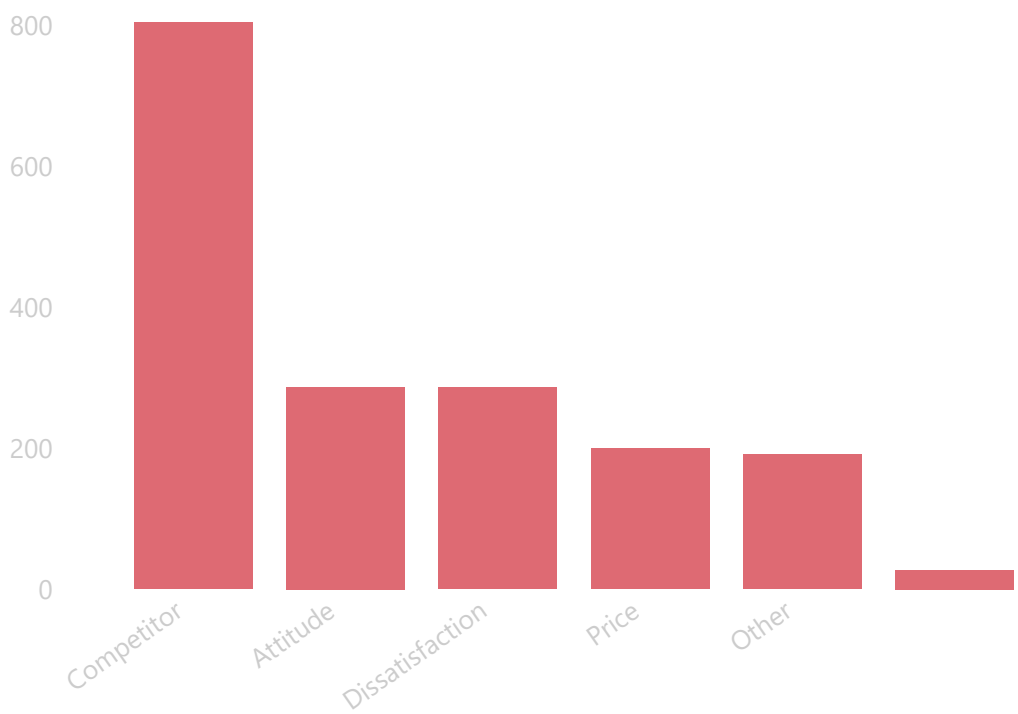
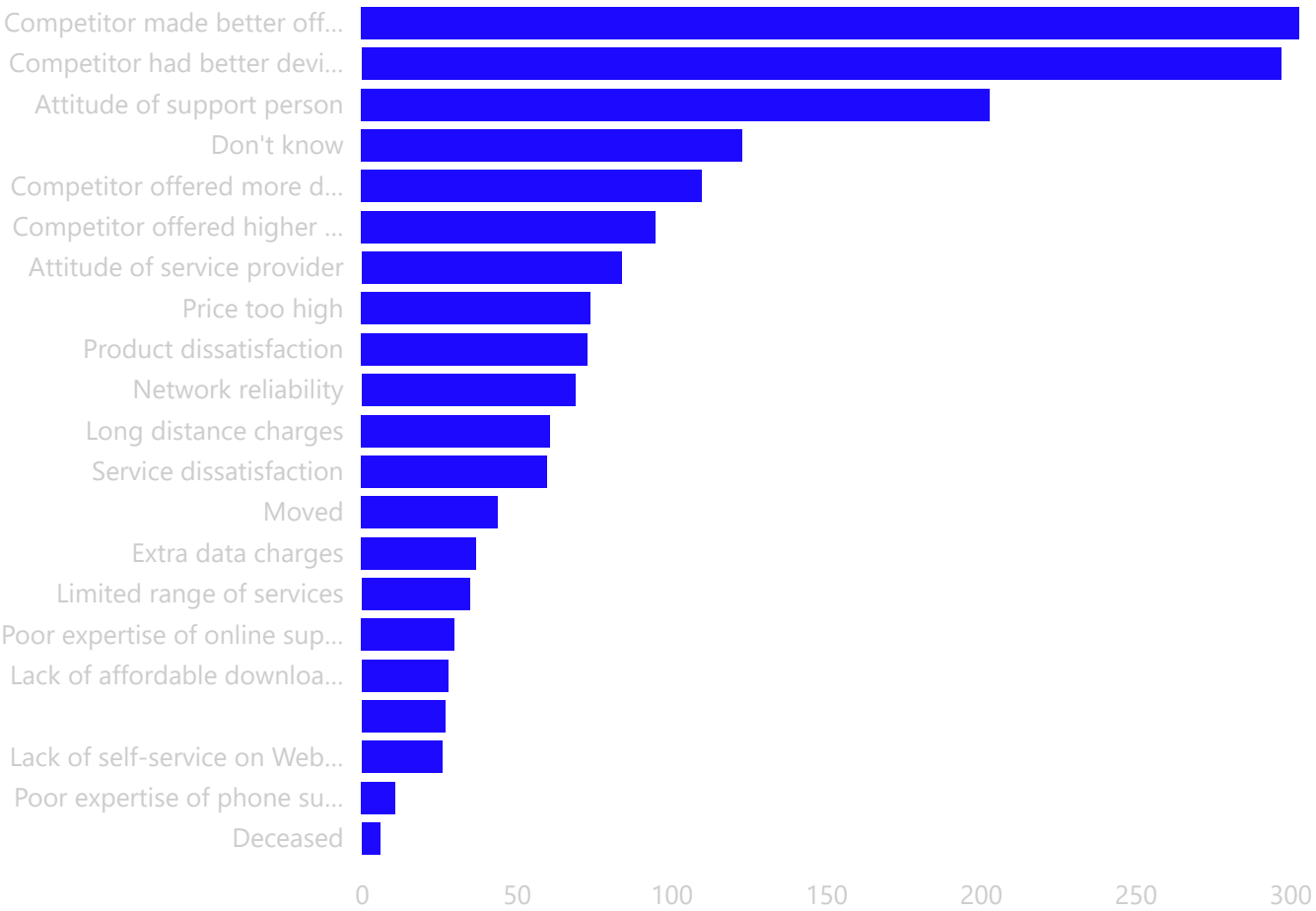


