

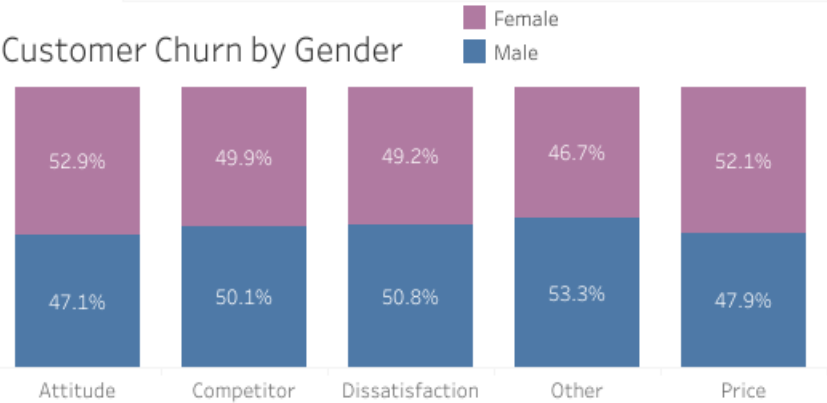
# TELECOM CUSTOMER CHURN DASHBOARD

Customer Status  
All

Total Customers



Customer Churn by Gender



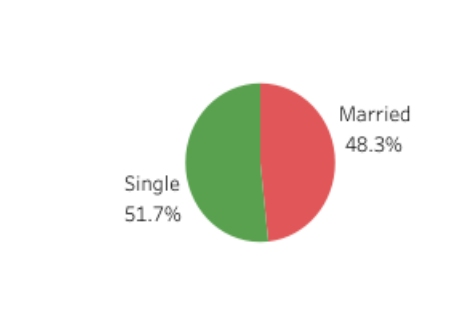
Drivers of Customer Churn



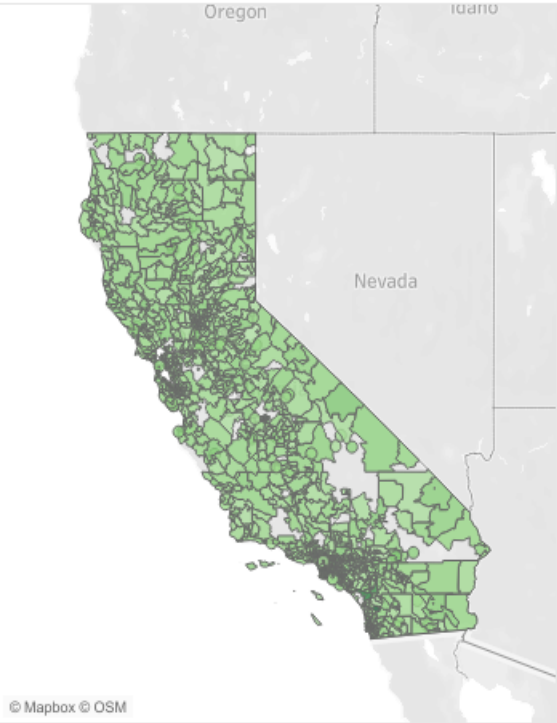
Top 5 Customers by Revenue

Customer ID	Customer Status	Revenue
0164-APGRB	Stayed	\$11,979.34
8263-QMNTJ	Stayed	\$11,868.34
5451-YHYPW	Stayed	\$11,795.78
3810-DVDQQ	Stayed	\$11,688.90
7569-NMZYQ	Stayed	\$11,634.53

