

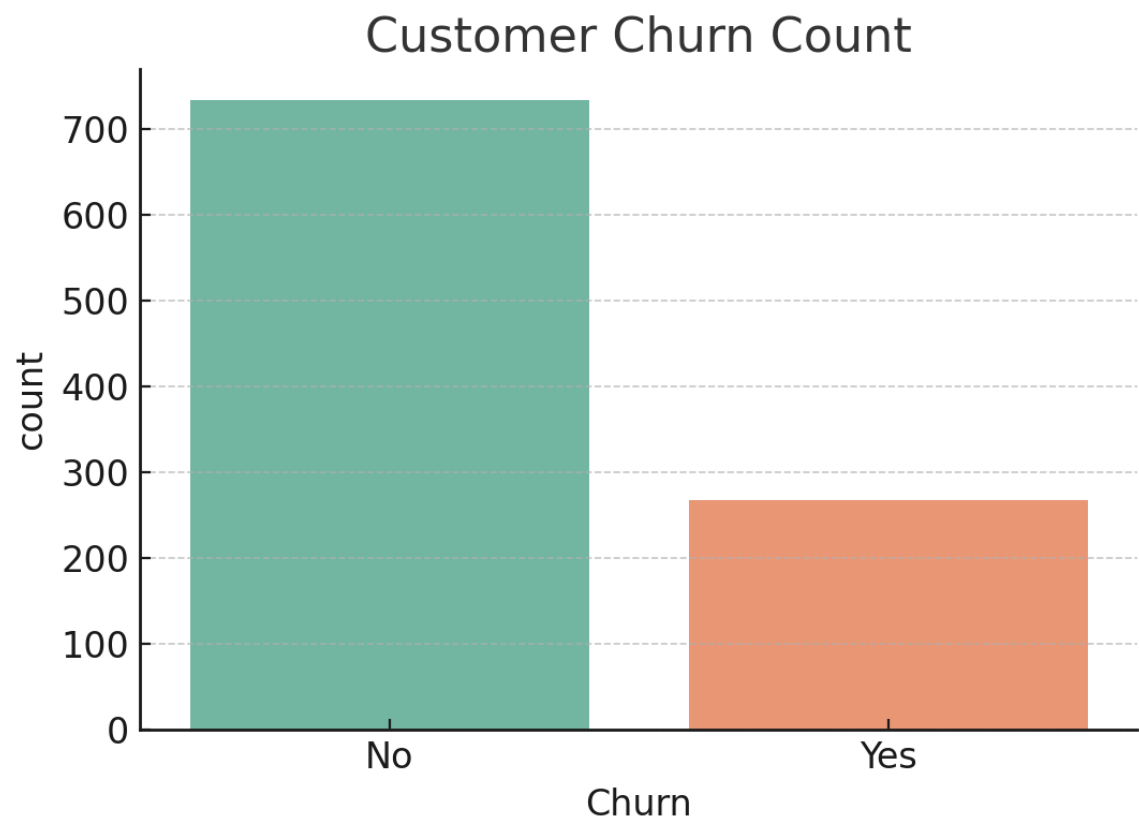
# Customer Churn Analysis - Telecom Company

This project analyzes customer churn for a telecom company. The goal is to identify patterns and features that influence whether a customer stays or leaves, and to provide actionable insights to reduce churn.

