

Summary of Teco Customer Churn Analysis

- **Dataset Overview:** The analysis was conducted on 7,043 customer records, with several features like customer demographics (gender, senior citizenship), service details (tenure, phone, internet, etc.), and churn status.
- **Churn Rate:** From the data, **26.54%** of customers have churned, while the rest stayed.
- **Key Findings:**
 - **Gender & Churn:** Churn rates are nearly identical for both male and female customers, showing no gender bias.
 - **Senior Citizens & Churn:** **More senior citizens (42%) have churned** compared to non-seniors, with non-senior churn at **23%**.
 - **Tenure & Churn:** Customers with shorter tenure, especially **1-2 months**, are more likely to churn, while those with long tenures tend to stay.
 - **Contract & Churn:** Customers on **month-to-month contracts** churn more (around **40%**) than those on yearly contracts.
 - **Service Usage & Churn:** Customers who actively use services like **PhoneService**, **InternetService** (DSL), and **OnlineSecurity** are less likely to churn. Non-usage of services like **OnlineBackup**, **TechSupport**, and **StreamingTV** correlates with higher churn rates.
 - **Payment Method & Churn:** Customers using **Electronic Checks** are more likely to churn compared to those paying by mailed checks or other methods.

Data Insights (in Percentages):

- **Churned Customers: 26.54%**
- **Senior Citizens who churned: 42%**
- **Non-Senior Citizens who churned: 23%**
- **Month-to-month contracts churn rate: 40%**

Recommendations:

- **Promote Long-Term Contracts:** Offer incentives for customers to commit to longer contracts to reduce churn.
- **Address Payment Method Concerns:** Implement campaigns encouraging customers to switch from electronic checks to more reliable payment methods.
- **Customer Engagement in Early Tenure:** Focus on improving the customer experience within the first year, as churn is highest in this period.
- **Special Senior Citizen Retention Programs:** Create personalized offers or assistance programs to retain the senior demographic.