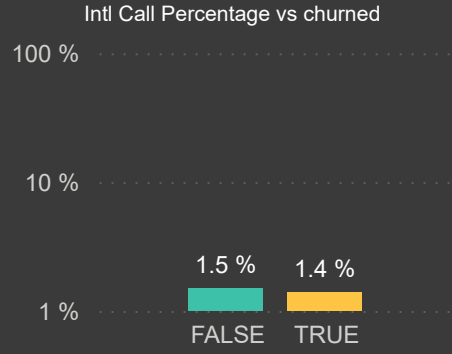
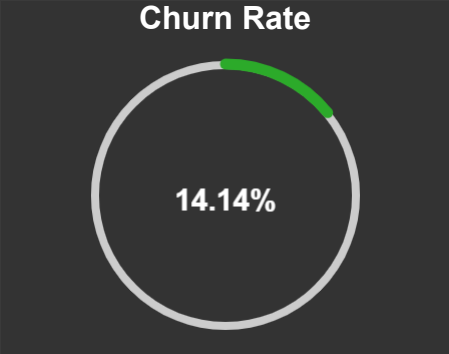
26.5 %

Avg CS Calls per Customer

2

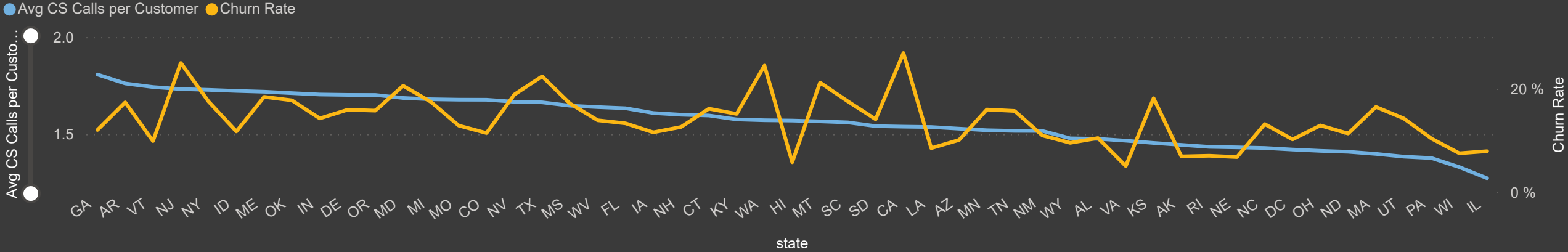
AVG Call Duration

581



TOP RANKED	LINKS
yes (51)	99
1. AK	2
2. AL	2
3. AR	2
4. AZ	2
5. CO	2

Avg CS Calls per Customer and Churn Rate by state





Overview

Financial Impact

Business issue

Business issue

Business issue

End

churned

☐ Select all

☐ FALSE

☐ TRUE

voice_mail_plan

☐ Select all

☐ no

☐ yes

intl_plan

☐ Select all

☐ no

☐ yes

state

☐ Select all

☐ AK

☐ AL

☐ AR

☐ AZ

☐ CA

☐ CO

☐ CT

☐ DC

☐ DE

☐ FL

☐ GA

Monthly Revenue

\$297.5K

Churn Impact on Revenue

15.6 %

Average Revenue per User

\$59.5

Churned Revenue

\$46.3K

Non-Churned Revenue

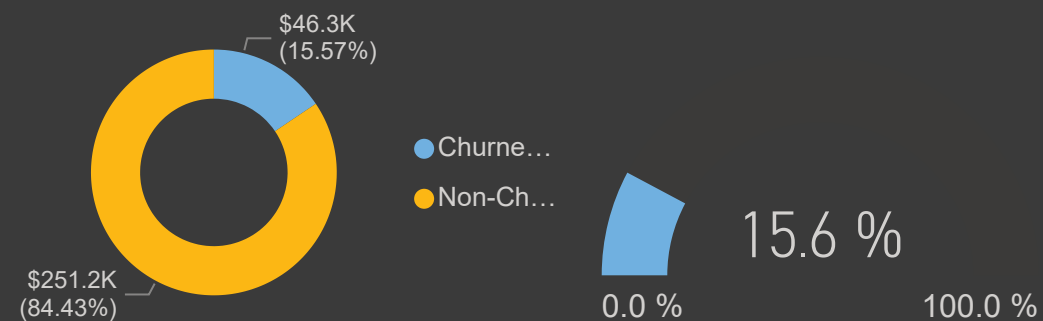
\$251.2K

Intl Revenue by churned

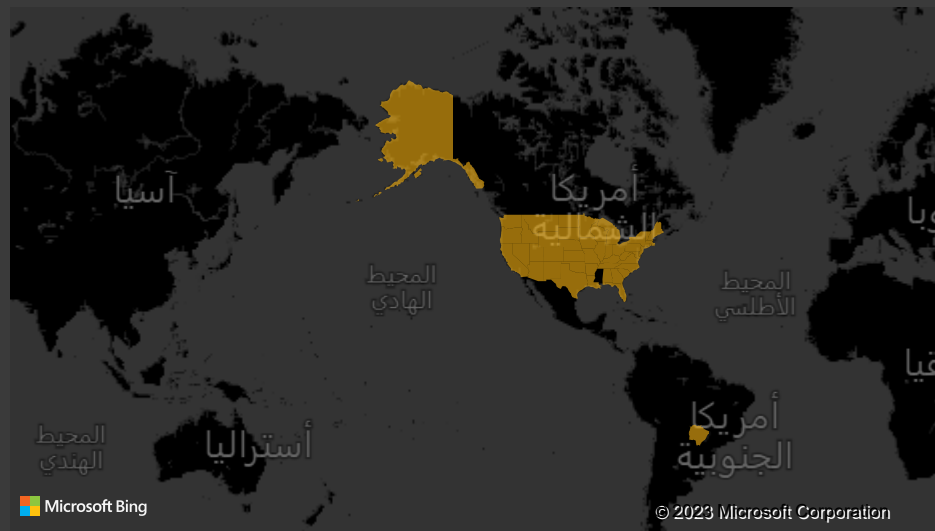
● ARPU ● ARPU - Non-Churned



Churn Impact on Revenue

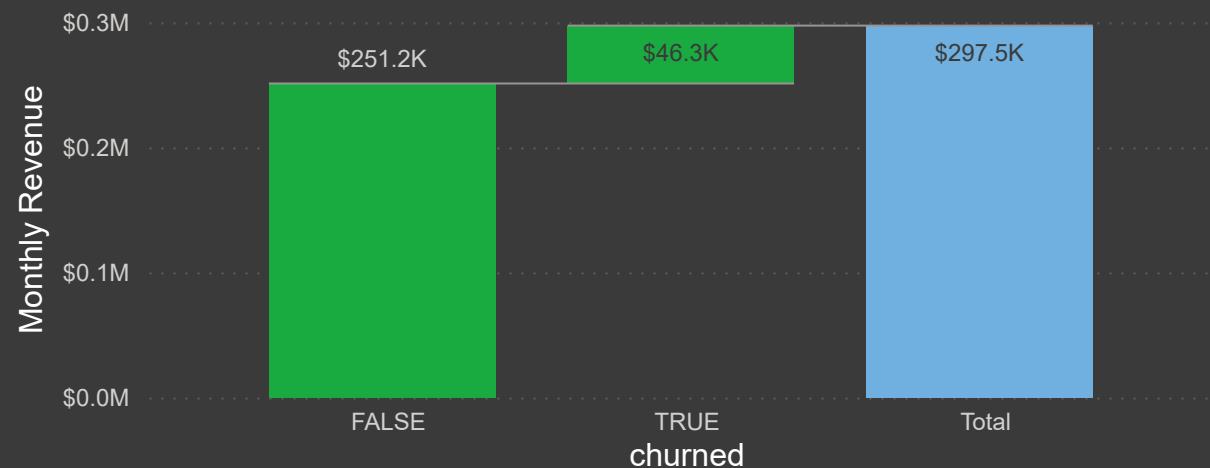


state



