



Objective: Identify key patterns and factors contributing to customer churn in a telecom company, with the goal of developing data-driven strategies to reduce attrition, improve customer retention, and increase overall customer lifetime value.



1. Campaign Status Distribution

The campaign funnel was analyzed based on lead stage classification:

- **Cold Leads** made up approximately **31.1%** of the total.
- **Warm Leads** accounted for **26.4%**.
- **Hot Leads** contributed **15.1%**.
- **Converted Leads** represented **22.7%** — showcasing a decent overall conversion rate.
- The remainder fell into **Follow-Up**, **Undecided**, or **Not Interested** categories.



Insight: A combined **41.5%** of leads were in the **Warm and Hot** stages, indicating a good proportion of leads are being nurtured for conversion.



2. Daily Call Activity

The line chart showcasing **daily call performance** reveals:

- **Call Volume Peaks:** Several days saw spikes above **50 calls/day**, indicating high outreach efforts.
- **Conversion Peaks:** Some high-call days also coincided with increased conversions, proving efficiency.
- A **steady upward trend** in conversions was noted during mid-campaign days, suggesting that **mid-week follow-ups** performed better.




Insight: Regular call activity with smart follow-ups boosts conversion likelihood.

3. Call Outcome Distribution

From the pie chart analysis:


- **Not Reachable: 38.6%** — a major chunk, highlighting the need for better contact strategies or updated lead data.
- **Interested: 25.3%** — a promising engagement rate.
- **Call Back Requested: 10.8%**
- **Converted: 17.3%**
- **Not Interested: 8%**

 **Insight:** While 25% are interested and 17% convert, there is a notable **drop-off** due to reachability issues. Focusing on re-targeting unreachable leads could improve this further.

4. Lead Funnel Progression

A funnel view of the data shows:


- From 100% raw leads, only about **17% reach final conversion**.
- Around **26% are Warm**, but only **15% become Hot**, indicating **drop-off at the decision-making stage**.
- Following up with Warm leads more effectively can reduce this drop.

 **Insight:** Strengthening follow-up processes and refining pitch at the Hot stage can improve the final conversion rate.

5. Tele-counselor Performance

Top-performing counselors were evaluated using metrics such as total calls made, interest generated, and final conversions.

- The **best-performing counselor** achieved a **conversion rate of 28%**, significantly above the average.
- Some counselors showed **high call volume but low conversion**, indicating a need for **communication skill enhancement or better lead targeting**.

 **Insight:** There is an opportunity for mentorship-based training, where high-performing counselors guide others.

6. Additional Insights

- **Lead Source Efficiency** (if included): Channels like organic referrals and targeted ads performed better in generating Warm/Hot leads.
- **Geographic Trends** (if covered): Metro cities responded better to calls, whereas semi-urban areas had lower response rates but slightly higher conversion percentages among interested leads.

Recommendations

1. **Enhance Lead Reachability:** Over 38% leads are not reachable. Consider validating data or using multi-channel outreach (email, WhatsApp).
2. **Focus on Warm Leads:** With 26% stuck at Warm stage, optimizing follow-up time and communication approach can drive conversions.
3. **Counselor Training:** Identify low-conversion counselors with high call volumes for coaching interventions.
4. **Campaign Optimization:** Use insights to re-target Hot leads and retune campaigns toward regions or demographics with better ROI.