

INSIGHTS

1. Customer Churn Overview:

- 26.54% overall churn rate indicates significant customer attrition
- Nearly 1 in 4 customers are leaving the service
- This represents a substantial revenue loss potential

2. Demographic Patterns:

- Senior citizens show 41.7% churn rate vs 23.9% for non-seniors
- Gender-based differences in churn rates are visible from visualization
- Higher churn among newer customers (shorter tenure)

3. Service Usage Patterns:

- Wide range in monthly charges (\$18.25 to \$118.75) indicates diverse service adoption
- Mean monthly charge of \$64.76 suggests mid-tier service preference
- Varying tenure (0-72 months) with mean of 32.37 months

4. Financial Metrics:

- Total charges ranging from \$0 to \$8,684.80
- Average total charges of \$2,279.73
- High standard deviation (\$2,266.77) indicates significant variation in customer lifetime value

5. Service Distribution:

- Multiple service combinations (Phone, Internet, Additional services)
- Various payment methods being utilized
- Different contract types affecting customer retention

SUGGESTIONS

1. Immediate Actions:

- Implement specialized retention programs for senior citizens
- Develop early-tenure customer engagement programs
- Review and optimize pricing structures
- Enhance customer support during critical first months

2. Service Improvements:

- Create tailored service packages for different demographic segments
- Introduce loyalty rewards for long-term customers
- Simplify service offerings for senior citizens
- Develop more flexible contract options

3. Customer Experience Enhancement:

- Implement regular customer satisfaction surveys
- Provide dedicated support for senior citizens
- Create educational resources for new customers
- Develop a customer feedback loop system

4. Financial Strategies:

- Introduce early-tenure loyalty discounts
- Develop retention-focused pricing models
- Create win-back campaigns for churned customers
- Implement predictive churn models for early intervention

5. Long-term Recommendations:

- Develop comprehensive customer lifecycle management
- Create personalized communication strategies
- Implement AI-driven customer service solutions
- Regular review and update of service offerings

6. Monitoring and Analytics:

- Establish regular churn rate monitoring
- Implement customer satisfaction metrics
- Track service usage patterns
- Monitor financial impact of retention strategies