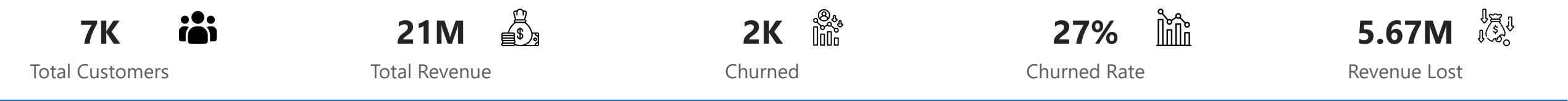
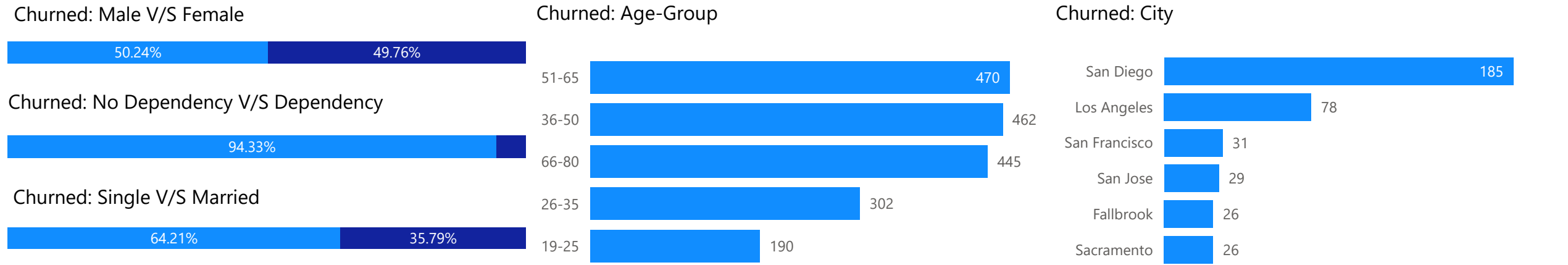


Telecom Churn Analysis

The objective of this project is to analyze the churn of a telecom company and find out the factors which result in high churn rates. This project plans to explore customer profile, contracts and services and feedbacks given by leaving customers and provide a comprehensive look at factors within them for the churn.

