



# TELECOM CUSTOMER CHURN TRENDS

"STOP THE LOSS, KEEP THE CONNECTION: A SUMMARY OF  
TELECOM CUSTOMER CHURN TRENDS."

# PROBLEM

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The telecom industry is highly competitive, and customer churn is a significant issue for telecom companies. Customer churn refers to the number of customers who cancel their services in a given period. High churn rates can lead to reduced revenue and market share. In this report, we analyze the telecom number churn rate for the last quarter of 2022.



# TASKS



Dashboard



*Customer analysis of last quarter ?*



*Customer analysis of all Months ?*



*The key drivers of customer churn ?*



*highest % of customer status?*



*preferred payment method by churned users?*



*Is the company loosing high value customer ?*



*top 12 cities that churned ?*



*churn offers were more preferable by the customer?*

# SOLUTIONS

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The solution is to identify the causes of churn and provide recommendations to reduce churn rates in the future. This will involve analyzing the data to identify trends and causes of churn and providing specific recommendations to improve customer service and reduce price sensitivity.



# METHODOLOGY

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The methodology for this report involves \_

- analyzing the data on churn rates for the last quarter and all months.
- Analyse Revenue Distribution.
- Age Distribution in last quarter.
- Payment details
- Find Top 12 cities
- Detailed analysis of the causes of churn.
- The project scope includes identifying specific factors that contribute to churn, such as customer service quality, pricing, and competition.



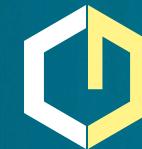


# GOALS

## CUSTOMER ANALYSIS OF LAST QUARTER ?

1. Churned customer '597' which is more than joined customer '454'. Female more in churend customer while males more in joined customer.
2. Highest customer churned in the age of 29-38.
3. Female generate more revenue.
4. Key driver of customer churn is competitor.

Last quarter customer details		Gender distribution		
Row Labels	Count of Customer ID	Row Label	Count of Customer ID	Count of Customer ID
Churned	597	Churned	597	56.80%
Joined	454	Female	304	28.92%
<b>Grand Total</b>	<b>1051</b>	Male	293	27.88%
		<b>Joined</b>	<b>454</b>	<b>43.20%</b>
		Female	211	20.08%
		Male	243	23.12%
		<b>Grand Tot</b>	<b>1051</b>	<b>100.00%</b>



# GOALS

## CUSTOMER ANALYSIS OF ALL MONTHS

1. Churned customer '1869' which is more than joined customer '454' and stayed is '4720'. Female more in churend customer while males more in joined customer.
3. Male generate more revenue in churned bur female generate more revenue in joined as well as stayed .
4. Key driver of customer churn is competitor.

Total customer		Gender distribution			Average Revenue		Key Driver of C	
Row Labels	Count of Customer ID	Row Label Count of Customer ID	Count of Customer ID	Row Label Average of Total Revenue	Row Label Count	Row Label	Row Label	Row Label
Churned	1869	Churned	1869	26.54%	Churned	1971.353569	Altitude	Attitude
Joined	454	Female	939	13.33%	Female	1846.084931	Competitor	Competitor
Stayed	4720	Male	930	13.20%	Male	2097.834484	Dissatisfacti	Dissatisfaction
Grand Total	7043	Joined	454	6.45%	Joined	119.5589207	Other	Other
		Female	211	3.00%	Female	122.4337915	Price	Price
		Male	243	3.45%	Male	117.0626337	(blank)	(blank)
		Stayed	4720	67.02%	Stayed	3735.676297	Grand Tot	Grand Total
		Female	2338	33.20%	Female	3760.930158		
		Male	2382	33.82%	Male	3710.888921		
customer while males more in joined		Grand Tot	7043	100.00%	Grand Tot	3034.379056		

