

Telecom Customer Churn Analysis

6687

Total number of Customers

1796

Churned Users

26.9%

Churn Rate

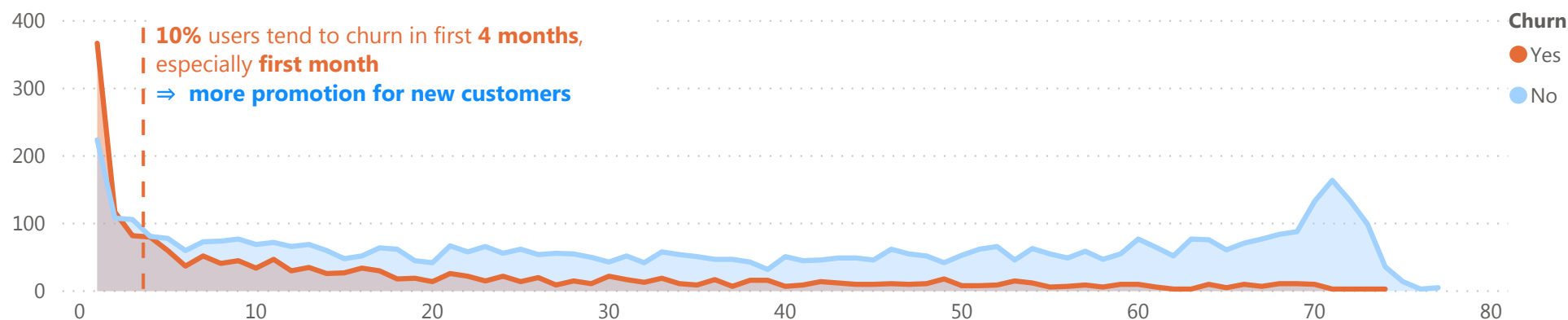
7.25M

Total Charges

1.37M

Total Charges for Churned Customers

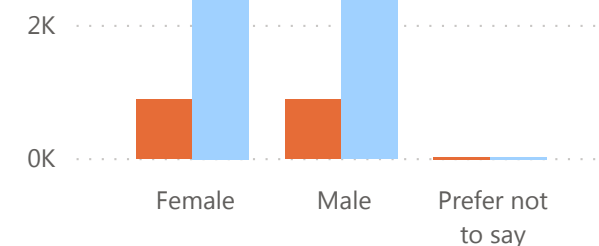
Customers by Account Length (in months)



