

Summary based on my analysis

Customer Churn Analysis Overview

- **Churn Rate:** 26.54% of customers have churned, as the pie chart highlights.
 - The analysis focuses on demographic and behavioral factors driving churn, emphasizing visual insights.
-

Demographic Insights

1. **Senior Citizens:**
 - Senior citizens observed a significantly higher churn rate than younger customers.
 - This demographic may face unique challenges, such as accessibility or pricing, influencing their decision to leave.
 2. **Gender Analysis:**
 - Churn percentages were analyzed across genders, showing no significant difference, suggesting churn is not gender-biased.
-

Service-Based Insights

3. **Contract Type:**
 - Customers with month-to-month contracts are more likely to churn compared to those with longer-term commitments (e.g., annual contracts).
 - Lock-in periods may provide stability but need careful consideration to avoid dissatisfaction.
 4. **Internet Service:**
 - Customers with fiber-optic internet exhibited higher churn rates compared to DSL or no internet service.
 - Factors such as speed, reliability, or pricing might contribute to dissatisfaction in this group.
-

Behavioral Insights

5. **Payment Method:**
 - Customers using electronic checks had a notably higher churn rate compared to those using other payment methods (e.g., credit cards or automatic bank transfers).

- This may indicate friction in the payment experience or a correlation with certain customer profiles.

6. Additional Services:

- Customers who did not subscribe to optional services (e.g., tech support, streaming, or security features) were more likely to churn.
- Upselling and bundling strategies might help improve retention.