



CUSTOMER CHURN ANALYSIS

RECOMMENDATION



Be

Customer service needs to be improved



Set

Set reminders for contract renewal and describe new benefits



Focus

Focus more on customers from rural area



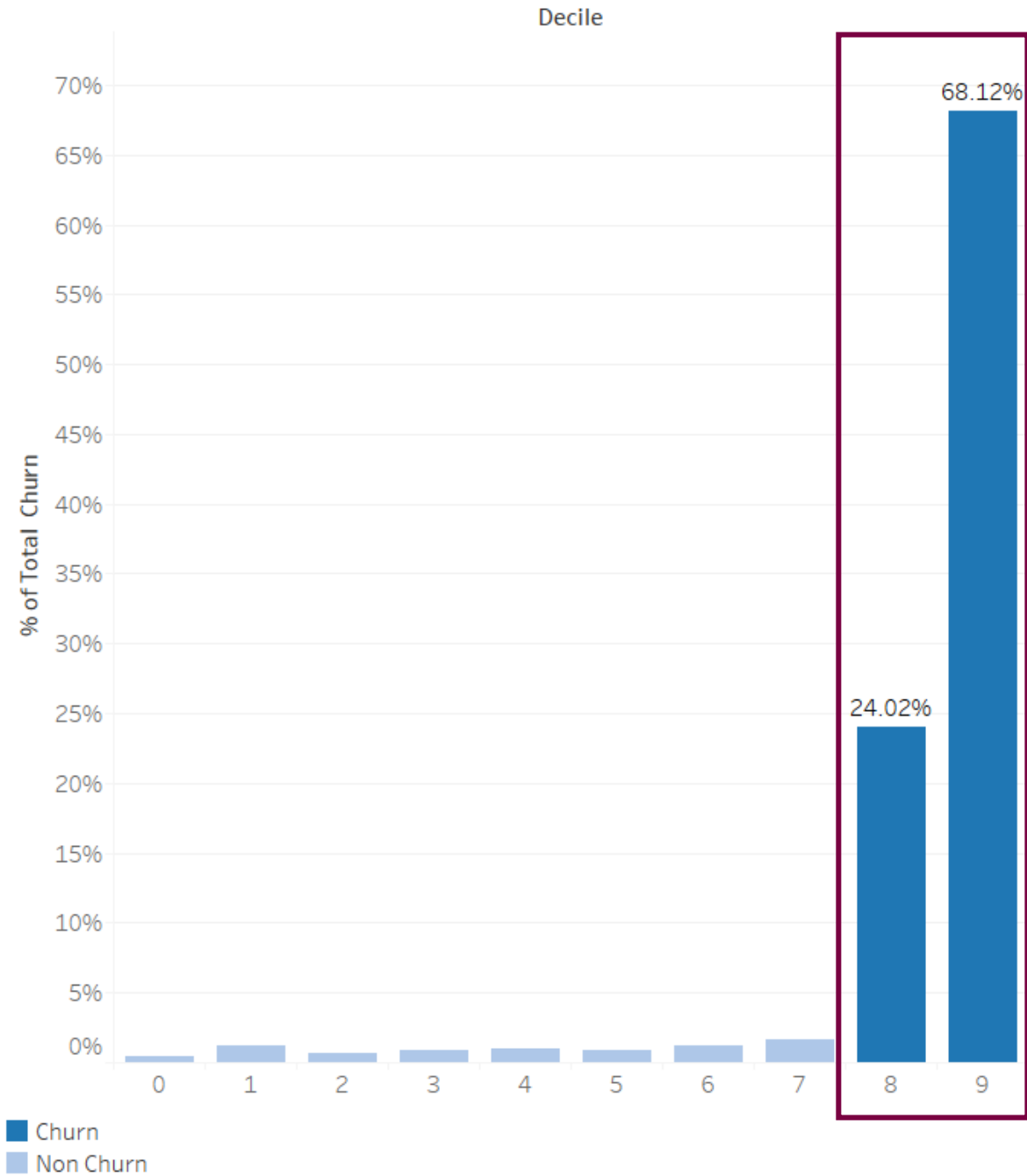
Give

Give offers to customers for high daily minutes users



