CHURNED CUSTOMERS

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BACKGROUND

Telecommunications has an impact on how people connect and conduct business on a global scale. Reliable and timely communication, in particular, is the lifeblood of your company's brand reputation, productivity, and overall success. Telecommunications companies have the necessary technology to communicate via the internet, phone, airwaves, cables, wires, or wirelessly. They have created the infrastructure required to send voice, text, video, and audio anywhere in the world using these technologies.

The purpose of this data visualization is to show the reasons that made our customers leave our company all over the states and see what solutions and recommendations to do after analyzing the reasons.

WHAT WILL BE ANSWERED?

- What are the states that have churned customers?

- What are the most reasons that made our customers churn?

- What is the most contract has the largest churned customers?

- What is the reason that made our customers accept competitor offer?

- Why have our customers become prefer the competitor?

- How much do we lose from the support department?

METHODOLOGY

Kaggle

Data from a telecommunication company

- Data Contains 29 Columns
- Data has approximately 6690 Rows
- The Churn reason column is the main focus for analyzing why customers churned

WHAT ARE THE STATES THAT HAVE CHURNED CUSTOMERS ?

Our Company Located all over the US States, So the map below shows each state that has churned customers.
The highest two states of churned people are :
- WEST VIRGINIA has 57 churned customers
- OHIO has 55 churned customers
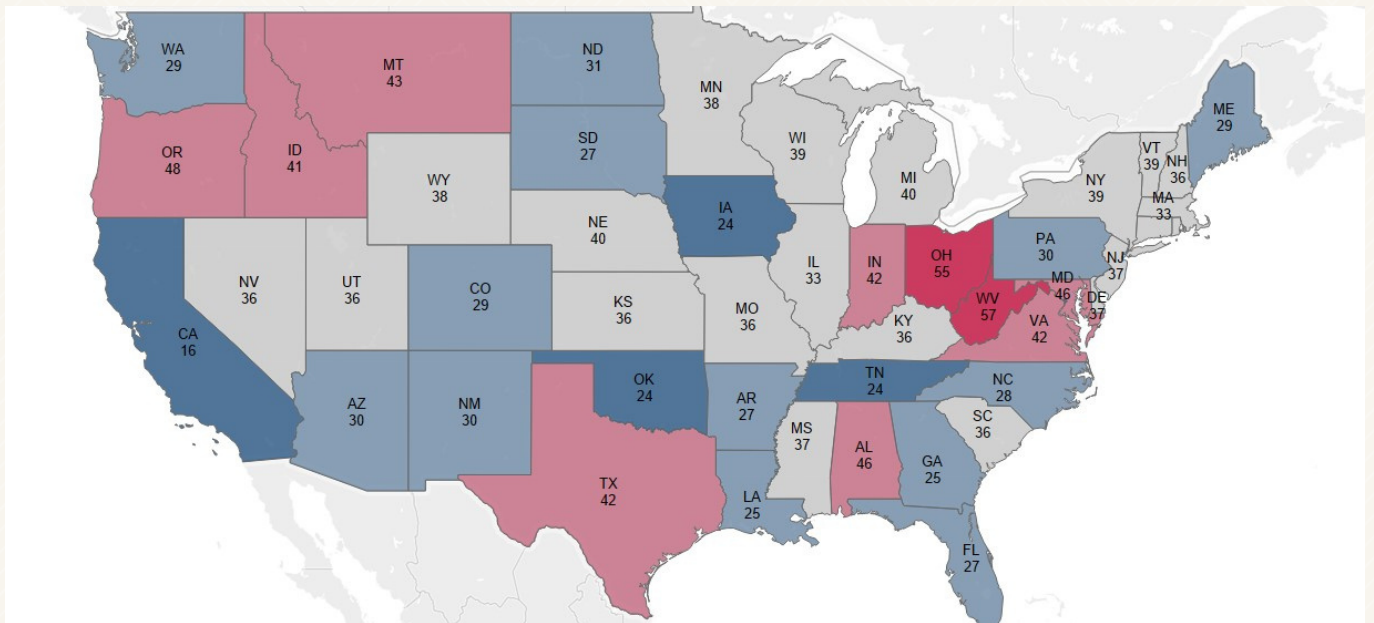
RECOMMENDATIONS

