

Telco Churn Analysis and Insights

Overview

Key Influences

Churned Details

Insights and Recommendation

Total Revenue

\$21.37M

Count of Customer ID

7043

Stayed	4720
Joined	454
Churned	1869

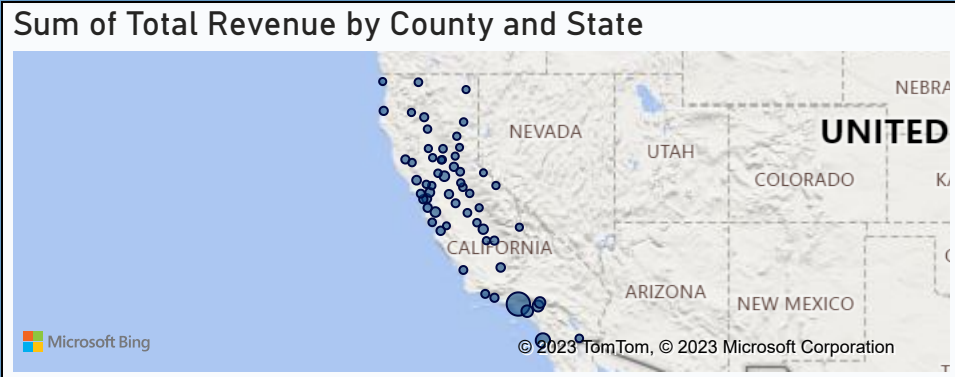
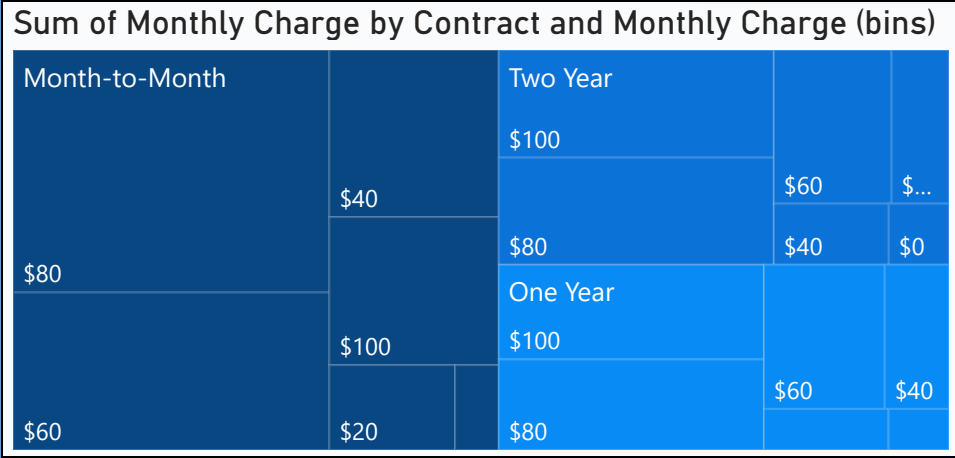
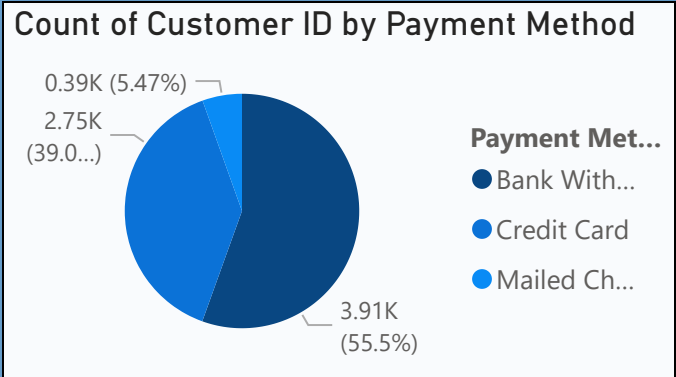
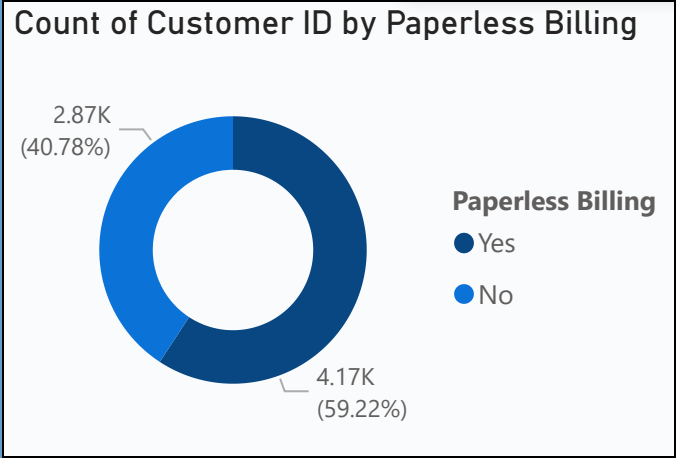
Churn %

