**Task2: Customer retention Report**

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# **1. Introduction**

This task and customer Churn dataset was provided by PwC as a part of the Power BI simulation internship project.

This report presents an analysis of customer retention trends based on key performance indicators (KPIs) visualized in Power BI. The dashboard provides insights into call response efficiency, resolution rates, agent performance, and customer satisfaction. The data is analyzed over a three-month period, from January to March 2021.

# **2. Task:**

1. Define KPIs.
2. Create a dashboard for the retention manager reflecting the KPIs.
3. Write report on findings, suggestions for needs to be changed

**3. Key Objectives**

* Analyze customer churn to improve customer retention strategies.
* Identify factors influencing customer behavior and churn.
* Assess service preferences and payment method trends.
* Provide actionable recommendations to reduce churn.

**4. KPI Summary**

* **Total Customers:** 7,043
* **Churn Rate:** 26.54%
* **Retention Rate:** 73.46%
* **Average Monthly Charges:** $64.76
* **Total Charges:** $16.06M
* **Tech Tickets:** 2,955
* **Admin Tech Tickets:** 3,632
* **Senior Citizen (%):** 16%
* **Partner (%):** 48.30%
* **Dependents (%):** 29.96%

**5. Insights Based on KPI Analysis**

* Analyze customer churn to improve customer retention strategies.
* Identify factors influencing customer behavior and churn.
* Assess service preferences and payment method trends.
* Provide actionable recommendations to reduce churn.

**6. Insights Based on KPI Analysis**

* **Churn Rate:** The churn rate is **26.54%**, which is a concern. Monitoring customer behavior and satisfaction levels could help in retention strategies.
* **Demographics Impact:**
  + Senior Citizens have a relatively lower churn rate.
  + Customers with Dependents and Partners are more likely to stay.
  + Majority churn was among who has subscription less than a year.
* **Service Preferences:** Fiber Optic users are the largest segment at 43.96% and show relatively lower churn compared to DSL users.
* **Contract Types:** Month-to-Month contracts have the highest churn, indicating a need for promoting annual or long-term contracts with added benefits.
* **Payment Methods:** Electronic Checks are the most used payment method (33.58%). Monitoring payment-related issues might help in reducing churn.
* **Phone Services:**90.32% of customers have phone service, but a large segment is also using other services. Bundling phone services with other offers can increase retention.

# **7. Conclusion & Recommendations**

* **Implement Loyalty Programs:** Offer discounts for long-term contracts to reduce churn.
* **Promote Bundled Services:** Provide attractive bundles combining internet, phone, and streaming services.
* **Enhance Customer Support:** Identify areas with high tech ticket counts and optimize support services.
* **Targeted Offers for At-Risk Customers:** detect customers likely to churn and provide retention offers.
* **Improve Digital Payment Options:** Encourage auto-payments with incentives to reduce churn caused by payment failures.