- This is a report for analyzing the reasons for churning of customers from a hypothetical telecoms company (named "DATABEL").
- The report analyzes the reasons for churning of customers from the company and provides possible solutions for making customers stay with the company.

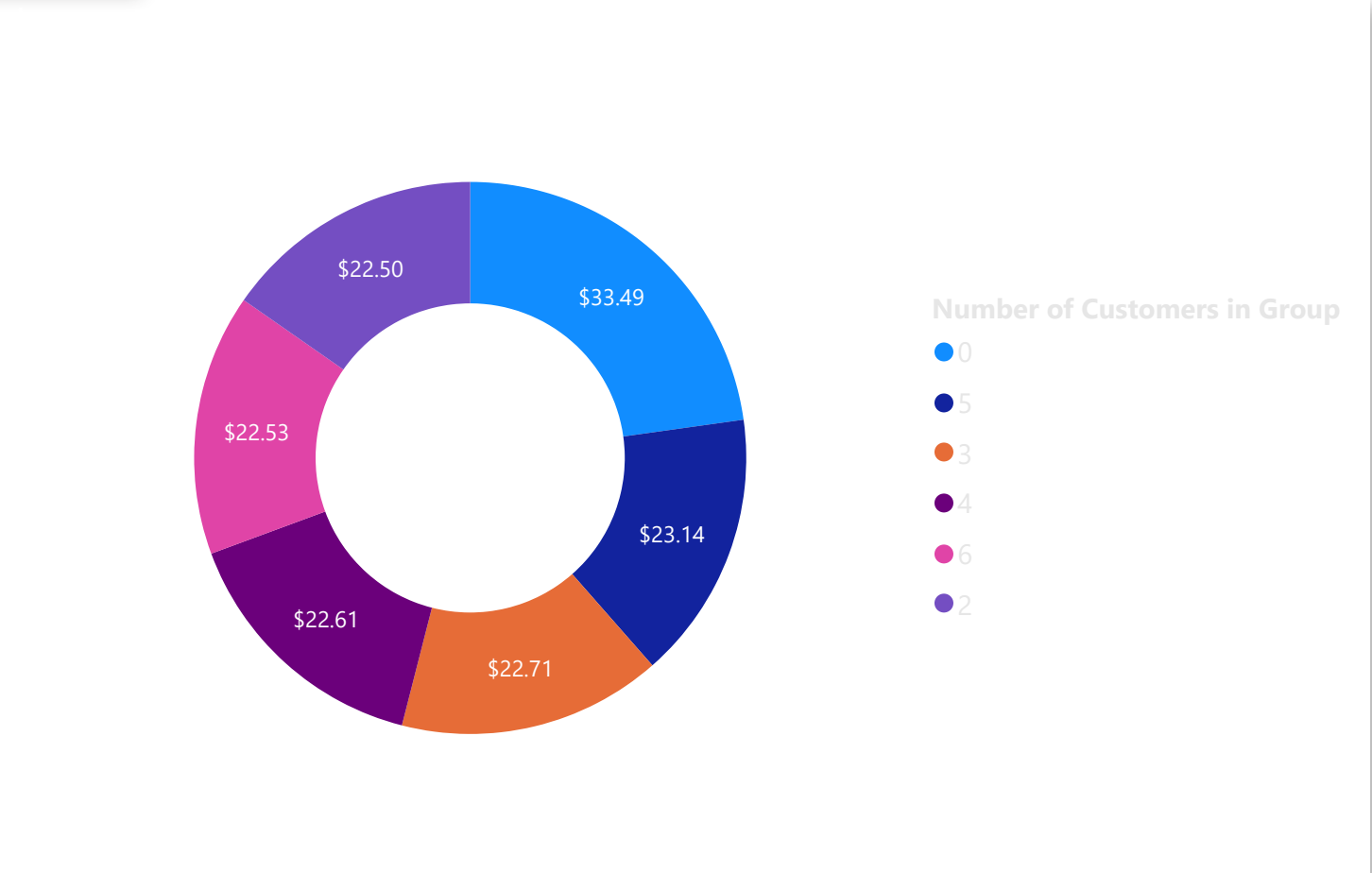
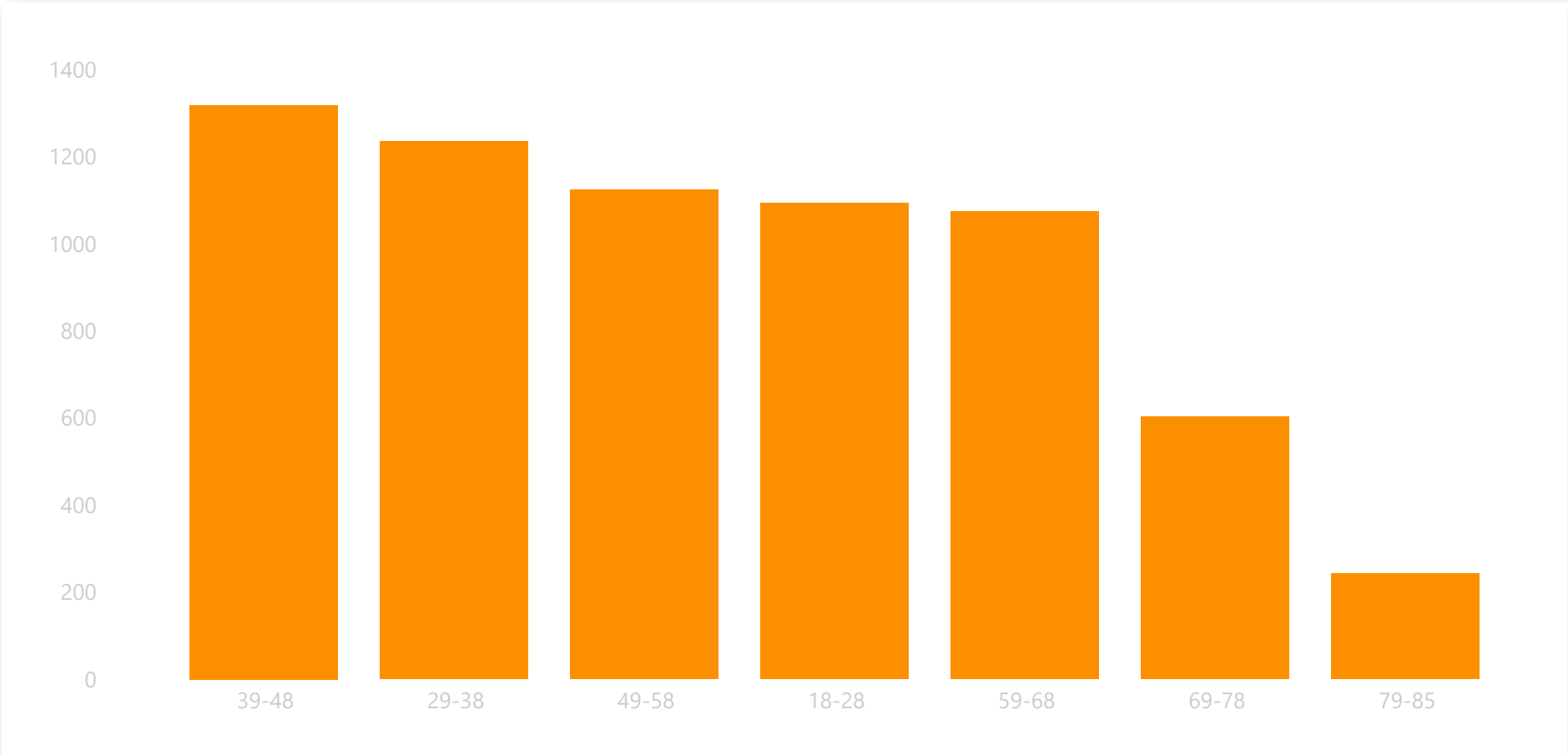