As we saw in the above map all the states in the US have churned people, So our analysis will begin by searching for the reasons that made all of these people leave our company and try to investigate and provide solutions for the reasons that will be found.
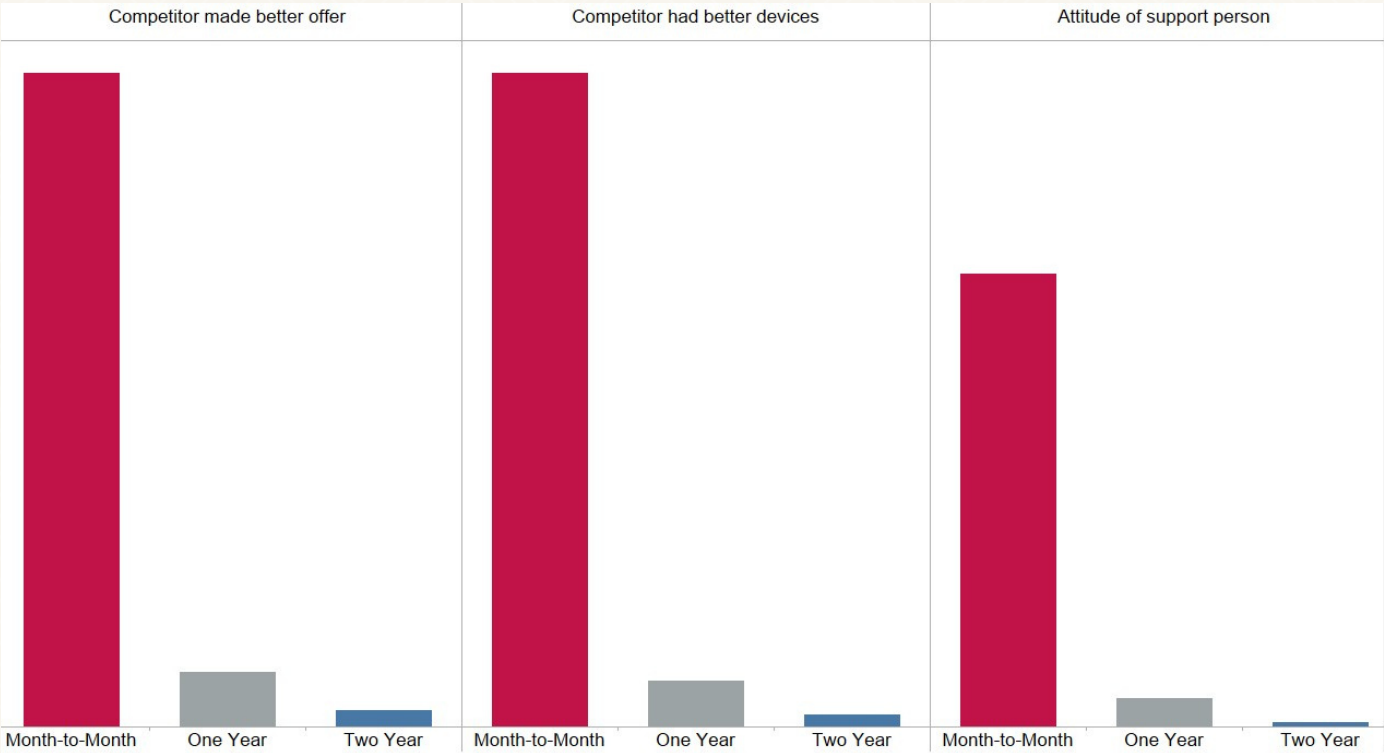
WHAT ARE THE MOST REASONS MADE OUR CUSTOMER CHURNED ?

Here The Word Cloud Chart Showing us the rate of each reason that made the customers left our company and it tells us that there are 3 high reasons which will be investigated in the upcoming charts.

WHAT IS THE MOST CONTRACT HAS THE LARGEST CHURNED CUSTOMERS ?

According to the above bar chart, the contract that has the largest churned customers is the Month-to-Month contract with different rates of churned from each highest 3 reasons.