Gender

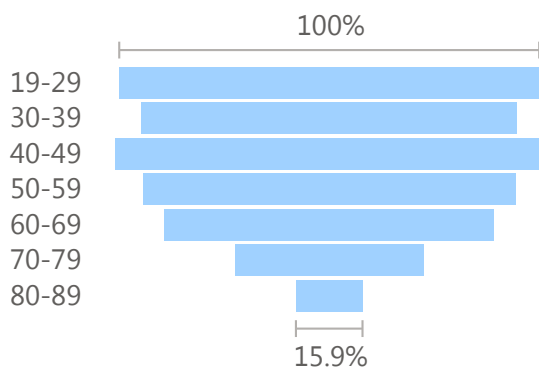
Churn ● Yes ● No

Gender ratio are quite balanced



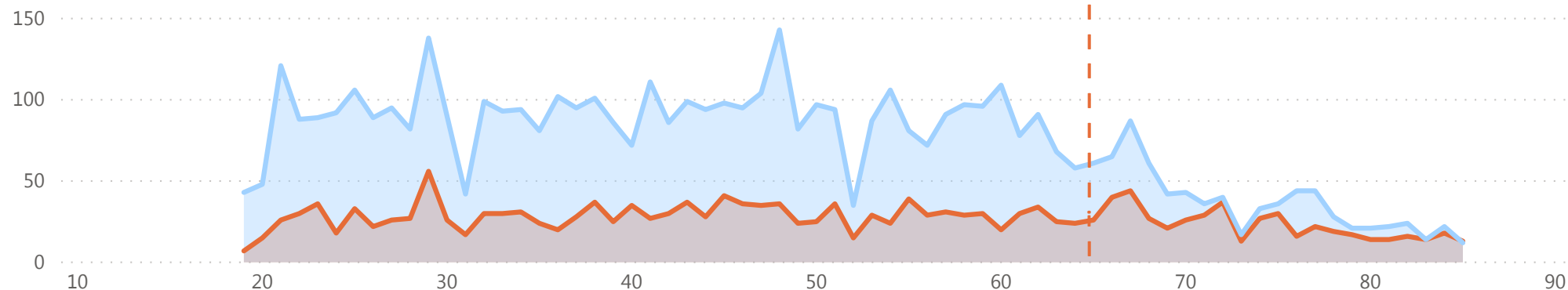
Demo

85% customers are under 70 years old



Customers by Age

Churn ● Yes ● No

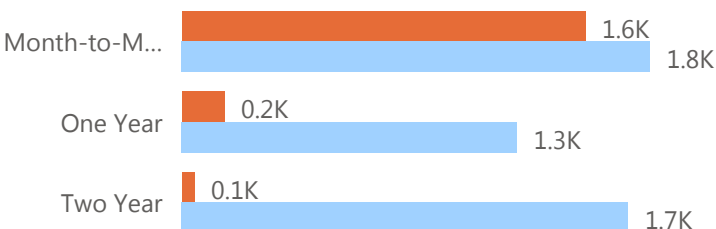


Telecom Customer Churn Analysis

Contract

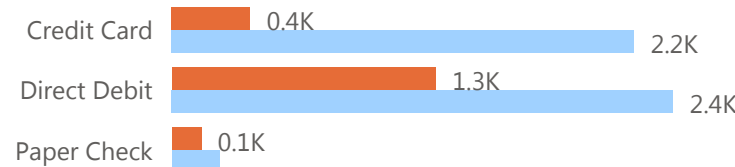
Customers by Contract Type

Churn ● Yes ● No



Customers by Payment Method

Churn ● Yes ● No

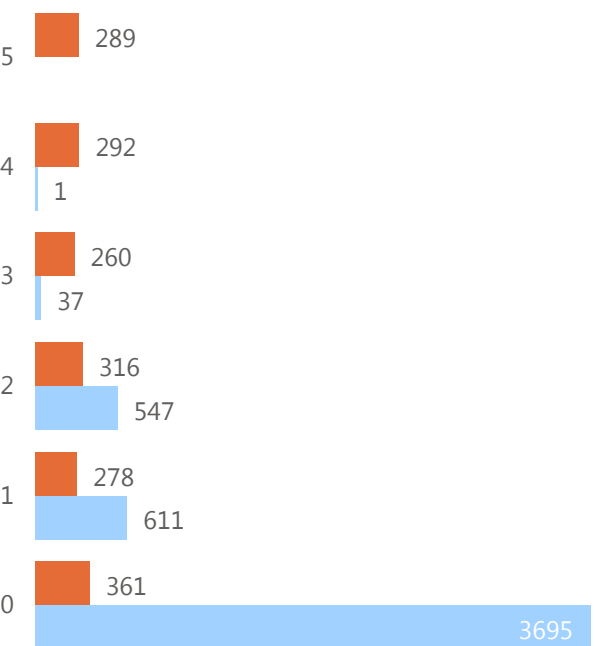


High churn is seen in case of short-term contract, using **Direct Debit** method
Contract type **Month-to-Month** are likely to churn because of no contract term, as they are free to go customers
⇒ **focus offer long-term contract, using Credit Card or Paper Check method with more benefits**

Phone Service

Customers by Customer Service Calls

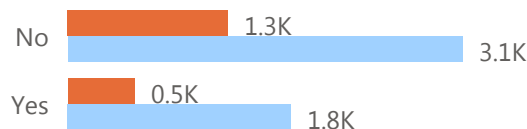
Churn ● Yes ● No



Higher churn is seen in case of **more Phone Service Calls**
Low churn is seen of **No Phone Service**
⇒ **Training lessons for staff or ask customers for permission to call**

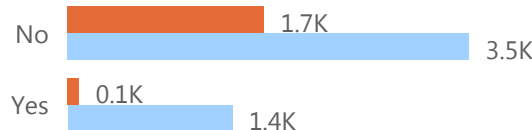
Customers by Device Protection & Online Backup