6687

1796

26.86%





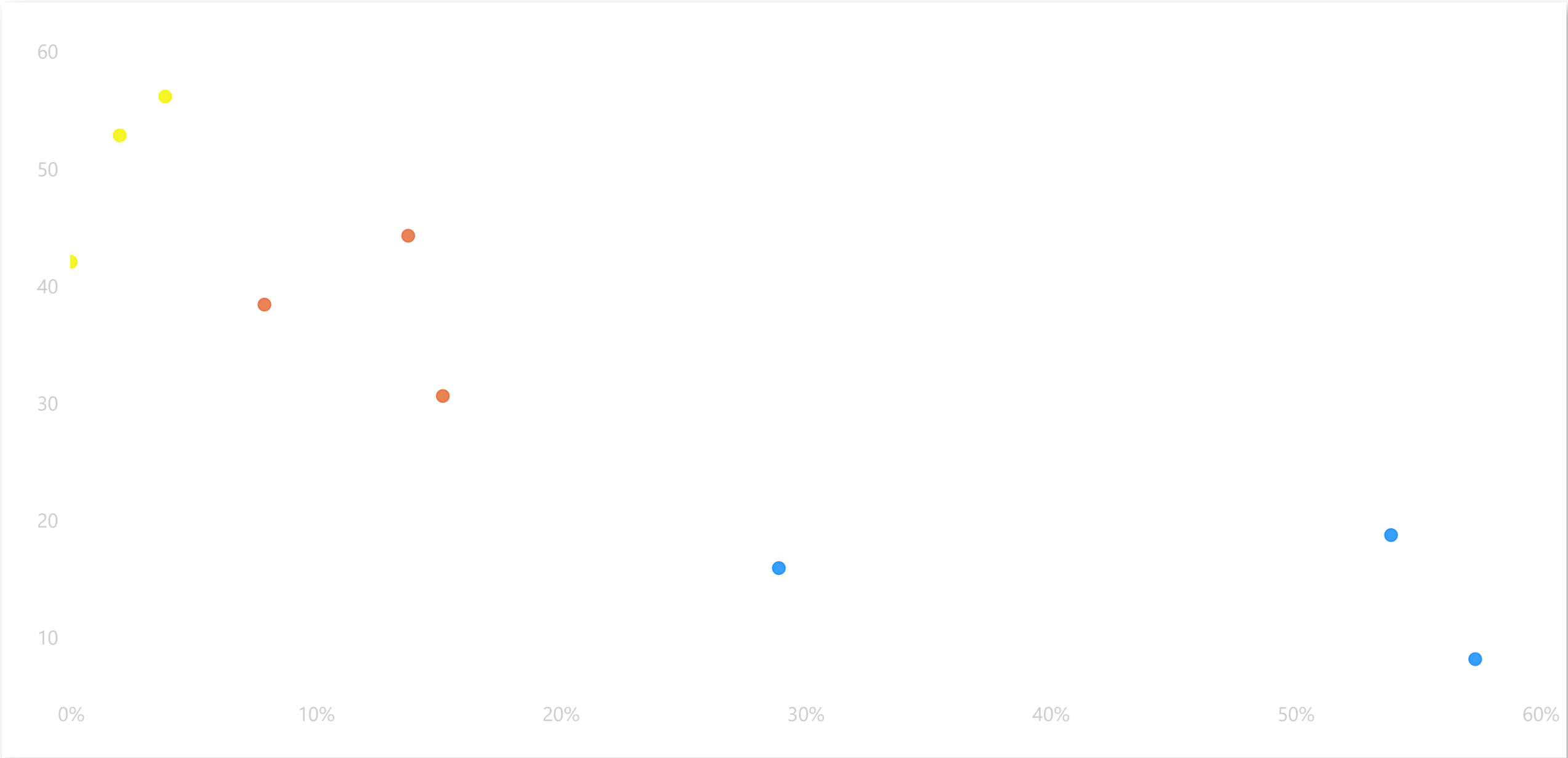
6123

▼

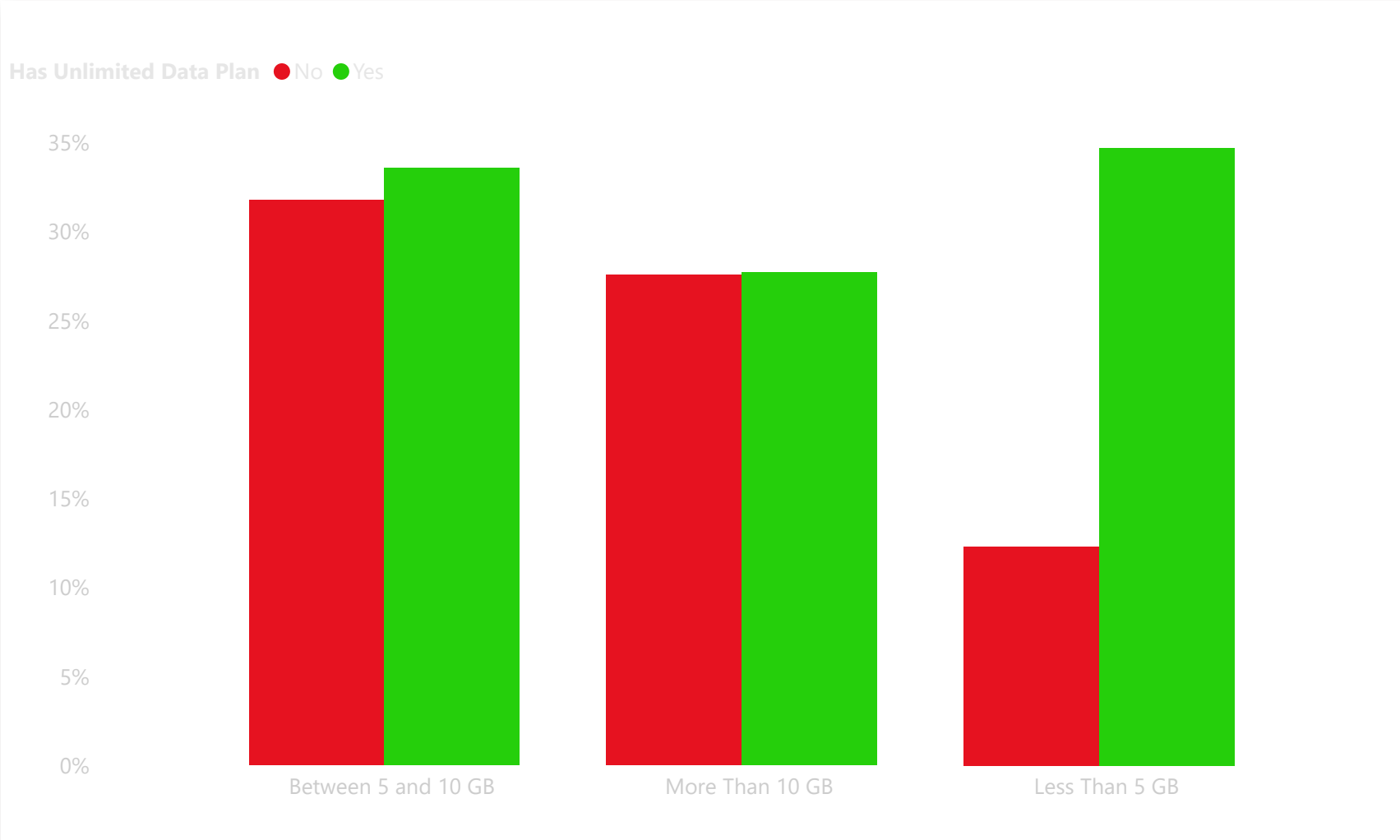
Credit Card	Paper Check
