# MAVEN CHURN CHALLENGE- TELECOM COMPANY

**Business Task**: To improve retention by identifying <u>high value customers</u> and <u>churn risks</u>

**Data**: Fictional Telecommunications company in California for Q2 2022 (7043 Customer)

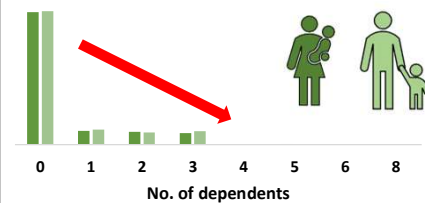Average of tenure(months) is 43 for 'Stayed' category resulting in revenue of $129358.

Stayed, 42.90
Churned, 18.90
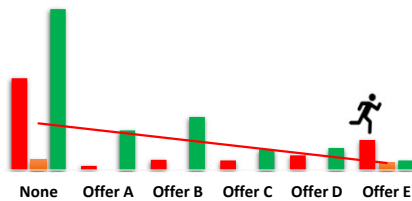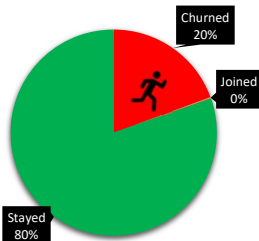Joined, 1.80

With Increase in no. of dependents, the contribution towards total revenue decreases. Customers with Zero dependent are high value customers
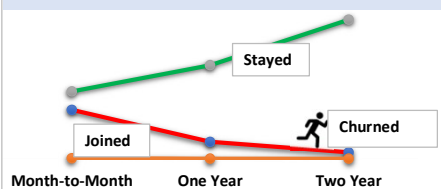
No. of dependents: 0 1 2 3 4 5 6 8

Offer E is most famous among Churned or else no

None  Offer A  Offer B  Offer C  Offer D  Offer E

Most of the Churned customers have opted for Month-to-month plans whereas Stayed customers have 2 year

Stayed
Joined
Churned

Month-to-Month   One Year   Two Year

Only 20% contribution for 'Churned' category

Churned 20%
Joined 0%
Stayed 80%

Gender has no effect on tenure, revenue or offers. Both Genders have ~50% contribution.

49.48%   50.52%
Female   Male
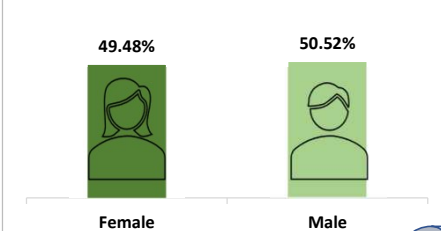
## Recommendations

✓ **_High value customers_** belongs to **_'Stayed'_** category, mostly with **_'zero' dependent_** for Total revenue, tenure and contract.

✓ **_Loss of 18%_** of Total revenu from 'Churned' customers.

✓ **_Gender_** as well as **_age_** is not a factor for customer moving to Competitor company.

✓ Company can work on **_training 'support agents'_** as their attitude is one of the major reason for people leaving company.

✓ **_Prices of plan /offers_** can be revised again as most revenue comes from people without any dependents, so families with dependents feel our plans are expensive than competitor company.

## CHURN RISK ❗

| Total Revenue | Avg.Tenure | Most used Offer | Most used Contract |
|---|---|---|---|
| 3522974.9 (18%) | 18 months | Offer E or no Offer | Month-to-Month |

## Top 3 reasons behind customers choosing other company over our company

Competitor had better devices

Competitor made better offer

Attitude of support person

Don't know

Competitor offered more data

Competitor offered higher download speeds

Attitude of service provider

Product dissatisfaction

Network reliability

Price too high

Moved

Extra data charges

Long distance charges

Lack of affor... dow... uplo...

Poor exp... of onli... sup...

Service dissatisfaction

Limited range of services

Lack of self-service...

Poor... ...