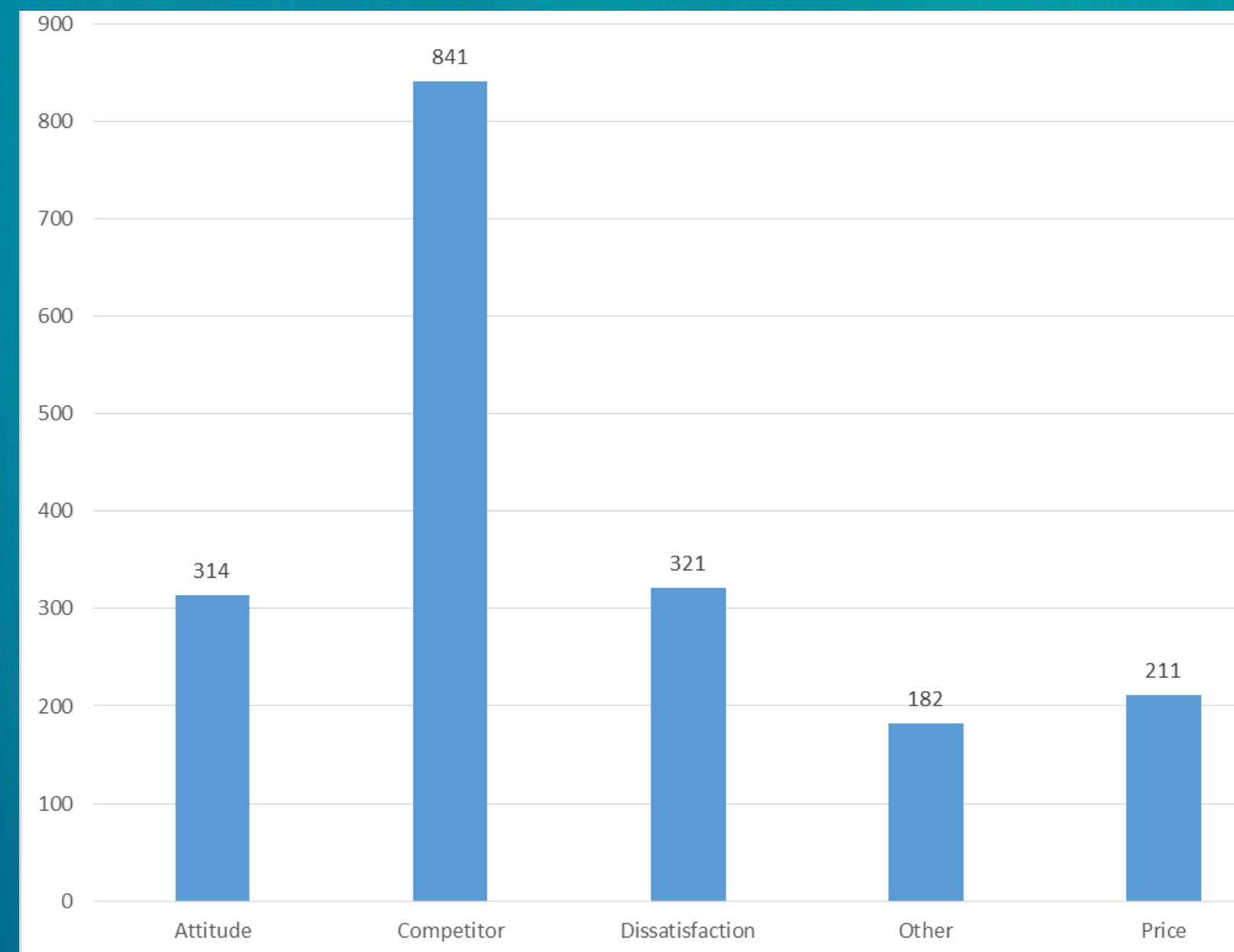


# GOALS

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WHAT SEEMS TO BE A KEY DRIVERS OF CUSTOMER CHURN?

