



# TELECOM CUSTOMER CHURN ANALYSIS

## CHALLENGE

High customer churn rates are a constant challenge for telecom companies, leading to lost revenue and increased acquisition costs. Understanding the reasons behind churn is crucial for developing effective customer retention strategies.

## CONCLUSION

By understanding customer service preferences and churn reasons, telecom companies can implement targeted strategies to improve customer retention and achieve long-term success. Further analysis using predictive modelling and ongoing monitoring of customer satisfaction, coupled with the power of data visualization in Power BI, can further strengthen customer retention efforts.

## EXECUTIVE SUMMARY

This case study analyses customer churn in the telecom industry to identify factors influencing customer defection. Leveraging a customer dataset, the analysis explored service subscriptions, churn reasons, and demographics. I utilized SPSS (Statistical Package for the Social Sciences) for data exploration and analysis, while Power BI (Power Business Intelligence) served as the platform for data visualization. Insights gleaned from the analysis can be used to develop targeted customer retention strategies.

## SOLUTION

I analysed a telecom customer dataset containing information on demographics, service subscriptions, and churn status. SPSS was used for data cleaning, descriptive statistics, frequency analysis, and cross-tabulation to identify patterns and relationships between churn and various factors. The resulting insights were then translated into visualizations using Power BI for clear and impactful communication.

## RECOMMENDATIONS

- i. **Promote Value-Added Services:** Leverage Power BI visualizations to showcase how online security, tech support, and other services address customer concerns and enhance satisfaction.
- ii. **Offer Contract Incentives:** Encourage longer-term contracts with attractive deals and bundled service benefits, potentially visualized in Power BI for impactful communication.
- iii. **Prioritize Proactive Customer Service:** Address customer concerns promptly to prevent dissatisfaction-driven churn.