

Customer Retention & Churn Analysis – Task 2

Internship Program: Future Data Science (FUTURE_DS)

Task ID: FUTURE_DS_02

	A	B	C	D	E	F	G	H
1	Customer ID	Join Date	Last Purchase Date	Subscription Type	Region	Revenue	Status	...
2	C001	2023-01-10	2024-03-01	Premium	South	12000	Active	
3	C002	2023-02-15	2023-10-10	Basic	North	4000	Churned	
4	C003	2023-03-20	2024-02-18	Premium	East	15000	Active	
5	C004	2023-04-05	2023-09-12	Basic	West	3500	Churned	
6	C005	2023-05-11	2024-01-25	Premium	South	18000	Active	
7	C006	2023-06-19	2023-11-05	Basic	North	5000	Churned	
8	C007	2023-07-22	2024-03-10	Premium	West	14000	Active	
9	C008	2023-08-30	2023-10-01	Basic	East	3000	Churned	
10	C009	2023-09-14	2024-02-05	Premium	South	16000	Active	
11	C010	2023-10-18	2024-01-15	Basic	West	4500	Active	
12								

1. Objective

- The objective of this project is to analyze customer subscription data using Microsoft Excel
- To identify customer churn patterns and retention trends
- To derive meaningful insights that help improve customer retention and reduce churn through data-driven decision-making

2. Dataset Description

- The dataset contains customer-related information including:
- Customer ID
- Tenure (duration of customer relationship)
- Contract type
- Monthly charges
- Total charges
- Churn status (Yes / No)

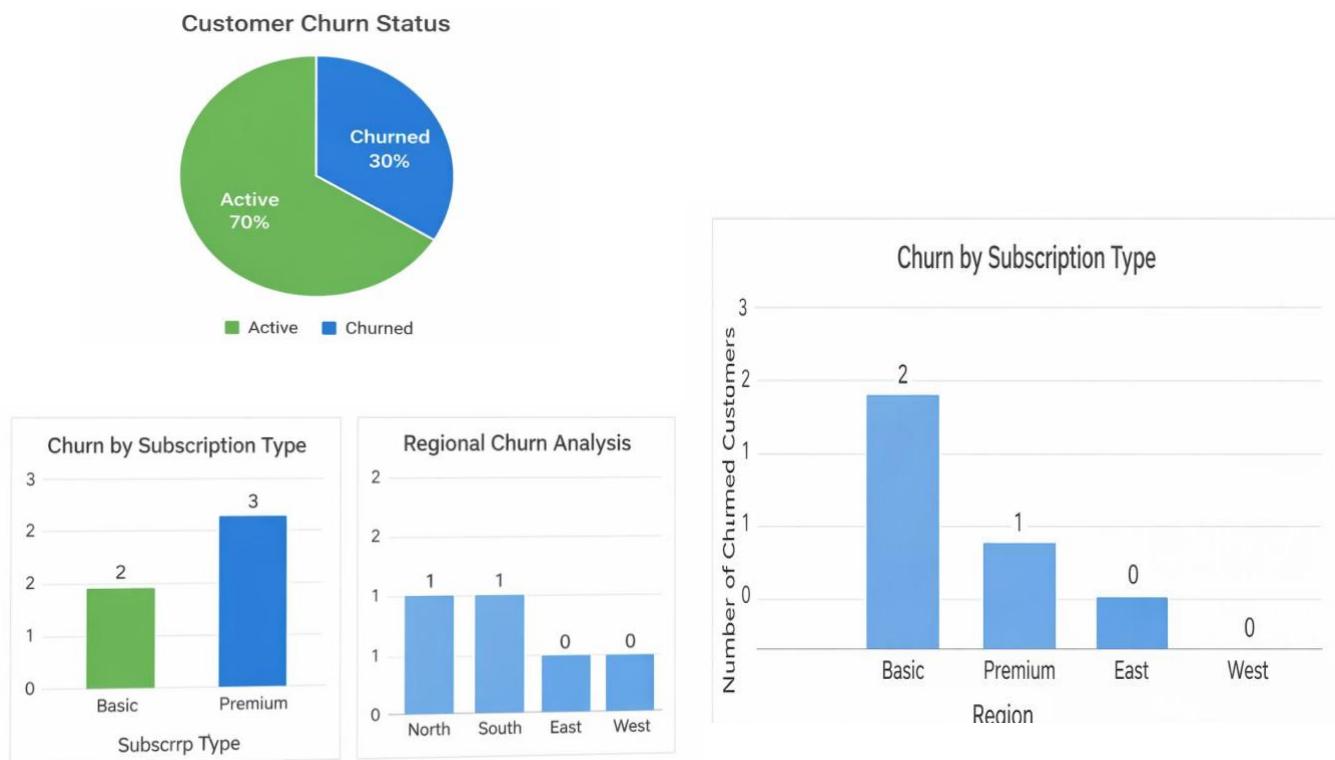
- The data was analyzed and visualized using Microsoft Excel

3. Tools Used

- Microsoft Excel

4. Analysis Performed

- Organized and cleaned the customer dataset
- Calculated total customers, churned customers, retention rate, and churn rate
- Analyzed churn patterns based on contract type and tenure
- Compared churn behavior across different customer segments
- Created charts and tables for clear data visualization



5. Key Insights

- Customers with month-to-month contracts showed a higher churn rate
- New customers with shorter tenure were more likely to churn
- Higher monthly charges were associated with increased churn

- Customers on long-term contracts demonstrated better retention

6. Conclusion

- This project provided practical experience in customer retention and churn analysis using Microsoft Excel
- The analysis helped identify key churn drivers and retention opportunities
- The task enhanced analytical thinking, business insight generation, and data visualization skills gained during the FUTURE_DS internship

7. Internship Declaration

- This project was completed as part of the Future Data Science (FUTURE_DS) Internship – Task 2