**SUMMARY AND RECOMMENDATIONS**

**Objective**

The main objective of this churn analysis is to **identify patterns and features that influence customer churn** in a telecom company. By understanding customer behavior across various service features (phone, internet, support, streaming, etc.), the goal is to develop **data-driven strategies to reduce churn** and improve customer retention.

**Key Insights & Findings**

Absolutely! Here are all the **Key Insights & Findings** from your churn analysis in **pure bullet format**, sorted by category and enriched with percentages wherever possible:

**Key Insights & Findings (Bulleted)**

About 1 in 4 customers churned (26.5%), with senior citizens showing elevated churn at 42%. Month-to-month contracts drive the highest churn (43%), while two-year agreements keep it down to just 3%. Fiber optic users churn heavily (42%) compared to DSL (25%) and no internet (7%), pointing to service challenges. Value-added features like tech support, backup, and security reduce churn from 38–43% down to about 21–22%, making them effective retention tools. Digital payment types like electronic checks lead to 34% churn, while mailed checks and bank transfers lower that to around 15–18%.

**Overall Churn Rate**

* **Churned customers: 26.5%**.
* **Non-churned customers: 73.5%**.
* Roughly **1 in 4 customers is leaving** the service.

**Executive Summary**

The churn analysis clearly shows that **value-added services (streaming, tech support, online security, etc.) significantly reduce churn**. Fiber optic customers churn more than DSL or non-internet users, highlighting service or cost issues. Month-to-month contracts and electronic payments are strongly linked to high churn.

**Strategic Recommendations:**

* Encourage longer-term contracts.
* Bundle streaming, backup, and security services.
* Improve fiber optic satisfaction (e.g., quality assurance, pricing review).
* Promote auto-pay options and tech support.
* Target at-risk groups like senior citizens with custom offers.