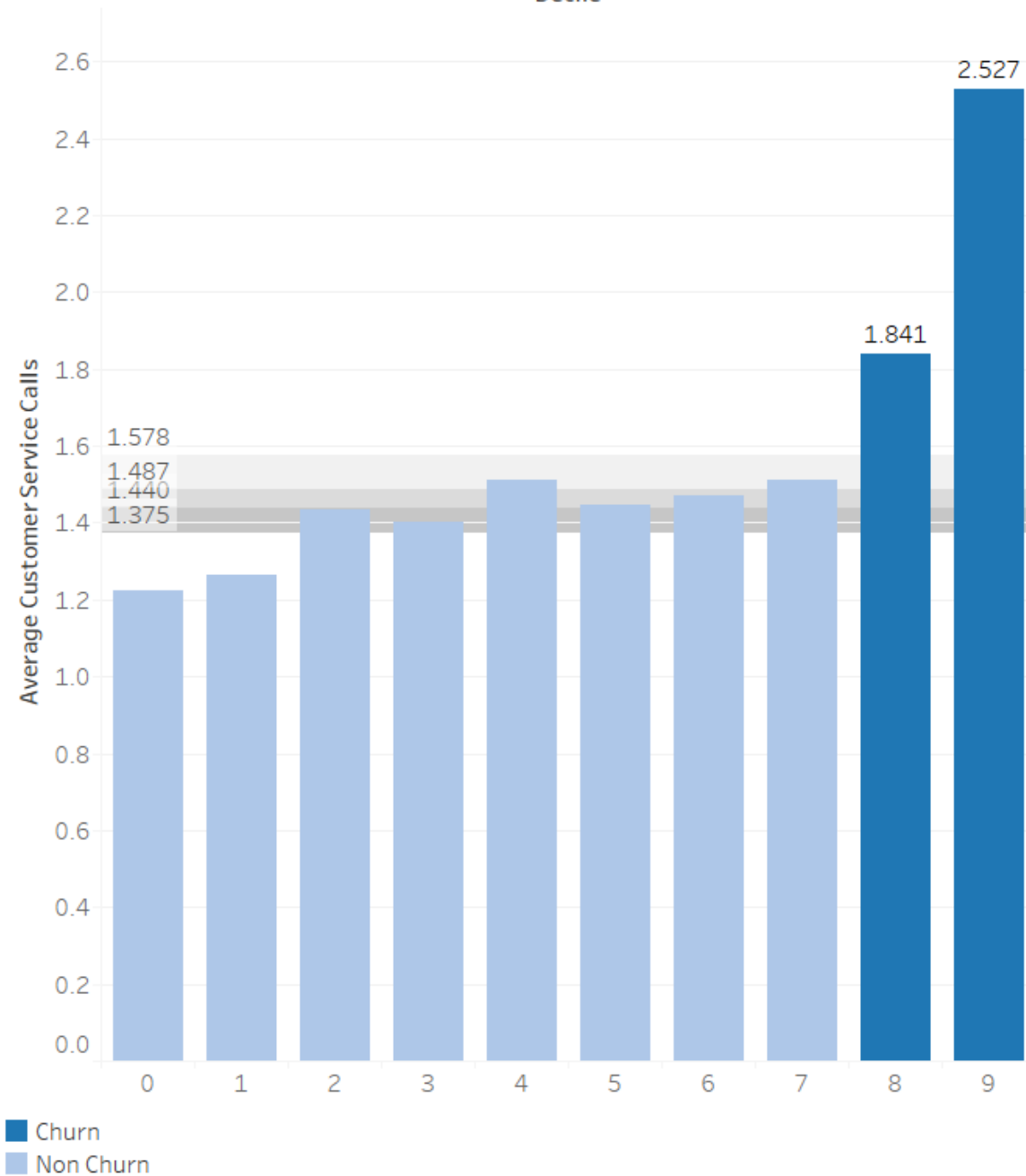
Send

Send more frequent notifications and reminders to reduce overage fees



DISTRIBUTION OF DEFAULTERS OVER DECILES

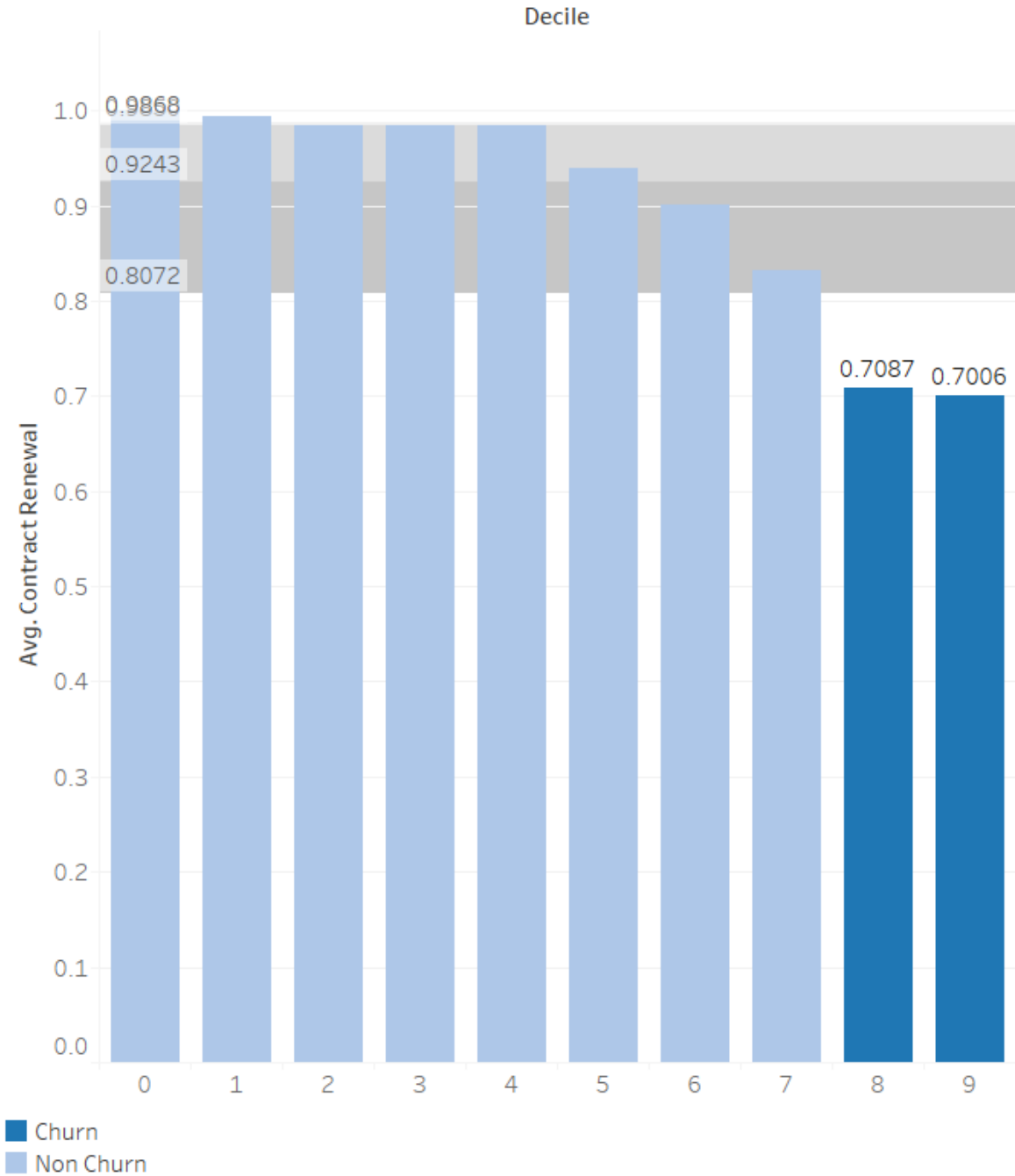
Deciles 8 and 9 alone contains **92%** of total defaulters. So it will be beneficial to focus on customers from these two decile for preventing them to churn.



CUSTOMERS ARE DISAPPOINTED

Graph illustrates that customers whose **average number of customer service call exceeds more than fourth quartile (1.578)** tends to have higher probability to churn.

Which means their problems are not being solved by customer service representatives on single call.



