Telecom Customer Churn Analysis Report
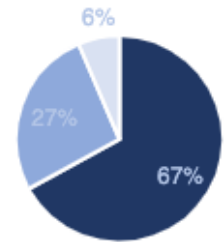
In this analysis, we were provided with customer data and churn information to identify key factors and patterns associated with customer churn, as well as to develop recommendations to help reduce churn.
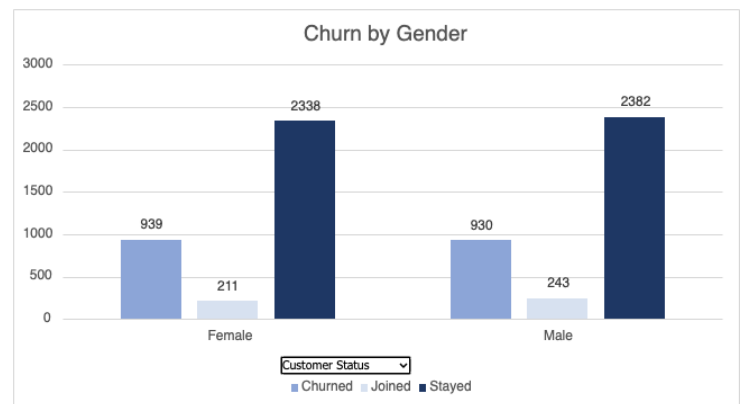
We began by analyzing overall customer status to understand how many customers stayed, churned, or joined. The majority of customers remained with the company, with 67 percent staying. About 27 percent churned, while only 6 percent were new customers.
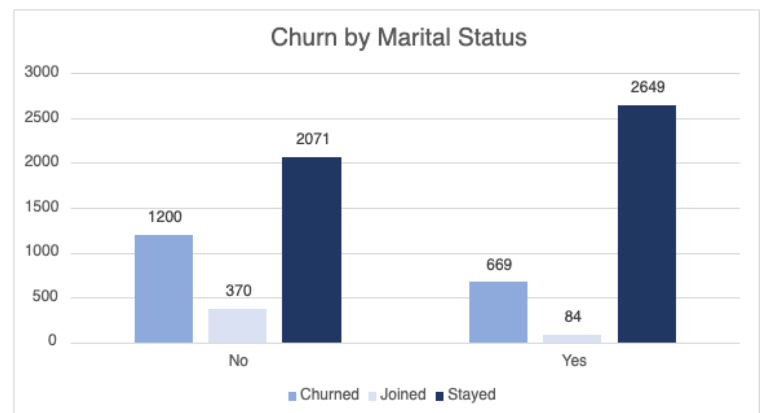

Next, we examined churn by gender to determine whether it played a role. The results were very similar across both groups. A total of 2,338 women and 2,382 men stayed with the company, while 939 women and 930 men churned, a difference of only three customers. Additionally, 211 women and 243 men joined. Based on these results, gender does not appear to be a significant factor in churn.
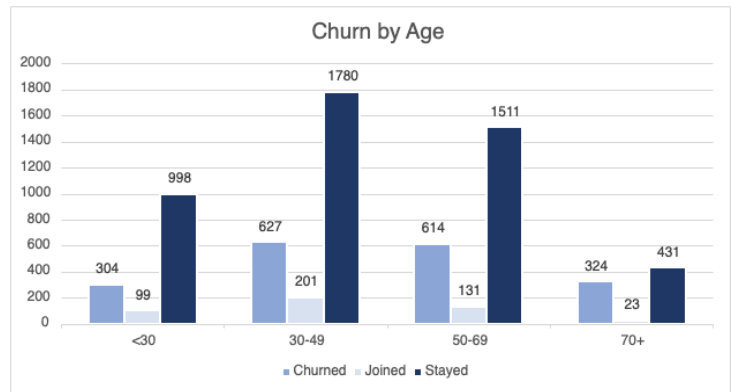

