# Key Insights

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| **Total Customers** | **Churned Customers** | **Churn Rate %** |
| 6687 | 1796 | 26.86 |

* Overall churn rate is  across  customers, indicating significant retention headroom for targeted interventions.
* Seniors have the highest churn at 38.22%, materially above “Other” at 24.71% and “Under 30” at 22.99%, suggesting age tailored retention offers are needed.
* Churn accelerates with age: from 21.96% (19–28) and 24.23% (29–38) to 39.80% (69–78) and 43.80% (79–88), highlighting older cohorts as a priority risk segment.
* Month‑to‑month contracts drive very high churn across tenures, e.g., – months at , versus One‑year at and two‑year at 2.13% – 5.16%; locking customers into term plans is a clear lever.
* Customers on unlimited data plans churn at 32.11% vs 16.10% without unlimited; pairing unlimited with the right data allowances and pricing could reduce regret‑driven departures.
* For “Less than 5 GB” users, churn is  without unlimited vs   with unlimited, suggesting mis‑fit between plan and low usage leads to overpay perceptions and churn.