

SUMMARY AND RECOMMENDATIONS

1. Overall Churn Rate

- **26.54% of customers have churned**, as seen in the pie chart.
- Further exploration identifies major reasons behind this trend.

2. Demographic Insights:

- **Senior Citizens exhibit a higher churn rate** compared to younger customers.

3. Tenure & Churn:

- **Long-term customers are more likely to stay**, while those who **used services for only 1–2 months** have a **high churn rate**.

4. Contract Type Influence:

- **Month-to-month contract customers are more likely to churn** compared to those with **1-year or 2-year contracts**.

5. Service Usage Patterns:

- Customers who use **PhoneService, InternetService (especially DSL), and OnlineSecurity** tend to **stay**.
- High churn rates are observed when customers do **not use OnlineBackup, TechSupport, or StreamingTV**.

6. Payment Method Impact:

- Customers using **Electronic Check as a payment method** are **more likely to churn** than those using other payment options.

Conclusion & Business Implications:

- **Retention strategies** should focus on Senior Citizens, new customers, and those with **month-to-month contracts**.
- Encouraging **long-term contracts** and **bundling valuable services (Tech Support, OnlineSecurity)** could reduce churn.
- Reviewing payment options and improving engagement for customers using **Electronic Check** may help in retention.