Monthly Revenue and Non-Churned Revenue by churned

● Increase ● Decrease ● Total





Overview

Financial Impact

Business issue

Business issue

Business issue

End

Ask a question about your data



Try one of these to get started

top states by total customer base

top states by arpu

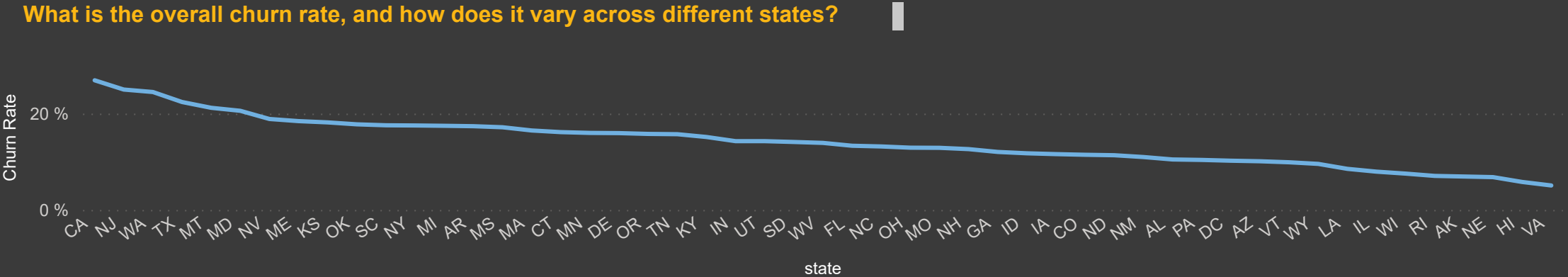
top states by intl revenue

top states by monthly revenue

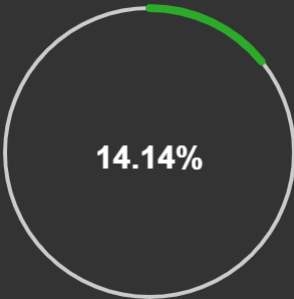
show arpu

Show all suggestions

What is the overall churn rate, and how does it vary across different states?



Churn Rate



Scope:

To reduce customer churn , some proactive, data-driven strategies include network optimization, customer complaint analytics, and CLV management . Network optimization is a key factor impacting the churn rate in the telecom industry. One of the most common issues reported by customers is a slow, down, or spotty network connection. Continuous telecom network traffic monitoring and measuring telecom network performance.sources that affect network