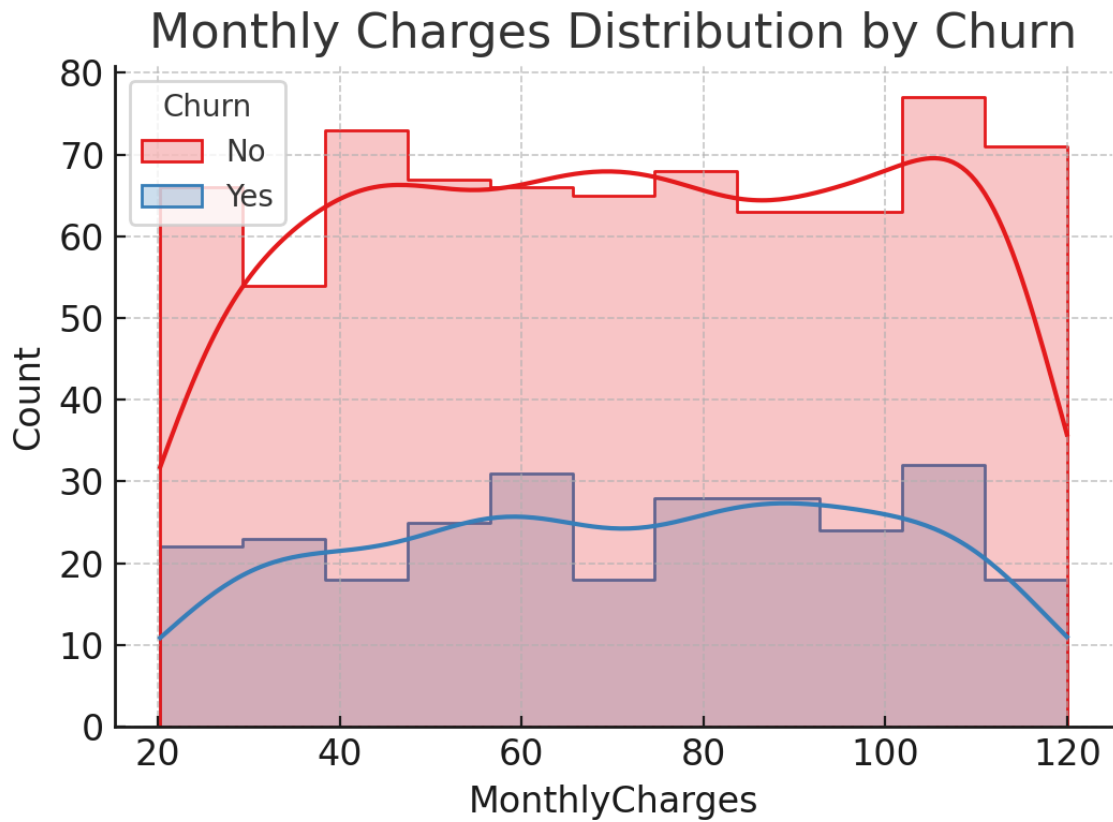
Key Exploratory Data Analysis (EDA) Insights:

- 1. Churn Rate: Around 27% of customers have churned.
- 2. Monthly Charges: Higher charges are associated with higher churn probability.
- 3. Contract Type: Month-to-month contracts have the highest churn.
- 4. Tenure: Customers with lower tenure are more likely to churn.

