

CUSTOMER CHURN PROPOSAL

Reducing churn isn't a cost-saving strategy only, it's a growth strategy.





1.Data Profiling & Cleaning

- ***FIX WRONG DATA IN CHURN LABEL***

- Some churned customers were labeled as 'No'. I fixed the wrong data in the Churn Label

Customer ID	Churn Label
4444-BZPU	No
5676-PTZX	No
8532-ZEKQ	No
1314-SMPJ	No
2956-TXCJ	No
9152-DEPY	No
1958-SDSO	No
8787-QZUC	No
7768-OQJE	No
7716-RHEB	No
4139-EXJK	No
1133-QYCQ	No
3423-EQRP	No
6070-AXDL	No
1260-HOAY	No
4633-QIYZ	No
7650-WQWA	No
9039-LTDP	No
9552-QCAO	No
8785-ENDQ	No
0640-LNBK	No
4782-CHZM	No
1380-YANO	No
2754-HZFE	No
4676-RXAH	No
6145-MBHF	No
5992-ZZKY	No
8539-DXRY	No
Churn data	

- *MISSING VALUES
IN CHURN CATEGORY*

- After fixing the labels, I split the churned table. Then I replaced missing churn reasons with 'Price' as the most likely cause.

Total Charge▼	Churn Categor▼
10	
703	
1014	
177	
1720	
156	
2671	
1197	
3593	
539	
4636	
1161	
128	
1795	
602	
3779	
3675	
104	
1122	
11	
29	
3121	
1926	
262	
1676	
180	
3151	
417	



2. Dashboard

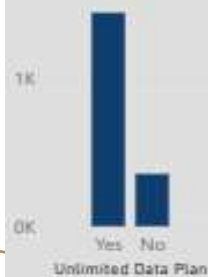
Number of churned customers

1796

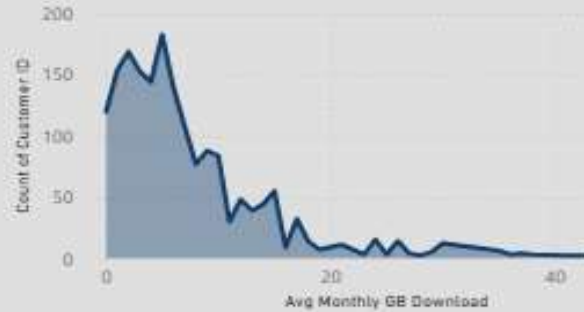
States

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ CT
- ☐ DC
- ☐ DE
- ☐ FL

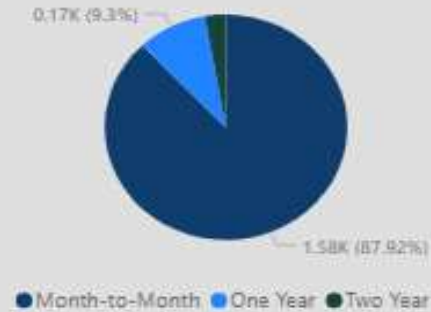
Count of Customers by Unlimited data...