1. Key driver of customer churn is competitor followed by Dissatisfaction.

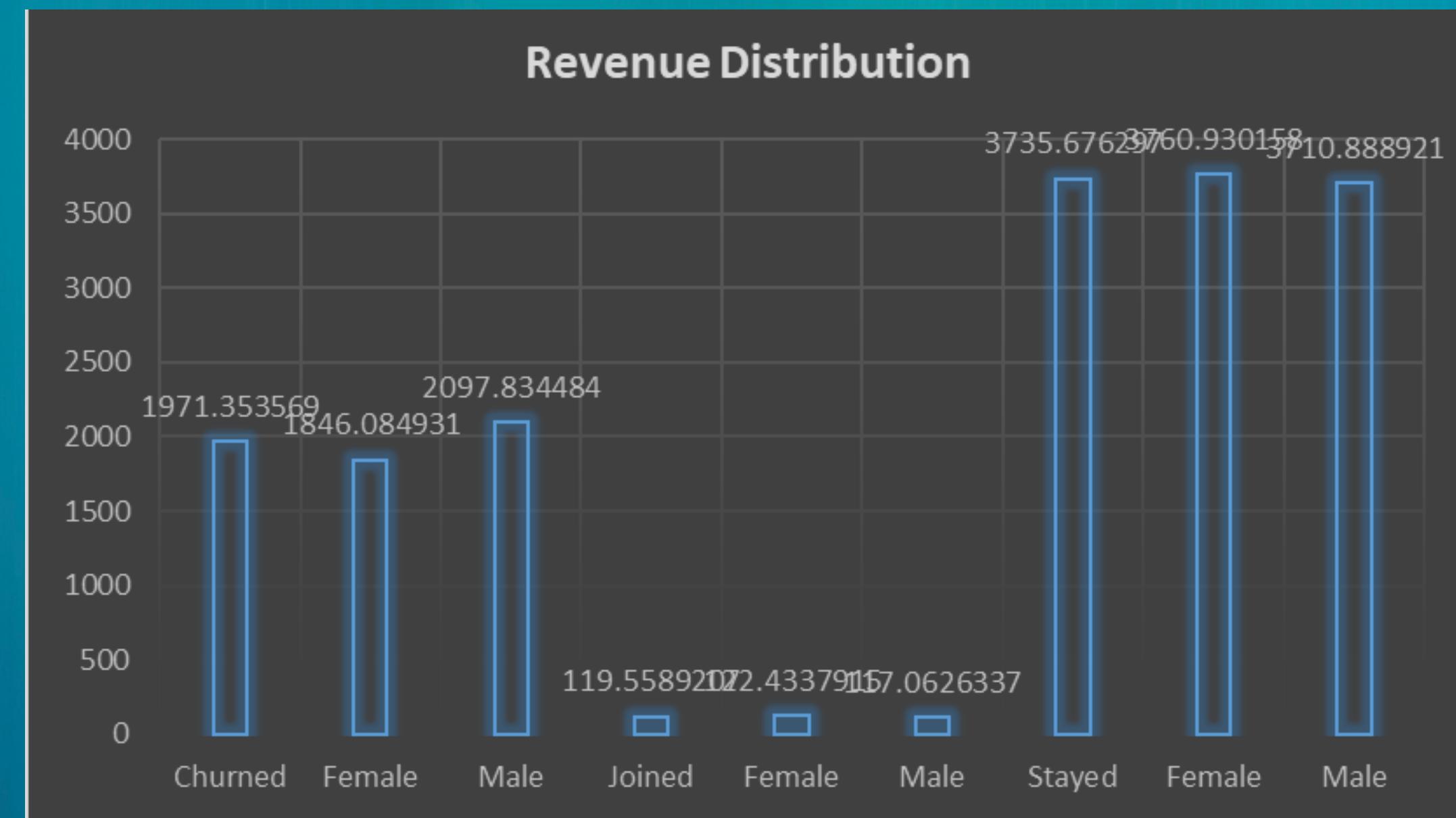




# GOALS

## IS THE COMPANY LOOSING HIGH VALUE CUSTOMER

