

# Telecom Churning Report (I)

Record Count

7.0K

1.9K

Churn Users

1.8K

Internet Users

MonthlyCharges

139.1K

loss due to churning

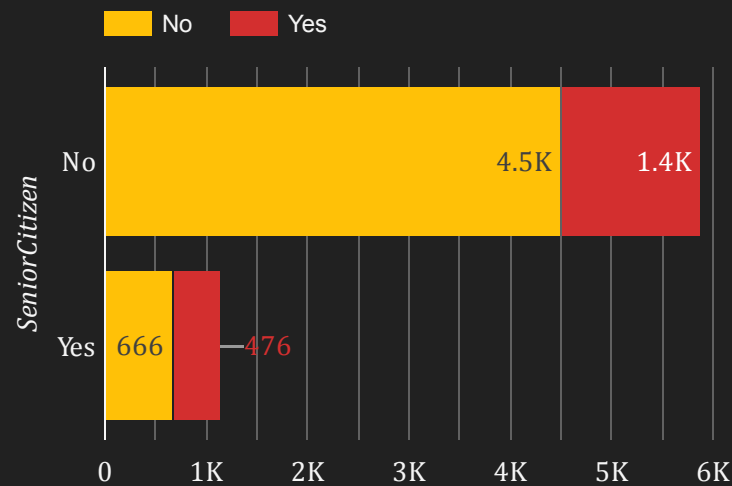
TotalCharges

2.9M

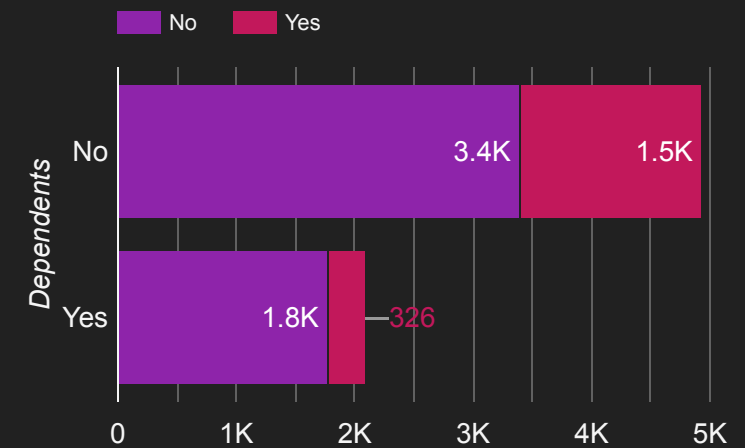
loss due to churning

## Objective:

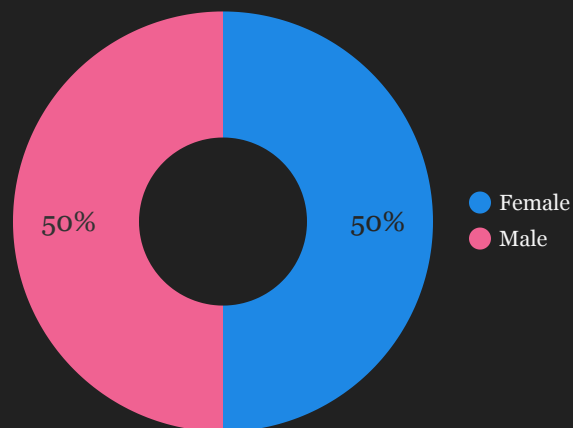
To analyze Churn Users throughout the 12-month cycle and what factors played a role in it and how it has impacted the company revenue and the number of users.