Competitor made better offer	Competitor had better devices	Attitude of support person

| Month-to-Month	One Year	Two Year	Month-to-Month	One Year	Two Year	Month-to-Month	One Year	Two Year

RECOMMENDATIONS

Due to the large number of churned people which their contract is Month-to-Month, we suggest to convert the type of contract and make it quarter contract and if it is the first time for the customer to join our services will take an extra month free with zero administration fees.

WHAT IS THE REASON THAT MADE OUR CUSTOMERS ACCEPTED COMPETITOR OFFER?

We have several average monthly GB download plans in our company. They start from zero GB to 43 GB download. After some analysis, we found out that our customers who have from zero GB to 17 GB download have accepted our competitor's offer because they have provided them with a higher average GB download at the same price they paid for us. We also did forecasting to predict which avg GB download plan will have churned customers and we found out it will be from 20 to 23 GB download plan.

Competitor made better offer — chart of Avg Monthly GB Download
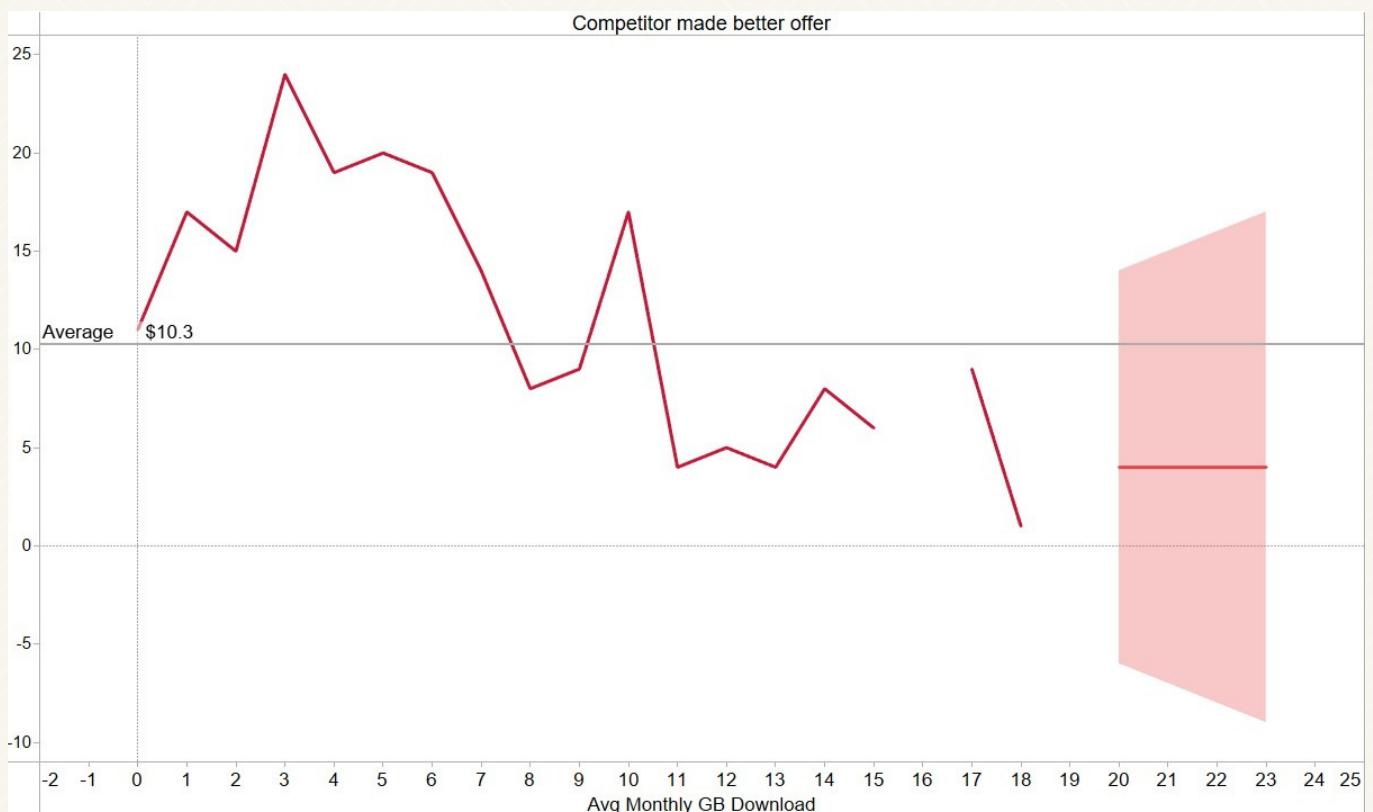
RECOMMENDATIONS

