

Telco Customer Churn Analysis

Telco Data Science Team

Chris Mears (November 2020)

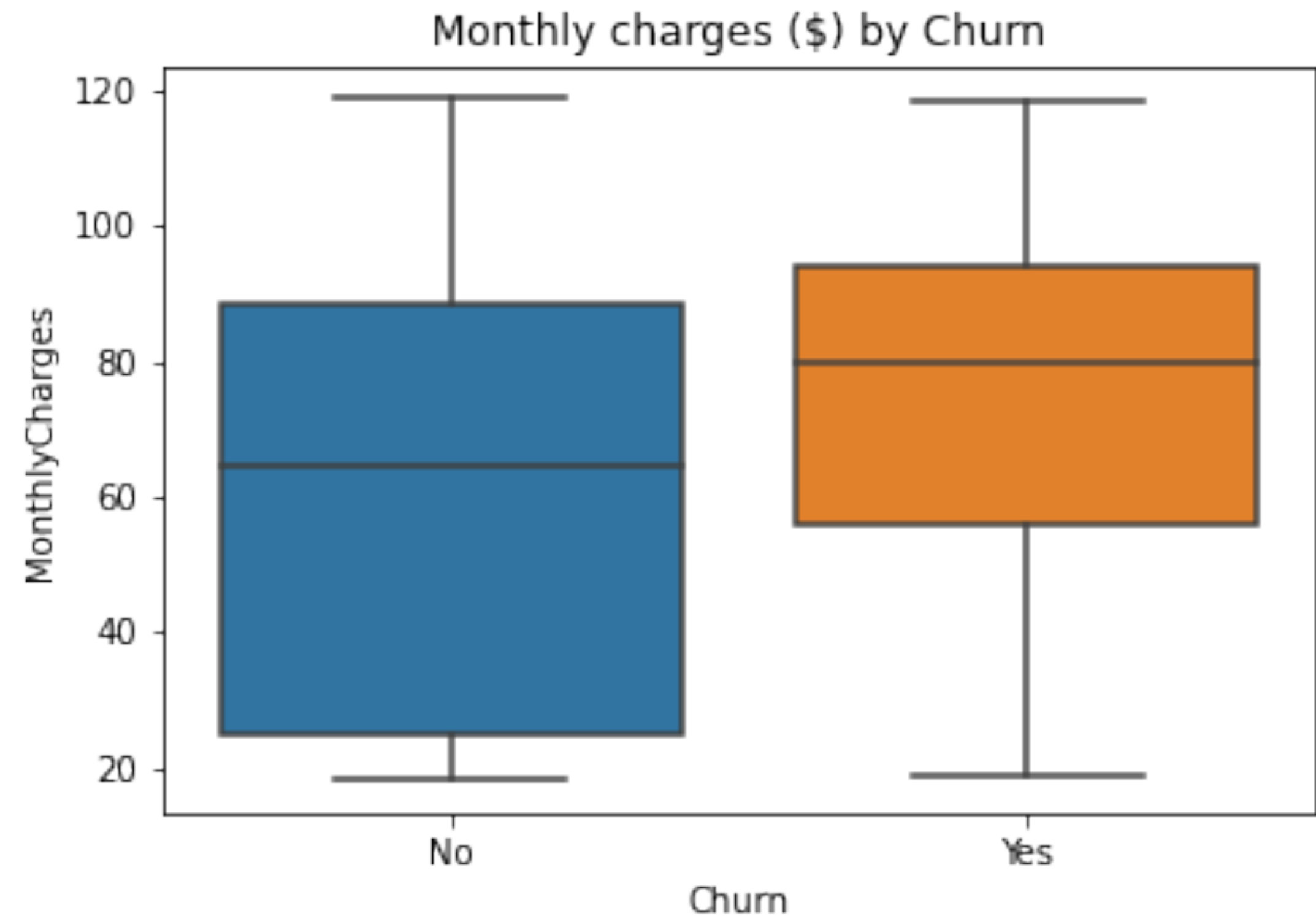
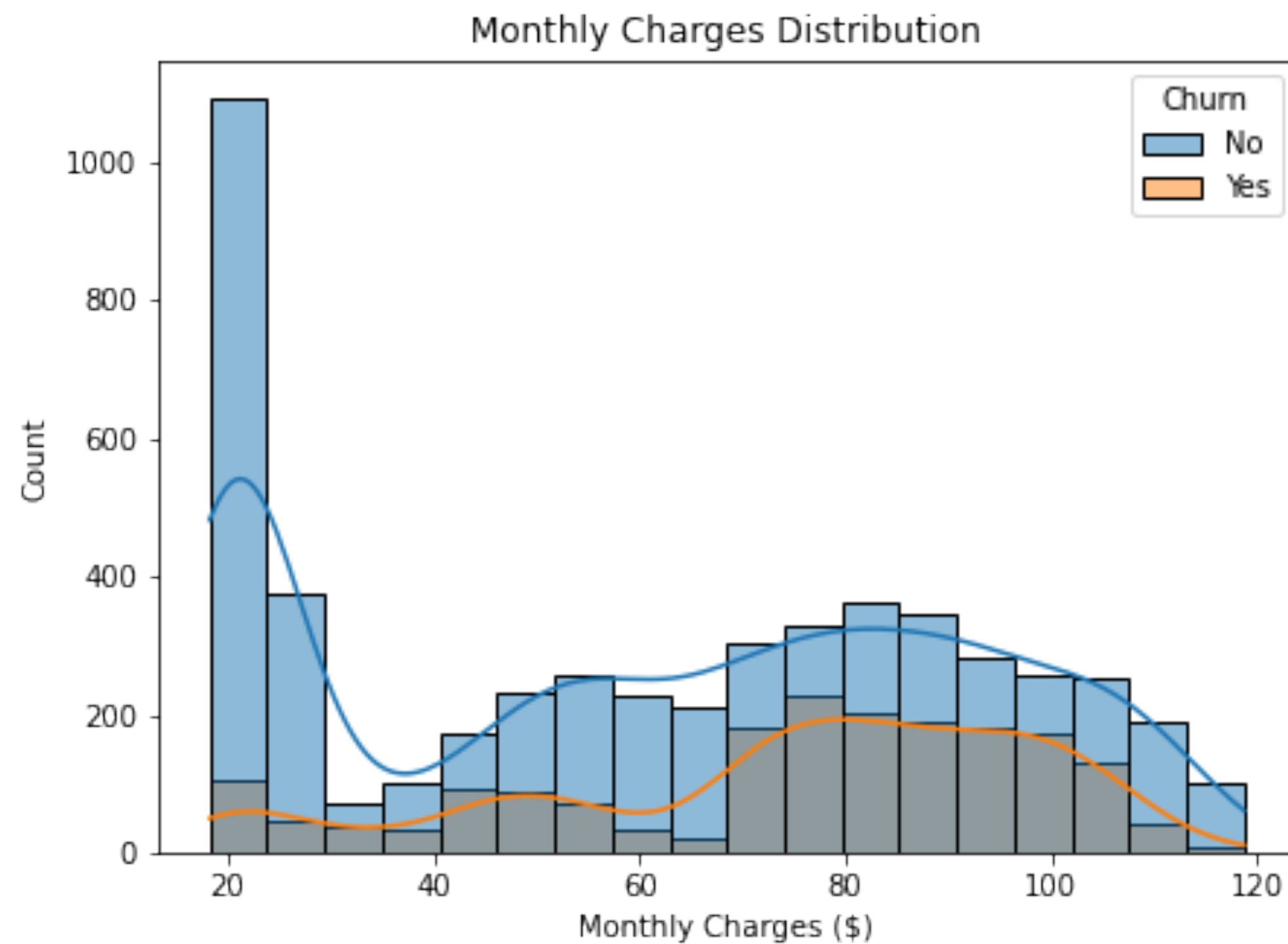
Churn 27%

