

# Customer Churn Analysis - Summary & Recommendations

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## Analysis Summary

- A comparatively higher percentage of senior citizens have churned compared to younger customers.
- Customers who have used the service for only 1–2 months show significantly higher churn rates.
- Long-tenure customers are more likely to stay, indicating customer loyalty increases over time.
- Month-to-month contract customers are more likely to churn compared to customers with 1-year or 2-year contracts.
- Customers who do not churn typically have PhoneService, InternetService (especially DSL), and OnlineSecurity enabled.
- For services like OnlineBackup, TechSupport, and StreamingTV, churn rates are higher when these services are not subscribed or unavailable.
- Customers using Electronic Check as a payment method show a higher tendency to churn.

## Business Recommendations

- Introduce targeted retention strategies for senior citizens, including personalized support and loyalty benefits.
- Implement strong onboarding programs during the first 1–3 months to reduce early churn.
- Encourage long-term contracts by offering discounts or bundled service packages.
- Promote value-added services such as OnlineSecurity, TechSupport, and OnlineBackup to increase customer stickiness.
- Provide incentives for customers to switch from Electronic Check to more stable payment methods like automatic bank transfer or credit card.
- Design loyalty programs for long-tenure customers to further strengthen retention.

## **Conclusion**

The EDA findings highlight that contract type, tenure, service usage, age category, and payment method play significant roles in customer churn behavior. By focusing on early customer engagement, promoting long-term contracts, and encouraging additional service adoption, the company can effectively reduce churn and improve overall customer retention.