

Summary And Recommendations: Telco Customer Analysis (TCA)

Customer Churn Overview

- **26.54%** of the customers have churned.
- The analysis suggests investigating factors contributing to this churn rate.

Senior Citizen Analysis

- A greater percentage of **senior citizens** have churned compared to non-senior citizens.
- This trend indicates the need to evaluate services tailored to this demographic.

Tenure-Based Customer Retention

- Customers with **longer tenure** tend to stay, whereas those with **1-2 months of service** have a higher churn rate.
- This suggests that early engagement strategies could improve retention.

Contract Type Influence

- Customers with **month-to-month contracts** have the highest churn rate.
- Those with **annual or two-year contracts** tend to stay longer.
- Providing incentives for long-term contracts might help reduce churn.

Payment Method & Churn Correlation

- Customers using **electronic check payments** have a higher churn rate.
- Other payment methods, like **credit card or bank transfers**, show lower churn.
- This could suggest an issue with customer satisfaction in electronic payment experiences.

Service Usage Trends

- Customers with **fiber optic internet** have higher churn compared to DSL users.
- Additional insights might be required to determine whether this is due to pricing, service reliability, or competition.

Recommendations

1. **Improve Early Customer Engagement** - Implement onboarding strategies to reduce churn in the first few months.
2. **Targeted Offers for Senior Citizens** - Customize plans or support services for senior customers.

3. **Promote Long-Term Contracts** - Offer discounts or benefits for annual/two-year subscriptions.
4. **Enhance Payment Experience** - Address any issues with electronic check payments.
5. **Improve Fiber Optic Service Satisfaction** - Investigate pricing, service quality, or support-related concerns.

Conclusion

The analysis provides valuable insights into customer behavior and churn trends. By focusing on retention strategies based on contract types, tenure, payment methods, and demographics, the company can improve overall customer satisfaction and reduce churn effectively.