



# DATABEL

## Customer Churn Analysis Report

15/09/2025

# Agenda

- **Introduction – Problem Statement & Business Context**
- **Datasets**
- **Analysis (using calculations & summary tables)**
- **Dashboard**
- **Business Context – Key Insights & Conclusions**
- **Recommendations**

# Introduction – Problem Statement & Business Context

**Recently, our company has witnessed a notable increase in customer churn that has affected our business activity, sales, market share, profit, etc.**

**In order to put our hands on the “Why”, and to identify possible correlations between customers’ attrition and our business strategies, we conducted a survey to collect the relevant data along with the relevant data in our database.**

**The mission of this report is to analyze, detect, conclude, and provide recommendations.**

# Datasets

Unlimited Data Plan	Account Length (in months)	Intl Active	Intl Plan	State	Gender	Age	Under 30	Senior
No		1 No	no	AK	Female	23	Yes	No
No		1 No	no	AK	Female	41	No	No
No		1 No	no	AK	Male	23	Yes	No
No		1 No	no	AL	Male	45	No	No
No		1 No	no	AL	Male	59	No	No

Customer ID	Churn Label	Account Length (in months)	Churn Category	Churn Reason	Churned
9998-HXKO	Yes		2 Competitor	Competitor made better offer	1
4441-WTBT	Yes		10 Competitor	Competitor made better offer	1
7160-LCLC	Yes		1 Other	Moved	1
3404-PVOS	Yes		1 Competitor	Competitor made better offer	1
5053-TIAA	Yes		1 Competitor	Competitor had better devices	1

We began working on our project, and we've made sure to use datasets with relevant information to analyze customer churn reasons depending on different categories, demographics, age, location, data consumption.

# Analysis (using calculations & summary tables)

**After cleaning our data from duplicates, blanks, and error values, we started working on the analysis process. For the analysis, we used different types of calculations to find hidden patterns, relationships, and causes.**

**We also used pivot tables (summary tables) in order to speed up the analysis process, identify patterns and relationships, and provide neat and organized summary calculations.**