Increasing AVG Monthly GB Download to start from 10 GB with the same price for old customers and if he is a new customer, he will take 1 GB as an extra as an offer if his contract is quarterly, 3 GB for a one-year contract, and 5 GB for a two-year contract, which will reduce the number of churned customers.

WHY HAVE OUR CUSTOMERS BECOME PREFER THE COMPETITOR?

While we were digging down into the second-highest churn reason, which is competitors providing better devices, we discovered that the customers left us because their devices would not have any protection or online backup. Most of them have an unlimited data plan, which is represented by the red bubble, and they have complained that their data plan finishes after two weeks of charging, and that happened because their devices were hacked.

Number of Churned Customers

29 ████████ 168

Churn Reason

Competitor had better devices ▾

Customer Had No Device Protection & Online Backup

Customer Had No Device Protection & Online Backup
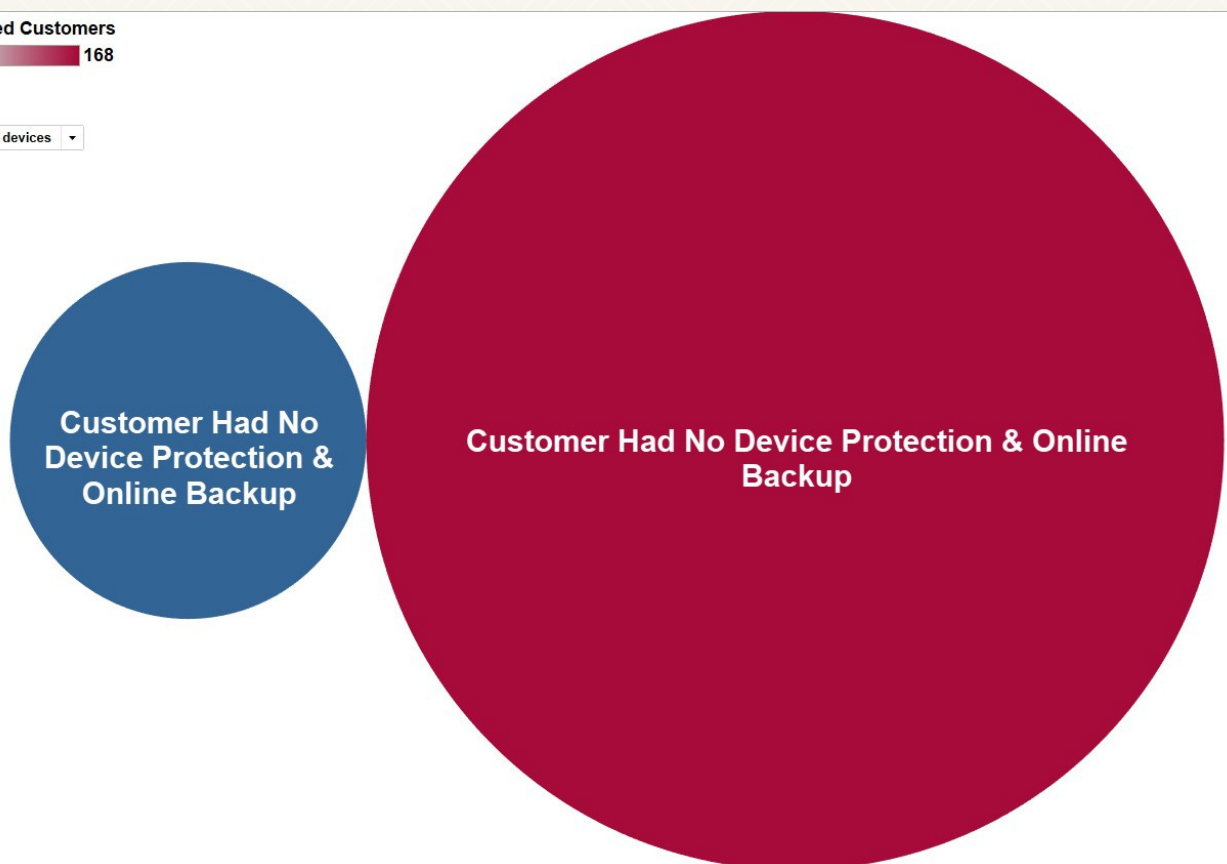
RECOMMENDATIONS