CONTRACTS ARE NOT BEING RENEWED

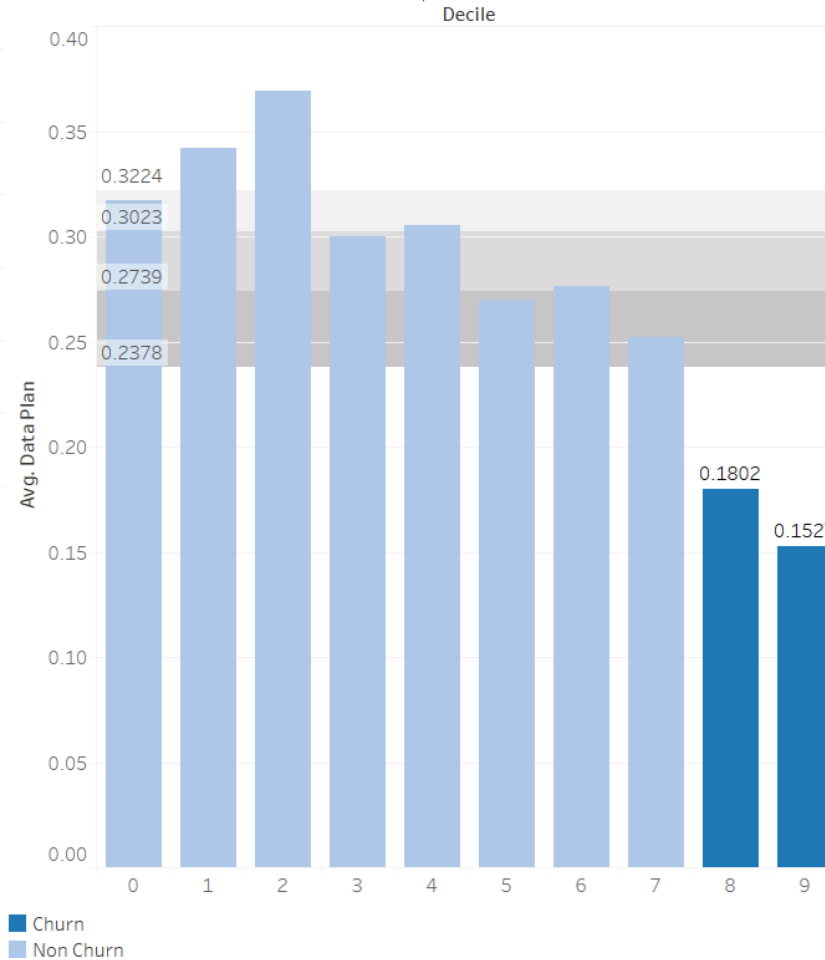
Graph shows average number of contract renewals by deciles.

Customers having **average contract renewal rate is less than first quartile (0.8072)** have higher probability of churn.

Should watch the customers whose contract are not being renewed in time. Send them reminders and some offers.