1,869 Churned Customers
5,163 Retained Customers
7032 Total Customers

Overview

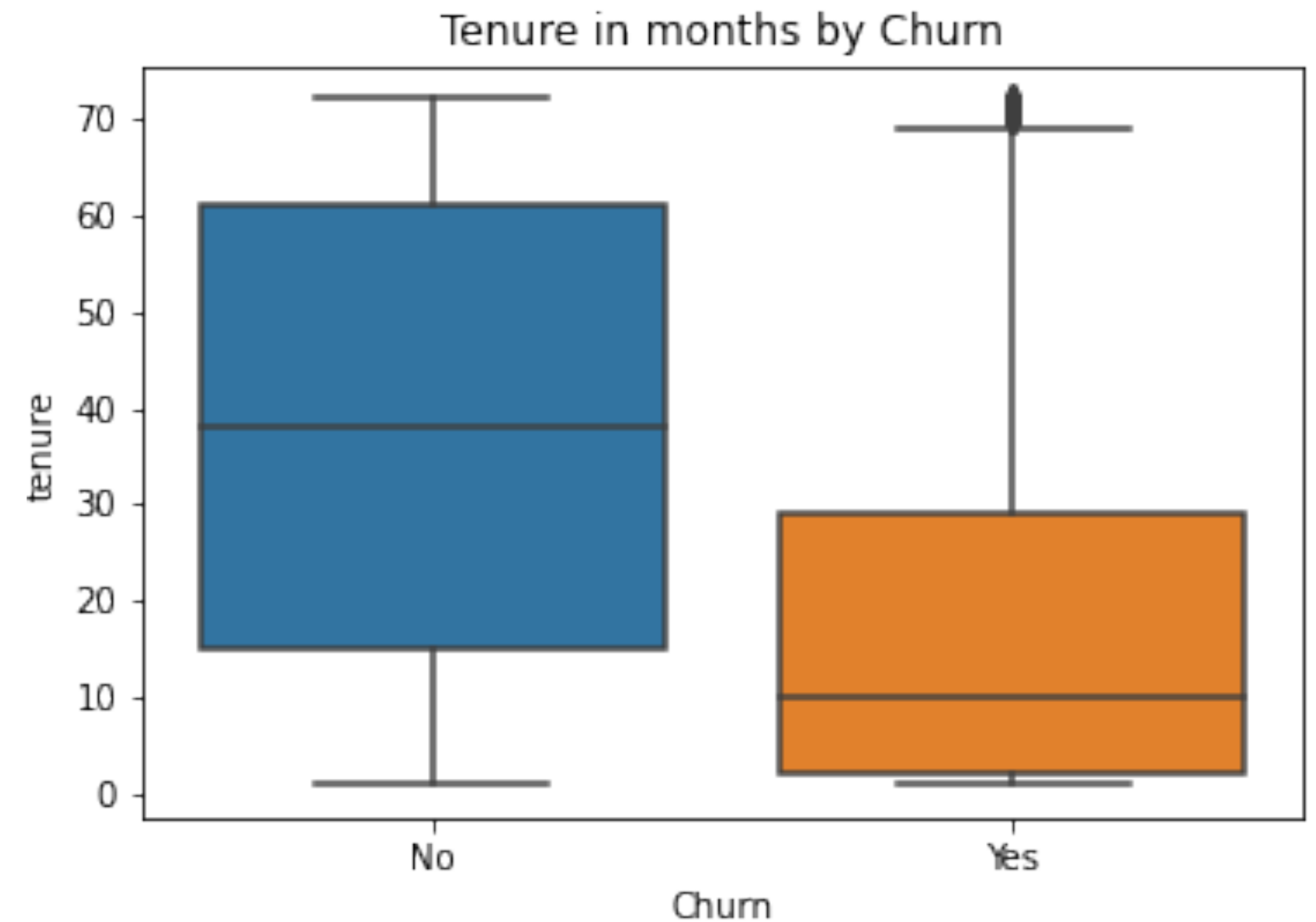
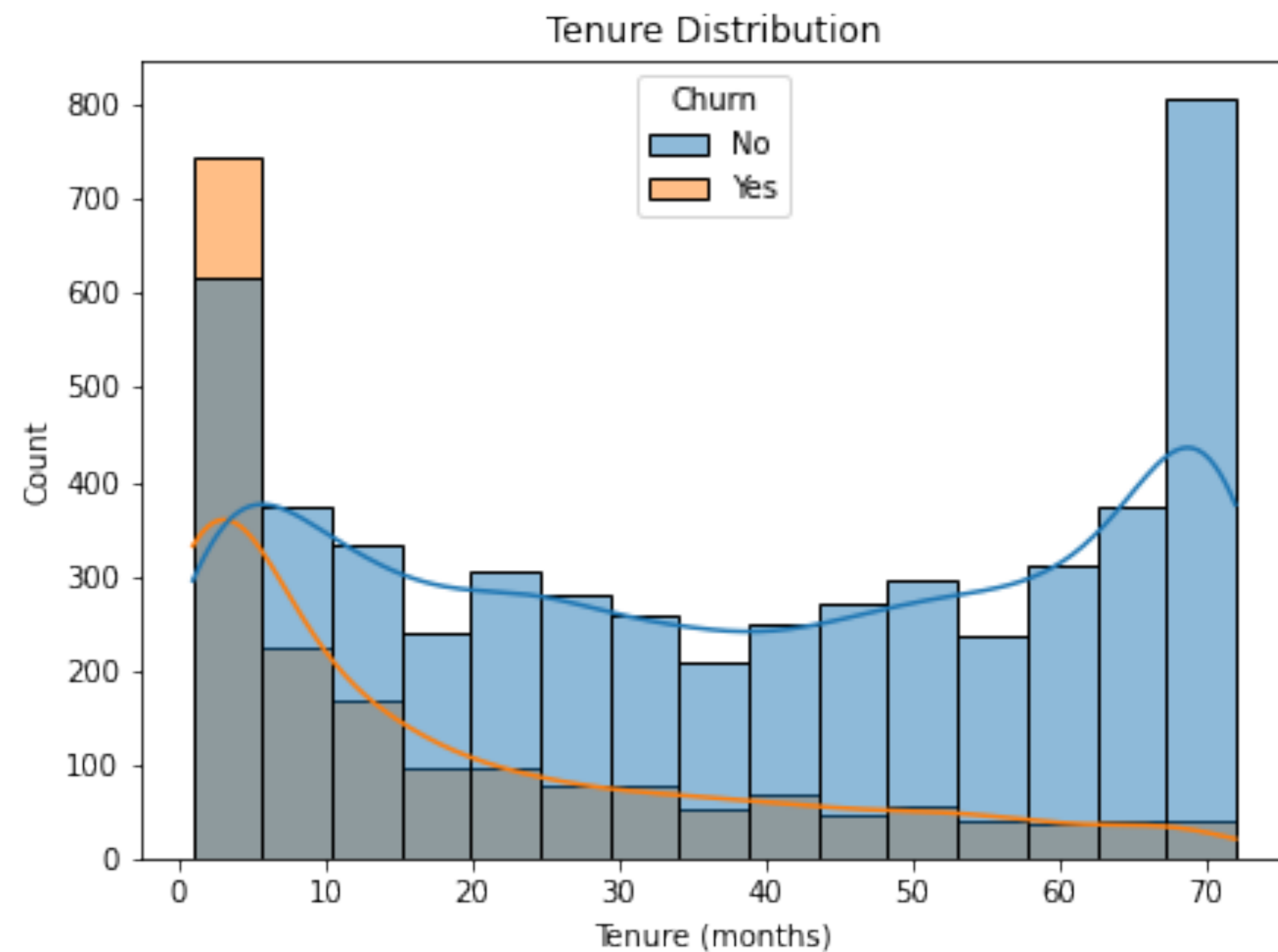
- Questions...
 - What are churned customers spending monthly?
 - When does churn happen?
 - Which customers are churning?
- Summary
- Next Steps

