

**PROJECT: Telco Customer Intelligence Suite**

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## EXECUTIVE SUMMARY

**1. Mission Objective** To diagnose the root causes of customer churn and identify high-value acquisition channels for Telco Company, utilizing a dataset of 7,000+ customers. The goal was to move beyond static reporting to predictive "Health Scores" that drive strategy.

### 2. Key Findings

- **Retention Crisis:** The current Churn Rate is **26.5%**, which is critically high. The primary driver is **Contract Type**; customers on "Month-to-Month" contracts account for the overwhelming majority of churn events.
- **The "Churn Cliff":** Analysis of customer tenure reveals a severe drop-off in the first **1-6 months**. If a customer survives this initial period, their Average Tenure extends significantly (averaging **32.4 months** overall).
- **Growth Quality:** While acquisition volume is steady, the **Growth Health Index (5.6/10)** indicates fragility. Growth is heavily reliant on lower-stability contracts. However, **Fiber Optic** customers represent a high-ARPU opportunity if their retention can be stabilized.

### 3. Strategic Recommendations

1. **Intervention Strategy:** Implement a "New Customer Onboarding" program specifically for the first 90 days to bridge the "Churn Cliff."
2. **Pricing Pivot:** Incentivize "Month-to-Month" customers to switch to 1-Year or 2-Year contracts. Even a 10% conversion rate here would drastically reduce the 26.5% churn rate.
3. **Targeted Acquisition:** Focus marketing spend on **Fiber Optic** users (highest ARPU) but bundle it with mandatory service checks to prevent the high dissatisfaction churn seen in that segment.