**About Churn Analysis Project**

**Using Excel.**

Project started on 27 April 2024

**Steps performed in this project**

1. Understanding dataset.
2. Created ER Diagram to find the relation between telecom\_customer\_data & telecom\_zipcode\_population.
3. Started data cleaning process by checking all the null values in the columns (did not find null values). Corrected all the negative values by just replacing the minus sign.
4. Dropped column Logitute and Latitude because of no use in churn analysis process.
5. Data preprocessing on columns like age, tenure\_in\_months

**Age**

Young – 19 to 30

Middle – 31 to 50

Old – 50 +

**Tenure\_in\_months**

New Customers – 0 to 6 months

Early Stage Customers – 7 to 12 months

1. Divided all the city names into North California, South California, East California, West California & Central California with the help Chatgpt and later on using vlookup created a new column naming city\_part which show which city falls in which part of the California.
2. Created pivot table for further analysis. Started finding solutions to the question that was generated by the Chatgpt.

**Questions**

**Demographic Analysis:**

1. What is the distribution of customers by gender?

2. What is the average age of customers?

3. How many customers are married, and what percentage of them churned?

**Customer Behaviour:**

1. How many customers have dependents, and how does this correlate with churn?

2. What is the distribution of customers across different cities or zip codes?

3. How many referrals do customers typically make, and does this relate to their tenure?

**Service Usage:**

1. How many customers have phone service, and what percentage of them use multiple lines?

2. What is the distribution of customers by type of internet service and internet type?

3. Is there a correlation between monthly charges and the amount of data downloaded or long-distance charges?

**Subscription and Billing Preferences:**

1. How many customers are on a contract basis, and do they churn less compared to those without a contract?

2. What percentage of customers prefer paperless billing, and how does it affect churn?

3. Which payment methods are most commonly used by customers, and is there a correlation with churn?

**Churn Analysis:**

1. What is the overall churn rate among telecom customers?

2. Can you identify any common reasons for churn based on the churn category and reason columns?

3. Are there any specific customer segments (e.g., based on demographics or usage behavior) more likely to churn?

4. These questions should provide a good starting point for your data analysis project. Feel free to dive deeper into any specific areas of interest or conduct additional analyses based on the insights you uncover.

Project completed on 30 April 2024

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