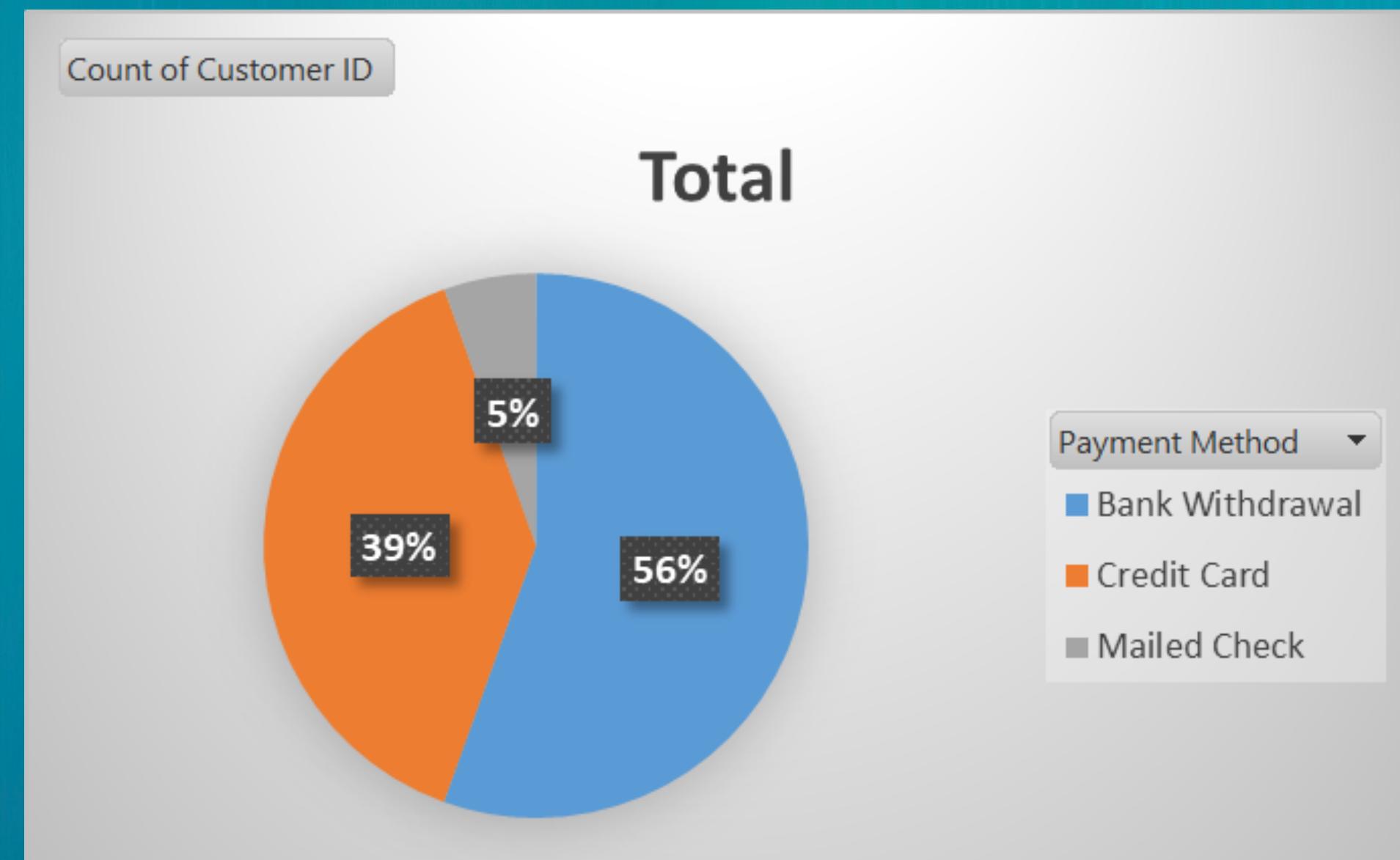
- > Churned customers have an average revenue of 1971, while joined customers have an average revenue of 120.
- > High-value customers are being lost.