26.54%

0.0% 100.0%

Stayed	\$17.63M
Joined	\$54.28K
Churned	\$3.68M

- County
- ☐ Alameda County
 - ☐ Alpine County
 - ☐ Amador County
 - ☐ Butte County
 - ☐ Calaveras County
 - ☐ Colusa County
 - ☐ Contra Costa County
 - ☐ Del Norte County
 - ☐ El Dorado County
 - ☐ Fresno County
 - ☐ Glenn County
 - ☐ Humboldt County
 - ☐ Imperial County
 - ☐ Inyo County



Key Influences of Churn

Number of Churned Customers

48

No of Feedback from Churn customers

Competitor made better offer

8

Competitor had better devices

6

Competitor offered more data

6

Contract Type

Month-to-Month

One Year

Two Year

Key influencers Top segments

What influences Customer Status to be Churned ?

When...

....the likelihood of Customer Status being Churned increases by

Sum of Number of Dependents is 0 or less

Infinity

Internet Service is Yes

4.45x

Monthly Charge (bins) is more than \$80

4.41x

Streaming Movies is Yes

2.94x

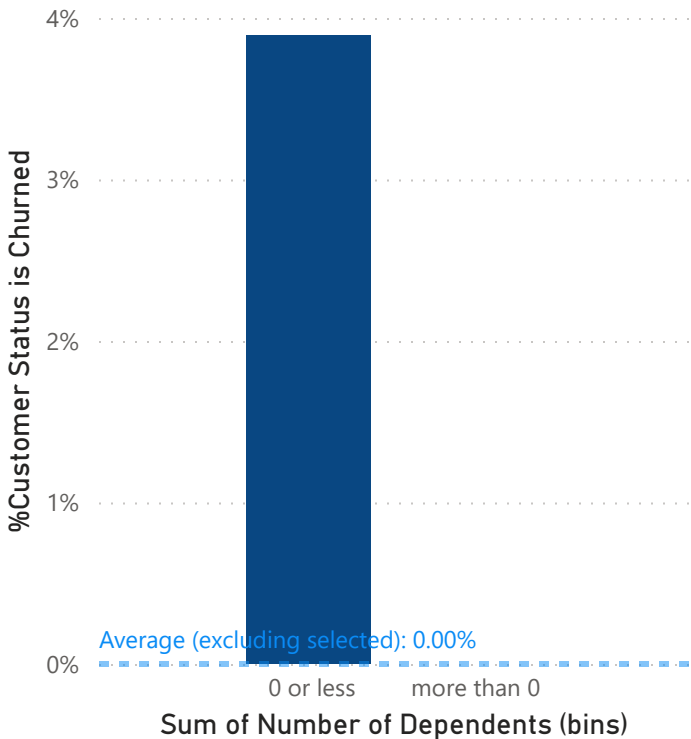
Device Protection Plan is Yes

2.72x

Multiple Lines is Yes

2.51x

← Customer Status is more likely to be Churned when Sum of Number of Dependents is 0 or less than otherwise (on average).



