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# **CUSTOMER CHURN ANALYSIS**

**Understanding the issue and finding the solution .**



# About **TELCO**

**Telco is a company that provided home phone and internet services to 7043 customer in california.**

**Telco has two main services : Telephone services and internet services**

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# Findings

**Telco faces the problem of customer churn. This time I will analyze the data and try to provide recommendations related to the problem faced.**

**“Churn” refers to the loss of customer, typically due to dissatisfaction with a service or product.**

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# Customer Churn



**26% of telco customer are churning , resulting in a devastating \$3.6 million revenue loss. Competitor and poor attitude from the employee are the largest cause of customer churn. This analysis will help us understand why customer are leaving and developed targeted strategies to win them back.**

# Machine Learning



**I built a machine learning model to predict customer churn, with the goal of identifying customers who are likely to leave.**

**Using Machine Learning model , Telco can reduce approximately \$70,100 from the potential revenue loss of \$557,427 due to customer churn.**

# Addressing competitors and employee Attitude

## Competitor

### Enhance product and services

- Conduct regular customer feedback session.
- Invest in R&D for innovation and improvement.
- Benchmark against competitors.

### Competitive Pricing Strategies

- Analyze competitor pricing
- Offer competitive pricing option or value-added services.
- Implement loyalty program and discount for long term customer

### Uniques selling proposition(USP)

- Identify and communicate your USP clearly.
- Highlight unique and better aspects of your product/service.

## Poor Attitude from employee

### Employee Training and Development

- Implement regular training programs
- Provide continuous learning opportunities.

### Employee Engagement and motivation

- Foster a positive work environment.
- Recognize and reward good performance.
- Conduct regular employee satisfaction surveys.

### Improve communication and feedback channels

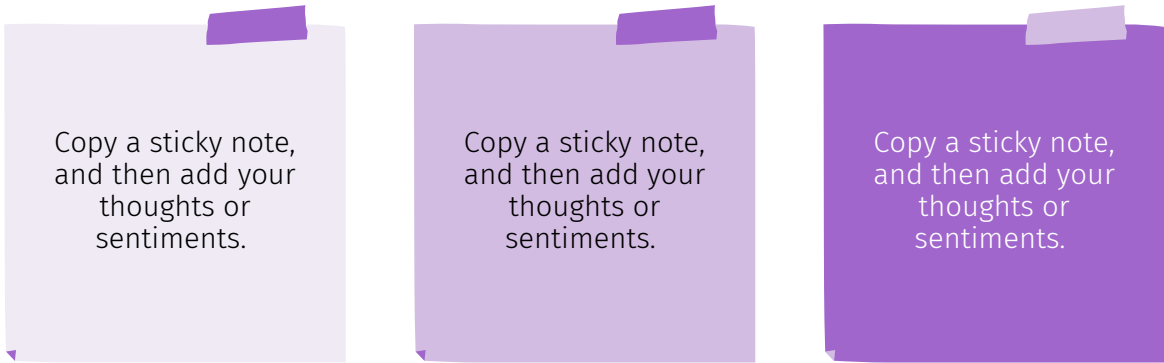
- Establish clear communication channels.
- Create a system for anonymous feedback.

### Hiring and Onboarding

- Hire individual with a positive attitude.
- Implement a comprehensive onboarding process.



# Conclusion



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**Customer churn refers to the phenomenon where customers discontinue their subscription to a service. It is ethical metric for business .especially those with a subscription-based model, as it directly impacts revenue and growth .**

**To tackle customer churn, Telco need to develop superior products and services to match or surpass competitors, build a positive and proactive customer service culture, designing customer-friendly and flexible contract, and continuously refining predictive models.**

**Moving forward, Telco have to focus on customer centric strategies to enhance loyalty and retention, stay adaptable to market changes and customer needs.**



# Thank you for participating!

And kudos for all your hard work.