

Executive Summary: Telecom Customer Churn Analysis

Key Findings:

1. Churn Rate Overview:

- The overall customer churn rate is **26.54%**.
- This highlights a significant proportion of customers leaving the service, warranting further exploration of the reasons behind this trend.

2. Demographic Analysis:

- A larger percentage of **senior citizens** have churned compared to other age groups.
- Senior citizens seem to be a vulnerable segment requiring targeted retention strategies.

3. Tenure Impact:

- Customers who have used the service for **longer durations** tend to stay.
- Conversely, churn rates are higher among customers with **1-2 months of tenure**, indicating a critical need for improving the onboarding experience.

4. Contract Type Influence:

- Customers on **month-to-month contracts** are significantly more likely to churn than those on **1-year** or **2-year contracts**.
- Long-term contracts appear to promote customer loyalty.

5. Service-Related Insights:

- Customers who do not have certain services (e.g., **PhoneService**, **MultipleLines**) exhibit higher churn rates.
- Usage patterns and preferences for additional services seem to play a role in customer retention.

Recommendations:

● Enhance Retention for New Customers:

- Improve the initial customer experience to reduce churn during the first few months.
- Consider offering incentives or trial periods for longer-term contracts.

● Focus on Senior Citizen Engagement:

- Design services and support tailored to senior citizens to address their specific needs.
 - Provide discounts or loyalty programs to retain this demographic.
- **Promote Long-Term Contracts:**
 - Market the benefits of 1- and 2-year contracts through targeted campaigns.
 - Introduce flexible terms or bundled packages to encourage adoption.
- **Service Optimization:**
 - Identify and promote the features and services preferred by retained customers.
 - Upsell value-added services to increase customer satisfaction and reduce churn.

Visual Insights:

- **Pie Charts:** Clearly depict churn distribution, emphasizing the need for action in the 26.54% churned segment.
- **Bar Graphs:** Show distinct patterns, such as higher churn rates among month-to-month contract holders and senior citizens.
- **Comparative Visuals:** Illustrate the differences in service adoption and its correlation with churn, providing actionable insights.