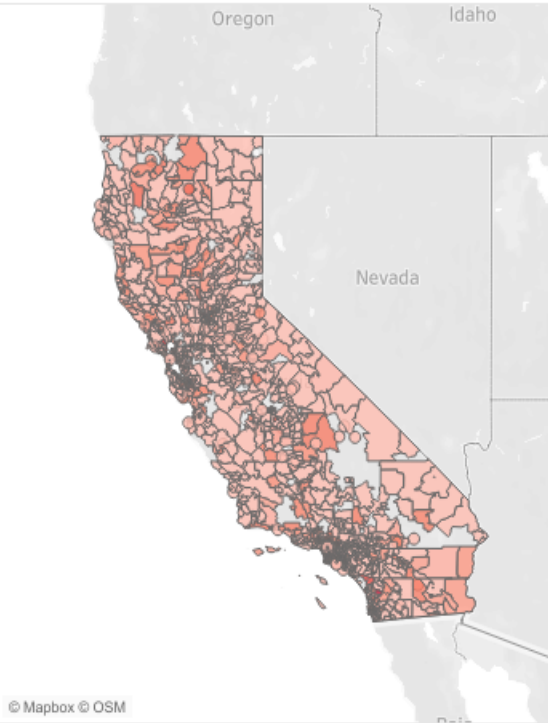
Customer Marital Status



Total Revenue from Customers



Total Refunds to Customers



# Abstract

- ▶ I performed a customer churn analysis on a fictional telecommunications company.
  - ▶ The company provides internet services to 7,043 customers in California.
- ▶ The datasets include the following details about its customers:
  - ▶ Demographics
  - ▶ Location
  - ▶ Services
  - ▶ Current status
- ▶ I cleaned the tables using the Power Query editor.
- ▶ I created a relational data model using Power Pivot.
- ▶ I exported the cleaned tables to Tableau to conduct my analysis.
- ▶ I have uploaded all the files for this project onto my [GitHub](#).

