

# Telcom Customer Churn Analysis

project number # 1

yihalem and yakov

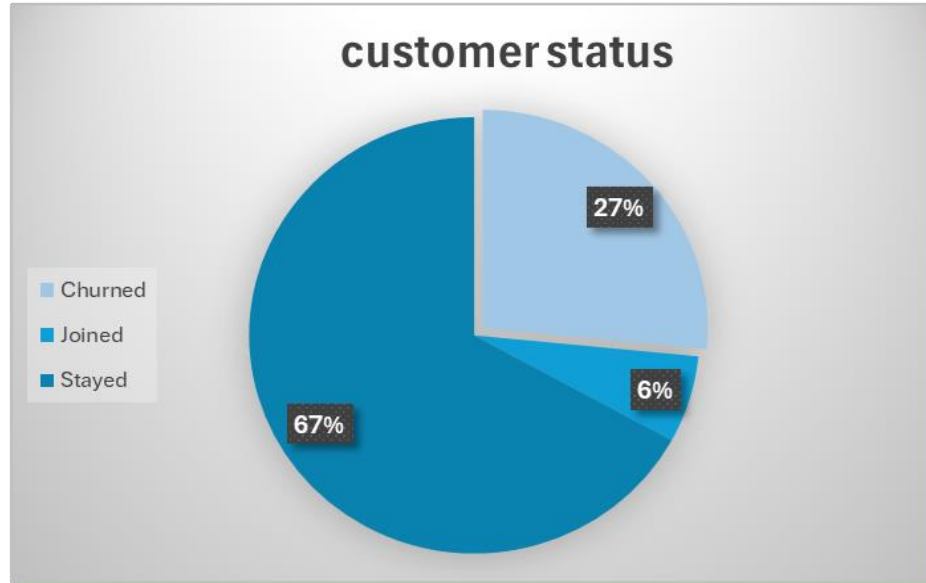
# Research Questions

- What are main reason for customer churn
- Which churn categories provide the most revenue
- how long after joining do the customer leaving

# Overview of customer status

Customer Status	Count	percentage
Churned	1869	27%
Joined	454	6%
Stayed	4720	67%
<b>Total</b>	<b>7043</b>	<b>100.00%</b>

# The distribution of customers by category

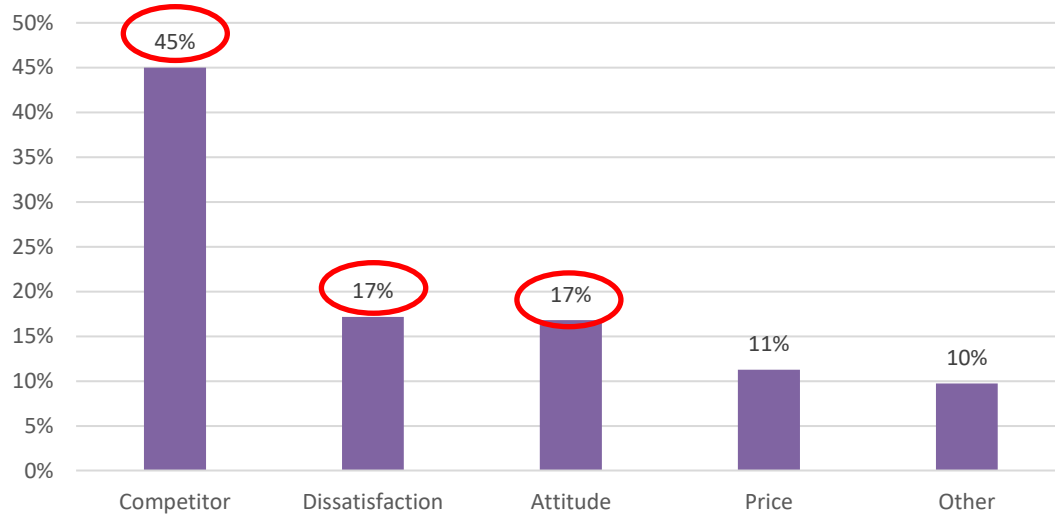


## Customers Churn income %

Customer Status	Count of Customer	Sum of Total Revenue	Percentage Income	Avg Revenue per customer
Churned	1869	\$ 3,684,459.8	17.2%	\$ 1,971.4
Joined	454	\$ 54,279.8	0.3%	\$ 119.6
Stayed	4720	\$ 17,632,392.1	82.5%	\$ 3,735.7
<b>Grand Total</b>	<b>7043.00</b>	<b>\$ 21,371,131.7</b>	<b>100.0%</b>	<b>\$ 3,034.4</b>