WHO ARE NOT USING MORE DATA

Average percent of customers having data plan by deciles

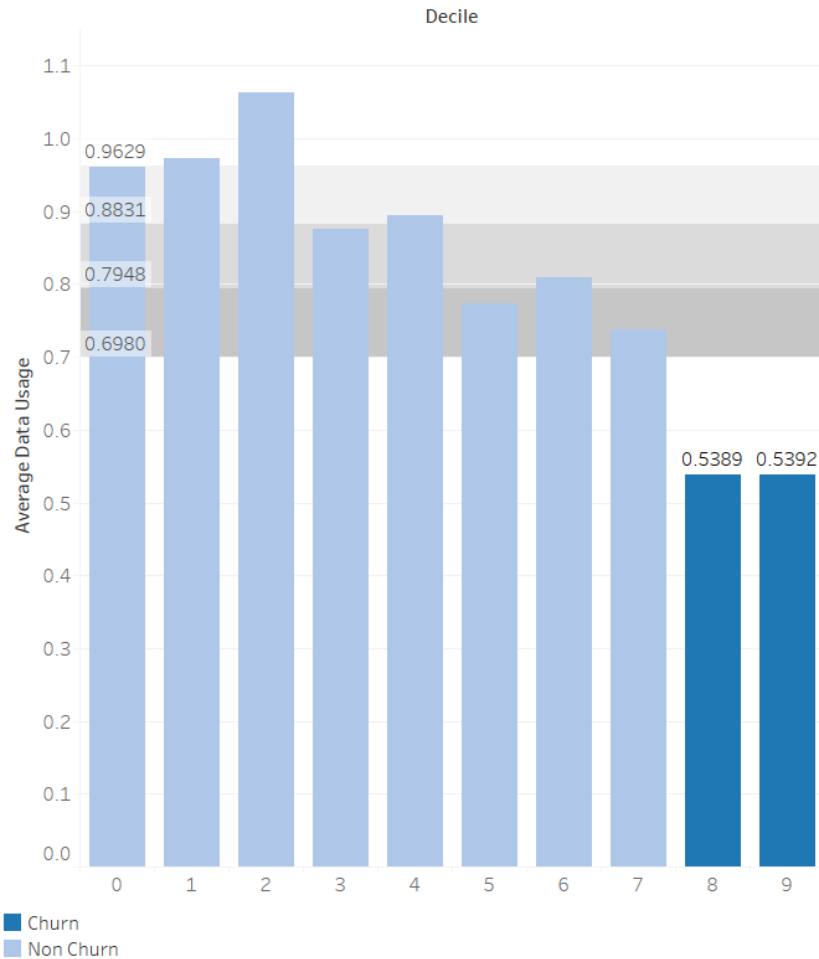


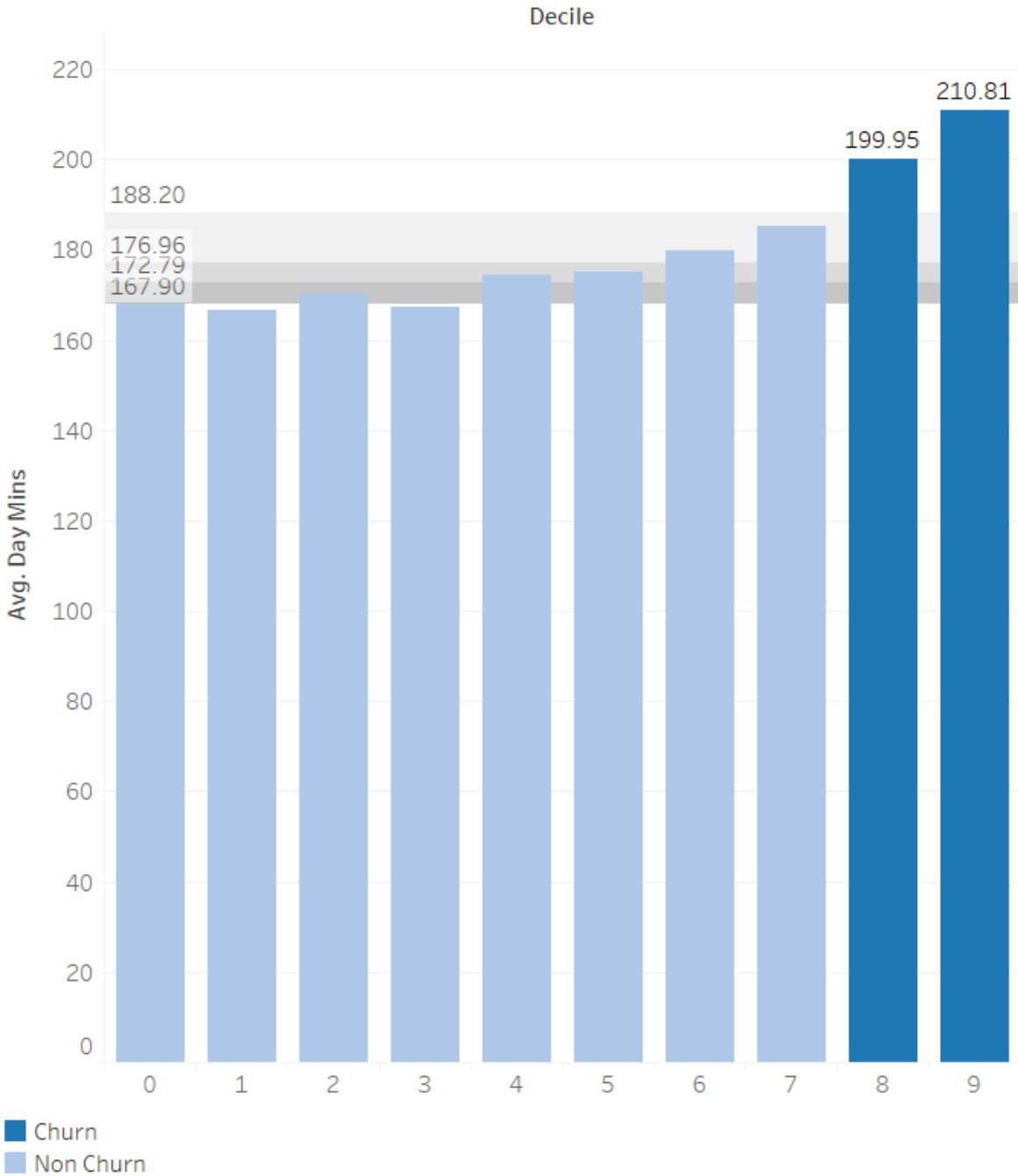
People from rural area tends to use less data then people from urban.

Graphs shows the customers who uses less data have higher probability of fault who are probably from rural area.