☐ Only show values that are influencers

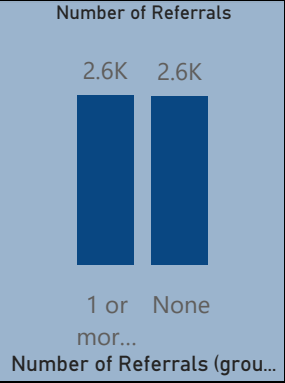
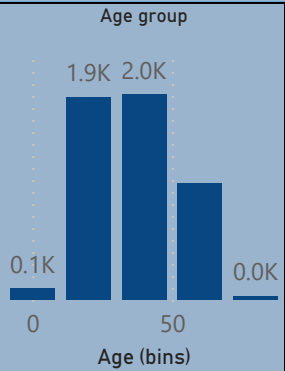
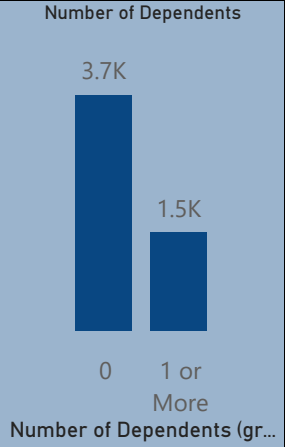
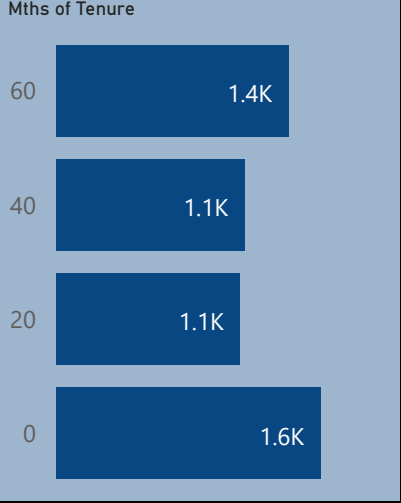
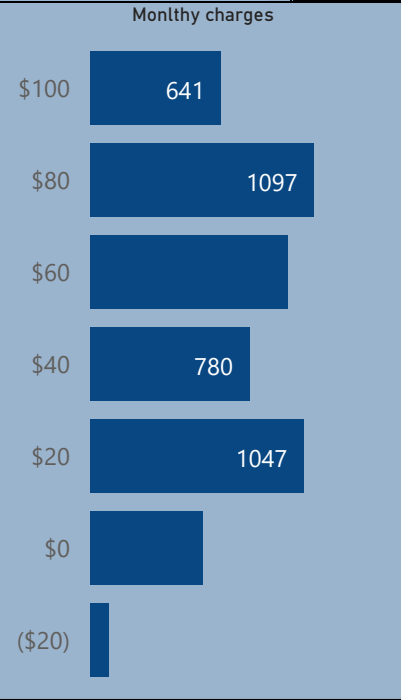
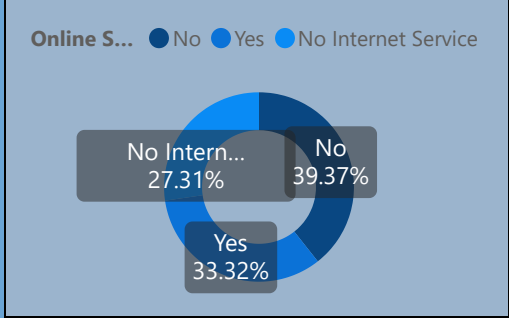
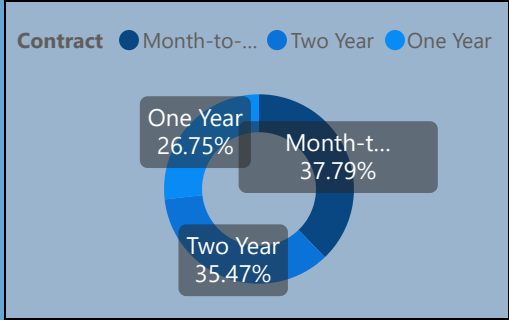
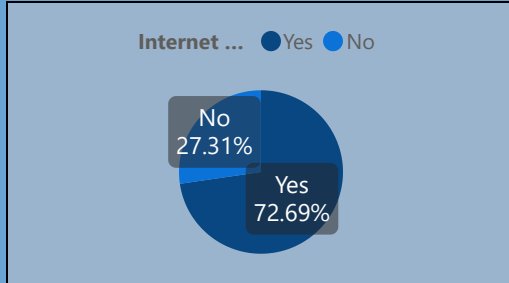
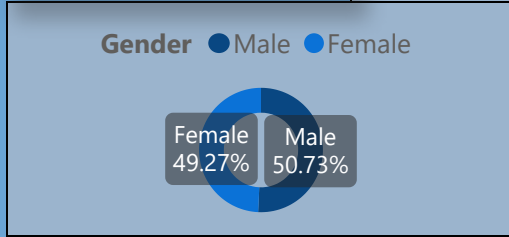
Existing Customers

