

Executive Summary

Here are a few key findings from the analysis. These highlight the major customer segments and features where churn is most common:

- > Customers on monthly subscription plans have the highest **churn rate (42.7%)**. Users with no long-term commitment are much more likely to cancel.
- > Customers using advanced collaboration features (e.g., **video conferencing & file sharing**) churn at a high rate (**41.9%**), suggesting issues with pricing, usability, or value.
- > Customers without enterprise **security features churn at 41.8%**, while those with security enabled churn much less (14.6%).
- > Users paying with manual methods (**like electronic check equivalents**) churn at the highest rate (**45.3%**). Those on auto-pay options churn far less (15–17%).
- > **senior citizen group churn more (41.7%)** compared to younger users (23.6%), showing a need for **simpler, more supportive experiences..**
- > New customers in **their first year** have the highest churn (47.7%).
- > Customers on annual and multi-year subscriptions churn far less (11.3% for one year, 2.9% for two years). Longer-term commitments strongly improve retention.

Recommendation for Retention:

- > **Encourage customers to switch from monthly to annual/multi-year plans by offering discounts, credits, or bonus features.**
- > Investigate issues in **advanced collaboration features** (complexity, performance, or pricing) and improve usability to reduce dissatisfaction.
- > Bundle enterprise **security and premium support** as part of standard plans to lower cancellations.
- > Push for **automatic payment** adoption by offering small discounts, loyalty credits, or convenience perks.
- > Senior-friendly plans with **easy billing, and dedicated support** to reduce churn in older segments.
- > Strengthen onboarding programs for first-year customers **with welcome offers.**

Churn_Analysis:

FeatureName	FeatureValue	total_customers	churned_customers	churn_rate_percent
Contract	Month-to-month	3875	1655	42.71
Contract	One year	1472	166	11.28
Contract	Two year	1685	48	2.85
PaymentMethod	Electronic check	2365	1071	45.29
PaymentMethod	Mailed check	1604	308	19.2
PaymentMethod	Bank transfer (automatic)	1542	258	16.73
PaymentMethod	Credit card (automatic)	1521	232	15.25
SeniorCitizen	Yes	1142	476	41.68
SeniorCitizen	No	5890	1393	23.65

Cohort_Analysis:

tenure_group	total_customers	churned_customers	churn_rate_percent
0-12 months	2175	1037	47.68
13-24 months	1024	294	28.71
25-36 months	832	180	21.63
37-48 months	762	145	19.03
49-60 months	832	120	14.42
61-72 months	1407	93	6.61

Feature_Analysis:

FeatureName	FeatureValue	total_customers	churned_customers	churn_rate_percent
Contract	Month-to-month	3875	1655	42.71
Contract	One year	1472	166	11.28
Contract	Two year	1685	48	2.85
InternetService	Fiber optic	3096	1297	41.89
InternetService	DSL	2416	459	19
InternetService	No	1520	113	7.43
OnlineSecurity	No	3497	1461	41.78
OnlineSecurity	Yes	2015	295	14.64
OnlineSecurity	No internet service	1520	113	7.43
PaymentMethod	Electronic check	2365	1071	45.29
PaymentMethod	Mailed check	1604	308	19.2
PaymentMethod	Bank transfer (automatic)	1542	258	16.73
PaymentMethod	Credit card (automatic)	1521	232	15.25
StreamingMovies	No	2781	938	33.73
StreamingMovies	Yes	2731	818	29.95
StreamingMovies	No internet service	1520	113	7.43
StreamingTV	No	2809	942	33.54
StreamingTV	Yes	2703	814	30.11
StreamingTV	No internet service	1520	113	7.43
TechSupport	No	3472	1446	41.65
TechSupport	Yes	2040	310	15.2
TechSupport	No internet service	1520	113	7.43