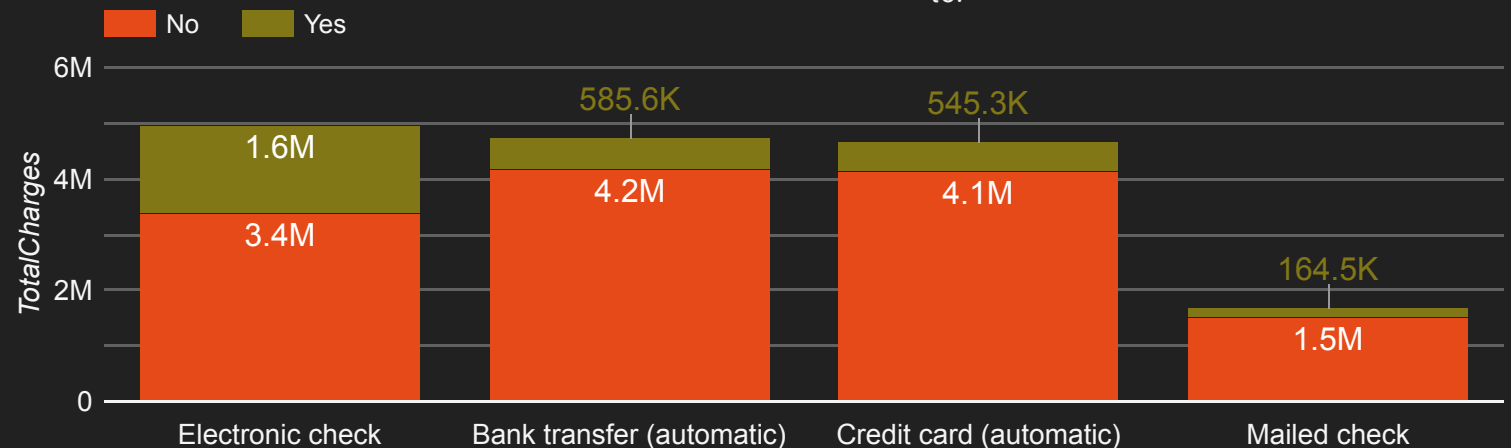
The chart indicates that having senior citizen in a household does play a slight role in churning.



The chart shows us that having dependents have an impact on the churn users due to households having more expenses to cater to.



The chart indicates that gender does not play a role in churning.



The chart signifies that majority of the charges paid by the churn users were through Electronic check compared to the non-churn users who used mostly use bank transfer.

