📑 Customer Churn Analysis – Insights & Recommendations

◆ Key Insights

1. **Senior Citizens and Churn**
   - **42% of senior citizens churn** compared to **24% of non-senior citizens**.
   - Senior citizens are nearly **2x more likely** to leave.

   Recommendation: Introduce senior-friendly plans, loyalty discounts, or targeted retention campaigns.

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2. **Phone Service & Multiple Lines**
   - Phone service users churn at **26%**, while non-users churn at only **7%**.
   - Customers with **multiple lines churn ~29%** vs **25% for single-line users**.

   Recommendation: Bundle multiple services (internet + phone + lines) with discounts to improve retention.

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3. **Internet Service Type**
   - **Fiber optic users churn at 42%**, compared to **19% for DSL**.
   - Customers with **no internet service churn at just 8%**.

   Recommendation: Investigate fiber optic service quality & pricing, and improve customer experience.

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4. **Add-on Services (Security, Backup, Protection, Tech Support)**
   - Without OnlineSecurity: **41% churn** vs **15% with security**.
   - Without OnlineBackup: **37% churn** vs **22% with backup**.
   - Without DeviceProtection: **36% churn** vs **22% with protection**.
   - Without TechSupport: **40% churn** vs **15% with support**.

   Recommendation: Market add-ons as retention tools, offer **bundled packages** (e.g., internet + backup + support).

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5. **Streaming Services (TV & Movies)**
   - StreamingTV users churn at **32%**, vs **24% for non-users**.
   - StreamingMovies users churn at **31%**, vs **24% for non-users**.

Recommendation: Provide bundled entertainment at reduced rates; address **price sensitivity** of streaming users.

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6. **Payment Methods**
   - **Electronic Check users churn at 45%**, much higher than **15–20% for credit card/bank transfer/check**.
   - Suggests dissatisfaction with e-check process.

   Recommendation: Improve electronic check experience; incentivize customers to switch to **auto-pay via credit card or bank transfer**.

◆ Overall Conclusions

- Customers are more likely to churn if they are **senior citizens**, **fiber optic internet users**, or **electronic check payers**.
- Lack of **add-on services (security, backup, support)** greatly increases churn risk.
- Entertainment services **(StreamingTV/Movies)** attract churn-prone, price-sensitive customers.

◆ Strategic Recommendations

1. Launch **senior-focused retention programs**.
2. Address **fiber optic service quality and pricing issues**.
3. Promote **security, backup, and support add-ons** with bundled offers.
4. Provide **discounted streaming bundles** to reduce churn among entertainment seekers.
5. Encourage customers to **switch from electronic check** to more reliable payment methods.