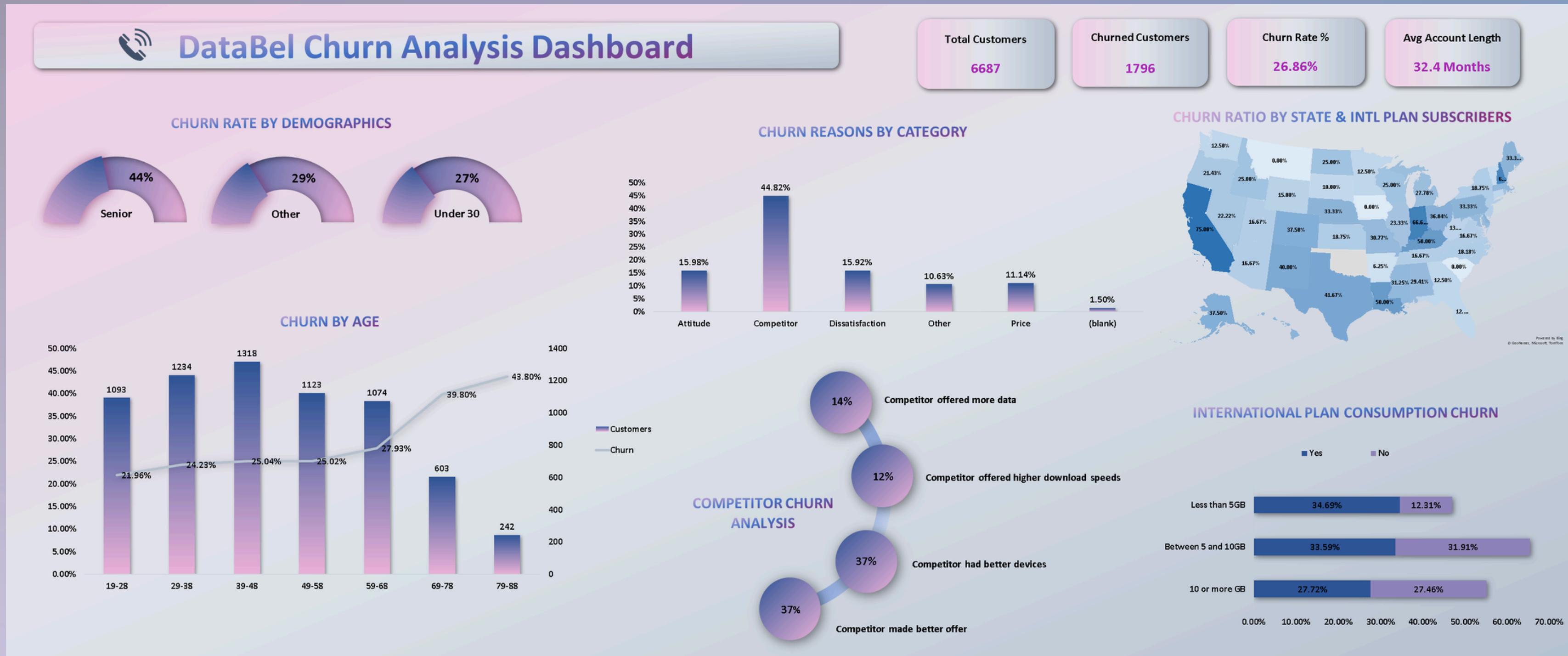
# Examples of summary tables

The shown Pivot Tables (summary tables) are examples of the different summarizations, calculations, and analyses we've done to figure out the “Why” hidden within data.

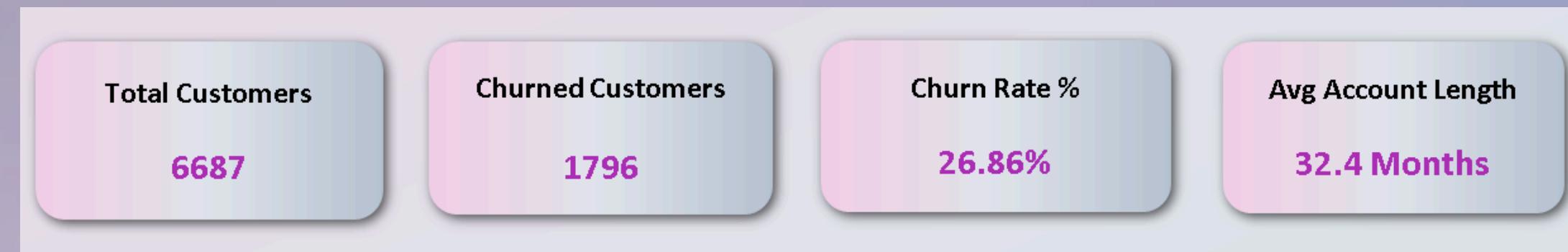
Total Customers	Churned Customers
6687	1796
Row Labels	Churned Customers
Attitude	15.98%
Competitor	44.82%
Dissatisfaction	15.92%
Other	10.63%
Price	11.14%
(blank)	1.50%

Row Labels	Sum of Churn Rate %	
Other	24.71%	
Senior	38.22%	
Under 30	23.00%	
Grand Total	26.86%	
Row Labels	Customers	Churn
19-28	1093	21.96%
29-38	1234	24.23%
39-48	1318	25.04%
49-58	1123	25.02%
59-68	1074	27.93%
69-78	603	39.80%
79-88	242	43.80%
Grand Total	6687	26.86%

