

# Overall Summary

The Telco Customer Churn analysis highlights several key insights:

1. **Churn Rate:** With **26.5%** of customers churning, there is a significant opportunity to improve retention.
2. **Contract Type:** Month-to-month contracts are the most common and have the highest churn rate, suggesting a need for strategies that encourage long-term commitments.
3. **Payment Method:** Customers using electronic check as a payment method are more likely to churn, indicating a possible correlation between payment convenience and retention.
4. **Internet Service:** Fiber optic service customers have a higher churn rate compared to DSL users, pointing to potential issues with pricing or service quality.
5. **High Monthly Charges:** Customers with higher monthly charges are more prone to churn, which calls for evaluating the pricing structure and offering flexible plans.
6. **Tenure:** New customers with less than a year of tenure are at a higher risk of leaving, highlighting the importance of early engagement strategies.

This analysis underscores the importance of addressing key churn drivers, such as contract type, monthly charges, and payment methods. By focusing on these areas, Telco can implement strategies to enhance customer retention and reduce churn rates.