

ONLY QUALITY DATA



**VERTEX MOBILE CHURN
ANALYTICS PROJECT**

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DATE: 29/11/2024

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Introduction

Customer churn poses a significant challenge to telecom companies, directly impacting revenue and market position. This report presents an analysis of customer churn trends for **Vertex Mobile Net** using Power BI. The goal is to identify critical drivers of churn, recommend strategies for customer retention, and align insights with key performance indicators (KPIs).

Data Preparation

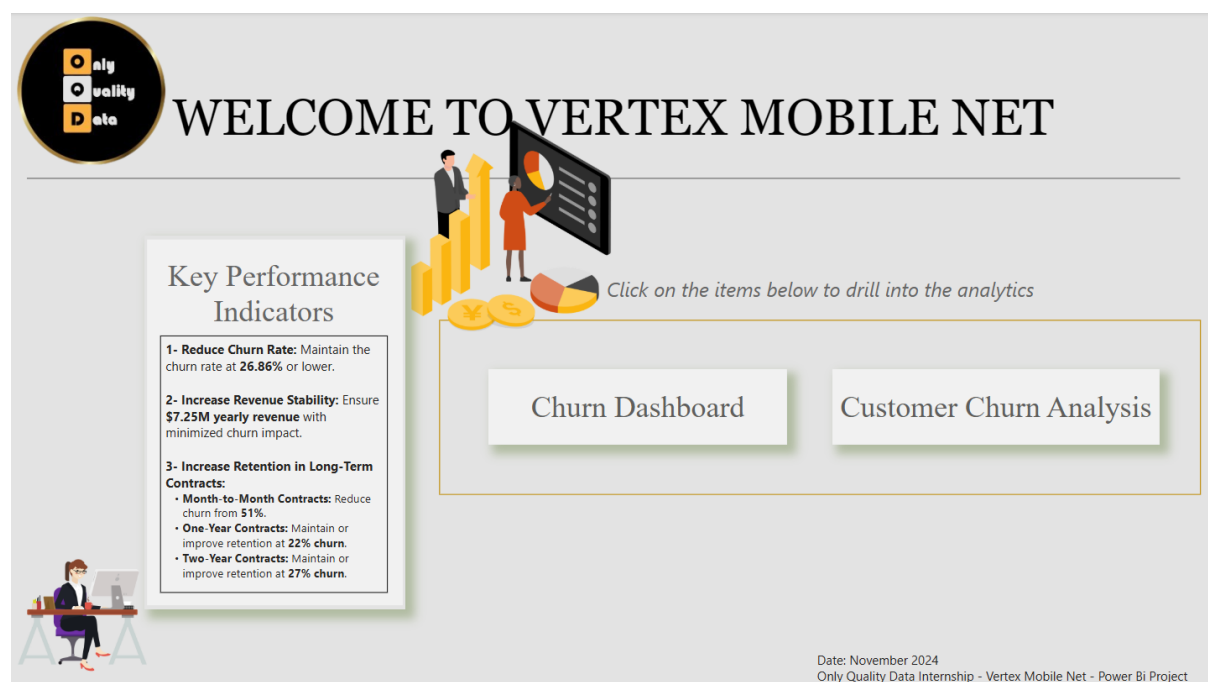
The dataset provided by Vertex Mobile Net consisted of customer demographics, account details, service usage, and payment information. Key steps in data preparation included:

- Data Cleaning: Addressing missing values and inconsistencies.
- Data Transformation: Using Power Query to restructure raw data for analysis.
- Feature Engineering: Deriving new metrics such as churn risk scores and Senior percentage, Total Churns, Total Customers, Average Customer Service Call and State,USA.