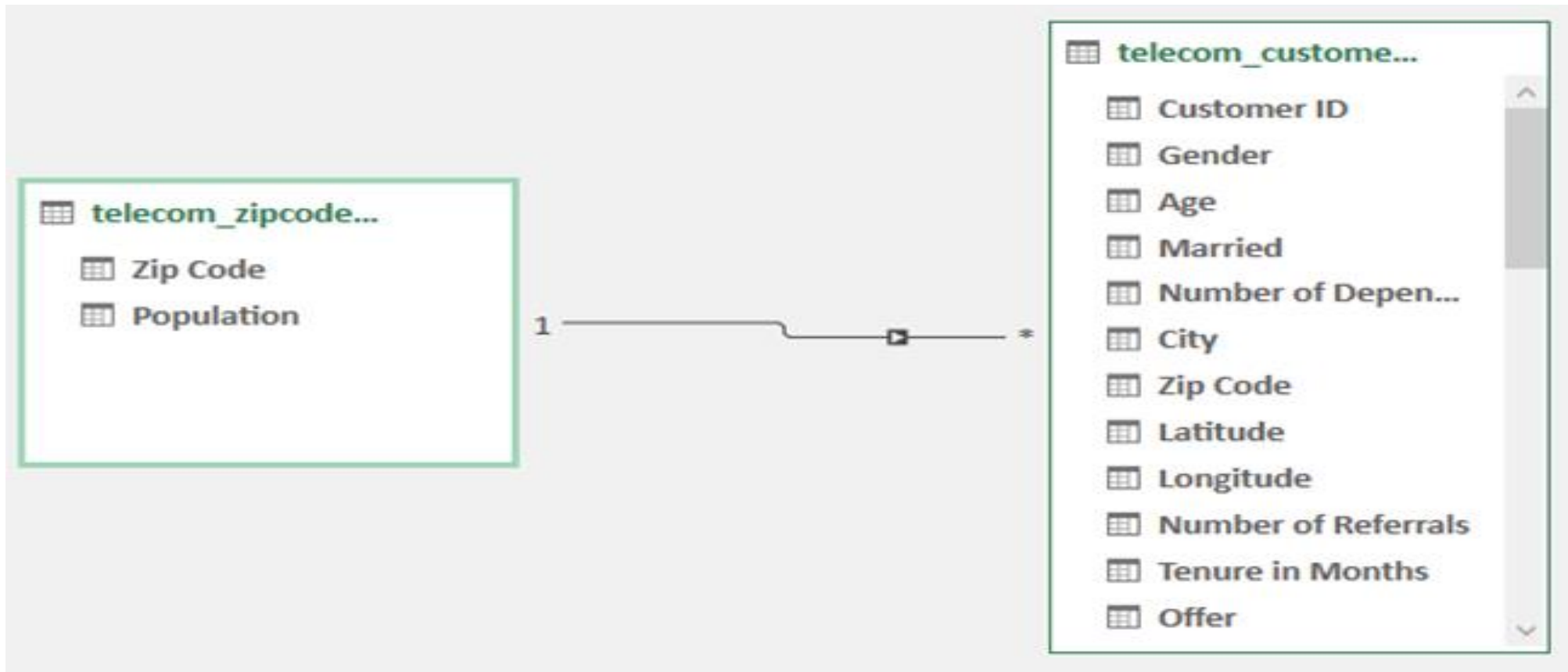
# Data-Cleaning Strategy

- ▶ I had a simple data-cleaning strategy for this project.
  - ▶ There were only two tables with one related column.
  - ▶ Both tables were already cleaned for the most part.
  - ▶ My strategy only focused on the “telecom\_customer\_churn” table.
- ▶ I replaced the blank entries on the customer churn table with “N/A” values.
- ▶ I converted all revenue metrics to currency data types.
- ▶ I changed the “Married” column to “Marital Status.”
  - ▶ I replaced “Yes” values with “married.”
  - ▶ I replaced “No” values with “single.”

# Key Questions

- ▶ How many customers joined the company during the last quarter?
- ▶ Is the company losing high-value customers? If so, how can they retain them?
- ▶ What is the customer profile for a customer that churned, joined, and stayed?
- ▶ What seem to be the key drivers of customer churn?

# Data Model



# Business Insights

- ▶ The business had an almost uniform distribution of male and female employees.
  - ▶ There were 3,555 male employees and 3,488 female employees.
- ▶ The business is not losing high-value customers.
  - ▶ The top 5 customers that drove the most revenue for the company stayed.

# Customer Profile Insights

- ▶ Churned
  - ▶ Churned customers were mostly single (64.2%) compared to married customers (35.8%)
  - ▶ Churned customers brought in revenue from many California zip codes.
    - ▶ These zip codes were heavily concentrated near the Pacific Coast.
  - ▶ Churned customers also wanted refunds from many California zip codes.
    - ▶ These zip codes were heavily concentrated near the Pacific Coast.
- ▶ Joined
  - ▶ Joined customers were mostly single (81.5%) compared to married (18.5%).
  - ▶ Joined customers did not bring in that much revenue across California.
  - ▶ Joined customers did not want that many refunds across California.
- ▶ Stayed
  - ▶ Stayed customers were mostly married (56.1%) compared to single (43.9%).
  - ▶ Stayed customers brought in revenue from almost all California zip codes.
    - ▶ These zip codes were heavily concentrated near central California.
  - ▶ Stayed customers also wanted refunds from almost all California zip codes.
    - ▶ The zip codes were heavily concentrated near central California.

# Customer Churn Insights

- ▶ The reasons for customers churning were about evenly distributed.
- ▶ These are the top two drivers of customer churn:
  - ▶ Competitors had better devices.
  - ▶ Competitor made a better offer.



# Recommendations

- ▶ Concentrate marketing campaigns on the top 5 customers.
  - ▶ These customers are valuable because they generated the most revenue for the company.
- ▶ Concentrate marketing campaigns near the 92027 zip code.
  - ▶ Customers generated the most revenue in this area of California.
- ▶ Concentrate marketing campaigns on married customers.
  - ▶ These customers churned the least, so they must be the focal point of the marketing strategy.
- ▶ Maintain good relationships with married customers.
  - ▶ These are the most loyal customers because they stayed with the company.
- ▶ Invest in more technological innovations for the company.
  - ▶ A technological breakthrough in telecommunications may help get an edge in the market.