What are customers spending monthly?



Churned customers tend to have higher monthly charges.

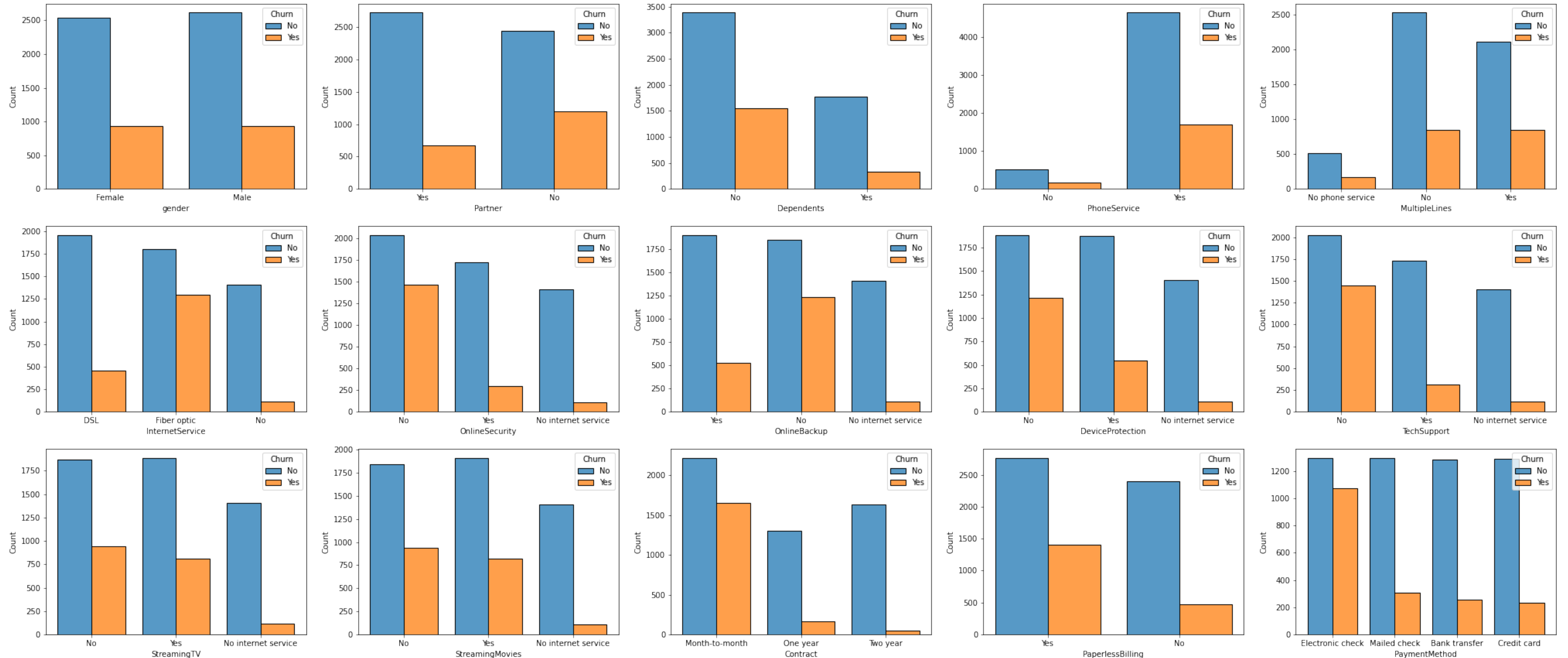
When does churn happen?



