

# Executive Summary – Telco Churn Analysis

## Objective

This analysis aims to understand customer churn in a telecommunications company. By exploring key trends and factors influencing churn, we can derive actionable insights to improve customer retention.

## Key Findings

1. **Overall Churn Rate**
  - Approximately **26.54%** of customers have churned, as seen in the pie chart.
2. **Demographics & Churn**
  - **Senior Citizens** have a higher churn rate compared to younger customers.
  - **Gender** does not significantly impact churn.
3. **Contract Type & Churn**
  - **Month-to-month contracts** have the highest churn rates.
  - Customers with **1-year or 2-year contracts** are significantly less likely to churn.
4. **Service Usage & Churn**
  - Customers who **do not use** services like **Online Security, Tech Support, and Streaming TV** have higher churn rates.
  - **DSL internet users** are more likely to stay compared to fiber-optic users.
5. **Payment Methods & Churn**
  - Customers using **electronic checks** have the highest churn rate, indicating potential dissatisfaction with this payment method.

## Recommendations

- **Encourage long-term contracts** with incentives to reduce churn among month-to-month customers.
- **Improve service offerings** for customers who do not use value-added services (Online Security, Tech Support).
- **Address payment method concerns**, possibly by offering discounts or better alternatives to electronic checks.
- **Customer Retention Strategies** should focus on **high-risk demographics**, particularly senior citizens and month-to-month users.