Count of Customers by GB Download



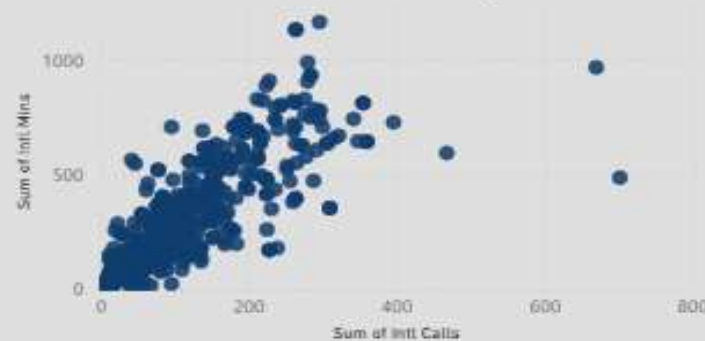
Count of Customers by Contract Type



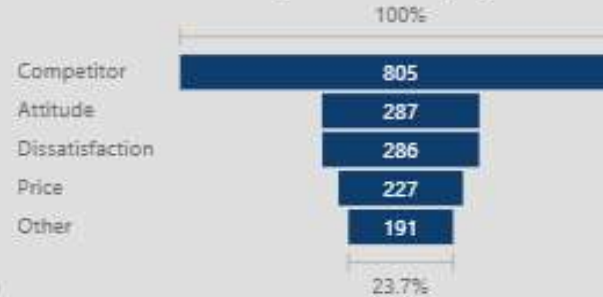
Count of Customers by Intl Active



Sum of Intl Calls and Sum of Intl Mins by Customer



Count of Customers by Churn Category



0.06

Predicted Churn

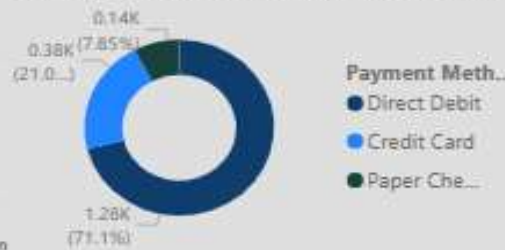
26.858%

Churn rate

Count of Customers by Age



Count of Customers by Payment Method



Local Calls and Count of Customers by Local Mins





3. Main & deep insights

6,687

Total Customers

1,796

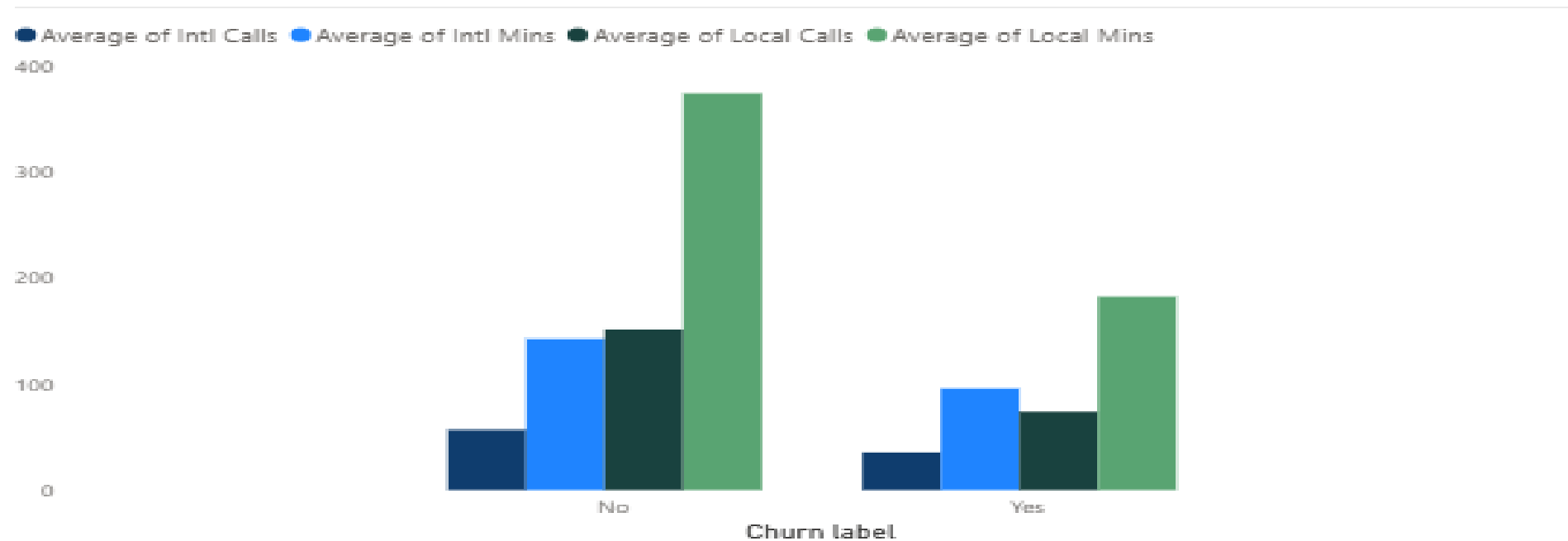
Churned Customers

27%

Churn Rate

1. USAGE BEHAVIOR

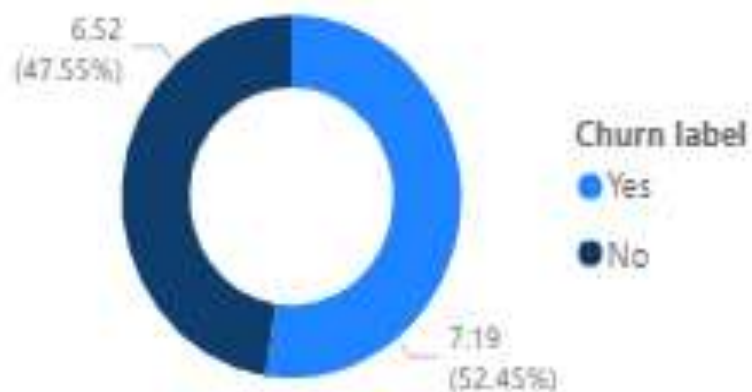
- Lower average calls (local & international).
- Lower average minutes (local & international).
- The gap in international minutes between retained and churned customers is relatively smaller compared to other factors.



1. USAGE BEHAVIOR

- Churned customers have a higher average GB usage.
- Churned customers have a higher average usage of unlimited plans

