# Executive Summary: Customer Churn Analysis

This analysis focuses on understanding customer churn patterns from a telecom dataset. The key insights are:  
  
- Churn Rate: Approximately 26.5% of customers have churned, prompting a need to investigate contributing factors.  
  
- Demographics & Behavior:  
 • Senior citizens show a higher churn rate compared to other groups.  
 • Customers with short tenure (1 month) are significantly more likely to churn, whereas long-term users show higher retention.  
  
- Contract Type Influence:  
 • Churn is highly prevalent among customers with month-to-month contracts, compared to those on one or two-year contracts.  
  
- Service Usage Trends:  
 • Customers not using services like Online Security, Tech Support, or Online Backup show higher churn, indicating these features help retain customers.  
 • Essential services such as Phone and Internet alone are not sufficient to ensure loyalty.  
  
- Payment Method Impact:  
 • Users who pay via Electronic Check are more likely to churn, possibly reflecting a less committed or tech-savvy segment.  
  
These findings highlight the importance of customer engagement through bundled services, longer-term contracts, and targeted interventions for at-risk segments.