Over 50% of churn happens in the first year.

Which customers are churning?

Categorical features



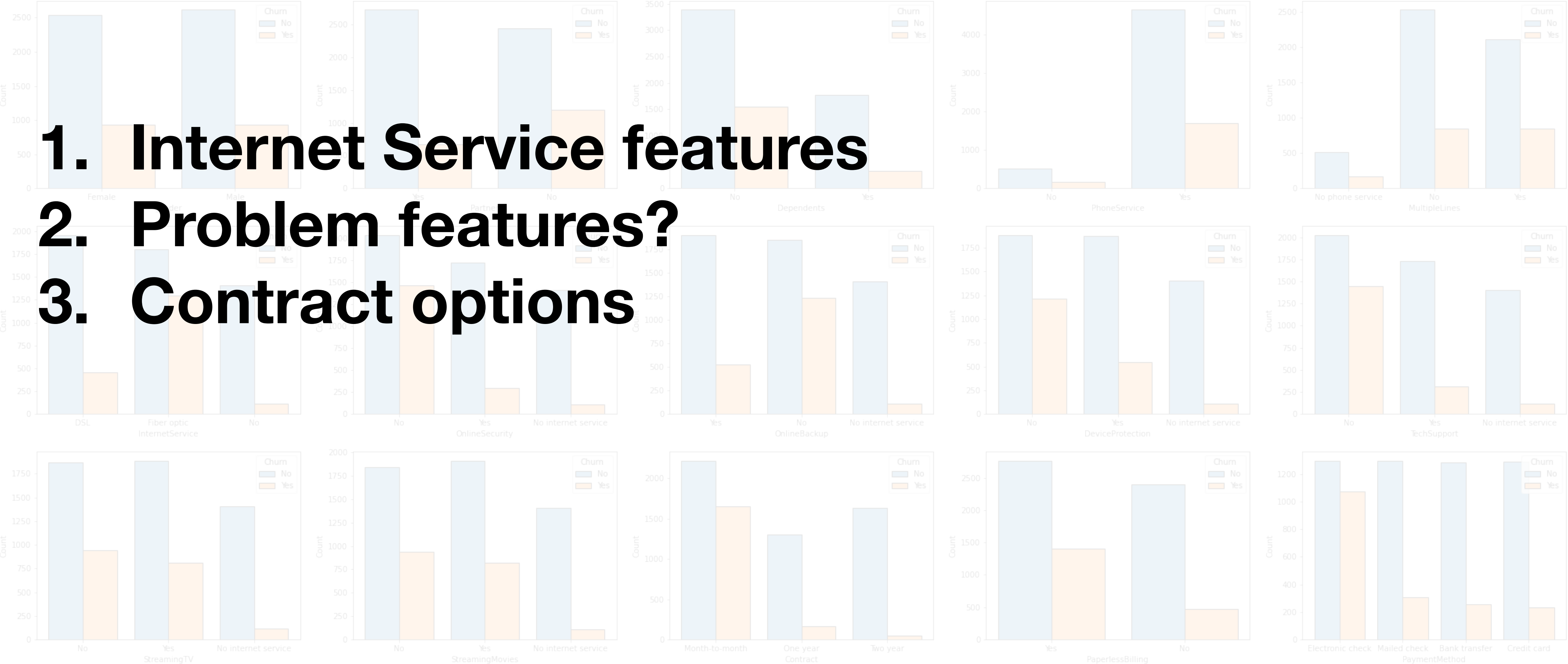
Which customers are churning?