Avg Monthly GB Download by Churn label



Retain Customers by Unlimited Data Plan



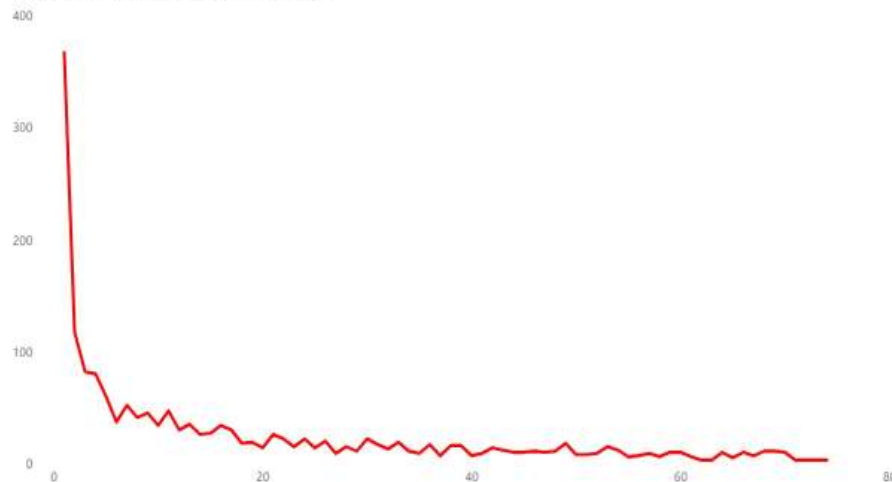
Churn Customers by Unlimited Data Plan



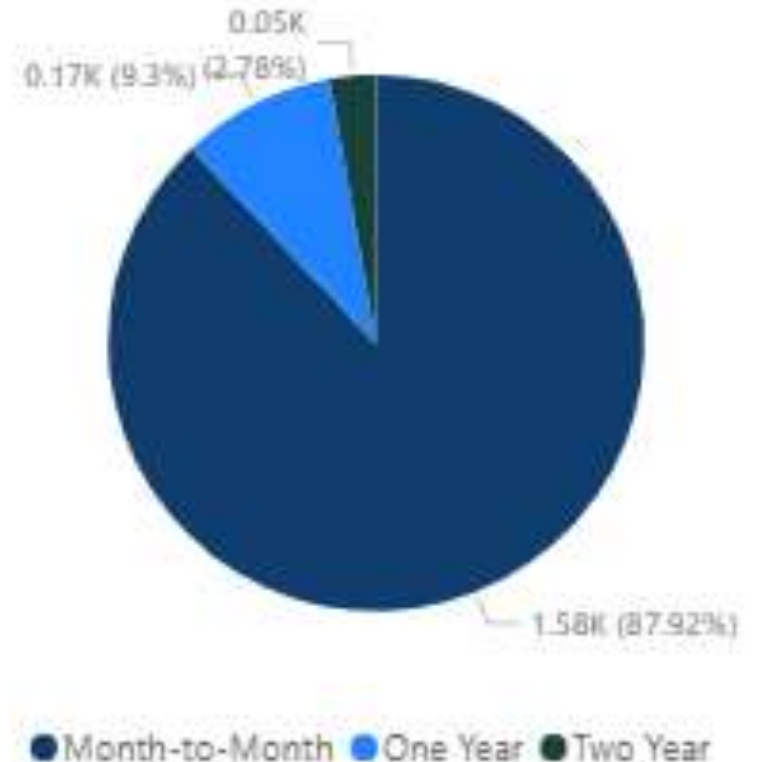
2. CONTRACT TYPE & DURATION

- The average contract duration is shorter among churned customers.
- Month-to-Month contracts show higher churn rates.
- Annual contracts show lower churn rates

Number of Customers by Account Length



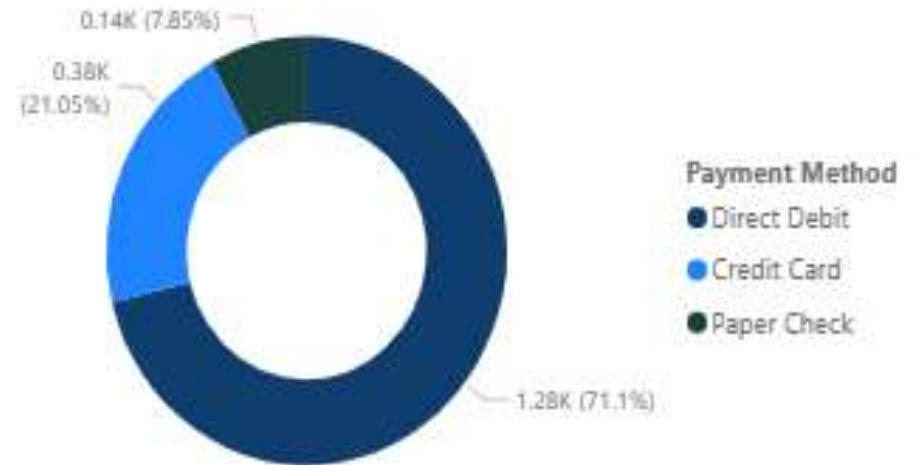
