**Analyzing Customer Churn in Excel: A Deep Dive into Calltel's Customer Base**

**Introduction:**

This report analyzes customer churn for Calltel, a telecommunications provider. By examining churn demographics, consumption patterns, and contract types, we aim to understand why customers leave and identify areas for improvement.

**Methodology:**

Following a structured approach, we:

1. **Data Cleaning and Exploration:** The initial data was cleaned and explored to understand its structure and identify any anomalies.
2. **Visualization and Analysis:** We generated visualizations (charts and graphs) to uncover patterns and relationships between churn and various customer attributes.
3. **Insights and Recommendations:** We extracted key insights from the analysis and propose recommendations for Calltel to address churn.

**Business Questions Addressed:**

* Overall churn rate?
* Top churn reasons and categories?
* Demographic impact on churn?
* Consumption patterns and churn?
* Churn rate by state and international plan use?
* Contract type impact on churn?

**Key Findings:**

* **Competitor Activity as Top Churn Driver:** Competitors are the leading churn category (45.51%), with "Competitor made better offer" being the most common reason (37.64%). This indicates a need for Calltel to assess its competitive landscape and potentially improve pricing or service offerings.
* **Senior Customers Most Likely to Churn:** Senior customers (almost 40%) exhibit the highest churn rate. Targeted retention strategies for this segment could be beneficial.
* **High Churn Rate Among Low Data Consumers:** Surprisingly, customers with the lowest data consumption have the highest churn rate (nearly 35%). Investigating reasons behind this could reveal service gaps or pricing inconsistencies.
* **International Plans and Churn in Specific States:** CA, IN, and NH have significantly higher churn rates (>60%) for both international plan categories, suggesting potential issues with these plans or targeted competitor activity in these regions.
* **Contract Length and Churn:** Customers on 3-4 year contracts with a One-Year plan churn more than those with a Two-Year plan. Sales and marketing can leverage this insight to incentivize longer contracts.
* **Month-to-Month Contracts and High Churn:** The Month-to-Month contract has the highest churn rate (>70%) for ages 1-48. Offering incentives for longer-term contracts or alternative plans within this age group could be effective.

**Recommendations:**

* Investigate competitor offerings and develop competitive plans/promotions.
* Design targeted retention strategies for senior citizens and low data consumers.
* Analyze reasons behind high churn for unlimited plans and 3-4 year customers with one-year contracts.
* Investigate factors influencing churn in CA, IN & NH for international plans.
* Develop attractive long-term contract options for younger demographics, particularly those on month-to-month contracts.

**Next Steps:**

* Conduct deeper analysis into specific churn reasons to understand underlying causes.
* Evaluate the effectiveness of implemented retention strategies.
* Continuously monitor churn rates and adapt strategies based on new insights.