

Customer Churn Insights Summary

Executive Summary

This report analyzes churn behavior in clean_telco_churn (7,043 customers). Churn is concentrated among early-tenure and month-to-month customers.

Data Scope

- Total customers: 7,043
- Churned customers: 1,869
- Overall churn rate: 26.54%

Key Findings

- 1) Tenure is a strong predictor of churn.
 - Avg tenure (churned): 17.98 months
 - Avg tenure (non-churned): 37.59 months
 - Tenure churn rates: 0-6m 53.33%, 7-12m 35.34%, 13-24m 28.71%, 25-36m 21.63%, 37-60m 16.62%, 61+m 6.61%
- 2) Contract type has major impact.
 - Month-to-Month: 45.84%
 - One Year: 10.71%
 - Two Year: 2.55%
- 3) Payment method risk differs.
 - Mailed Check: 36.88%
 - Bank Withdrawal: 34.00%
 - Credit Card: 14.48%
- 4) Internet segment differences are significant.
 - Fiber Optic: 40.72%
 - Cable: 25.66%
 - DSL: 18.58%
 - No Internet: 7.40%
- 5) Churn is largely competitor-driven.
 - Top category: Competitor (841)
 - Top reasons: better devices (313), better offer (311), support attitude (220)
- 6) Revenue impact is material.
 - Total revenue linked to churned customers: 3,684,459.82
 - Avg revenue per churned customer: 1,971.35

Strategic Recommendations

- 1) Launch a first-180-day retention playbook.
- 2) Convert month-to-month users to annual plans via incentives.
- 3) Build competitor-defense offers for fiber customers.
- 4) Improve support quality and complaint resolution speed.
- 5) Prioritize interventions for high churn score + low tenure + low satisfaction.
- 6) Promote lower-risk payment methods (e.g., card autopay).

Conclusion

Churn is concentrated in identifiable cohorts where targeted retention can deliver measurable impact. Prioritize early lifecycle retention and contract conversion to reduce revenue loss.