Categorical features

1. Internet Service features

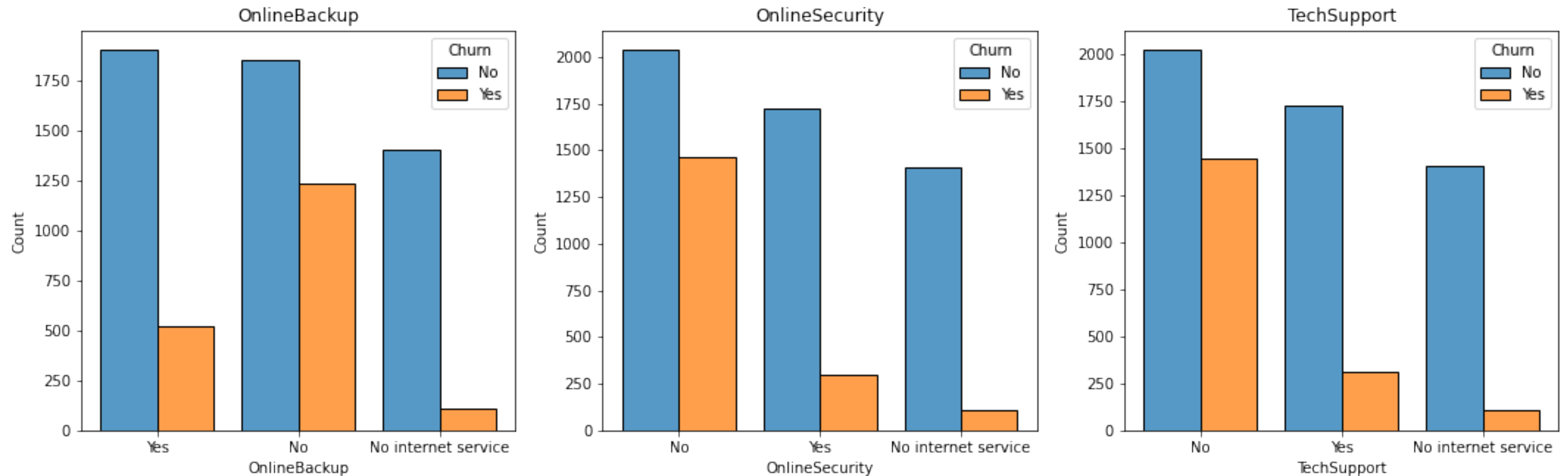
2. Problem features?

3. Contract options



Which customers are churning?

