**Task 3: Customer Retention** - Customer demographics and insights

Task Overview

**What you'll learn**

* How to define key performance indicators (KPIs) related to customer retention.
* How to create a dashboard that visualizes customer demographics and insights.

**What you'll do**

* Create a dashboard using the defined KPIs to reflect customer demographics and insights.
* Write a concise email to the engagement partner explaining your findings and providing suggestions for necessary changes based on the dashboard you've created.

Here is the background information on your task

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

* Customers in the telecom industry are hard-earned: we don’t want to lose them
* The retention department is here to get customers back in case of termination
* Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
* We  have done customer analysis with Excel: it has always ended in a dead-end
* We would like to know more about our customers: visualised clearly so that it’s self-explanatory for our management

The Retentions Manager has provided some information in the resources.

The Result is

|  |  |
| --- | --- |
| **Insights:-** ➢ **Customer Overview :** | Power BI Desktop |

• There are total 7,043 customers subscribed to the client, out of which 3,555 are Males & 3,488 are Females, & the revenue earned

is $16.1M

• By tenure, 31% customers are subscribed to below 12 months, as a result there are more customers with month-to-month

contract

• Most customers have Fiber optic internet for which they are paying high charges.

• 73.5% of customers have been retained i.e. 5,174

➢ **Churn Customers :**

• 1,869 customers have churned i.e. 26.5% , out of which 380 customers churned last month itself.

• Revenue lost due to churn is $2.9M.

• Gender is not the major factor of churning as ratio of Males and Females is same.

• 1037 customers with less than 12 months tenure have churned, whereas customers with 61-72 months of tenure are just 93.

• 89% customers churned had month-to-month contract.

• Customers paying high charges have churned the most i.e.1274, along with customers with fiber optic internet have also churned

the most ➢ **Churning factors are :**

• Customers with tenure of last than 12 months

• Customers with month-to-month contract

• Customers subscribed to fiber optic

• Customers paying high charges