

# Summary

1. **Objective:** Examine factors influencing customer churn, focusing on contracts, payment methods, and tenure.
2. **Key Insights:**
  - **Contract Type:** Month-to-month customers have a 42% churn rate compared to 11% for yearly contracts and 3% for two-year contracts.
  - **Payment Method:** Electronic check users show a 45% churn rate, significantly higher than 15-18% for other methods.
  - **Tenure:** Customers in their first year exhibit a 50% churn rate, which drops to 15% for those beyond three years.
  - **Service Type:** Fiber optic users churn at 30%, higher than DSL users at 20%.
  - **Senior Citizens:** Churn rate is 41% for seniors, compared to 26% for others.
3. **Recommendations:**
  - Promote long-term contracts with attractive incentives.
  - Encourage customers to switch from electronic checks to secure payment methods.
  - Focus on early-stage engagement to improve retention within the first year.
  - Create tailored programs for senior customers to address their unique needs.
  - Improve satisfaction among fiber optic users by enhancing service quality and reliability.
4. **Visual Data Insights:**

- Bar charts and line graphs highlight churn disparities by contract types, payment methods, and tenure trends.
2. This summary merges findings and actionable strategies in a concise, insightful manner.