We provide devices with high protection and online backup for both those who have an unlimited data plan and those who do not. We also hire a cyber security team to be responsible for these devices' protection and provide support and protect these devices from any attack that will make our customers trust us more.

HOW MUCH DO WE LOST FROM SUPPORT DEPARTMENT?

After investigating with the support team because they have the third highest rate of churned customers, we found out that most of these people churned because they had issues with their internet and, after many calls, the support team was not helpful and their attitude was not good. All of these cost us losses in each contract from month-to-month [311927], one year [107535] and two-year [44660] contracts.

One Year
107,535

Two Year
44,660

Month-to-Month
311,927
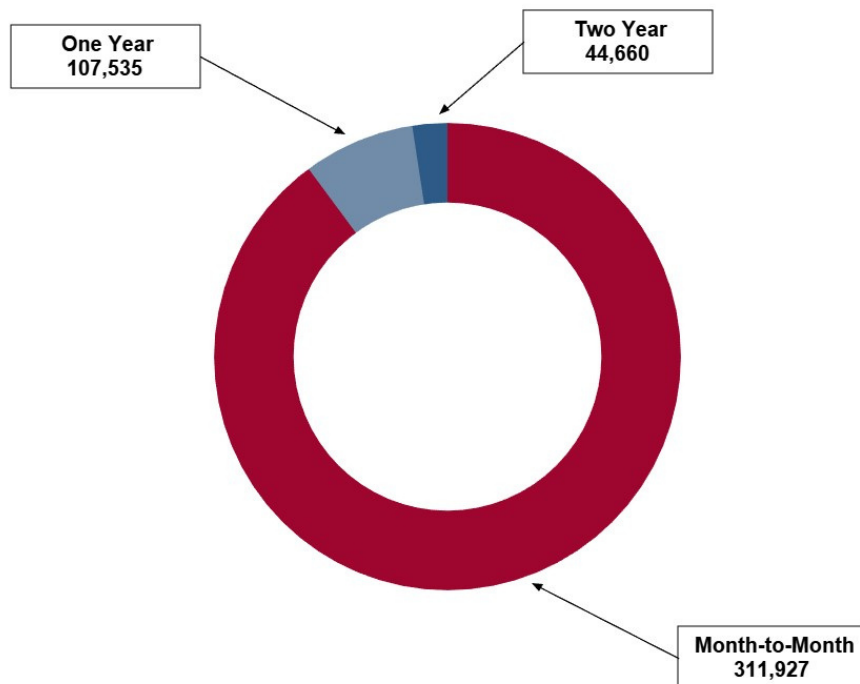
RECOMMENDATIONS

According to the losses we had because of our customer support team, we have decided to have a consultation to give them workshops on how to handle customers, as well as weekly training on how to use the system of our company and deal with different kinds of issues that they will face with upcoming customer calls to avoid any objections.

CONCLUSION

Customer churn, also known as customer attrition, is the phenomenon in which a company's customers no longer buy from or interact with the company. A high churn rate indicates that a large number of customers no longer wish to purchase goods and services from the company.

So we tried our best to analyse to find out what happened to make our customers leave us, and we found that all the states in the US have churned customers without exception. So we investigated in each state, hoping to find the main problems or reasons before we lost all of our customers and reputation. After that, we found the reasons, then separated them to solve them according to the highest rate of churn. We visualized each reason to show the affect it had on our company and to detect how to solve it. Finally, we made an agenda of recommendations, hopefully that will help us to reduce the rate of people who left us.

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