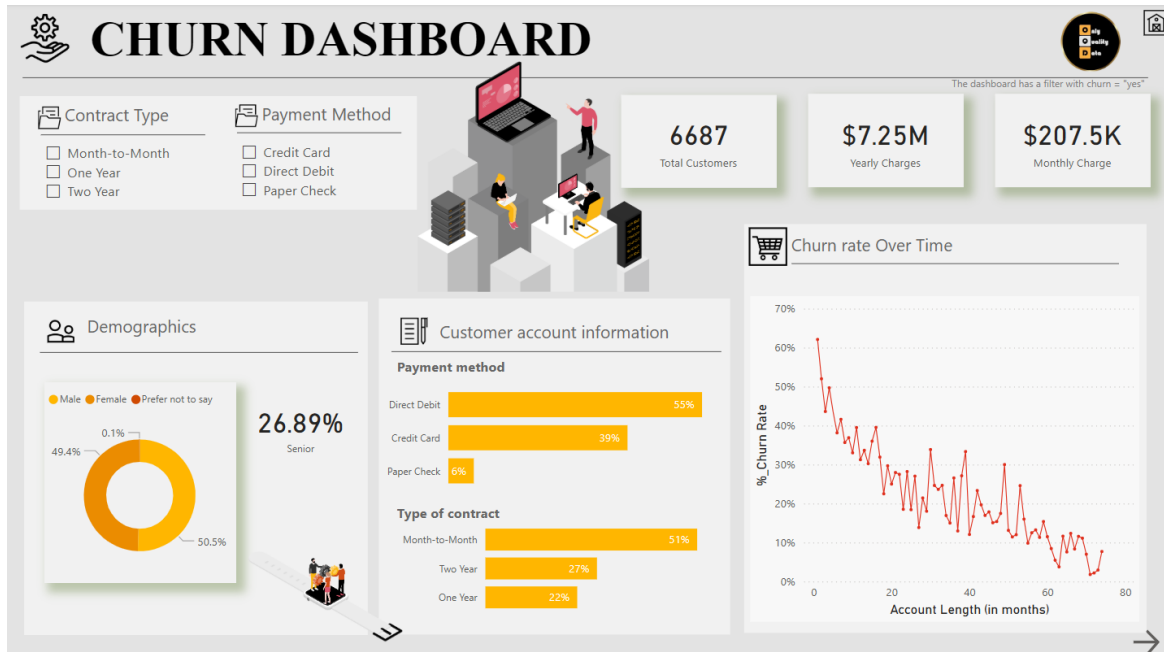
Dashboard Design and Features

The dashboard is organized into the following main sections:

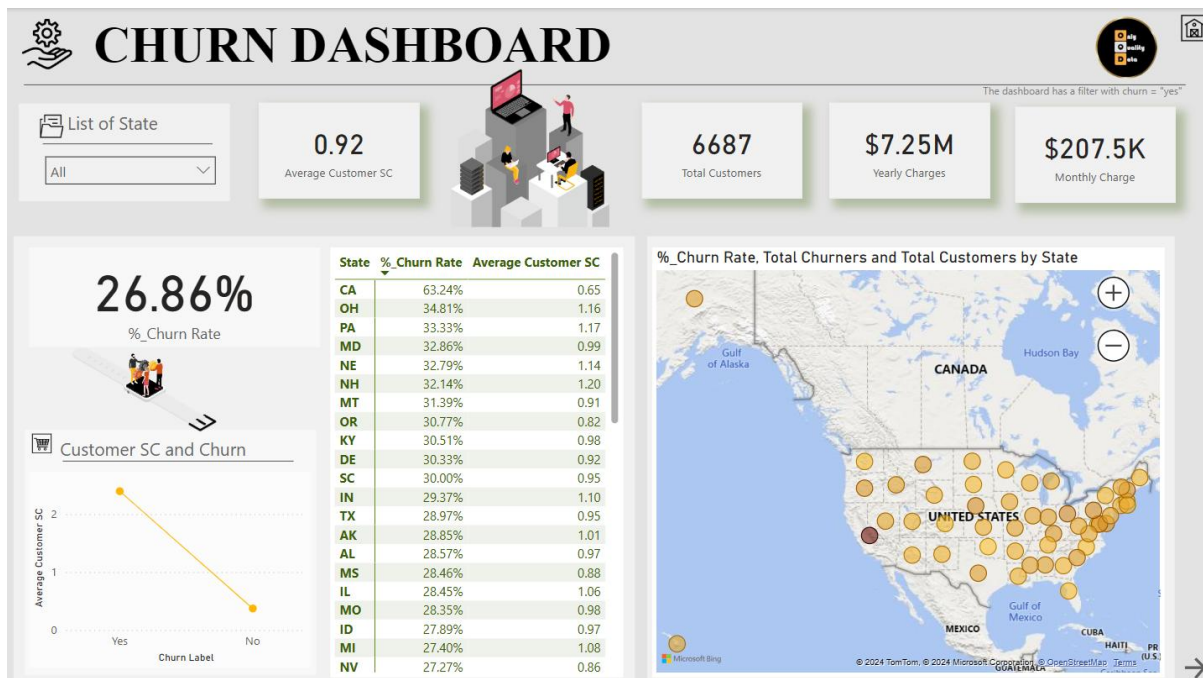
1. Welcome



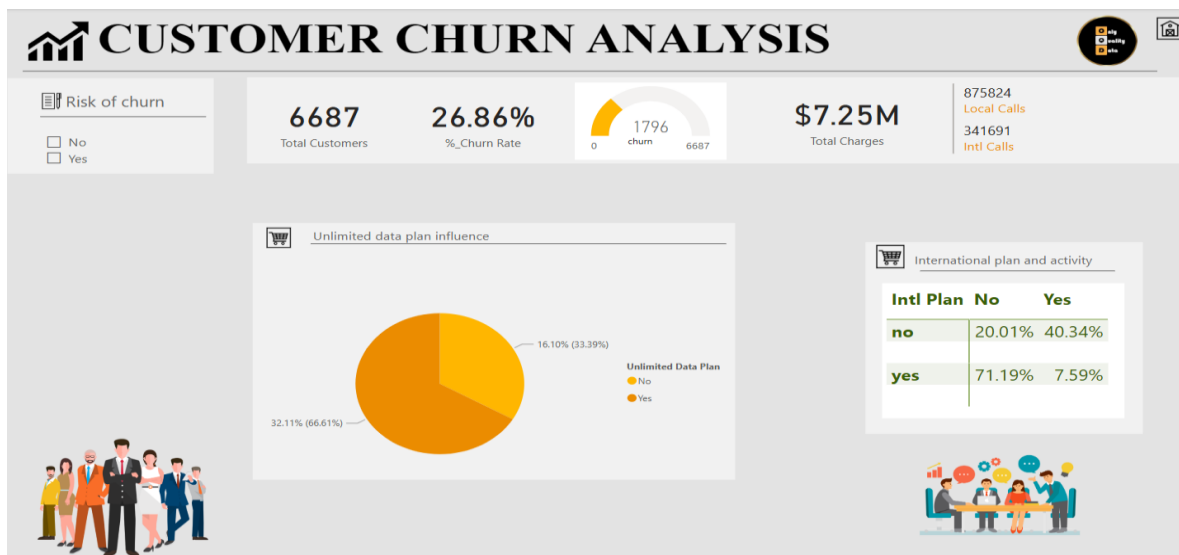
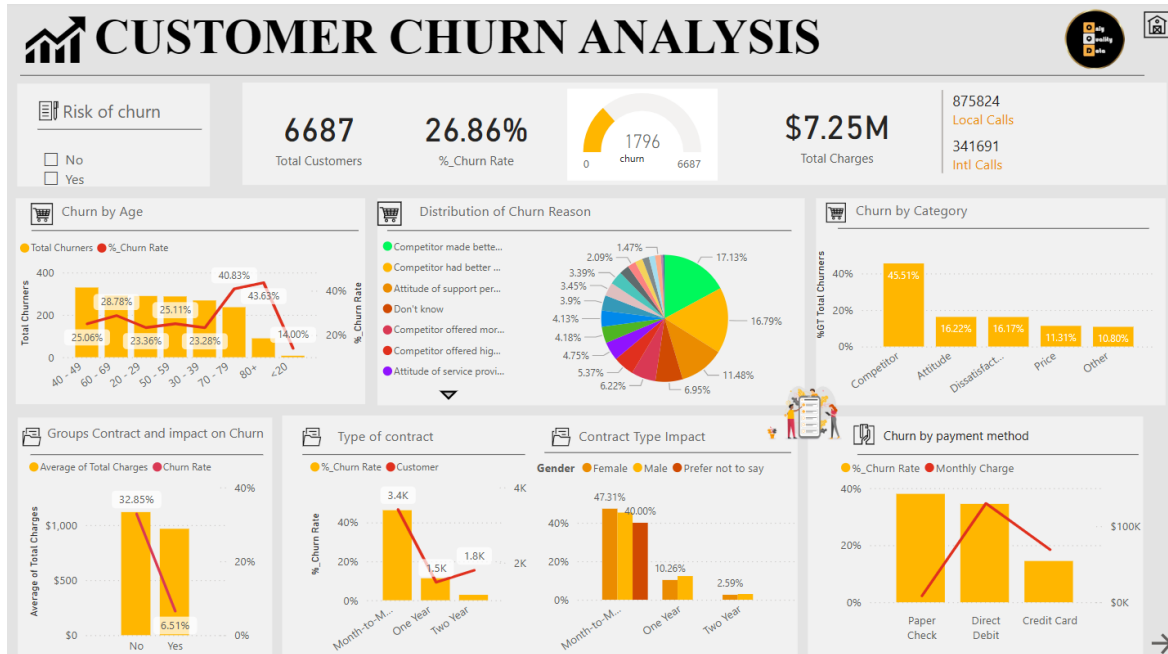
2. Customer insight_1