Churn ● Yes ● No



Customers by Group

Churn ● Yes ● No

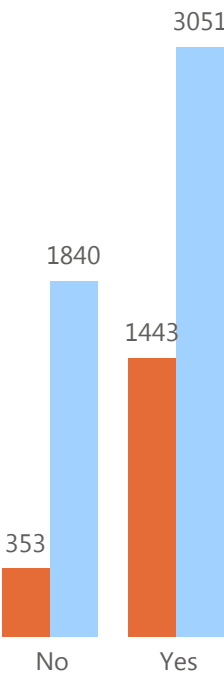


Higher churn is seen in case of **No Groups, No Device Protection & Online Backup**
⇒ **Encourage customers to invite friends, promote Device Protection & Online Backup**

Data

Users by Unlimited Data Plan

Churn ● Yes ● No

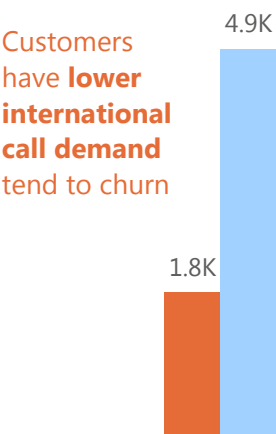


No Unlimited Data Plan are low churners
⇒ **make Unlimited Data Plan more useful or more appealing to buyers**

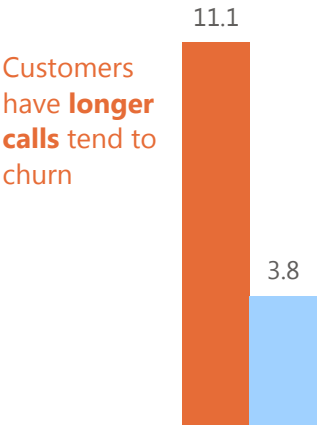
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International Charges

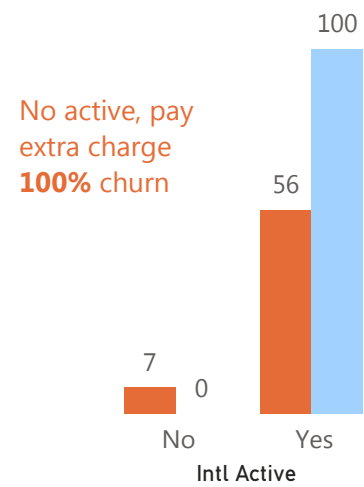
Count of Intl Calls



Average of Avg_Intl_Mins_Calls



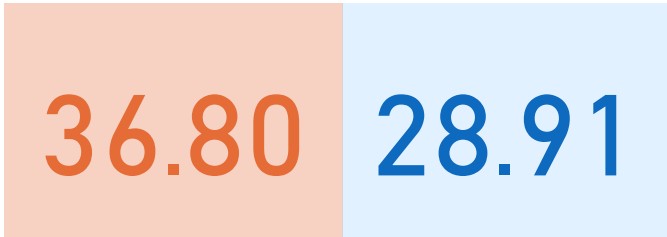
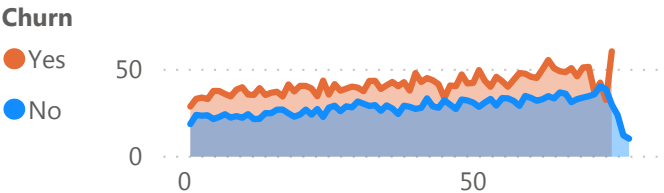
Average of Extra International Charges by Intl Active



126	Count of Custome...	0.00	Intl Mins
52.89	Average of Extra I...	Yes	Churn Label
No	Intl Active		

Monthly Charges

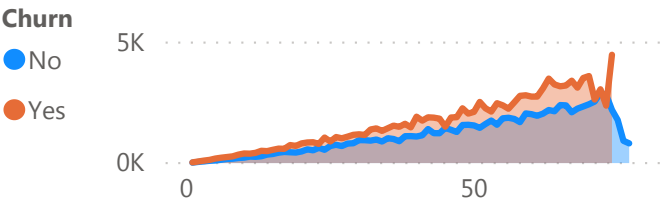
Average of Monthly Charge by Account Length (in months)



Customers have **Higher Monthly Charges** tend to churn
⇒ **cheaper price or make product/service more useful or more appealing to buyers**

Total Charges

Average of Total Charge by Account Length (in months)



126 customers (7% of churned Customers) churn when No international calls, No International active and pay extra charge
⇒ **The root cause of why the charges were applied should be known and effectively managed as this might also be a source of frustration for our customers leading to churn.**
Inform beforehand and send customers detailed bill.
Lower or remove fee.

Churn Reasons

