Analyzing

Customer Churn in Excel

-Project Steps- 🧑‍💻

1. Perform a data check.
2. Ask different business questions and explore the data.
3. Discover Insights and visualize them using suitable visualizations.
4. Build a dashboard or story so you can cohesively share the Information.

Metadata

Customer status:

Customer ID: The unique ID that identifies a customer.

Churn Label: Contains “Yes” or “No” to indicate if a customer churned.

Churn Category: Groups multiple churn reasons together for analysis purposes.

Churn Reason: The particular reason why the customer ended the contract.

Demographics:

Gender: The gender of the customer, indicated by “Male”, “Female” or “Prefer not to say”.

Age: The age of the customer.

Under 30: Indicates if the customer is under 30 with “Yes” or “No”.

Senior: Indicates if the customer is above 65 with “Yes” or “No”.

Contract information:

Contract Type: Contains “Month to Month”, “One Year” or “Two Year”.

Payment Method: Preferred payment method of the customer indicated with “Credit Card”, “Direct Debit” or “Paper Check”.

State: The code of the state where the customer lives.

Phone Number: Phone number of the customer.

Group: Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains “Yes” or “No”.

Number of customers in a group: Number of customers part of the group.

Subscription types & Charges:

Account Length (in months): The number of months the customer has been with Datable.

Local Calls: Amount of local (within the US) calls from the customer.

Local Mins: The number of minutes spent calling locally.

Intl Calls: Amount of international (outside the US) calls from the customer.

Intl Mins: The number of minutes spent calling internationally.

Intl Active: Indicates if the customer called internationally with a “Yes” or “No”.

Intl Active: Indicates if the customer called internationally with a “Yes” or “No”.

Intl Plan: Indicates if the customer has a premium plan to call internationally for free with “Yes” or “No. This premium is reflected in the amount of the monthly charge.

Extra International Charges: Contains the extra charges for international calls for customers who are not on an international plan.

Customer Service Calls: The number of calls made to customer service.

Avg Monthly GB Download: Contains the average monthly download volume in gigabytes.

Unlimited Data Plan: Indicates if the customer has free unlimited download capacity with “Yes” or “No”. This premium

Extra Data Charges: Contains the extra charges for data downloads for customers who are not on an unlimited plan.

Device Protection & Online Backup: Indicates if the customer has paid for device protection and backup with "Yes" or "No".

Monthly Charges: Average of all Monthly Charges to the customer.

Total Charges: Sum of all monthly charges.

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