Predicting customer churn in telecom

21.37M
Sum of Total Revenue

447.91K
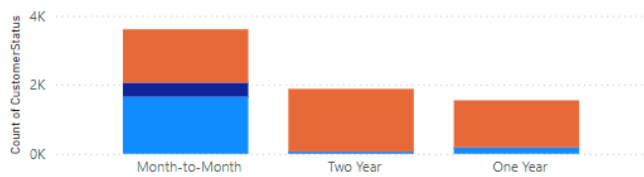Sum of MonthlyCharge

DASHBOARD
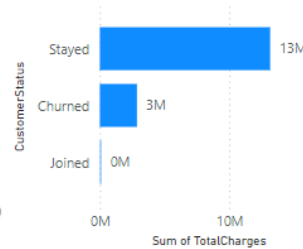
16.06M
Sum of TotalCharges

46.51
Average of Age

Count of CustomerStatus by Contract and CustomerStatus

CustomerStatus ●Churned ●Joined ●Stayed

Sum of TotalCharges by CustomerStatus

Stayed — 13M
Churned — 3M
Joined — 0M

PremiumTechSupport
☐ Select all
☐ No
☐ NULL

PhoneService
☐ Select all
☐ No
☐ Yes

CustomerStatus
☐ Select all
☐ Churned
☐ Joined
☐ Stayed

Contract
☐ Select all
☐ Month-to-Month
☐ One Year
☐ Two Year

CustomerID	Sum of TotalCharges		CustomerID	Sum of MonthlyCharge
2889-FPWRM	8,684.80		7569-NMZYQ	118.75
7569-NMZYQ	8,672.45		8984-HPEMB	118.65
9739-JLPQJ	8,670.10		5734-EJKXG	118.60
9788-HNGUT	8,594.40		5989-AXPUC	118.60
8879-XUAHX	8,564.75		8199-ZLLSA	118.35
9924-JPRMC	8,547.15		9924-JPRMC	118.20
0675-NCDYU	8,543.25		2889-FPWRM	117.80
6650-BWFRT	8,529.50		3810-DVDQQ	117.60
0164-APGRB	8,496.70		9739-JLPQJ	117.50
1488-PBLJN	8,477.70		2302-ANTDP	117.45
8984-HPEMB	8,477.60		6904-JLBGY	117.35
6007-TCTST	8,476.50		4282-MSACW	117.20
4376-KFVRS	8,468.20		6650-BWFRT	117.15
0017-IUDMW	8,456.75		9788-HNGUT	116.95
5451-YHYPW	8,443.70		1488-PBLJN	116.85
Total	**16,060,725.24**		**Total**	**447,907.55**

StreamingMovies
☐ Select all
☐ No
☐ NULL
☐ Yes

StreamingTV
☐ Select all
☐ No
☐ NULL
☐ Yes

UnlimitedData
☐ Select all
☐ No
☐ NULL
☐ Yes

Age
19 — 80

StreamingMusic
☐ Select all
☐ No
☐ NULL
☐ Yes

OnlineSecurity
☐ Select all
☐ No
☐ NULL
☐ Yes

OnlineBackup
☐ Select all
☐ No
☐ NULL
☐ Yes

Gender
☐ Select all
☐ Female
☐ Male

Key Insights

Overall Churn Rate:

The churn rate is approximately 26.54%, meaning about a quarter of the customers in the dataset have churned.

Churn Categories:

A significant portion (approximately 73%) of the dataset does not have a specified churn category, indicating these customers stayed or the churn reason wasn't recorded.

For those who churned, the top categories are:

- Competitor (11.9%)
- Dissatisfaction (4.6%)
- Attitude (4.5%)
- Price (3.0%)

Churn Reasons:

The most common reasons for churn are:

- Competitor-related issues: Customers mentioned better devices (4.4%) and better offers (4.4%) from competitors as primary reasons.
- Service Attitude: Issues related to the attitude of support personnel accounted for 3.1% of the churn.
- Unknown/Unspecified Reasons: 1.8% of the churned customers didn't specify or didn't know the exact reason.
- Price Sensitivity: High prices (1.1%) and charges (like long distance and extra data charges) also contribute to churn.

Business Recommendations:

1. **Competitive Analysis:** Given that a significant portion of churn is due to competitors, it's essential to evaluate competitor offerings, particularly in terms of device quality, pricing, and service packages.
2. **Customer Support Training:** With customer support attitude being a notable churn reason, investing in better training for support personnel could reduce churn.
3. **Price Optimization:** Consider revising pricing strategies, particularly for long-distance and extra data charges, to reduce price-related churn.
4. **Retention Strategies:** For customers on the verge of churning, targeted retention efforts, such as personalized offers or service improvements, could be crucial