bandwidth and latency, such as poor infrastructure, poor security, incompatible or badly designed applications, and inadequate hardware . Customer complaint analytics can help identify the root causes of customer dissatisfaction and churn. By analyzing customer complaints, telecom companies can identify the most common issues and take steps to address them. Customer lifetime value (CLV) management is another strategy that can help reduce churn. By understanding the value of each customer, telecom companies can identify which customers are most valuable and take steps to retain them.

In our cause:

we will be used to automate CRM, improve personalization, sharpen customer segmentation, better identify customers who are about to churn using machine learning models.

420.74

CLV



Overview

Financial Impact

Business issue

Business issue

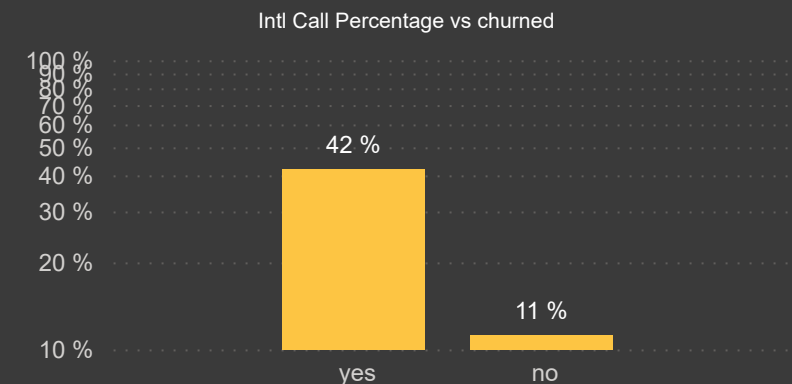
Business issue

End

Question2: How does the presence of international plans impact customer churn?

