Churn Analysis – Short Summary

- **1 in 4 customers are leaving** the telecom company.

- **Month-to-month users** leave more than yearly contract users.

- People **without extra services** (like tech support, online security) leave more.

- **Senior citizens** and those with **high bills** are more likely to cancel.

- Customers paying by **electronic check** churn more.

Simple Recommendations

1. **Give discounts** for long-term plans.

2. **Bundle internet with extra services** (like security, backup).

3. Help **senior citizens** with easier support.

4. Offer **small rewards** to loyal users.

5. Encourage **auto payments** by giving small offers.

6. Take **extra care of new customers** in the first 3 months.

7. Use data to **predict who might leave**, and talk to them early.