AmdorA comTech Customer churn Analysis

Total Customers	Total Churned customers	Retained Customers	Churn Rate
3.088K	1.233K	1.855K	39.9%

Total Customers by Churn

1.233K (39.93%)

1.855K (60.07%)

Churn
- No
- Yes

Total Customers by Gender

1.515K (49.06%)

1.573K (50.94%)

Gender
- Male
- Female

Total Customers by Dependents

No — 2.4K

Yes — 0.7K

Total Customers by Contract

- 2.288K — Month-to-m...
- 0.487K — One year
- 0.313K — Two year

Total Customers by TechSupport

100%

No — 2.196K

Yes — 0.892K

40.6%

StreamingMo...
- [ ] No
- [ ] Yes

StreamingTV
- [ ] No
- [ ] Yes

OnlineSecurity
- [ ] No
- [ ] Yes

OnlineBackup
- [■] No
- [ ] No internet s...
- [ ] Yes

Data Analysis by Omosede.

AmdorA comTech Customer churn Analysis

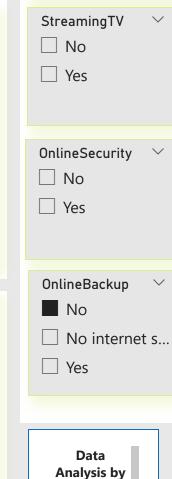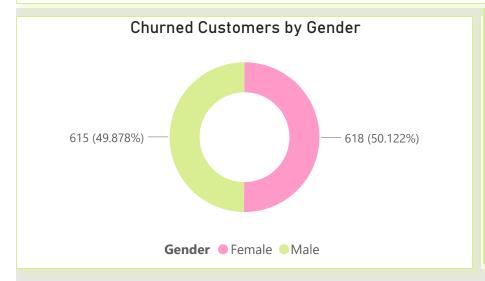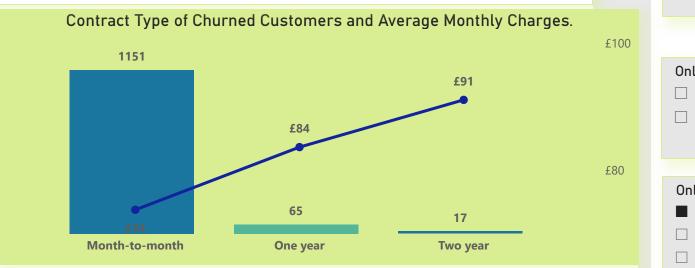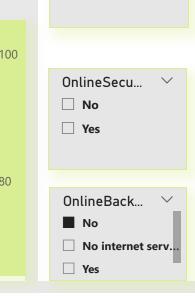| Total Customers	Total Churned customers	Retained Customers	Churn Rate
3.088K	1.233K	1.855K	39.9%

Streaming...
- [ ] No
- [ ] Yes

StreamingTV
- [ ] No
- [ ] Yes

OnlineSecu...
- [ ] No
- [ ] Yes

OnlineBack...
- [■] No
- [ ] No internet serv...
- [ ] Yes

Churned Customers by Gender

615 (49.878%) 618 (50.122%)

Gender ● Female ● Male

Contract Type of Churned Customers and Average Monthly Charges.

	Month-to-month	One year	Two year
Count	1151	65	17
Avg	£74	£84	£91

Churned customers by Dependents

No	Yes
1036	197

Churned customers by Payment Method/Churn Rate.

● Total Churned customers ● Churn Rate

	Electronic check	Mailed check	Bank transfer (...	Credit card (automatic)
Total Churned customers	770	185	150	128
Churn Rate	54%	33%	27%	24%

Churned customers by TechSupport

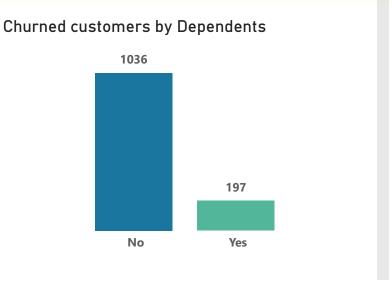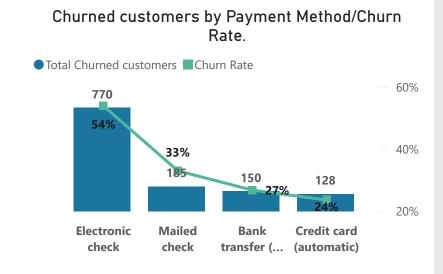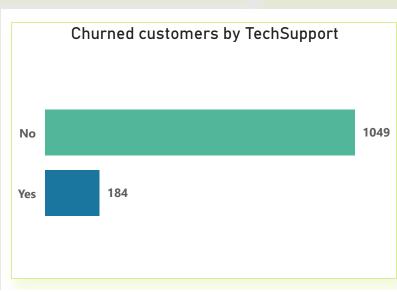| No	1049
Yes	184

KEY INSIGHTS

1. Demographic Insights:

- **Dependents**: Customers without dependents exhibit a much higher churn rate (1,543 churned) compared to those with dependents (326 churned).

- **Senior Citizens**: While senior citizens' data isn't explicitly shown, other demographic indicators, such as dependents, reveal a higher churn rate among customers without dependents.

2. Service Usage Insights:

- **Tech Support**: Customers without tech support have significantly higher churn (1,446 churned) compared to those with tech support (310 churned).

- **Streaming Services**: After further analysis, it was found that 942 of the customers who churned did not have a TV streaming service, 1,461 lacked online security, and 1,233 did not have online backup.
    ### 3. Financial Insights:
- **Monthly Charges**: Customers on month-to-month contracts with higher monthly charges (£85 and £87) tend to churn more compared to those on annual or two-year contracts.

4. Contract Insights:

- **Month-to-Month Contracts**: The majority of churned customers (1,655) are on month-to-month contracts, indicating a much higher churn rate compared to customers on one-year or two-year contracts (166 and 48 churned, respectively)

Recommendation for AmdorA comTech:

1. **Churn Prevention**:
    - **Month-to-Month Contracts**: Customers on month-to-month plans are more likely to leave. Offering incentives like discounts or perks for signing longer-term contracts could keep them around.
    - **Customers Without Dependents**: People without dependents are churning more. Personalized offers for this group might help improve loyalty.
    - **Electronic Check Payments**: Nearly half of the customers paying by electronic check are leaving. Encouraging automatic payments could help.
    - **No Tech Support**: Many customers without tech support are churning. Promoting its benefits or offering deals could improve retention.
2. **Actionable Steps**:
    - **Incentives**: Give month-to-month customers reasons to switch to longer contracts, and promote automatic payments and tech support to boost retention.
    - **Bundling Services**: Offer bundles or deals on underutilized services like TV streaming or online security to increase customer satisfaction.

3. **Long-Term Focus**:
    - **Loyalty Programs**: Introduce rewards for long-term customers to keep them engaged.
    - **Personalized Engagement**: Regularly check in with customers and tailor offers to their needs to build stronger connections.

Conclusion:

By addressing key drivers of churn—such as the high-risk groups of month-to-month users, those without tech support, and customers using less secure payment methods—AmdorA comTech can implement targeted strategies to reduce churn. These initiatives, combined with a focus on enhancing customer engagement and service offerings, will help improve customer satisfaction, increase loyalty, and drive long-term growth.