**TELECOM CHURN ANALYSIS**

**Objective**

To understand customers data set and reduce the customer attrition which involves examining customer data to identify patterns and reasons behind customer departures.

**Data Source**

**“Customer\_Data**”- Data set from Kaggle

**KPI’s**

1. Total Customers
2. New Joiners
3. Total Churn
4. Churn Rate

**Questions**

1. Analyze customer data for below:

Demographic

Geographic

Payment & Account Info

Services

1. Study Churner Profile & Identify Areas for Implementing Marketing Campaigns

**Process**

* Verify data for any missing values and distinct values and sort out the same using My SQL
* Transformed data in Power BI by creating custom columns using DAX functions
* Developed summary dashboard and Churn reason in Power BI.

**Project Insight**

* ﻿At 2,838, >50 had the highest Total Customers and was 2,325.64% higher than <20, which had the lowest Total Customers at 117.
* ﻿Total Customers and total Churn Rate are positively correlated with each other.
* ﻿>50 accounted for 44.22% of Total Customers.
* Total Customers and Churn Rate diverged the most when the Tenure Group was >=24 Months, when Total Customers were 2,087 higher than Churn Rate.
* ﻿Across all 5 Tenure Group, Total Customers ranged from 980 to 2,087 and Churn Rate ranged from 26.1% to 27.5%.
* Total Churn for Female (1,111) was higher than Male (621).