



Customer Churn Analysis Report



1. Overall Churn Rate

- **Total Churned Customers:** 1869 out of 7032 → **26.5%**
 - **Insight:** 1 in every 4 customers is leaving.
 - **Action:** Focus on customer retention strategies.
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2. Senior Citizen Impact

Category	Churn Rate
Non-Senior	26.6%
Senior Citizen	24.8%

- **Insight:** **Non-senior citizens** (younger customers) churn **slightly more**.
 - **Action:** Design offers that attract and retain younger users.
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3. Tenure (Customer Duration)

- **Highest churn (190 customers)** happens in **first month**.
 - After **2 months**, churn **drops significantly**.
 - **Insight:** New users are at **highest risk** of leaving.
 - **Action:** Provide offers, support, or onboarding calls in the first 2 months.
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4. Contract Type Impact

Contract Type	Churn Rate
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Month-to-Month	43%
One Year	11%
Two Year	3.5%

- ✅ **Insight:** Short-term users leave faster.
- 💡 **Action:** Give discounts or extra features for annual/2-year plans.

💰 5. Monthly Charges

- Users paying **₹70 or more** are **twice as likely** to churn.
- ✅ **Insight:** High-billing users are **more sensitive**.
- 💡 **Action:** Give premium users **special benefits** or support.



🔧 6. Optional Services

Service	Churned % if not subscribed
Online Security	40%
Tech Support	38%
Device Protection	37%
Online Backup	35%

- ✅ **Insight:** Users **without these services** churn more.
- 💡 **Action:** Offer **bundle packages** or **free trials** for these services.



💳 7. Payment Method Impact

Method	Churn Rate
Electronic Check	45%
Bank Transfer	15%
Credit Card	12%
Mailed Check	13%



-  **Insight:** Electronic check users churn the most.
-  **Action:** Encourage digital auto-payment with **cashbacks or discounts**.

8. Partner Status

Partner Status	Churn Count	Total Users	Churn %
Yes	669	3391	19.7%
No	1200	3641	33%

-  **Insight:** Single users churn more than those with a partner.
-  **Action:** Run **couple/family plans** or partner referral bonuses.

Final Summary Table

 Area	 Insight	 Recommendation
Overall Churn	26.5% churn rate	Focus on retention
Tenure	Highest churn in first 2 months	Strengthen onboarding, early offers
Contract Type	Month-to-month churn is 43%	Push 1–2 year plans with offers
Monthly Charges	High-paying users churn more	Provide premium support or loyalty rewards

Optional Services	Lack of add-ons leads to more churn	Create bundles, free trials, or promotions
Payment Method	Electronic check = 45% churn	Promote auto-pay, UPI, or credit card benefits
Partner Status	Single users churn 13% more	Offer family/partner referral plans
Senior Citizen	Younger users churn more	Engage youth with targeted plans