- The presence of international plans can have a positive impact on customer churn. International plans can provide customers with a sense of flexibility and convenience, which can lead to increased customer satisfaction and loyalty. Customers who travel frequently or have family members living abroad may find international plans particularly valuable. By offering international plans, telecom companies can differentiate themselves from competitors and attract new customers.
- it is important to note that international plans can also be a source of frustration for customers if they are not properly designed or implemented. For example, customers may be charged unexpected fees or experience poor network connectivity while traveling abroad .
- Therefore, it is important for telecom companies to carefully design and implement international plans to ensure that they meet the needs of their customers and do not contribute to customer churn.

In our case, customers with international plans have a high rate of 42%, so the service may have some problems and the international plans service should be analyzed and evaluated.

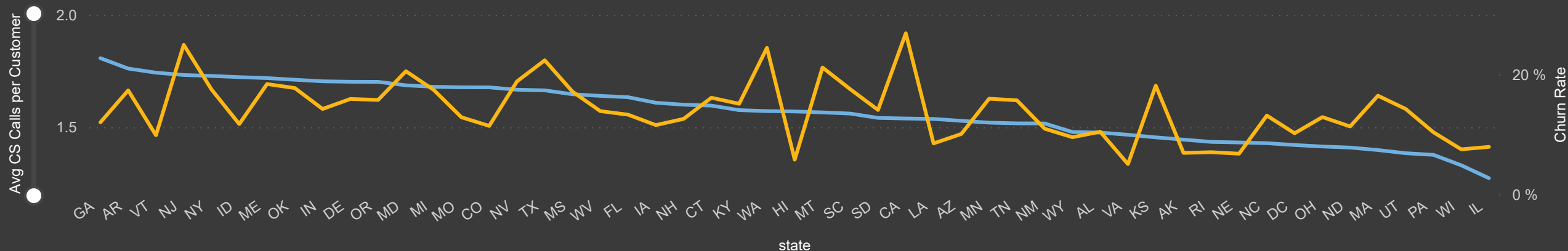


Question3: What is the relationship between the number of customer service calls and churn?

- According to a recent study by [Tsia](#), there is a strong correlation between customer churn and contact strategies. The study found that when companies contact their customers on a monthly or quarterly basis to promote the value of the product or service, customers churn at a rate of 6 points lower than when there is no consistent contact strategy. This suggests that customer service calls can be an effective tool for reducing churn in the telecom industry.
- However, it is important to note that the relationship between customer service calls and churn is not always straightforward. While proactive customer service can help reduce churn, excessive or poorly executed customer service calls can have the opposite effect. Customers may become frustrated or annoyed if they receive too many calls or if the calls are not relevant to their needs. Therefore, it is important for telecom companies to carefully design and implement customer service call strategies to ensure that they meet the needs of their customers and do not contribute to customer churn.

Avg CS Calls per Customer and Churn Rate by state

● Avg CS Calls per Customer ● Churn Rate

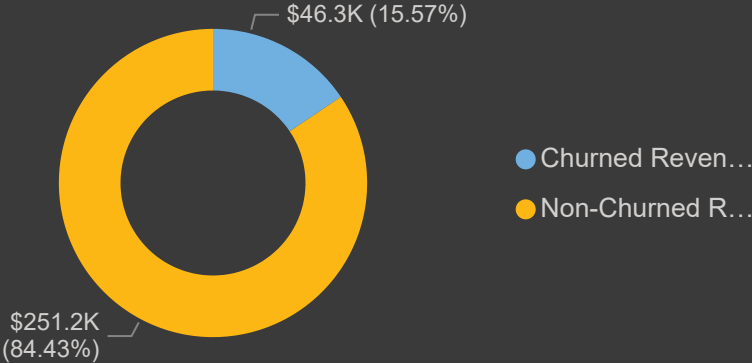




Question4: How do total charges correlate with customer churn?

