

Telco Customer Churn Analysis

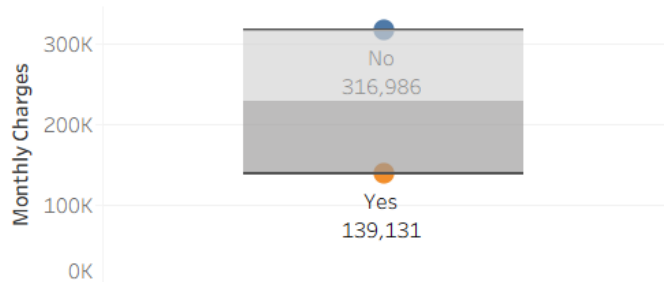
Using SQL & Tableau to uncover Customer Churn insights
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Project Overview

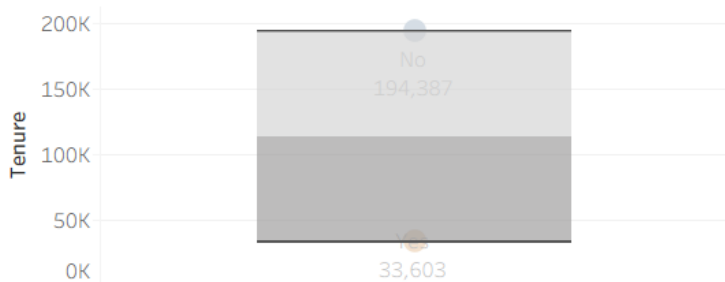
- Dataset: Telco Customer Churn (Kaggle)
- Goal: Understand churn patterns to help the company reduce customer loss.
- Tools Used: SQL, MySQL, Tableau, GitHub
- Key Questions:
 - How many customers churned vs stayed?
 - Does churn vary by contract type or senior status?
 - Do higher spenders churn more?
 - How long do churned customers typically stay?
 - Who were the top value customers lost?

Churn Trends & Drivers

Monthly Charges By Churn



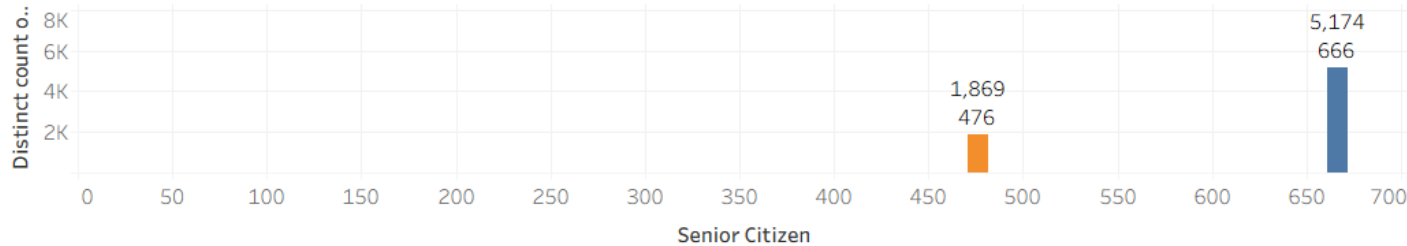
Monthly Charges By Tenure



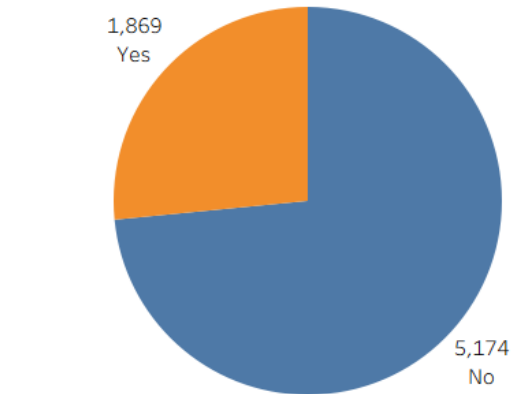
Top Lost Customers

Customer ID	Monthly ..	Total ..	Tenure	
2889-FPWRM	117.8	8684.8	72	Abc
0201-OAMXR	115.55	8127.6	70	Abc
3886-CERTZ	109.25	8109.8	72	Abc
1444-VVSGW	115.65	7968.85	70	Abc
5271-YNWVR	113.15	7856	68	Abc
8199-ZLLSA	118.35	7804.15	67	Abc
9053-JZFKV	116.2	7752.3	67	Abc
1555-DJEQW	114.2	7723.9	70	Abc
3259-FDWOY	106	7723.7	71	Abc
7317-GGVPB	108.6	7690.9	71	Abc

Churn by Senior Citizen



Overall Churn Rate



Churn By Contract Type



- As per the visuals from the previous slide –
 - ~27% of customers churned, mostly on month-to-month contracts.
 - Senior citizens churn at a slightly higher rate. (~42%)
 - Higher spenders tend to churn less.

Key Takeaways & Next Steps

- Summary: Target month-to-month customers with loyalty offers.
- Business Value: Insights help the company design retention campaigns.
- Project Repository:
 - https://github.com/rathwaj21/Telco_Customer_Churn_Analysis_SQL_Project
- Dashboard:
 - https://public.tableau.com/app/profile/jay.rathwa/viz/Telco_Cus_Churn/Dashboard1?publish=yes