Count of Customers by Contract Type



3. ***PAYMENT METHOD***

- The majority of customers pay by Credit Card, and they are less likely to churn.
- Customers paying by Direct Debit are more likely to churn.

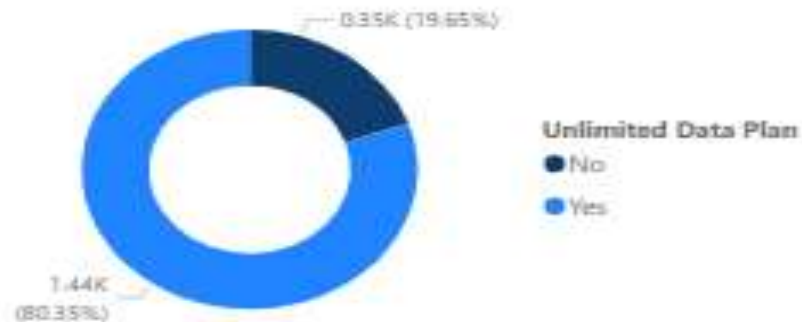
Count of Customers by Payment Method



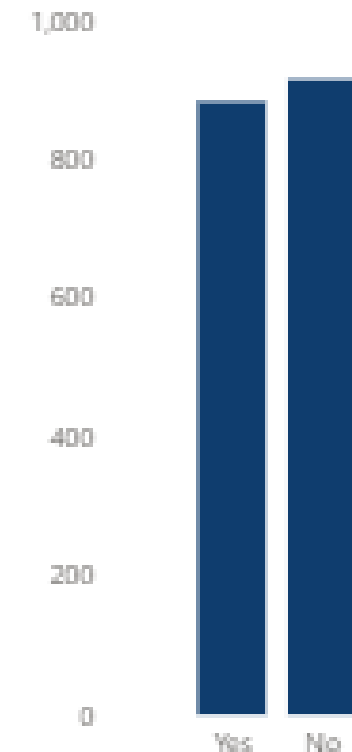
4. SERVICES

- Many churned customers active international calls without a plan.
- Most churned customers are subscribed to the Unlimited Plan

