# Customer Churn Findings & Analysis

## Overview

The analysis focuses on understanding customer churn for a service provider, examining various factors such as demographics, service usage, payment methods, and contract details.

## Summary

| Key Information | |
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| | **Overall churn rate**<br><br>7.0% (1,732 out of 6,418 customers) |
| | **Contract duration**<br><br>Shorter contracts (Month-to-Month and One Year) show higher churn rates compared to longer contracts (Two Year) |
| | **Payment methods**<br><br>Customers paying via mailed checks have higher churn rates, while those using bank withdrawals and credit cards have lower churn rates |
| | **Geographical variations**<br><br>Some states (e.g., Jammu, Assam, and Jharkhand) exhibit higher churn rates than others |
| | **Monthly Charge Range**<br><br>Out of 6,418 customers, 3,428 fall within the monthly price range of $50-$100, with a total churn of 1,138 customers in this segment. |
| | **Age factor**<br><br>Younger customers (20-35 age group) have the highest churn rate |

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| **Notable Statistics** | <ul><li>Total customers**: 6,418**</li><li>Total churn**: 1,732**</li><li>New joiners**: 411**</li><li>Churn prediction**: 373 customers are predicted to churn**</li></ul> |
| **Blockers** | **Competitive factors**<br><br>Better devices, offers, and download speeds from competitors<br><br>**Customer service**<br><br>Attitude and performance of support and service personnel |
| **Recommen dations** | 1. **Targeted Retention Strategies**:<ul><li>Focus on younger customers (20-35 age group) with tailored retention campaigns, such as more exclusive offers.</li><li>Implement targeted marketing strategies in states with higher churn rates (e.g., Jammu, Assam, Jharkhand) to address specific customer needs and preferences.</li></ul>2. **Contract Incentives**:<ul><li>Encourage customers to opt for longer contract durations (e.g., Two Year contracts) by offering incentives such as discounts or additional services.</li><li>Consider introducing flexible contract options that allow customers to switch plans without penalties.</li></ul>3. **Enhance Customer Service**:<ul><li>Invest in training for customer service personnel to improve their attitude and performance, as this can significantly impact customer retention.</li><li>Implement a feedback mechanism to gather customer insights on service quality and address any issues promptly.</li></ul> |