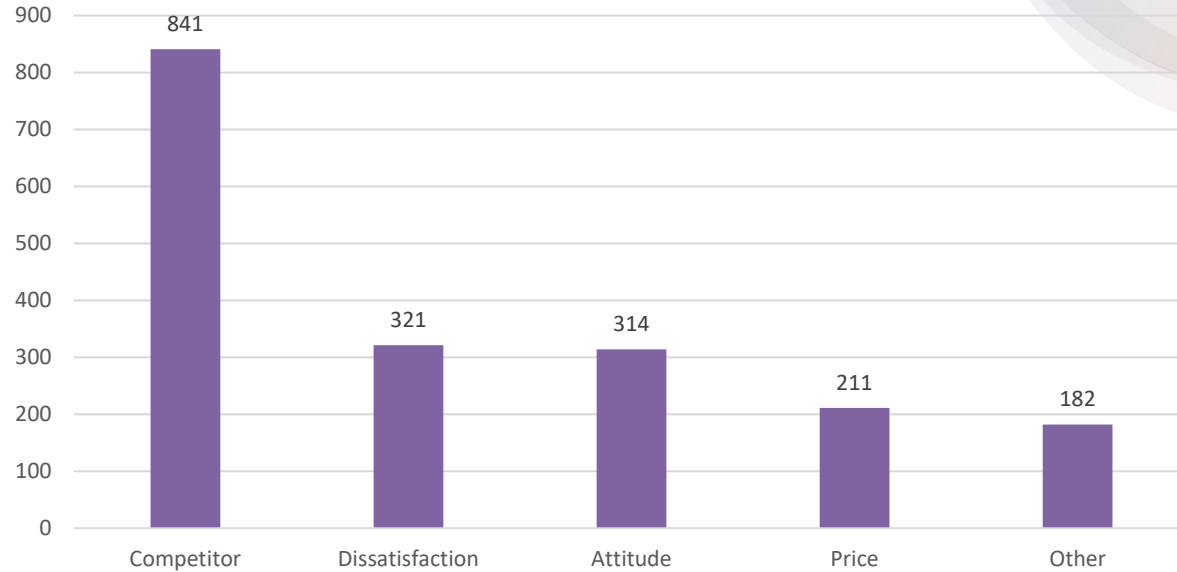
About 17% of the revenue comes from the churn customer

## Churn reason by category



There are **3 lead** reasons of churning

# Churn reason by category

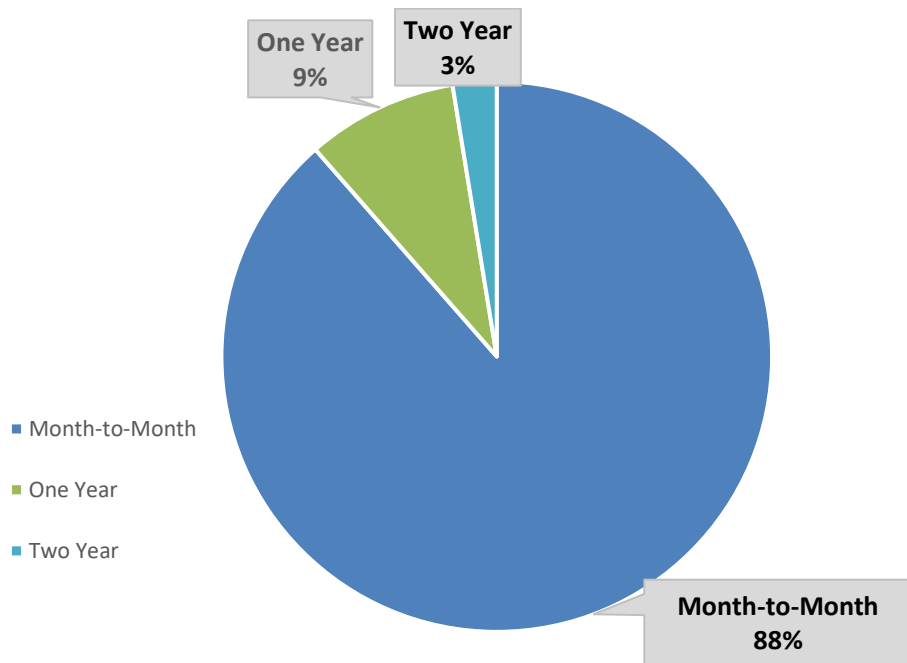


# Churn Reason by income

churn category and reason	Count of Customer ID	Count of Customer	Sum Total Revenue
<b>Competitor</b>	<b>841</b>	<b>45%</b>	<b>\$ 1,694,413</b>
Competitor had better devices	313	17%	\$ 579,877
Competitor made better offer	311	17%	\$ 582,822
Competitor offered more data	117	6%	\$ 297,568
Competitor offered higher download speeds	100	5%	\$ 234,146
<b>Dissatisfaction</b>	<b>321</b>	<b>17%</b>	<b>\$ 617,979</b>
Product dissatisfaction	77	4%	\$ 204,876
Network reliability	72	4%	\$ 132,444
Service dissatisfaction	63	3%	\$ 122,914
Limited range of services	37	2%	\$ 47,254
Poor expertise of online support	31	2%	\$ 56,617
Lack of self-service on Website	29	2%	\$ 36,788
Poor expertise of phone support	12	1%	\$ 17,086
<b>Attitude</b>	<b>314</b>	<b>17%</b>	<b>\$ 579,554</b>
Attitude of support person	220	12%	\$ 404,695
Attitude of service provider	94	5%	\$ 174,859

