**Executive Summary – Customer Churn Analysis**

The analysis investigates **customer churn** patterns, identifying key factors influencing customer retention and loss. Using descriptive statistics and visual analytics, several notable trends emerged:

**Overall Churn Rate**

* **26.54%** of customers have churned, indicating a significant challenge for customer retention.
* Retaining even half of these lost customers could result in substantial revenue gains.

**Key Drivers of Churn**

1. **Demographics – Senior Citizens**
   * A higher proportion of **senior citizens** have churned compared to younger customers.
   * This group represents a **vulnerable customer segment** that may require targeted retention strategies (e.g., simplified plans, better customer support).
2. **Tenure**
   * **New customers (1–2 months)** have the highest churn rates, suggesting onboarding and early customer experience issues.
   * Customers with **longer tenure** tend to remain loyal, showing the value of early engagement initiatives.
3. **Contract Type**
   * **Month-to-month contracts** have the **highest churn percentage**, significantly more than 1-year or 2-year contract holders.
   * Encouraging long-term commitments through incentives could reduce churn.
4. **Services Subscribed**
   * Customers with **Phone Service**, **DSL Internet**, and **Online Security** are less likely to churn.
   * Lack of **Online Backup**, **Tech Support**, or **Streaming TV** correlates with higher churn, suggesting these services add retention value.
5. **Payment Method**
   * Customers using **electronic checks** exhibit the **highest churn rate** among payment methods.
   * This may be due to payment convenience, security concerns, or demographic differences in payment preferences.

**Recommendations**

* **Target Senior Citizens** with personalized offers, simplified billing, and proactive customer service.
* **Strengthen Onboarding** to improve early-month retention, possibly through welcome calls, tutorials, and discounts.
* **Promote Long-Term Contracts** by offering incentives such as discounts, free add-ons, or loyalty points.
* **Bundle High-Retention Services** like Online Security, Tech Support, and Streaming TV into attractive packages.
* **Encourage Alternative Payment Methods** (e.g., auto-pay via credit card or bank transfer) to reduce churn linked to electronic checks.