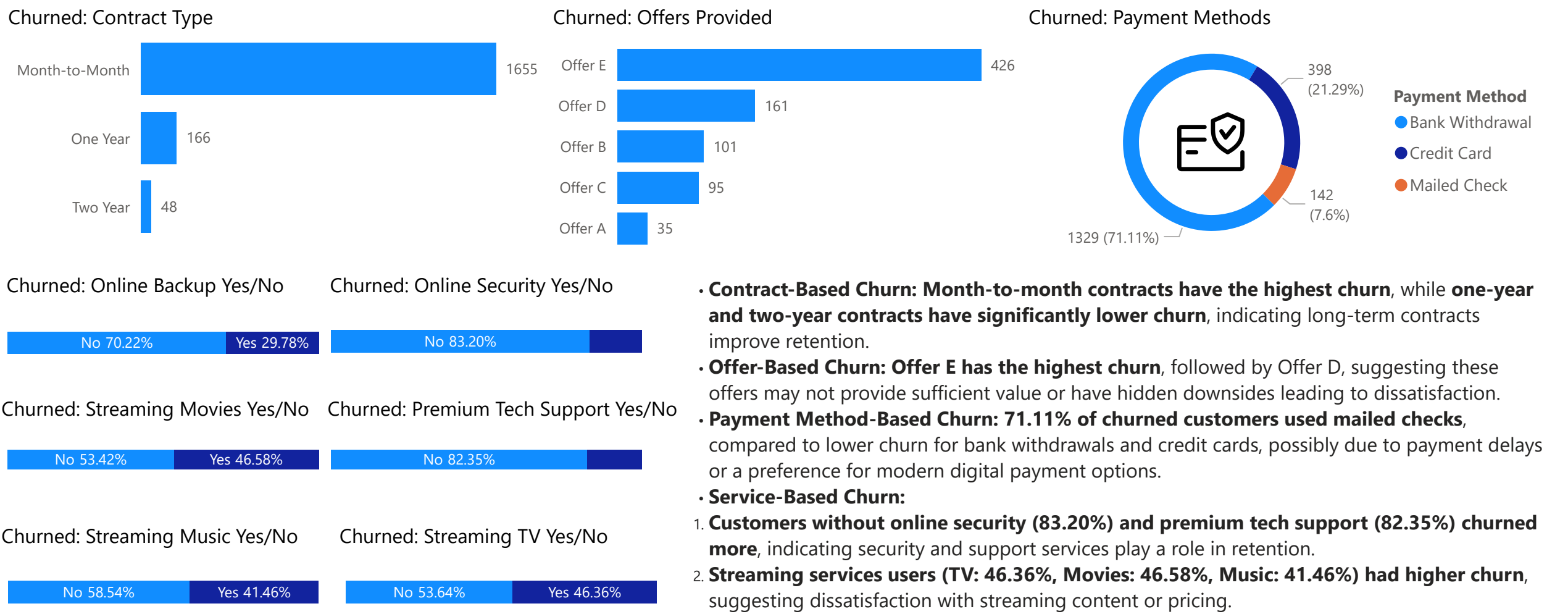


Part 1: Customer Profile

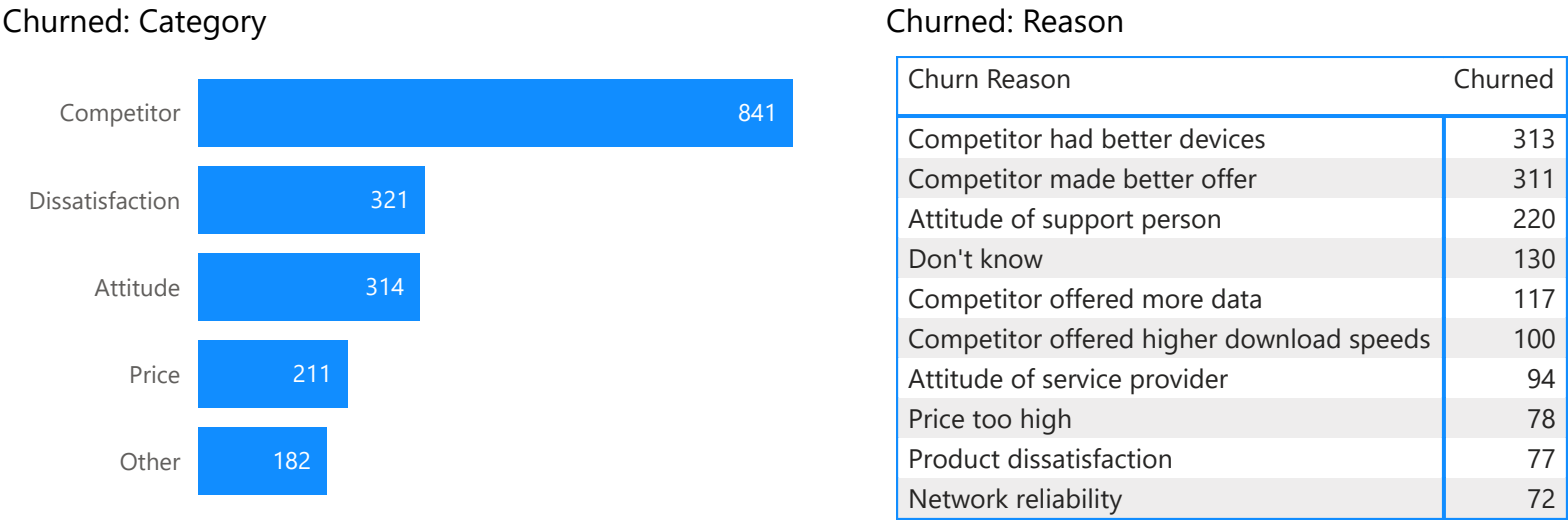


- **Gender-Based Churn:** Churn is almost equal between females (50.24%) and males (49.76%), indicating that gender does not significantly impact retention, suggesting other factors like age or location are more influential.
- **Dependency-Based Churn:** A significant **94.33% of churned customers had no dependents**, implying single individuals are more likely to switch providers due to greater flexibility and fewer long-term commitments.
- **Marital Status-Based Churn:** **64.21% of churned customers were not married**, suggesting that single individuals may be less loyal to the service, possibly due to fewer shared household commitments and a higher willingness to explore alternatives.
- **Age Group Churn:** Older customers (51-65: 470, 36-50: 462, 66-80: 445) have the highest churn, possibly due to cost concerns, seeking more senior-friendly services, or dissatisfaction with offerings.
- **City-Based Churn:** **San Diego (185 churned) has the highest churn rate**, likely due to increased competition, pricing variations, or local service dissatisfaction compared to other cities.

