

ABOUT THE PROJECT

Our client, PhoneNow (a telecom company), is facing a critical challenge: customer churn. Despite a dedicated retention team working tirelessly to win back lost customers, the company is looking to get ahead of the curve. **The goal is to develop a robust customer retention dashboard that provides actionable insights.**

By transforming raw data into clear, visual stories, **we aim to identify customers at risk of leaving, understand their behaviors, and empower the retention team to proactively address their needs.**

This project involves extracting valuable information from historical data, which has previously been a challenge due to manual Excel-based analysis. By leveraging data visualization techniques, we will create a tool that not only informs but inspires data-driven decision-making.



DEEPER INTO THE KEY FINDINGS

7043

Total Customers

The customer base comprises a relatively balanced mix of genders, with approximately 30% having dependents, 48% having partner(s), and 16% being senior citizens.

26.5 %

Customer Churn Rate

While the 26.5% customer churn rate falls within the industry standard of 20-30%, it still represents a significant loss of customers.

1869

Customer Churned

Churned customers exhibit specific characteristics: higher average monthly charges, increased technical support inquiries, and shorter contract tenures.

OTHER IMPORTANT INSIGHTS

Let's delve deeper into some additional key findings that provide valuable insights into the patterns of customer churn.

1

Strong correlation between shorter subscription periods (< 1 year) and higher churn rates. This suggests that **customers who sign up for shorter terms are more likely to cancel their service.**

2

Fiber optic internet and phone service experience the highest churn rates compared to other services offered. **High price might be one of the factors causing customer churn.**

3

Customers using **electronic checks and paperless billing** have a **significantly higher churn rate** compared to other payment methods.

4

A majority of churning customers have filed at least one tech ticket, suggesting dissatisfaction with the service or technology.

ACTIONABLE STEPS

1

Prioritize improving the technology and service quality. Addressing customer complaints and ensuring smooth service delivery can significantly reduce churn.

2

Investigate the reasons behind the high churn rates in fiber optic internet and phone service. This might involve analyzing customer feedback, service performance metrics, or competitor offerings.

3

Further investigate the link between higher churn rates among customers using electronic checks and paperless billing (e.g. difficulty in payment). Consider offering incentives or additional services to promote these payment methods.

This part outlines recommendations to address the identified challenges and improve customer retention within the telecom company. By implementing these strategies, we can enhance customer satisfaction, reduce churn, and drive sustainable business growth.

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4

Conduct in-depth analysis of customer segments based on demographics, usage patterns, and churn behavior to identify specific needs and preferences.

5

Develop strategies to retain customers with shorter subscriptions. This could involve offering incentives like discounts or loyalty programs for longer commitments.

6

Develop predictive models to identify customers at risk of churning based on their behavior and demographics. Implement proactive retention strategies.

THANK YOU!

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LET'S CONNECT



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