



POWERED BY JOBAAJ LEARNINGS

TELECOM CUSTOMER CHURN

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PROBLEM & BACKGROUND

- **Analyze customer churn in a telecom company and identify key drivers.**
- **Understand customer profiles for churned, joined, and stayed customers.**
- **Find strategies to retain high-value customers and improve customer retention.**
- **Gain insights into customer behavior and preferences through data analysis.**
- **Develop effective strategies for reducing churn and improving overall customer satisfaction.**

SOLUTION

- **Analyze telecom customer churn data to understand customer behavior.**
- **Consider factors like gender, age group, cities, internet service, and usage patterns.**
- **Derive meaningful insights to identify churned, joined, and stayed customers.**
- **Develop targeted retention strategies based on the analysis to improve customer satisfaction.**

METHODOLOGY & PROJECT SCOPE

- **Data Cleaning**
- **Customer Profiling**
- **Internet Service Analysis**
- **Revenue and Consumption Analysis**
- **Unlimited Data and Streaming Services**
- **Churn Reasons**
- **Payment Method**
- **Churn Offers**

GOALS & KPIS

- **Goal 1: Understand the customer profile for churned, joined, and stayed customers.**
- **KPIs: Percentage and number of customers by gender, age group, cities, and internet service.**
- **Goal 2: Identify the key drivers of customer churn.**
- **KPIs: Count of churn reasons, average revenue, average GB consumed, and usage of unlimited data and streaming services.**
- **Goal 3: Evaluate the impact of churn offers and payment methods.**
- **KPIs: Count of churn offers and payment methods preferred by churned users.**

CONCEPTS USED

- Data cleaning and handling missing values.
- Descriptive statistics and data categorization.
- Data analysis and visualization techniques.

CONCLUSION

- Analyzed telecom customer churn data to uncover insights on customer behavior and preferences.
- Identified key findings related to customer demographics, internet service usage, revenue, and consumption patterns.
- Explored factors such as unlimited data, streaming services, churn reasons, payment methods, and churn offers.
- Enabled the development of strategies to retain high-value customers and improve customer satisfaction.
- Laid a solid foundation for future analysis and decision-making in addressing customer churn.



THANK YOU

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