

# Customer Churn Analysis for a Telecommunication company

## ➤ Key Findings on Customer Churn

- 26.54% of customers have churned from the service provider.
- 41.7% of Senior Citizens have churned, compared to 23.6% of Non-Senior Citizens.
- Customers with a partner have a churn rate of ~20%, while those without have ~33%.
- Customers with dependents churn at ~15%, while those without churn at ~31%.
- Paperless billing customers have a churn rate of ~33%, compared to 16% for paper billing.

### ❖ Churn by payment method:

- Electronic Check: 45%
- Mailed Check: 19%
- Bank Transfer (Automatic): 17%
- Credit Card (Automatic): 15%

## ➤ Business Impact and Recommendations

- **Targeted Retention Strategies:** Focus on senior citizens, customers without partners/dependents, and electronic check users with personalized offers or support.
- **Product & Service Improvements:** Encourage adoption of automatic or paper billing to reduce churn.
- **Customer Segmentation:** Segment customers by churn risk for predictive analytics and proactive outreach.
- **Revenue Protection:** Reducing churn in high-risk segments helps protect revenue and cut acquisition costs.