

Teco Customer Churn Analysis

This project provides a comprehensive analysis of customer churn data to identify patterns and insights. The objective is to understand the factors influencing customer churn and suggest strategies to improve customer retention. Below is a summary of the key findings and actionable insights from the analysis:

Key Highlights

1. Churn Overview

- **Churn Rate:** Approximately **26.54%** of customers have churned, while **73.46%** have remained loyal.
- **Demographics:**
 - Senior citizens exhibit a significantly higher churn rate (**41.75%**) compared to non-senior citizens (**23.62%**).
- **Actionable Insight:** Design targeted retention strategies for senior citizens and customers at risk.
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2. Customer Tenure and Retention

- Customers with shorter tenures (1-2 months) experience the highest churn rate (**43%**), while long-tenure customers (6+ years) have a churn rate as low as **5-7%**.
- **Actionable Insight:** Implement robust onboarding processes and loyalty programs to retain customers during the early months.
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3. Service Usage Patterns

- **Phone Services:** Customers with no phone service churn slightly less (**25%**) compared to those with phone service (**27%**).
- **Internet Services:** Customers with no internet service churn at a significantly lower rate (**7%**) than DSL or Fiber Optic users (**28%**).
- **Add-On Services:**
 - Non-subscribers to services like **Online Security**, **Device Protection**, and **Tech Support** show churn rates exceeding **30%**.
 - Subscribers to these services have churn rates below **20%**, indicating their positive impact on retention.
- **Actionable Insight:** Promote bundled services and educate customers on the benefits of add-ons to reduce churn.
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4. Entertainment Preferences

- Customers using **Streaming TV** or **Streaming Movies** have higher churn rates (**29%**) compared to those who do not (**20%**).
- **Actionable Insight:** Investigate customer dissatisfaction with streaming services and improve the value proposition.

Visualizations and Insights

This analysis includes various **bar charts, stacked bar charts, and pie charts** to represent data distribution and churn trends effectively. Key visualizations include:

- **Churn distribution across demographics** (e.g., Senior Citizen vs. Non-Senior Citizen).
 - **Service utilization patterns** (Phone, Internet, and Add-On services).
 - **Tenure-based churn trends** (short vs. long-term customers).
 - **Entertainment service usage** and its impact on churn.
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Actionable Recommendations

- **Onboarding Programs:** Focus on reducing churn for customers in their first 2-3 months through targeted engagement and incentives.
- **Add-On Service Promotions:** Encourage customers to subscribe to services like Online Security and Tech Support, as they significantly reduce churn.
- **Senior Citizen Retention:** Create simplified plans, improve customer support, and offer loyalty rewards to retain senior citizens.
- **Streaming Services Analysis:** Investigate reasons for dissatisfaction and refine streaming offerings to boost customer satisfaction.