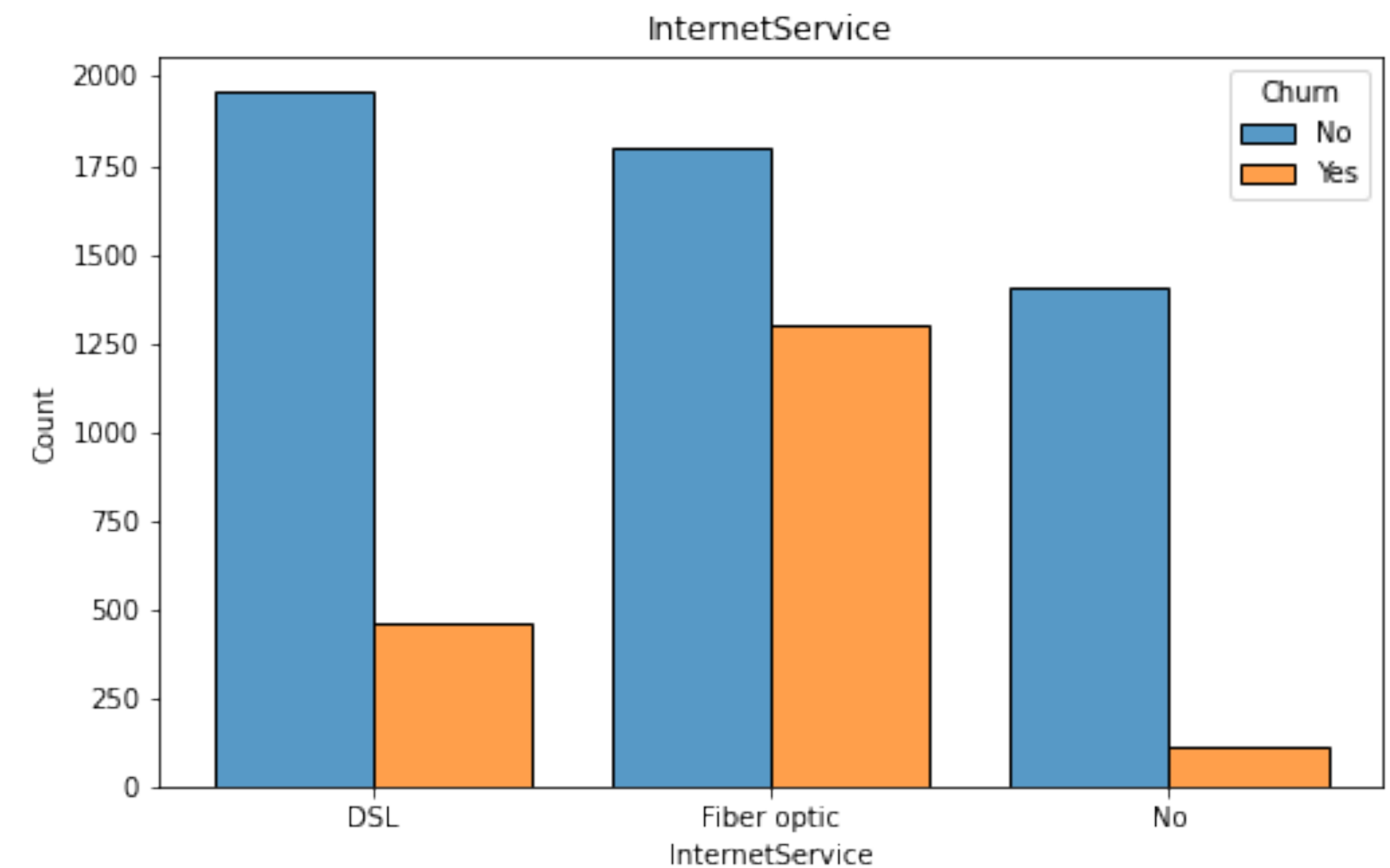
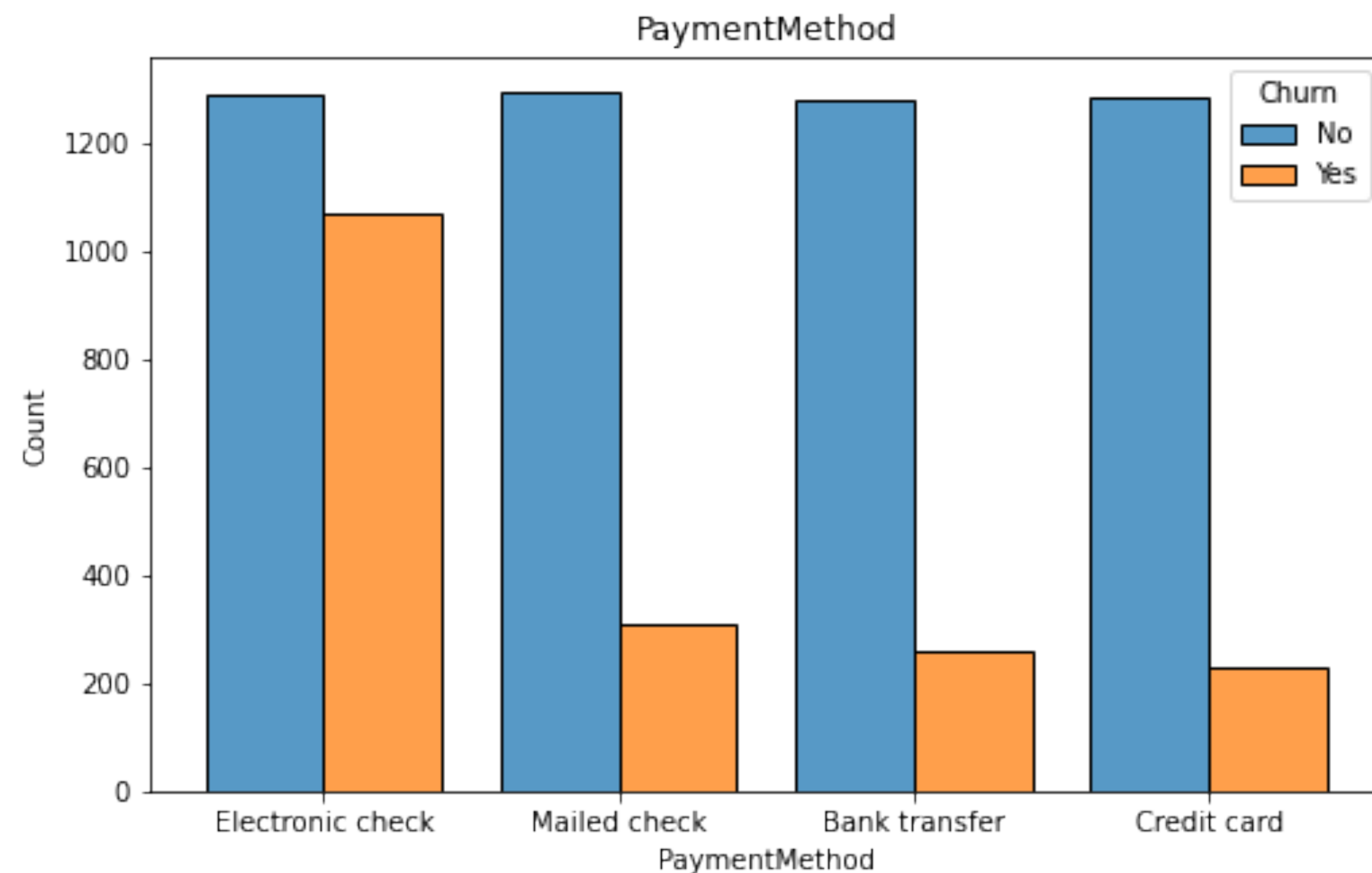
Service Features



Offering discounts or better marketing these features may lead to a decrease in churn.

