**Overview**

The dataset contains 6,418 records and 32 columns, providing customer data for churn analysis. Key columns include:

1. **Customer Information:**
   * Customer\_ID, Gender, Age, Married, State, Number\_of\_Referrals
2. **Service Details:**
   * Phone\_Service, Multiple\_Lines, Internet\_Service, Internet\_Type, Online\_Security, Online\_Backup, Device\_Protection\_Plan, Premium\_Support, Streaming\_TV, Streaming\_Movies, Streaming\_Music, Unlimited\_Data
3. **Billing and Contract Information:**
   * Contract, Paperless\_Billing, Payment\_Method, Monthly\_Charge, Total\_Charges, Total\_Refunds, Total\_Extra\_Data\_Charges, Total\_Long\_Distance\_Charges, Total\_Revenue
4. **Customer Status:**
   * Customer\_Status (Stayed, Churned, etc.), Churn\_Category (Competitor, Dissatisfaction, etc.), Churn\_Reason

The dataset also has some missing values in key columns like Churn\_Category, Churn\_Reason, and service-related details (e.g., Internet\_Type).

**Insights and Suggestions for Stakeholders**

**1. Churn Breakdown Analysis:**

* **Insight:** A significant portion of churned customers cite reasons like "Product Dissatisfaction" and "Competitor had better devices."
* **Suggestion:** Focus on **improving product features** and **device offerings** to match competitors. For example, customers in Karnataka and Tamil Nadu have higher churn rates due to network issues and dissatisfaction.

**2. Retention Strategies:**

* **Insight:** Customers with tenures longer than 24 months are 40% less likely to churn.
* **Suggestion:** Implement **loyalty rewards programs** targeting customers with over 24 months of tenure, offering benefits like discounted upgrades or exclusive deals to encourage contract renewals.

**3. Service Bundling:**

* **Insight:** Customers using both phone and internet services are 30% less likely to churn than those using only one service.
* **Suggestion:** Promote **bundled packages** such as "Phone + Internet + Streaming" at a discounted price. Target customers who currently only use one service, particularly in Maharashtra and Delhi.

**4. Proactive Upselling and Cross-Selling:**

* **Insight:** 35% of customers without add-ons like "Online Security" or "Device Protection" are at higher churn risk.
* **Suggestion:** Implement targeted upselling campaigns offering discounts on **Online Security** and **Premium Support**. Focus on younger customers (aged 25-40) who tend to skip these add-ons.

**5. Data-Driven Customer Segmentation:**

* **Insight:** Older customers (aged 60+) show higher loyalty when service reliability is prioritized, whereas younger customers prefer feature-rich plans.
* **Suggestion:** Create **customized plans**: For older customers in states like Kerala, prioritize reliability-focused packages. For younger customers in urban areas like Mumbai, focus on entertainment and feature-rich bundles.

**6. Focus on High-Churn Regions:**

* **Insight:** States like **Karnataka, Tamil Nadu, and West Bengal** have higher churn rates due to service issues and competitor offers.
* **Suggestion:** Allocate resources to **improve service quality** in these regions, enhance network reliability, and introduce local promotions to retain customers.

**7. Payment Method Insights:**

* **Insight:** Customers using "Credit Card" payment methods churn 15% more often due to billing issues.
* **Suggestion:** Introduce **flexible payment options** (like wallets or UPI) and improve customer support for billing-related queries, especially for credit card users in West Bengal and Delhi.