# GOALS

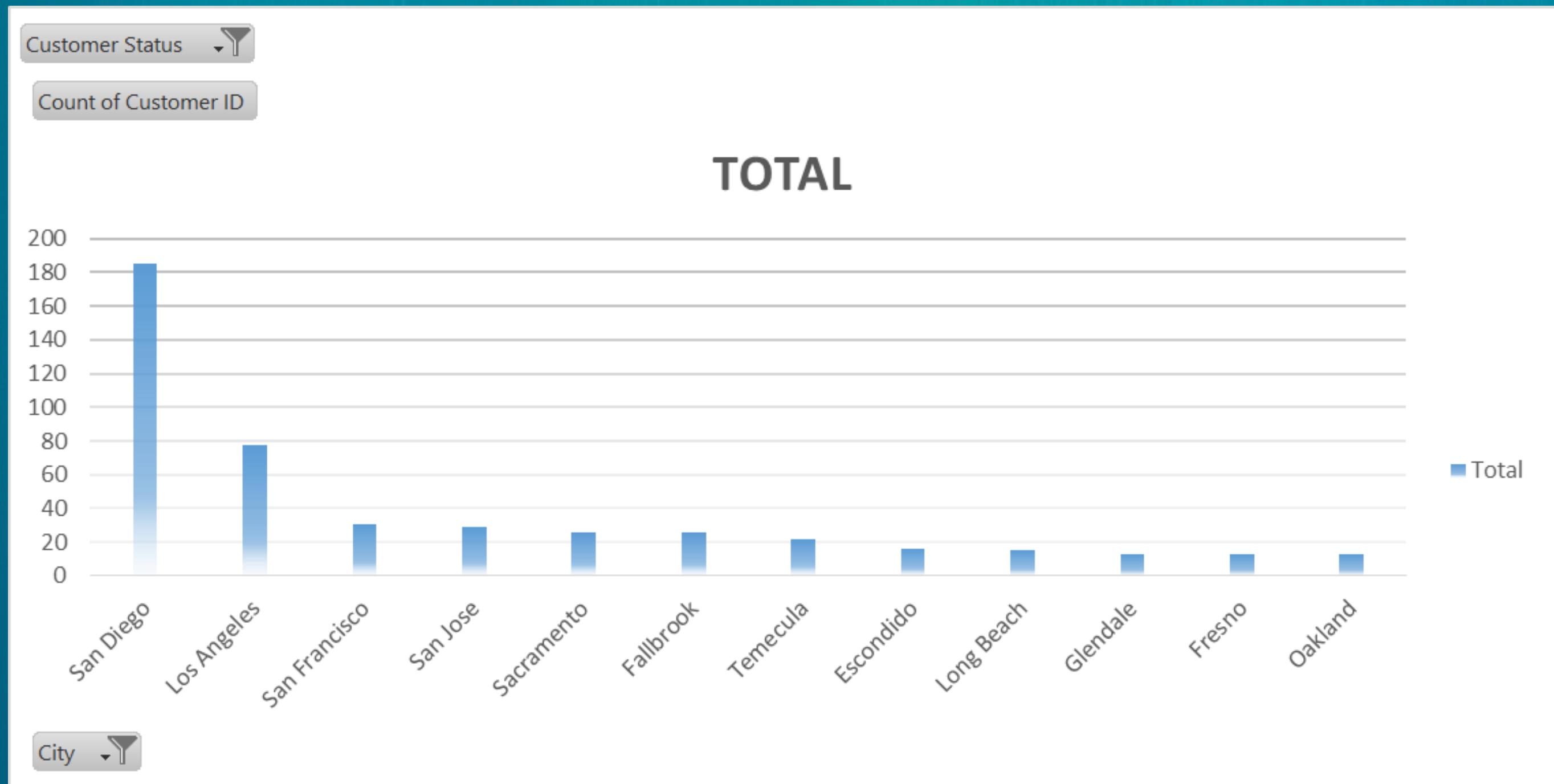
WHAT PAYMENT METHOD WAS PREFERRED BY CHURNED USERS?