Give customers discounts and cashbacks on paying bills on time

Average data usage of customers by deciles



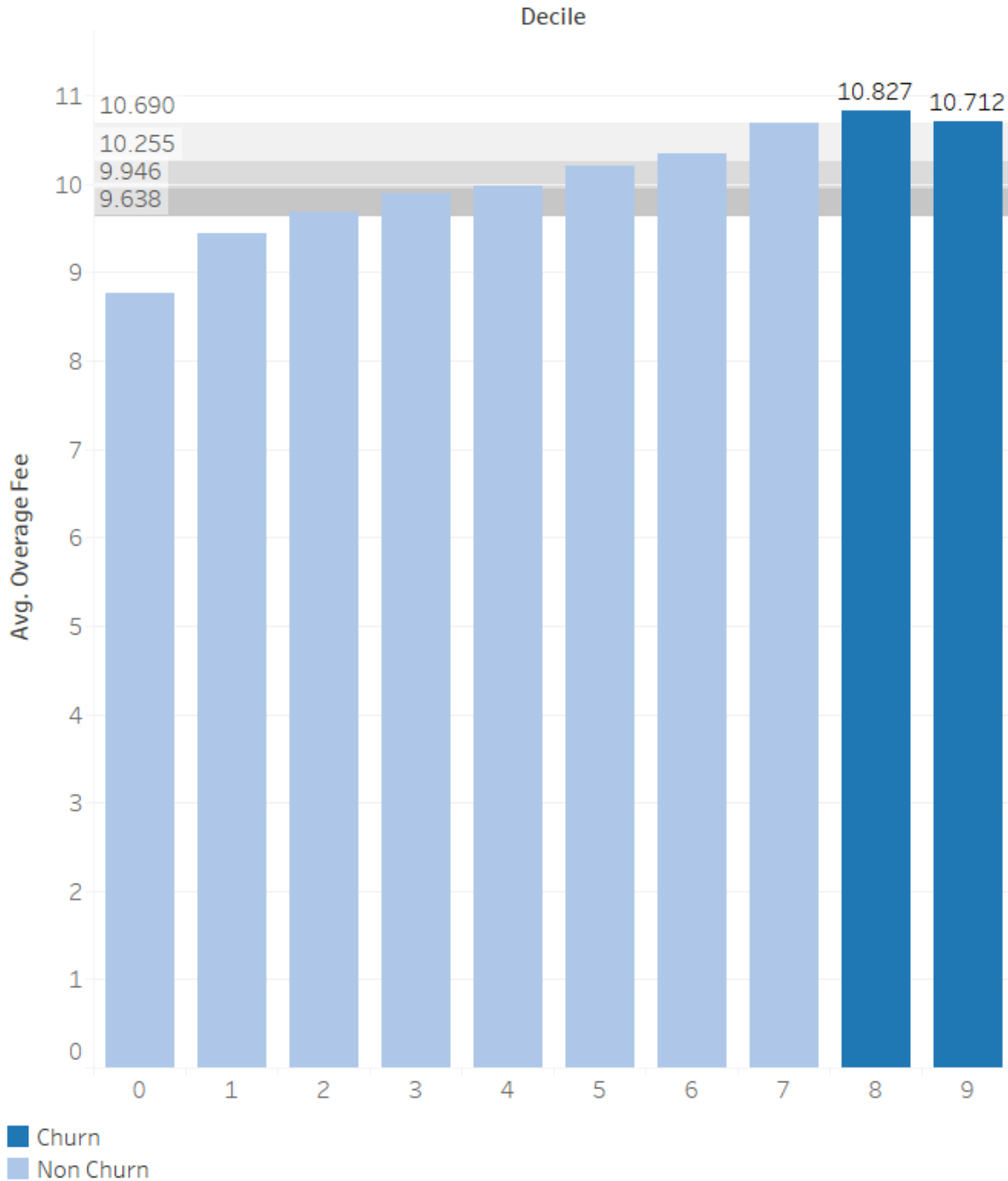


WATCH ON HIGH DAILY MINUTES USERS

Graph shows average daily minutes used by customers by deciles.

Customers who uses more minutes than first quartile (188.20) are in higher risk of churn.

Strategies need to develop to make them pay their bills on time and give them extra data or minutes to keep them on same carrier.



OVERAGE FEES RESULTING CHURN

Graph shows average overage fees by deciles.

Customers in top deciles have higher average overage fees then rest.

It will beneficial to keep watch on the customers having **overage fees near fourth quartile (10.690)**.

THANK YOU