

Customer Churn Analysis - Summary

This document summarizes the analysis of customer churn. The notebook explores factors influencing customer retention and churn rates.

Key Findings:

1. Customer Churn Rate: 26.54% of customers have churned.
2. Senior Citizen Impact: Higher churn rate among senior citizens.
3. Tenure Effect: Short-term users (12 months) are more likely to churn.
4. Service Influence: Retention is higher for users with PhoneService, DSL Internet, and OnlineSecurity.
5. Payment Method: Electronic check payments correlate with higher churn rates.

Explanation:

The analysis suggests that customer churn is influenced by multiple factors. Customers who have been with the service for a longer period are more likely to stay. Services such as tech support and online security play a crucial role in retention. Additionally, customers using electronic checks as a payment method are at a higher risk of churning, possibly due to convenience or trust issues. Understanding these factors can help in reducing churn and improving customer retention strategies.