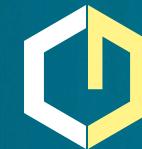




# GOALS

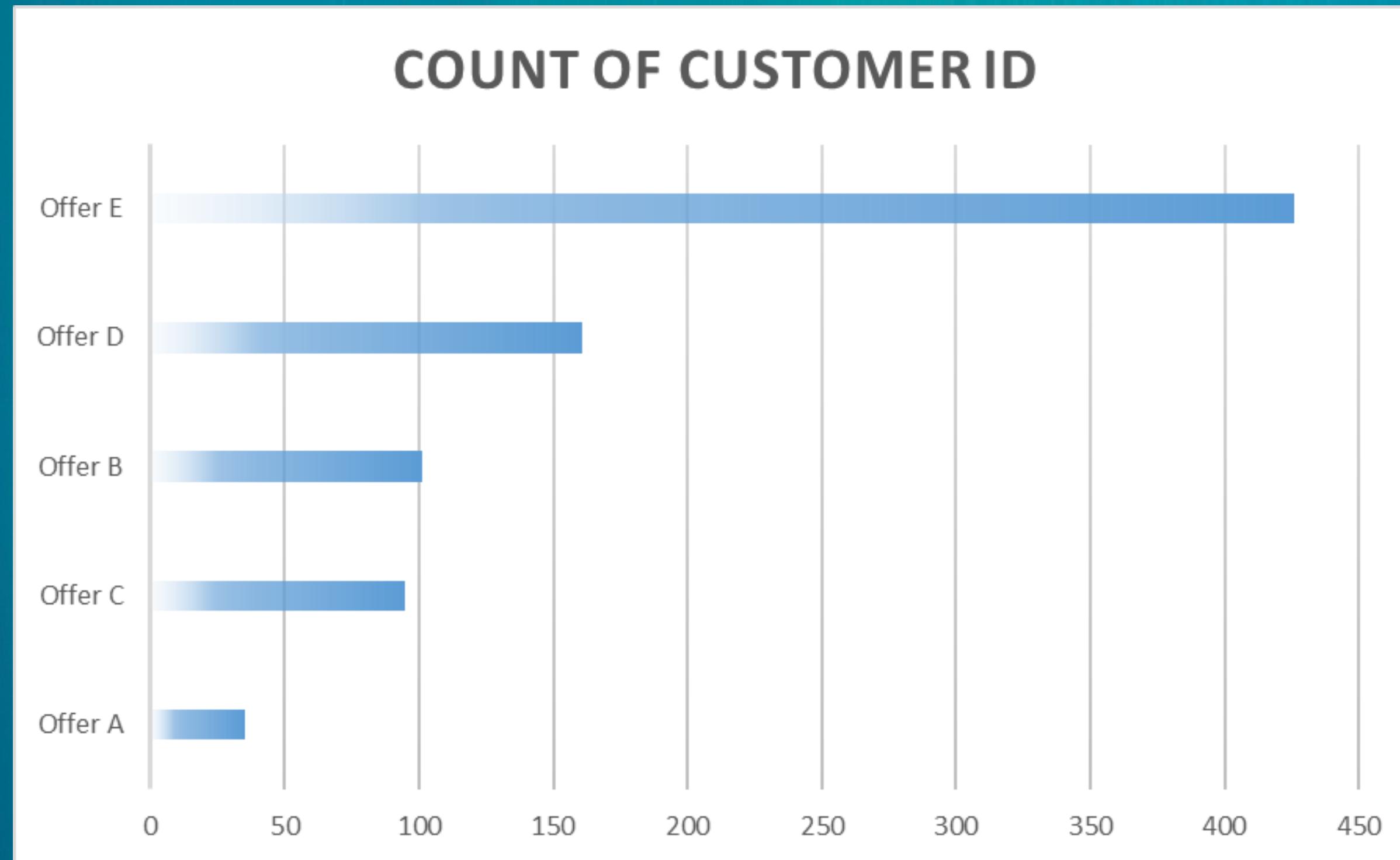
TOP 12 CITIES THAT CHURNED MOST





# GOALS

CHURN OFFERS MORE PREFERABLE



# CONCEPT USED

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The concept used in this report is customer churn, which refers to the number of customers who cancel their services in a given period. The report analyzes the causes of churn and provides recommendations to reduce churn rates in the future. The concept of churn is important for telecom companies as it can significantly impact revenue and market share.



# CONCLUSION

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## Customer Demographics

- Telecom customer churn data with 7044 customer records and demographics details includ in gender, payment method, customer status, and usage data.
- Churn customer rate is 27%, joined customer rate is 6%, and stayed customer rate is 67%.

## Revenue Analysis

- Churned customers have an average revenue of 1971, while joined customers have an average revenue of 120.
- High-value customers are being lost.



# CONCLUSION

## Joined Customer Analysis

- Female count is 46%, while male count is 55%.
- 60% of joined customers use internet services, and 49% use unlimited data.
- Top 12 cities with the most joined customers are Los Angeles, San Diego, San Francisco, Sacramento, Glendale, Oakland, Riverside, Bakersfield, Escondido, Burbank, Upland, and Anaheim.
- The most joined age group is between 29-38.

## Churn Customer Analysis

- Gender distribution is equal at 50/50.
- 94% of churn customers use internet services, and 80% use unlimited data.
- Top 12 cities by churned customers are San Diego, Los Angeles, San Francisco, San Jose, Sacramento, Fallbrook, Temecula, Escondido, Long Beach, Glendale, Fresno, and Oakland.
- The most churned age group is between 39-48.
- Key driver for churn is competitor.





# PROJECT OWNER

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KHUSHI YADAV

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