# Dashboard



# Business Context – Key Insights & Conclusions



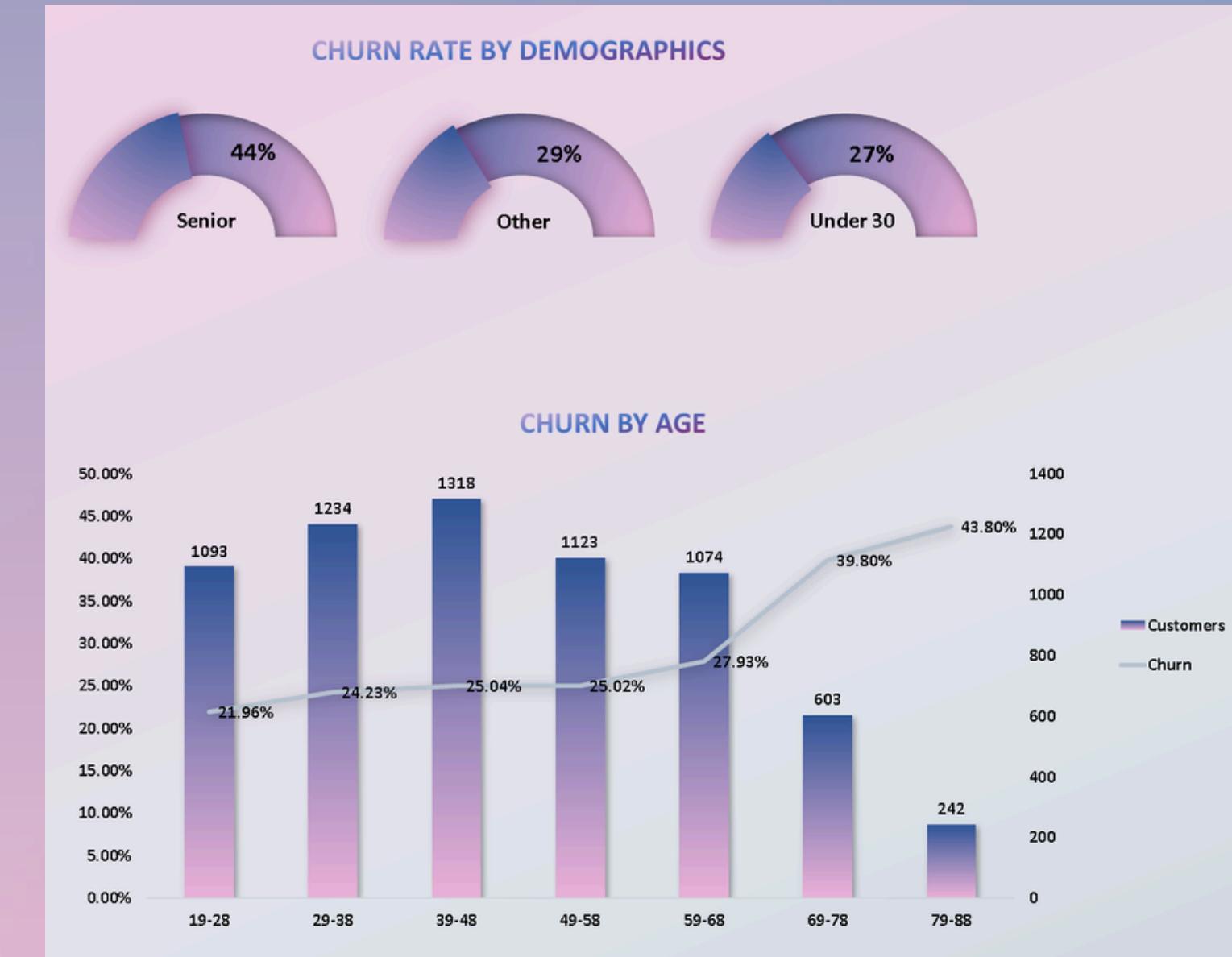
After we've done the analysis, visualized key insights and metrics, we found that the churn rate had reached approximately 27% of our customers, which is over the quarter!

Also, the average account length per customer is approximately 32.4 months only, which reveals quality and long-term service consistency issues.

# Business Context – Key Insights & Conclusions

Diving deeper into our analysis, we notice that seniors aged 60+ are the majority of the switching customers, followed by the youngsters aged under 30.

This comes out with another conclusion, revealing that there is an issue with customer engagement and loyalty, possibly related to prices, offers, or services. Let's find out.



# Business Context – Key Insights & Conclusions

As shown in the column chart, the most common reason category for customer churn is the competitors, with almost 45%.

Dissatisfaction of service & customer service attitude are next, then come prices, other categories, and blank (unknown) reason categories.

