**Customer Churn Analysis Report**

# Churn Overview

* Total number of customers who did not churn: 758
* Total number of customers who churned: 242
* Churn Rate:
* - Non-Churned: 75.8%
* - Churned: 24.2%

# Churn by Gender

* Female:
* - Non-Churned: 68.11%
* - Churned: 31.89%
* Male:
* - Non-Churned: 83.07%
* - Churned: 16.93%

# Age Analysis

* Overall Summary:
* - Mean Age: 41.5 years
* - Standard Deviation: 13.88
* - Age Range: 18 to 65 years
* Average Age by Churn:
* - Non-Churned: 41.48 years
* - Churned: 41.57 years

# Tenure Analysis

* Overall Summary:
* - Mean Tenure: 31.65 months
* - Standard Deviation: 17.38
* - Tenure Range: 1 to 60 months
* Average Tenure by Churn:
* - Non-Churned: 29.92 months
* - Churned: 37.07 months

# Churn by Usage Frequency

* Churn rates varied across usage frequency from 1 to 30. Notable trends:
* - Higher churn at low usage frequencies (e.g., 57.14% churn at frequency 1)
* - Lower churn at higher usage frequencies (e.g., 9.76% churn at frequency 30)

# Support Calls Analysis

* Overall Summary:
* - Mean Support Calls: 4.78
* - Range: 0 to 10
* Average Support Calls by Churn:
* - Non-Churned: 4.31
* - Churned: 6.27

# Payment Delay Analysis

* Overall Summary:
* - Mean Payment Delay: 15.11 days
* - Range: 0 to 30 days
* Average Payment Delay by Churn:
* - Non-Churned: 13.03 days
* - Churned: 21.63 days

# Churn by Subscription Type

* Basic:
* - Non-Churned: 78.05%
* - Churned: 21.95%
* Premium:
* - Non-Churned: 75.71%
* - Churned: 24.29%
* Standard:
* - Non-Churned: 73.60%
* - Churned: 26.40%

# Churn by Contract Length

* Annual Contracts:
* - Non-Churned: 77.34%
* - Churned: 22.66%
* Monthly Contracts:
* - Non-Churned: 72.88%
* - Churned: 27.12%
* Quarterly Contracts:
* - Non-Churned: 76.83%
* - Churned: 23.17%

# Total Spend Analysis

* Overall Summary:
* - Mean Spend: $566.61
* - Range: $101 to $1000
* Average Total Spend by Churn:
* - Non-Churned: $578.08
* - Churned: $530.67

# 7. Strategic Recommendations

* **Targeted Retention for Females**

Female customers have a churn rate of 31.9%, nearly double that of males. Conduct customer satisfaction surveys or interviews, and tailor communication, loyalty rewards, or service enhancements specifically for them.

* **Proactive Support for High-Call Customers**

Customers who churned made an average of 6.27 support calls. Flag high-support-interaction customers for early intervention.

* **Monitor and Improve Payment Experience**

Churned users have an average payment delay of 21.6 days. Introduce reminders, flexible billing, or timely payment incentives.

* **Focus on Lower Usage Segments**

Churn rates are highest among low-frequency users. Use feature nudges and engagement strategies in early lifecycle stages.

* **Contract Optimization**

Monthly contracts see the highest churn (27.1%). Promote longer-term plans with added value or onboarding incentives.

* **Subscription Type Messaging**

Standard subscribers have the highest churn rate (26.4%). Reassess the value proposition or reposition package offerings.

* **Customer Profiling by Spend**

Lower average spend is linked to higher churn. Design cost-effective retention programs for low-spend, high-risk segments.