While there is no direct correlation between total charges and customer churn, it is important to note that customer churn can be influenced by a variety of factors, including the quality of service, network performance, customer service, and pricing

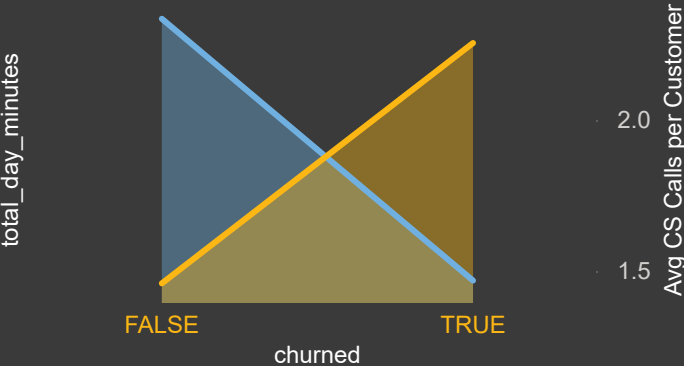
65.50	58.50
ARPU - Churned	ARPU - Non-Churned
\$46,307.8	\$251,156.8
Churned Revenue	Non-Churned Revenue



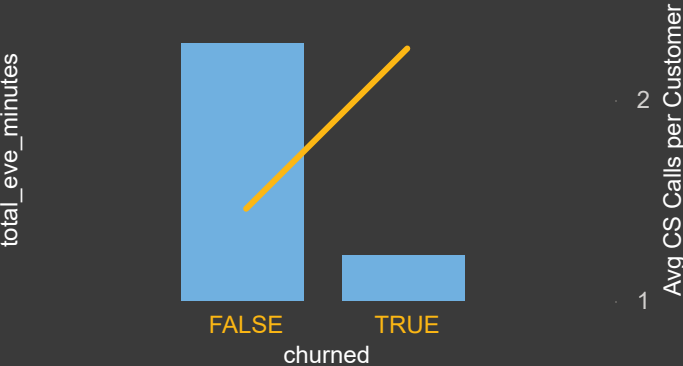
Question5: Are there specific patterns in call duration (day, evening, night) for customers who churn?

- Churned customers might exhibit a decrease in overall call duration compared to non-churned customers. This could be an early indicator of disengagement.
- Churned customers may show shifts in time-of-day call patterns. For example, a decrease in evening or night call duration might suggest a decline in usage during traditionally active hours.
- Analyzing call duration trends leading up to the churn event may reveal a pattern of shortened calls in the days or weeks preceding the decision to churn.
- Churned customers may exhibit a gradual decline in call duration over time. Analyze long-term trends to identify sustained changes.

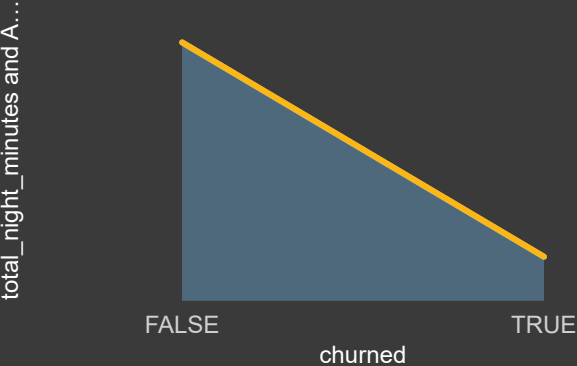
total_day_minutes Avg CS Calls per Customer



total_eve_minutes Avg CS Calls per Customer



total_night_minutes Avg Call Duration



Sincerly....

DS:Abdualh Rawak
roawaq@gmail.com

Portfolio: [Abdualh_Rawak](#)