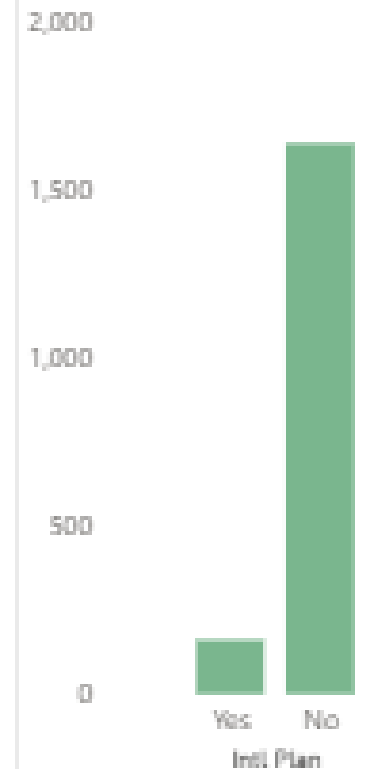
Count of Customers by Unlimited Data Plan



Count of Customers by Intl Active



Count of Customers by Intl Plan



5. CUSTOMER SUPPORT

- Higher churn among customers who contacted customer support.

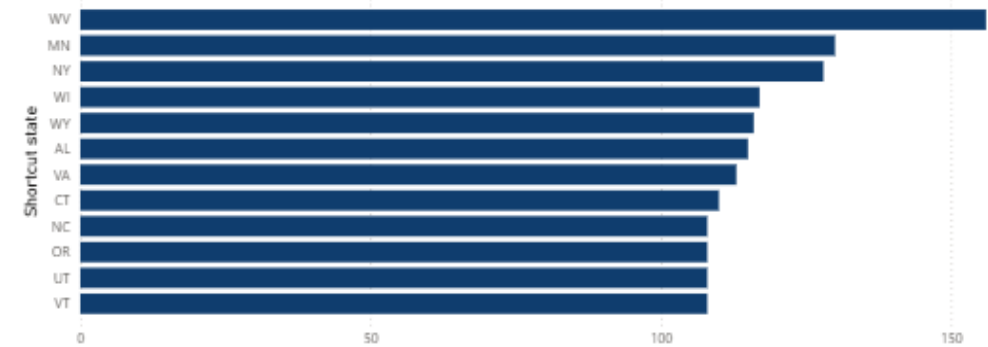
Count of Customers by Customer Service Calls



7. STATES.

- States like Ohio, Maryland, and California have high churn counts but do not appear strongly in the top not-churned group, indicating higher churn rates in these states.
- States like Minnesota, New York, and Wisconsin have strong presence in the not-churned group but low churn counts, indicating lower churn rates in these states.