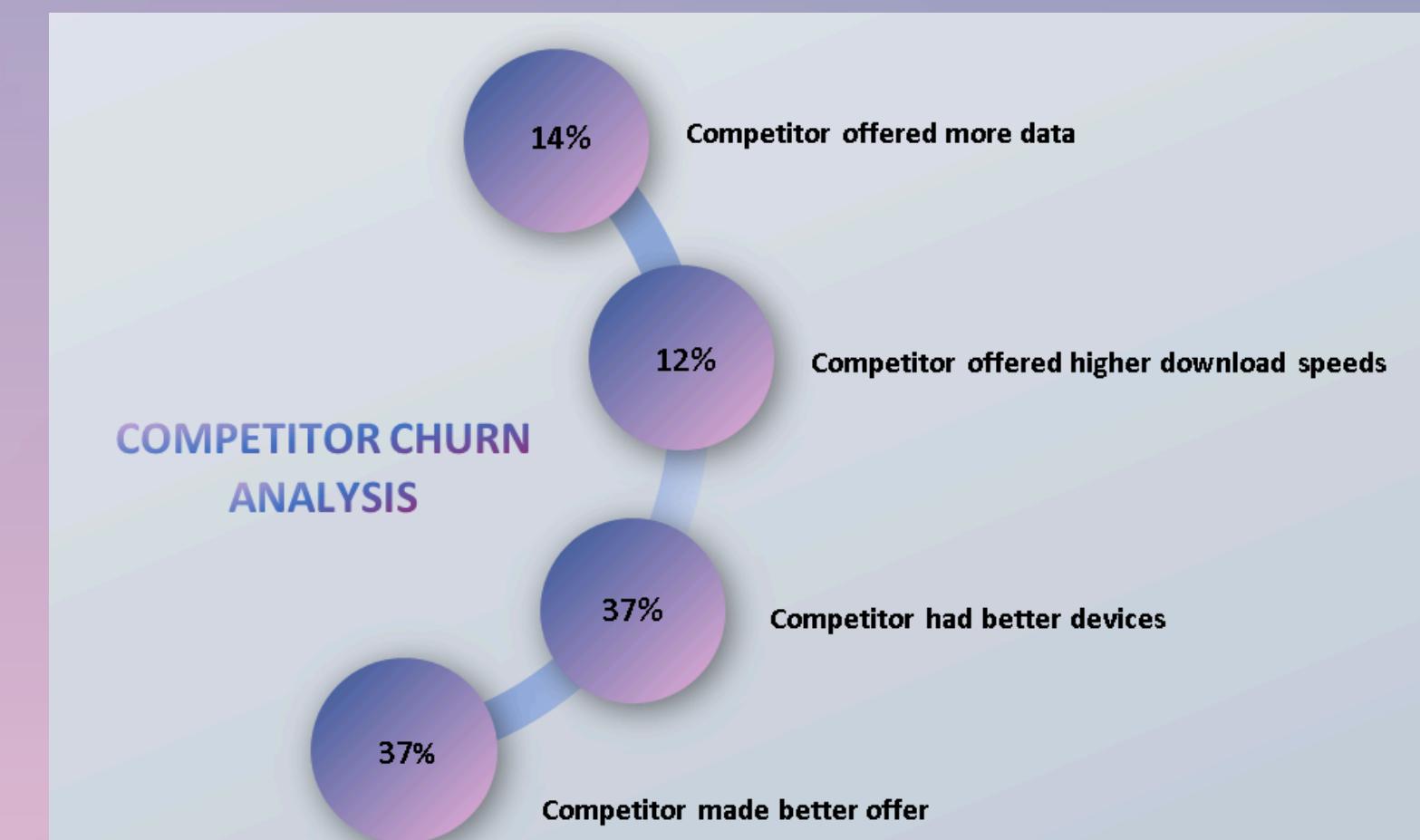
Now we have a clear picture of what the main reasons are, so we decided to focus more on competitor-related reasons.



# Business Context – Key Insights & Conclusions

We found that there are 4 reasons under that category, led by competitors' offers & devices. Based on that, we have diverse reasons across different categories, with competitors' advantages in common.

We now need to check how much our users' consumption is to identify user needs and find out the churn rate per state, with consumption patterns in common.