Average monthly charges

\$60.07

No. of Customers

5174



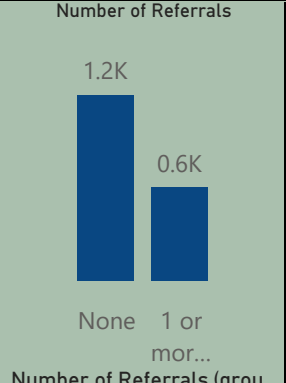
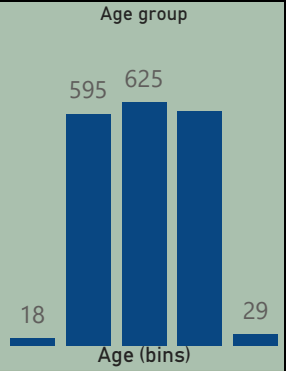
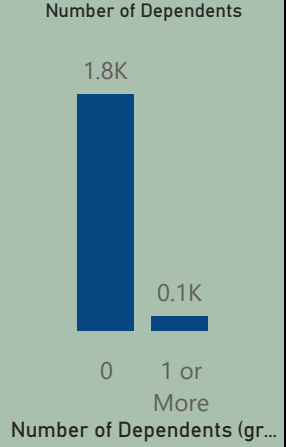
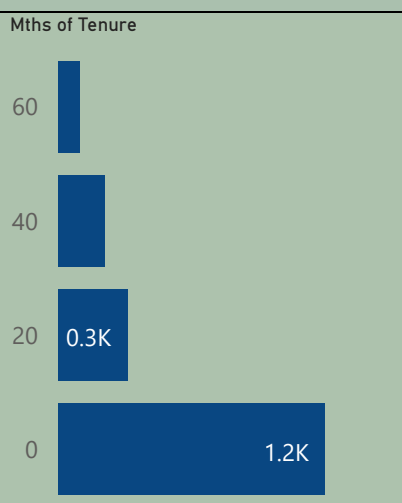
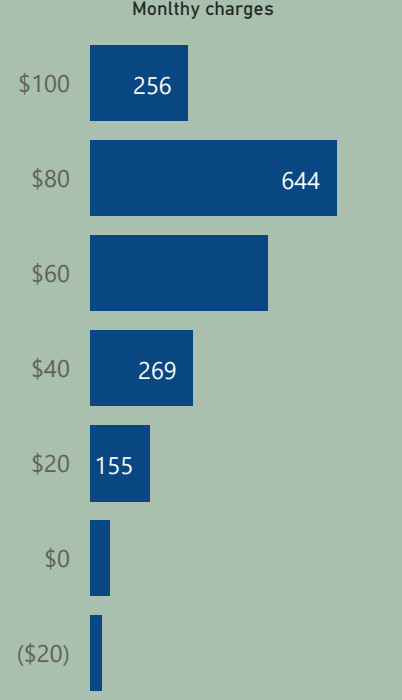
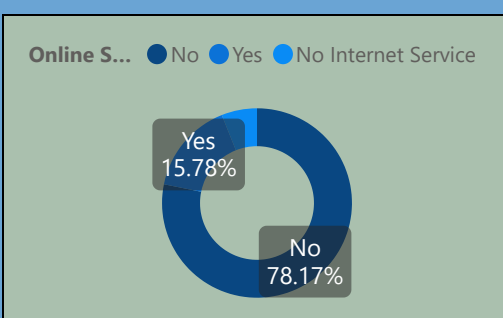
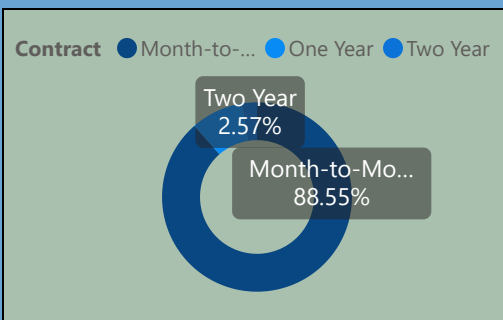
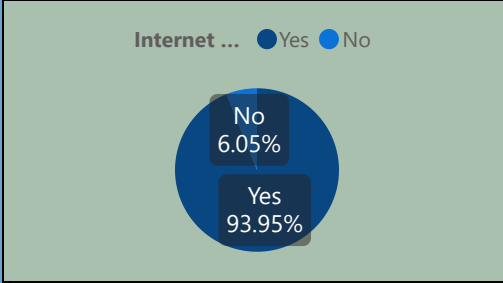
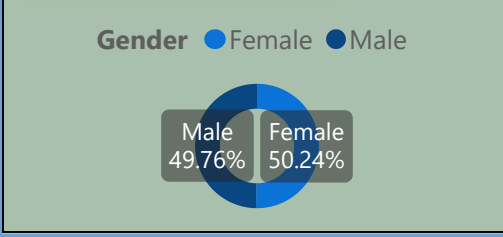
Churned Customers

Average monthly charges

\$73.35

No. of Customers

1869



Insights

- 1) Churn is 26.5% of Customer base (very high).
 - i) Churn is NOT replaced by new customers (1869 vs 454)
- 2) Main Driver of Churn is number of dependents
 - i) 5x more likely to be churned
- 3) Other observation of churned customers
 - i) They have internet service
 - ii) They don't have Internet security
 - iii) They don't have paid tech support
- 4) Deeper drive into contract types
 - i) Month-on-month (no contract) - More than 64 yrs old - churn increase 2x
 - ii) Customers on contract (1 yr or 2 yr) - those who pay more than \$80 are 4x more likely to churn

Recommendation

- 1) Research into why customers with Dependents churn more
- 2) Pay more attention to customers who are on contract and paying more than \$80, especially when they are close to end of contract
- 3) Bundle additional services into service - Internet security, tech support
- 4) Investigate why customers with Internet service churn more. Pricing? Poor connectivity?