Project Title

Analysing Customer Churn for Databel

Objective

The primary objective of this project is to analyze customer churn rates and uncover key factors contributing to churn. This information will be used to devise strategies to reduce churn and improve customer retention for Databel, a leading telecommunications provider.

Key Questions to Answer

1. Churn Rate Analysis

   - What is the overall churn rate for the company?
   - Are there specific customer groups with higher churn rates?

2. Key Drivers of Churn

   - What are the most common reasons for customer churn?
   - How do factors like account length, subscription type, and charges correlate with churn?

3. Data Usage and Subscription Type

   - Do customers who consume less than 3 GB of data churn more often than those who consume more?
   - Is there a difference in churn rates between customers with unlimited subscriptions and those without?

4. Demographic Insights

   - Are there patterns in churn based on customer demographics (e.g., age or region)?

5. Contract and Payment Analysis

   - How does the type of contract (e.g., month-to-month vs. annual) affect churn?
   - Are payment methods correlated with churn rates?

6. Additional Analysis

- How does the presence of additional services like device protection or online backup influence churn?

Deliverables

1. Executive Dashboard
   - Visual summaries showcasing churn rates, key drivers, and demographic insights.

2. Detailed Report
   - Answers to all key questions with supporting visuals.
   - Recommendations based on findings.

3. Supporting Excel File
   - Contains raw data, calculations, PivotTables, and charts used for analysis.