



Customer Churn Analysis: Insights Summary

♦ 1. Contract Type Strongly Influences Churn

- Customers on **month-to-month contracts** exhibit the **highest churn rates**.
 - In contrast, those on **1-year or 2-year contracts** are more loyal.
📌 **Action:** Encourage long-term contracts through loyalty rewards or bundling discounts.
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♦ 2. Senior Citizens Are at Greater Risk of Churn

- **Senior customers** churn significantly more than younger ones.
📌 **Action:** Develop senior-specific plans with simplified features, better support, or personalized services.
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♦ 3. Value-Added Services Reduce Churn

- Features like **Online Security**, **Tech Support**, and **Device Protection** are associated with **lower churn**.
📌 **Action:** Promote these as part of bundled packages or free trials for new users.
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♦ 4. Payment Method Predicts Churn Behavior

- Customers paying via **Electronic Check** have the **highest churn**, potentially due to billing instability or financial stress.
📌 **Action:** Incentivize secure and consistent payment methods like credit cards or bank transfers.
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♦ 5. Internet Service Type Matters

- **Fiber optic users** show higher churn rates than DSL users, despite the faster speed.
📌 **Action:** Investigate service reliability, pricing issues, or hidden dissatisfaction among fiber users.

◆ 6. Solo Customers Are More Likely to Leave

- Customers **without partners or dependents** are more likely to churn.
🔴 **Action:** Create value-driven plans for individuals or campaigns that emphasize long-term benefits.



Business Recommendations

- Segment high-risk users based on contract, age, and services used.
- Offer targeted retention campaigns (discounts, upgrades, personalized support).
- Optimize service bundling and payment method options.
- Use churn prediction models to proactively intervene.