We then analyzed churn by marital status. Among customers who stayed, 2,071 were not married and 2,649 were married. For churned customers, 1,200 were not married compared to 669 who were married. In addition, 370 unmarried customers joined, compared to only 80 married customers. This shows that not
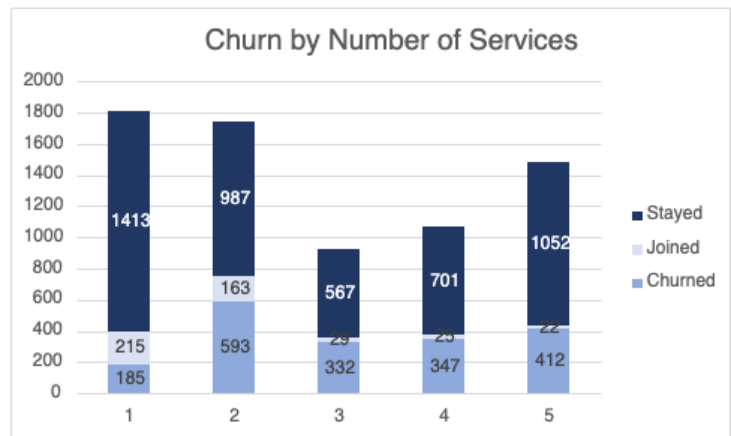
married customers were almost twice as likely to churn compared to married customers, making marital status a notable factor.
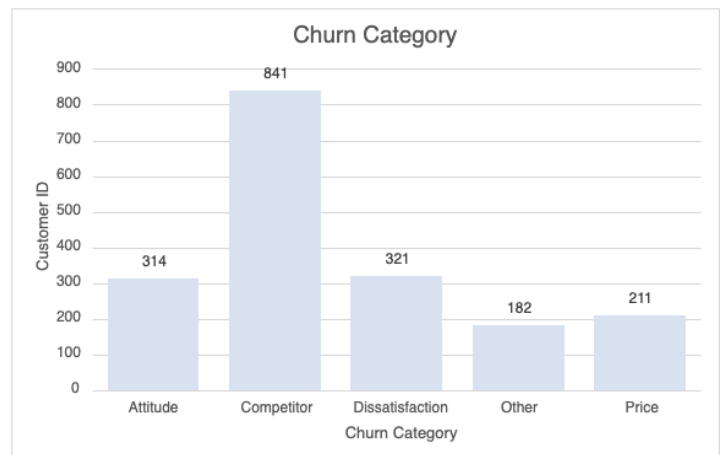
For age, customers were grouped into four ranges: under 30, 30 to 49, 50 to 69, and 70 plus. The highest churn counts occurred in the 30 to 49 and 50 to 69 age groups. However, these groups also had the largest number of customers overall, so when considering churn rate rather than the numbers, the rates across age groups were fairly similar. This suggests age is not a major driver of churn.

We also analyzed the total number of services to see if it impacted churn. The largest group of customers had only one service, and this group also showed the lowest churn rate. The highest churn rate occurred among customers with two services, followed by those with five services.

When reviewing the reasons for churn by category, competition was the leading cause, with 841 customers leaving for competitors. This was followed by dissatisfaction with 321 customers and attitude with 314 customers.

Based on this analysis, several patterns and key factors emerge. Gender and age do not significantly impact customer churn, as rates are relatively consistent across these categories. Marital status is a strong factor, with not married customers churning at nearly twice the rate of married customers. The number of services also plays an important role, as customers with one service appear satisfied, while customers with two services experience the highest churn. Finally, competition is the most common reason for churn, followed by dissatisfaction and attitude.

From these findings, several recommendations can be made. First, the company should closely analyze competitor offerings and strategies, as many customers believe competitors provide better value. Implementing competitive pricing, features, or incentives could help retain customers. Second, dissatisfaction and attitude related churn indicate a need to improve customer experience. Actively collecting feedback through surveys and reviews, clearly communicating that customer opinions matter, and implementing changes based on feedback can help customers feel heard and valued.

Additionally, since unmarried customers churn at higher rates, the company should consider creating better single customer packages that provide strong value whether the plan is for one person or multiple people. Lastly, service bundling should be improved. While customers with one service appear satisfied and have the lowest churn, customers with two services churn at the highest rate. This suggests bundles may not be meeting customer expectations and should be restructured to offer clearer benefits and savings.

If these changes are implemented, especially improvements based on customer feedback, overall customer satisfaction should increase. This would help reduce churn and potentially attract customers from competitors as well.