

# Summary of Telecom Churn Analysis

This analysis examines customer churn for a telecom company, focusing on identifying key factors contributing to customer attrition. Below is a summary of key findings:

1. **Overall Churn Rate:** Approximately **26.54%** of customers have churned, as indicated by a pie chart, highlighting the need to address customer retention.
2. **Demographic Insights:**
  - **Gender:** Churn does not show a strong difference by gender, suggesting that both male and female customers are equally likely to churn.
  - **Senior Citizens:** Senior citizens exhibit a higher churn rate, as shown in a stacked bar chart. Over **40%** of senior customers have churned compared to younger customers, indicating age-related service preferences may impact retention.
3. **Service Usage & Churn:**
  - **Internet Services:** Customers using **Fiber optic internet** have a significantly higher churn rate than those using DSL or without internet services, suggesting potential dissatisfaction with this service type.
  - **Additional Services:** Customers who do not subscribe to additional services like **Online Security**, **Tech Support**, and **Streaming TV** are more likely to churn. This points to a correlation between service bundling and customer retention.
4. **Contract Type:**
  - The churn rate is higher among customers with **month-to-month contracts** compared to those with longer-term contracts. This suggests that longer commitments are associated with better customer retention.
5. **Payment Method:**
  - Customers paying by **electronic check** have a notably higher churn rate compared to those using other payment methods, such as credit cards or bank transfers, which may reflect preferences tied to customer experience with payment convenience.

These insights provide a foundation for targeted retention strategies. For instance, focusing on improving Fiber optic service satisfaction, encouraging the adoption of additional services, and incentivizing longer contract commitments could potentially reduce churn.