Storytelling – Churn Analysis

Imagine you're the **Customer Success Manager** at a telecom company.

📌 You notice that despite acquiring many new customers each quarter, **profits are not growing as expected**. On investigating, you find that **customer churn** is the culprit.

So, you begin your journey:

1. **Who is leaving?**
   You analyze the data and discover that **26% of customers have left**. Most of them are **young customers, with short tenure and high monthly bills**.

2. **Why are they leaving?**
   The dashboards reveal a clear pattern:

   - Customers on **month-to-month contracts** feel less committed.

   - Those paying via **electronic check** face more difficulties.

   - High charges push customers to competitors.

3. **Can we predict churn?**
   You train a **Random Forest ML model** that can predict whether a customer will churn with **~80% accuracy**. This means your team can **spot at-risk customers before they leave**.

4. **What actions can we take?**
   Based on insights:

   - Offer **discounts on long-term contracts**

   - Provide **better support to high-charge customers**

   - Target new customers with **loyalty benefits** during the first year