Customer Churn Analysis

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Introduction

This is a Telecommunication company that provides phone and internet services to 7,043 customers in California, this project will focus on knowing why customers are leaving the company so that the company will be able to use insights from this analysis to prevent future churn.

#### Why do companies try to know customer who leave and those who stayed?

* Utilizes these insights to predict customers who are likely to churn
* Gainsight and understands the negative impact that churn rate can have on company profits.
* To identifies the causes for churn and works to resolve those issues.
* To engages with customers to foster relationships

**These are the questions that will guide the analysis**:

What is the **customer profile** for a customer that churned, joined, and stayed? Are they different?

What seem to be the **key drivers** of customer churn?

Is the company **losing high value** customers?

How can they be **retained**?

### Analysis

How many customers did we lose

The company has a total of 7,043, The company retained 67% of its customers and lost 26% and joined 6%.

names(df\_customer\_status) <- c("Customer Status", "Count","Percentage")  
  
formattable(df\_customer\_status, list(  
   
 Count = color\_bar("lightblue"),  
Percentage = color\_bar()  
 ))

Customer Status

Count

Percentage

Stayed

4720

67.02%

Churned

1869

26.54%

Joined

454

6.45%