Direct Debit	

▼

Month-to-Month	Two Year
One Year	



0.92



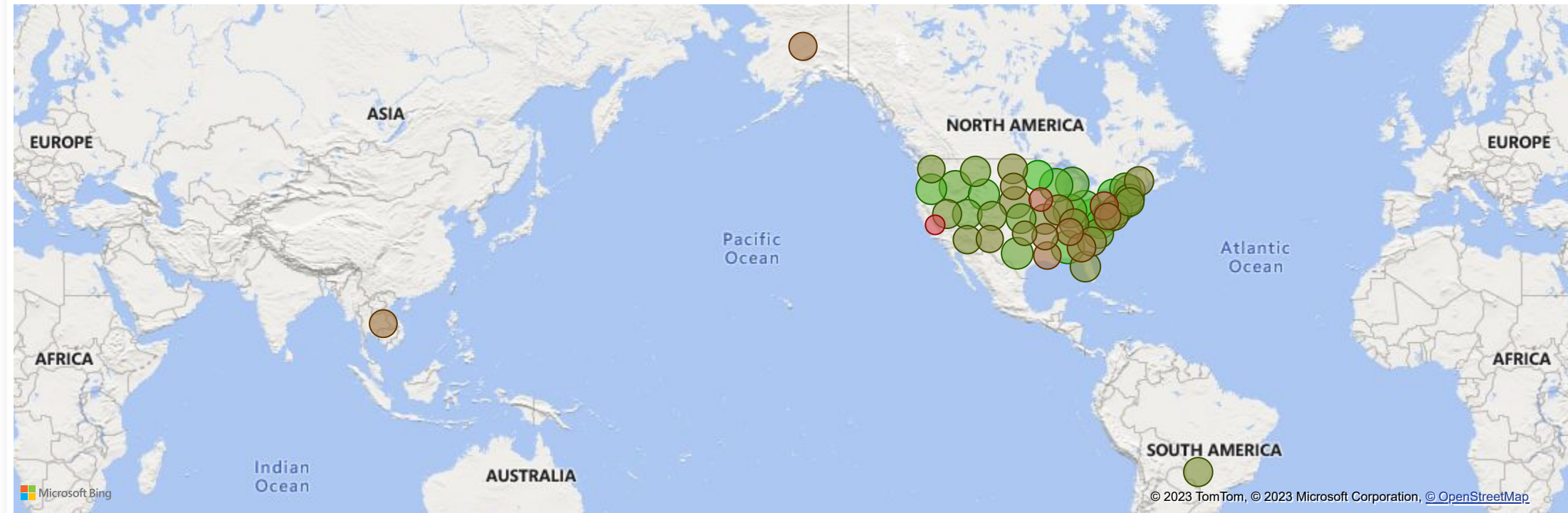
Has Unlimited Data Plan	Between 5 and 10 GB	Less Than 5 GB	More Than 10 GB
Yes	33.57%	34.71%	27.72%
No	31.78%	12.31%	27.57%
Total	33.33%	22.85%	27.69%