# Telecom Churning Report (II)

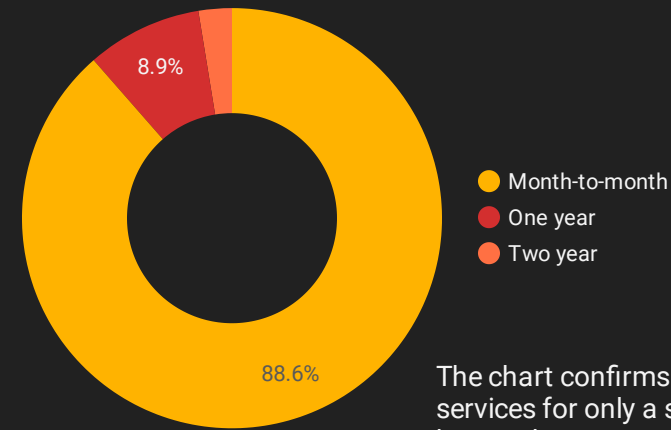
32.4

AVG Tenure

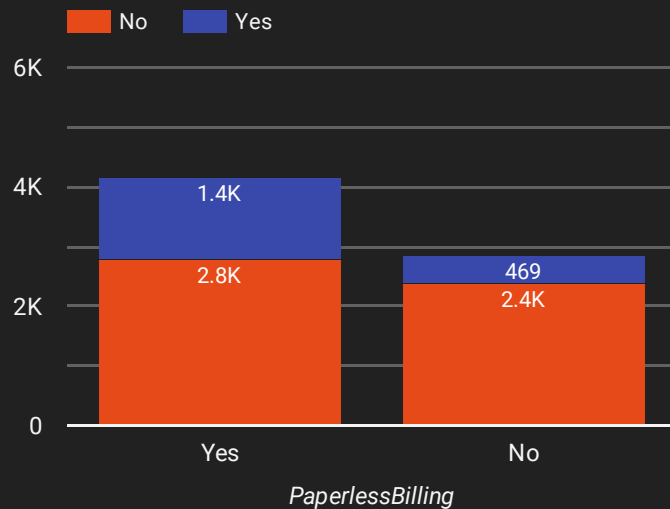
18.0

AVG Churn Tenure

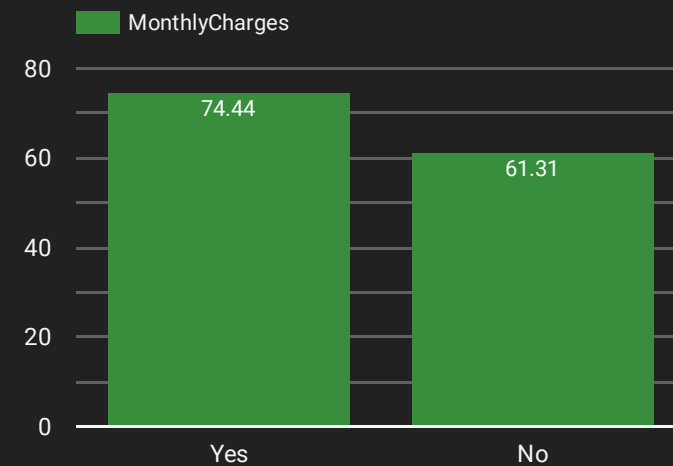
The scorecards show us that the average tenure of a churned user is lower than a non-churn user indicating that these customers prefer services for a shorter period.



The chart confirms that churn users prefer services for only a short period of time, hence, they are more month-to-month contracts.



The chart confirms that churn users prefer to pay their bills through a paperless channel such as electronic checks.



The chart indicates that churned users have a greater average monthly charge hence, showing us that they subscribe to more services than they need therefore leading them to leave the platform eventually.

# Telecom Churning Report (III)

DeviceProtection

545.0

OnlineSecurity

295.0

OnlineBackup

523.0

StreamingMovies

818.0

StreamingTV

814.0

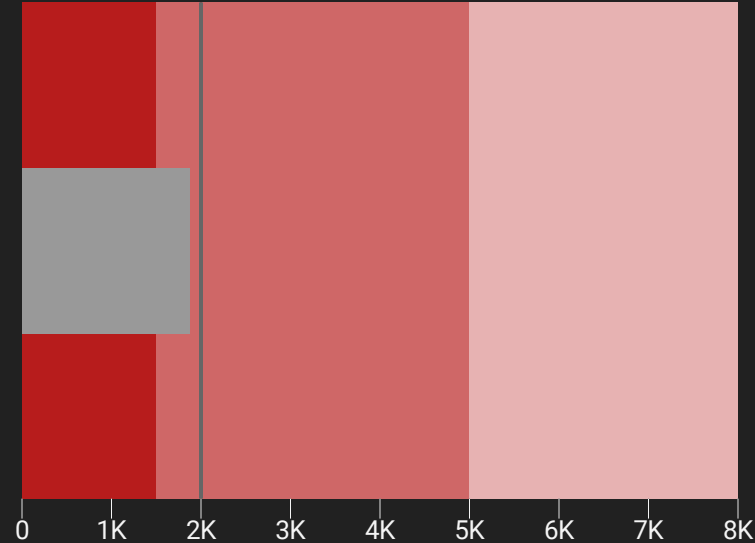
TechSupport

310.0

The scorecards shows us that Streaming Movies and Streaming TV are the most impacted services by churning.

All			
No		Yes	
DSL		DSL	
Fiber optic	No	Fiber optic	No

The table shows us that no matter which internet service is chosen it doesnt really have an impact on churn report



The chart shows us that the company had predicted to lose 2K (assumption) users due to churning however they only lost 1.9K users.

customerID	TotalCharges
2889-FPWRM	8,684.8
0201-OAMXR	8,127.6
3886-CERTZ	8,109.8
1444-VVSGW	7,968.85
5271-YNWVR	7,856
8199-ZLLSA	7,804.15
9053-JZFKV	7,752.3
1555-DJEQW	7,723.9
3259-FDWOY	7,723.7
7317-GGVPB	7,690.9

The table shows us the users that costed the most to the company due to churning

## Conclusion:

After a deep analysis of the following data, it can be concluded that having senior citizens and dependents in a household plays a role in the customers' churning. However, the biggest factors for churning that can be concluded is the availability of short term contracts and oversubscription of internet services which eventually raises the average cost of churned customers and hence leading them to quit the platform.