Count of Not churned Customer by Shortcut state

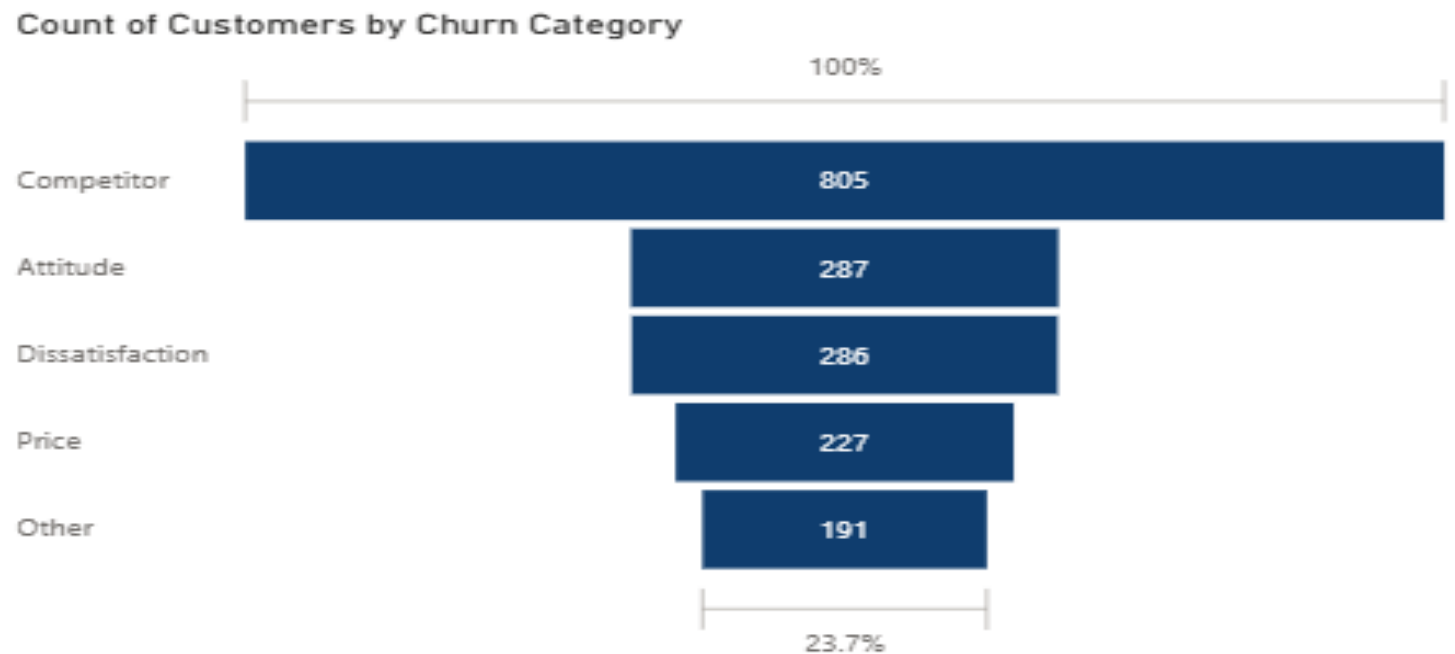


Count of Churned Customer by Shortcut state



CHURNERS BY CHURN CATEGORY

- The main reason customers leave for competitors is the perception of poor value, especially with Unlimited Plans and unexpected international charges, combined with negative service experiences.



4. Major Outcomes

1.Payment Methods

Encourage customers to use Credit Cards or other online payments, as they have lower churn.

For Direct Debit and Paper Check users, check bills and contact them if there are problems to prevent cancellations.

2.Contract Types

Offer discounts or extra benefits for yearly contracts to keep customers longer.

For Month-to-Month contracts, give flexible offers and rewards to encourage them to stay.

3.Geography

In high-churn areas like Ohio, provide special offers, stronger customer support, and personal communication to understand why people leave.

4.International Usage

Monitor customers with high international activity. Give special international plans or discounts to reduce churn.

5.Data Consumption

For customers with high data usage or Unlimited plans:

- Offer improved plans,
- Send warnings before they reach high usage,
- Give extra benefits to avoid feeling of high cost.

6.Data Quality and Reasons for Churn

Fill in missing information about why customers leave.

Focus on **Price**: offer discounts, flexible payment options, or special deals.

7.General Strategies from Telecom Companies

Contact high-risk customers before they leave (calls, emails, SMS).

Reward loyal customers with points, discounts, or gifts.

Use AI and data analysis to predict who may leave and act early.

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Tips for Customers Who Predicted to churn

1. **Early personal contact:** Call or message them before signs of leaving appear, to solve problems quickly.
2. **Special offers:** Give discounts, extra services, or short free trials to encourage them to stay.
3. **Flexible payment options:** Let them choose easier payment plans if price is a reason for leaving.
4. **Improve their experience:** Fix service or usage problems fast, like internet issues or customer support delays.
5. **Loyalty rewards:** Offer points, gifts, or special deals for long-term customers.
6. **Custom solutions:** For high international use or large data users, offer plans that fit their needs better.
7. **Short surveys:** Ask for their feedback and show that their opinion matters.



THANK YOU