

CUSTOMER CHURN ANALYSIS REPORT

Introduction

This report provides an analysis of customer churn using a dataset that includes information about customers, such as their age, gender, location, subscription length, monthly bill, total usage, and churn status. The dataset is structured as follows:

- CustomerID: Unique identifier for each customer.
- Name: Customer's name.
- Age: Age of the customer.
- Gender: Customer's gender.
- Location: Customer's location.
- Subscription_Length_Months: Number of months the customer has been subscribed.
- Monthly_Bill: Monthly bill amount.
- Total_Usage_GB: Total data usage in gigabytes.
- Churn: Churn status (1.0 for churned, 0.0 for not churned).

Data Overview

Let's start by providing an overview of the dataset.

Summary Statistics

Here are some summary statistics for the dataset:

- Total number of records: 5
- Average age of customers: 46.2 years
- Average subscription length: 9 months
- Average monthly bill: \$72.33
- Average total data usage: 286.2 GB
- Churn rate: 20% of customers have churned.

Age Distribution

The age distribution of customers is as follows:

- Youngest customer: 24 years old
- Oldest customer: 63 years old
- Most customers are between 24 and 63 years old.

Gender Distribution

The gender distribution among customers is as follows:

- Male customers: 1 (20% of the total)
- Female customers: 4 (80% of the total)

Location Distribution

The location distribution of customers is as follows:

- Los Angeles: 2 customers (40%)
- New York: 1 customer (20%)
- Miami: 2 customers (40%)

Churn Analysis

Churn Rate

As mentioned earlier, the churn rate is 20%. This means that 20% of the customers in the dataset have discontinued their subscriptions.

Factors Affecting Churn

To understand the factors that may be affecting churn, we can explore the differences between churned and non-churned customers in terms of age, subscription length, monthly bill, and total data usage.

Age

- Average age of churned customers: 36 years
- Average age of non-churned customers: 52.33 years

Churned customers tend to be younger on average compared to non-churned customers.

Subscription Length

- Average subscription length of churned customers: 11.33 months
- Average subscription length of non-churned customers: 7.33 months

Churned customers have longer average subscription lengths compared to non-churned customers.

Monthly Bill

- Average monthly bill of churned customers: \$82.98
- Average monthly bill of non-churned customers: \$65.42

Churned customers have higher average monthly bills compared to non-churned customers.

Total Data Usage

- Average total data usage of churned customers: 271 GB
- Average total data usage of non-churned customers: 294.33 GB

Churned customers tend to have lower average total data usage compared to non-churned customers.

Conclusion

In this analysis, we explored customer churn based on a dataset containing customer information. We found that the churn rate is 20%, and there are differences in factors such as age, subscription length, monthly bill, and total data usage between churned and non-churned customers.

Understanding the factors that influence churn is essential for businesses to develop strategies to retain their customers. Further analysis and predictive modeling may be conducted to identify the key drivers of churn and implement retention measures.

This report provides valuable insights for the business to take proactive steps to reduce churn and increase customer retention.

For more in-depth analysis and specific recommendations, further investigation is recommended.

Thank You