Part 2: Contract and Services



Part 3: Feedback By Customers

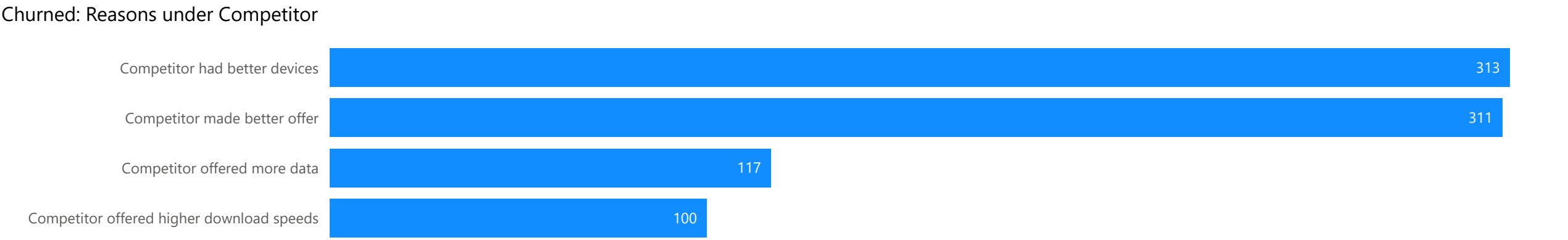


Competitor-Based Churn: 841 customers left due to competitors, mainly for better devices (313) and offers (311), highlighting strong competition in pricing and features

Dissatisfaction & Support Issues: 321 customers churned due to dissatisfaction, with 220 citing poor support service, indicating the need for improved customer experience.

Price Sensitivity: 211 customers churned due to pricing, with 78 mentioning "too high price," suggesting the need for more competitive pricing strategies.

Network & Product Quality: 72 customers left due to network reliability, and 77 due to product dissatisfaction, showing a need for better service quality and offerings.



Part 4: Recommendations

Enhance Competitor Benchmarking & Offer Personalization

- **Observation:** 841 customers churned due to competitors. Most common reasons: better devices (313), better offers (311), more data (117), and higher download speeds (100).
- **Action:** Conduct competitive analysis to match or exceed competitor offerings. Provide **personalized offers** based on customer usage patterns and past interactions.

Improve Customer Support & Service Quality

- **Observation:** **Attitude of support personnel (220)** and **service provider dissatisfaction (94)** were major churn reasons.
- **Action:** Implement **customer service training programs**, introduce **AI-driven support chatbots**, and improve **service response times** to enhance the customer experience.

Target Single & Non-Dependent Customers with Retention Strategies

- **Observation:** **94.33% of churned customers had no dependents**, and **64.21% were unmarried**, indicating they have more flexibility to switch providers.
- **Action:** Create **loyalty programs**, exclusive discounts, and **bundled plans** targeting individual users to increase retention and long-term commitment.

Address Price Concerns & Introduce Flexible Pricing Plans

- **Observation:** **211 churned due to price**, and **"price too high" was a direct churn reason (78)**. Older customers (51-80 years) had **higher churn rates**, likely due to pricing concerns.
- **Action:** Offer **senior-friendly packages**, flexible **contract options**, and introduce **discounted long-term subscription plans** to retain price-sensitive customers

Optimize Retention Efforts in High-Churn Cities

- **Observation:** **San Diego had the highest churn (185 customers)**, likely due to strong competition and service dissatisfaction.
- **Action:** Conduct **region-specific surveys**, improve **service quality in high-churn areas**, and launch **geo-targeted retention campaigns** to counteract regional churn trends.