1. Customer insight_Cont'd



2. Customer Churn Analysis



The churn analytics dashboard was designed with user interactivity and actionable insights in mind. Key features include:

Filters and Drilldowns: Interactive filters by contract type, payment method, and customer demographics.

Dynamic Visuals: Interactive charts and maps to explore churn by geography, customer type, and behavior.

KPI Tracking: Indicators for churn rate (26.86%) and annual revenue (\$7.25M)

Key Visualizations

The dashboards included impactful visualizations:

- **Churn Over Time:** A line chart showing churn rates against account length.
- **Geographic Heatmap:** States with the highest churn, highlighting California (63.24%) as the top concern.
- **Contract Type Comparison:** Bar charts illustrating higher retention in two-year contracts compared to month-to-month contracts.
- **Customer Service Impact:** Scatter plots correlating service call frequency with churn rates.

Key Insights

- **Contract Type Influence:** Customers with month-to-month contracts had a 51% churn rate, compared to 27% for two-year contracts.
- **Group Plans are Effective:** Group plan customers exhibited a significantly lower churn rate (6.51%).
- **Onboarding is Critical:** A churn rate of 62.10% in the first month underscores the importance of initial customer experiences.
- **Customer Service Calls:** High call volumes correlate with increased churn, suggesting unresolved complaints or dissatisfaction.

Recommendations

Based on the analysis, the following strategies are recommended:

1. **Promote Long-Term Contracts:** Offer incentives for transitioning from month-to-month to one- or two-year contracts.
2. **Enhance Onboarding Programs:** Improve the first-month experience with targeted support and engagement strategies.
3. **Revise Unlimited Data Plans:** Investigate customer perceptions of pricing and value for unlimited plans, as they exhibit higher churn rates (15.42%).
4. **Optimize Customer Service:** Address the root causes of frequent service calls to improve satisfaction and reduce churn.

Conclusion

This project successfully identified critical factors influencing customer churn and proposed actionable recommendations for **Vertex Mobile Net**. By addressing these insights, Vertex Mobile Net can achieve its KPIs, reduce churn, and ensure stable revenue growth. The analysis underscores the value of data-driven decision-making in fostering customer loyalty and sustaining business success.