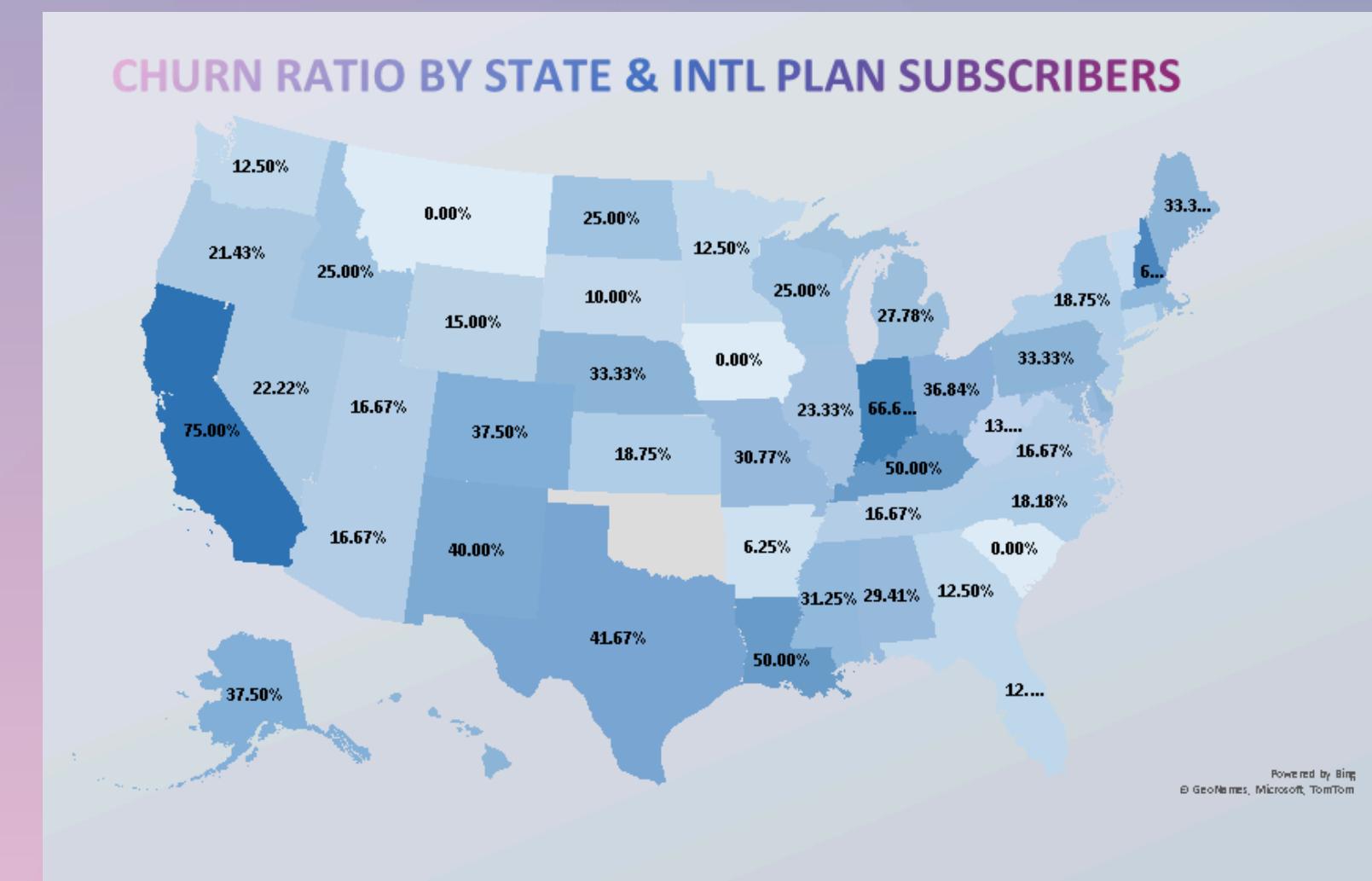


# Business Context – Key Insights & Conclusions

**Our visualization of the churn distribution shows the percentage of churned customers per state with international plans in common.**

**States like California, Indiana, New Hampshire, Louisiana, and Kentucky have the highest percentage of churned customers using international plans.**