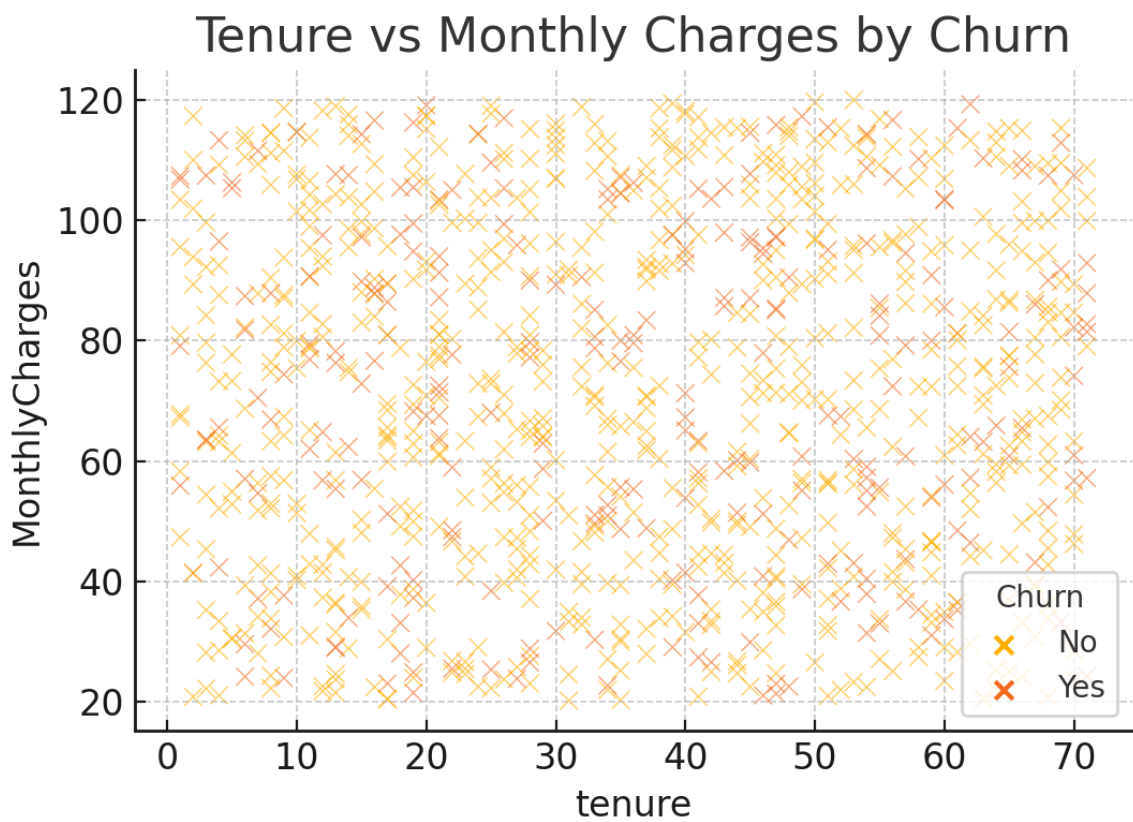
## Customer Churn Count



## Monthly Charges by Churn

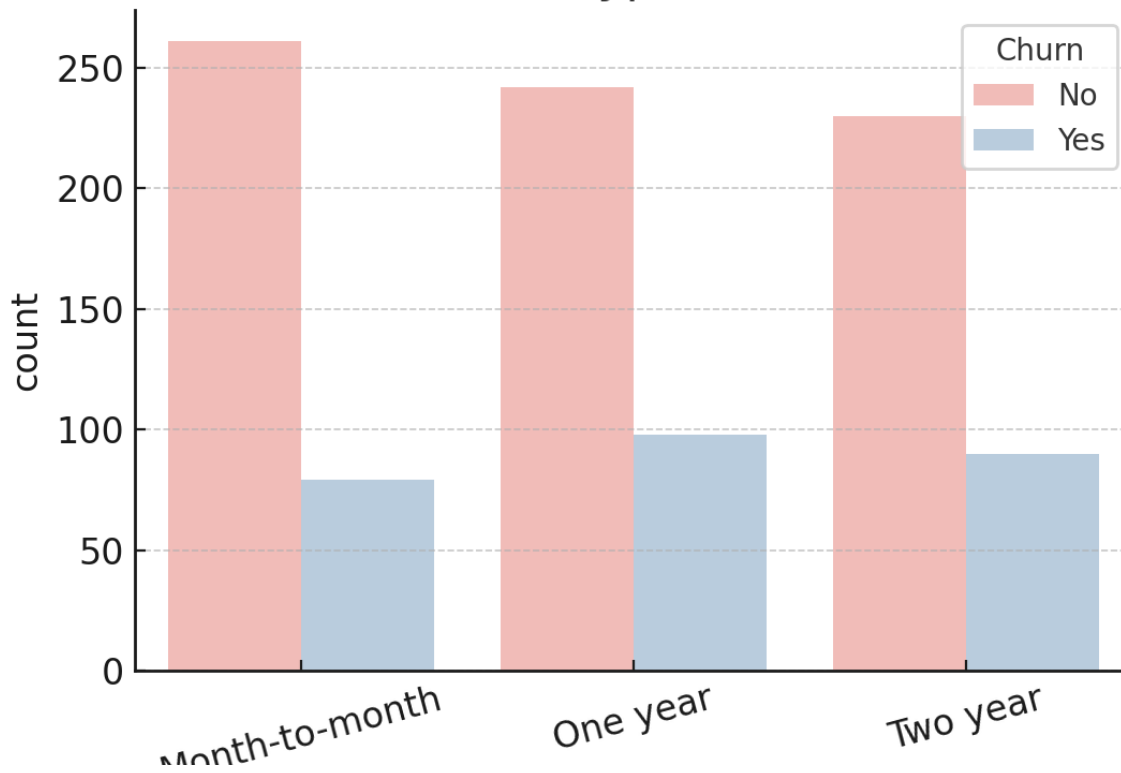


**Tenure vs Monthly Charges**



**Contract Type vs Churn**

## Contract Type vs Churn



Recommendations:

- Offer incentives for customers with monthly contracts to switch to long-term plans.
- Introduce loyalty programs for new users to improve tenure.
- Provide better value or support to high-paying customers to prevent churn.

This analysis helps the company understand churn patterns and take proactive steps to retain customers.