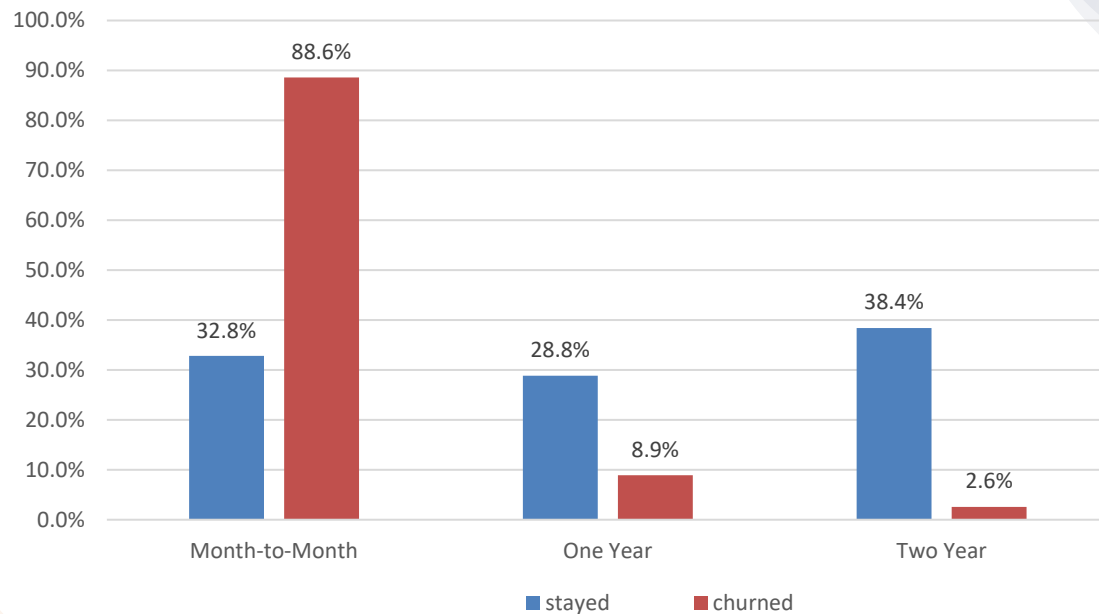


# Customer churn contract by status

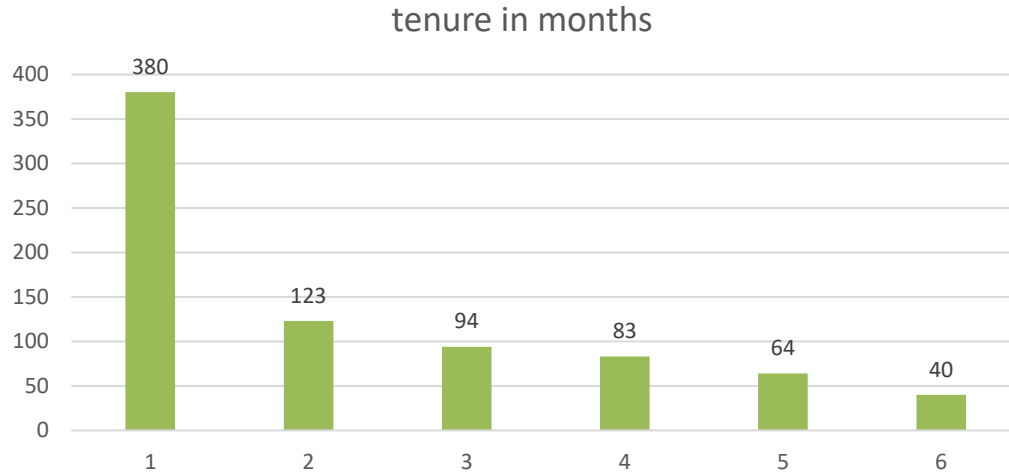


Over **88%** of churn contract is month to month

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most of customer churn at first 6<sup>th</sup> month

## Customer Churn by offers

internet type 	Count of Customer ID	Count of Customer ID2	Sum of Total Revenue
 Churned	1869	100.00%	3,684,460
None	1051	56.23%	2,114,548
Offer E	426	22.79%	120,752
Offer D	161	8.61%	246,014
Offer B	101	5.40%	578,016
Offer C	95	5.08%	320,207
Offer A	35	1.87%	304,924
Grand Total	1869	100.00%	3,684,460

## Customer stayed by offers

internet type 	Count of Customer ID	Count of Customer ID2	Sum of Total Revenue
 Stayed	4720	100.00%	17,632,392
None	2547	53.96%	9,200,462
Offer B	723	15.32%	3,609,901
Offer A	485	10.28%	3,350,296
Offer D	441	9.34%	546,053
Offer C	320	6.78%	824,880
Offer E	204	4.32%	100,800
<b>Grand Total</b>	<b>4720</b>	<b>100.00%</b>	<b>17,632,392</b>

# Conclusion to improvement

## ***ATTITUDE***

Telecom should train the teams on the all support services to be more service oriented.

The company should consider launching new incentives- system based on the customers' feedback.

## ***DEVICES***

Telecom should offer better substitute devices of higher quality that aligned with the devices offered by the competitor



# The End

Questions ?

Thank you for listening