Which customers are churning?

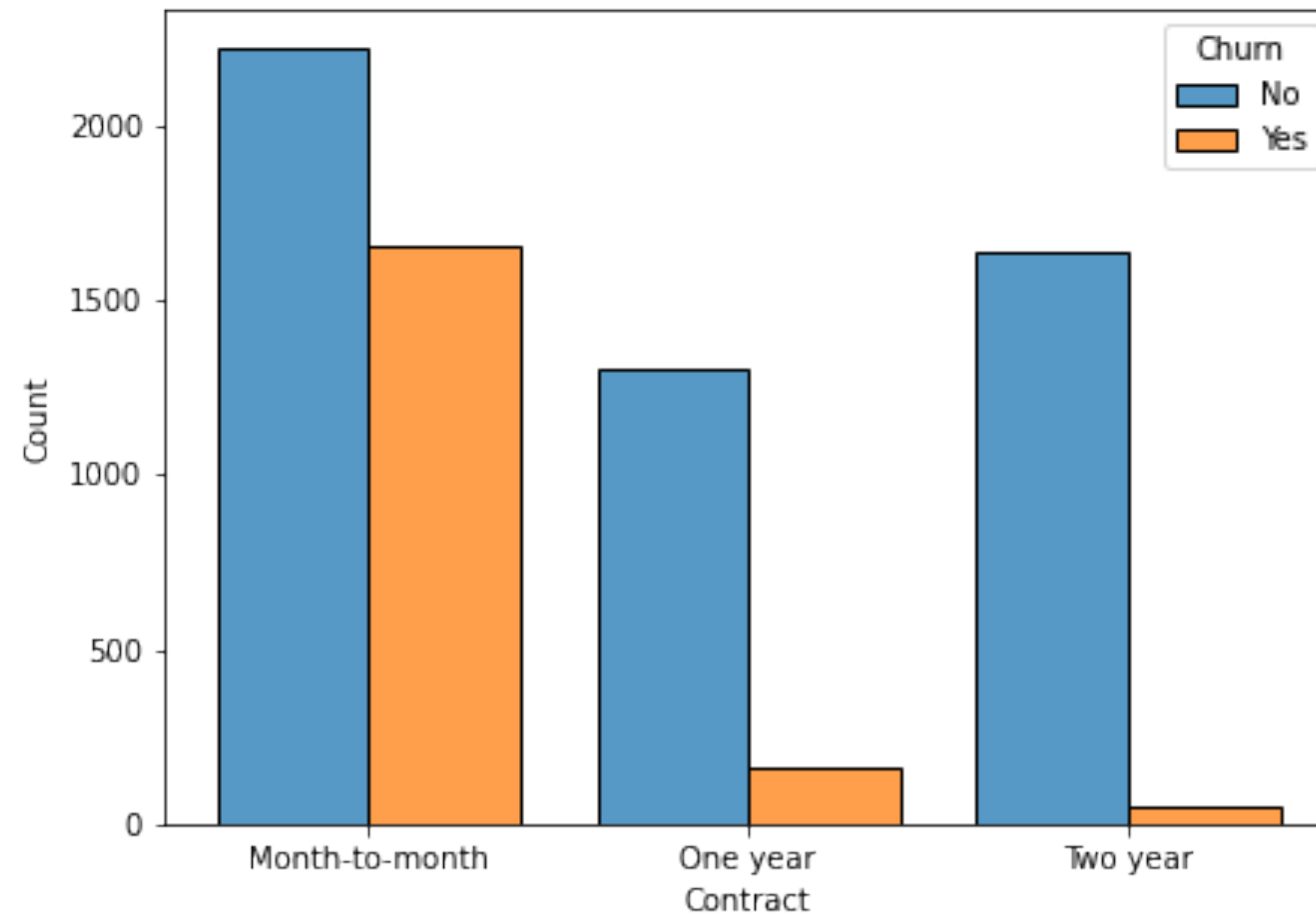
Problem Features?



Improving Electronic Check Payment Method and the Fiber Optic Internet Service features might decrease churn.

Which customers are churning?

Contracts



Increase one-year and two-year contracts.

Summary

Summary

Churn Analysis

- **What are churned customers spending monthly?**
 - Churned customers spend XX% more monthly.
- **When does churn happen?**
 - Customers churn within the first year.
- **Which customers are churning?**
 - Customers who don't use Internet features
 - Customers who use Fiber Optics
 - Customers who use Electronic Payments

Next Steps

Next Steps

Churn Analysis

- Qualitative data analysis with exit surveys
- Promote Internet Service features
- Further investigate Fiber Optics and Electronic Check features for issues.
- Predictive model

Questions?