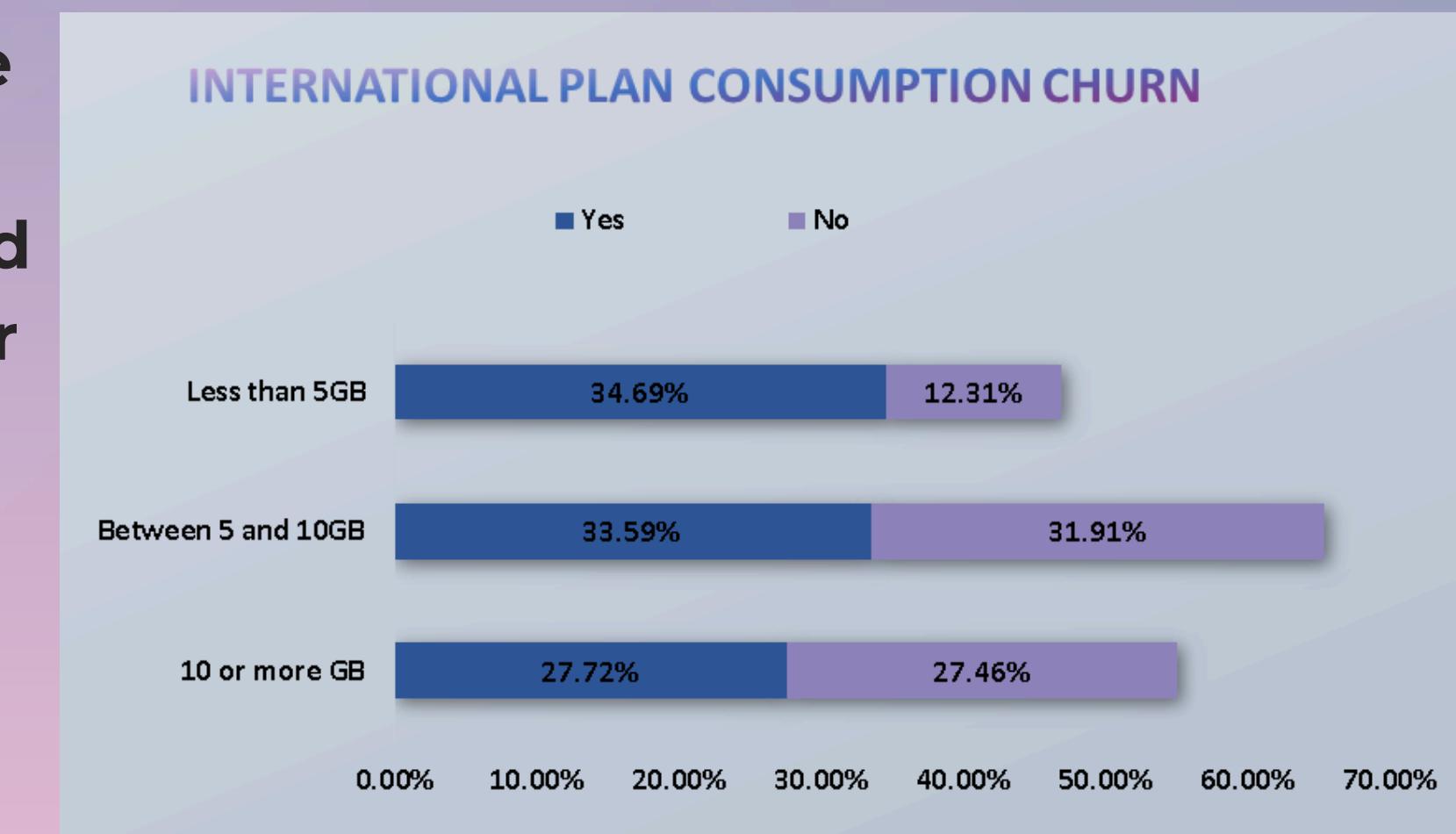
**This confirms the quality & service issues related to plans' prices, speeds, and data limits.**



# Business Context – Key Insights & Conclusions

Finally, we wanted to confirm whether the international plan quality & consumption are related to our analysis or not, so we concluded, as shown in the visual, that based on the average amount of data the customer consumes, churn rates decrease.

This clearly means that the more data consumption limit we provide to the customer, the more their tendency to keep using our services.



# Recommendations

**Based on the previous analysis, we've come up with some business recommendations to share in the shape of actions by priority, as follows:**

- 1- Design a clear and direct monthly KPI scheme that focuses on measuring quality by customer satisfaction, willingness to re-purchase our services, and follow up on our churn percentage. Also, designing a solid KPI scheme for our customer service team to improve attitude and focus on empathy, problem fixing, satisfaction, and compensation if needed.**
- 2- Comparing our prices and offers to the market, adjusting them to be more competitive, and increasing service quality checks and maintenance for stability, consistency, and better network connectivity**

# Recommendations

- 3- Adjusting our plans to include more advantages, especially increasing network data usage limits, and international plans' limits and charges. Also, we may need to adjust our device lists to include the most recent in-demand devices with competitive plans and offers**
- 4- Establish a loyalty rewards program designed to make customers feel special and appreciated for using our services, especially seniors. Considering customers under 30 and the rest of the age groups, the program may include physical rewards, such as smartphones, laptops, home appliances, etc**
- 5- Finally, establishing fresh marketing campaigns to deliver all the updates to customers, showing appreciation, and willingness to develop our services. A visual identity refreshment is highly recommended so that customers can feel the change.**

**Thank you!**