3.37

33.64

6123

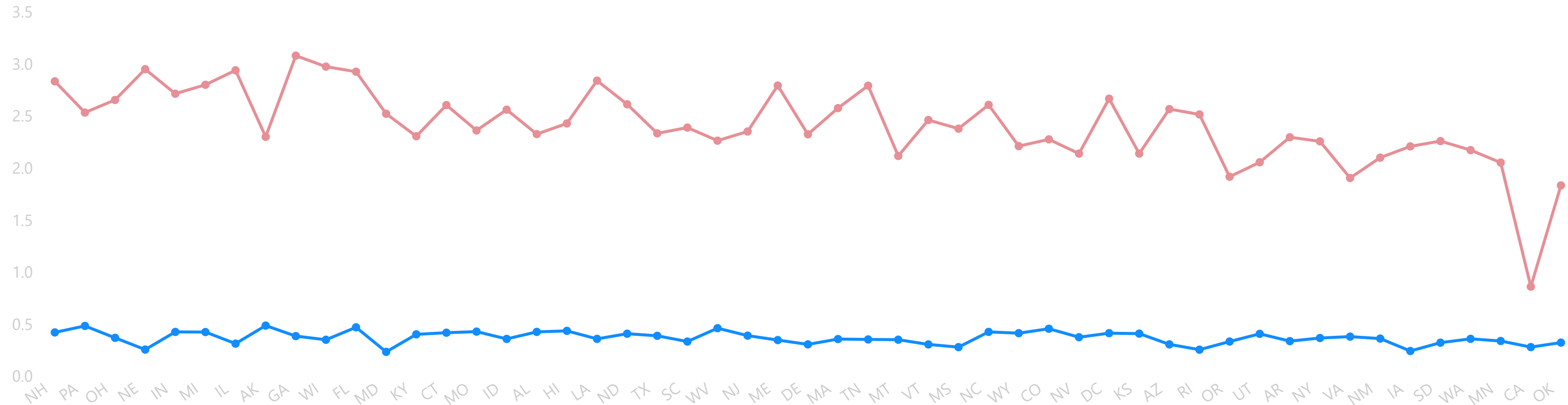
3.37

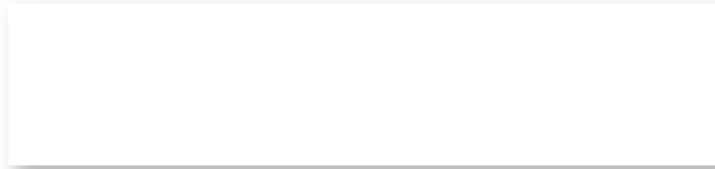


0.92

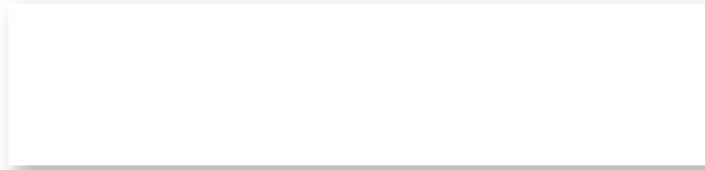
33.64

Churn Label ● No ● Yes





- Top three reasons for churning of the customers are: a competitor made better offer, a competitor had better device and attitude of the support person was not appropriate. Initially investing in making better device than that of competitors' can be a viable solution. It will buy some time to come up with a strategy to lower the amount to be invested in the device without compromising with the quality of the product. For the attitude problem of the support person, they should be trained properly in using soft skills.
- The state of "California" has the highest churn rate(63.24%). Appropriate measures should be taken to deal with it as soon as possible otherwise the company will lose all the customers and their faith in the company in that state.
- Most number of churned customers belong to the age group "39-48". But the highest churn rate is of the age group "79-85". These two age groups should be given a little more care than the other age groups.



- The churn rate is very high where there are single customers (no groups) as compared to those groups where there 2 or more customers. This must be due high average monthly charge (\$33.49) for customers who are not in any group. Customers who are not in a group can be given discount or rewards of some kind as they form the biggest chunk of the customers of company.
- Churn rate is inversely proportional to the contract length of the customer i.e. churn rate in customers with month-to-month contracts is the highest followed by that with one year contracts which ,in turn, is followed by that with 2 year contracts.
- Churn rate is almost the same for the customers with and without unlimited data plan who download more than 10 GB data. Same goes for customers who download data between 5 and 10 GB. But the churn rate for the customers with an unlimited plan who download less than 5 GB data is a little less than 3 times of the same without an unlimited plan which is understandable because if they download less than 5 GB data then they would not want to pay for an unlimited plan. They can be made aware of this.