

Telco Customer Churn Analysis Report

Dataset Overview

The dataset contains details of 7043 customers with the following columns: -

- customerID: Unique identifier for each customer.
- Gender, SeniorCitizen, Partner, Dependents: Demographic data.
- Tenure: Duration (in months) the customer has stayed with the company.
- Service details: InternetService, OnlineSecurity, TechSupport, etc.
- Payment details: PaymentMethod, MonthlyCharges, TotalCharges.
- Churn: Whether the customer has churned (Yes/No).

Data preparation steps:

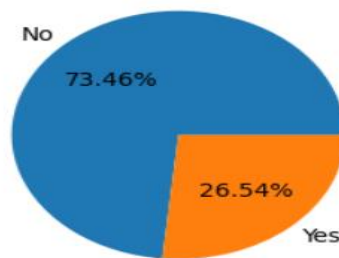
- Missing values in the 'TotalCharges' column were replaced with 0.
- Columns were appropriately formatted (e.g., SeniorCitizen values converted to Yes/No).

Findings

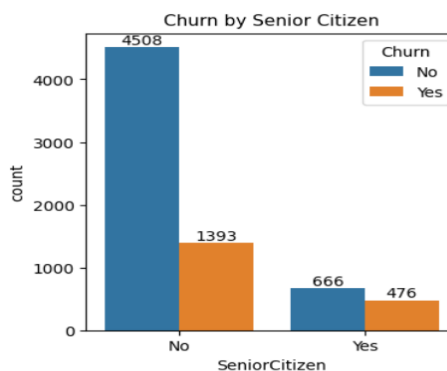
Key Findings from the Analysis:

1. Churn Distribution:
 - 26.54% of customers have churned.

Percentage of customer by Churn

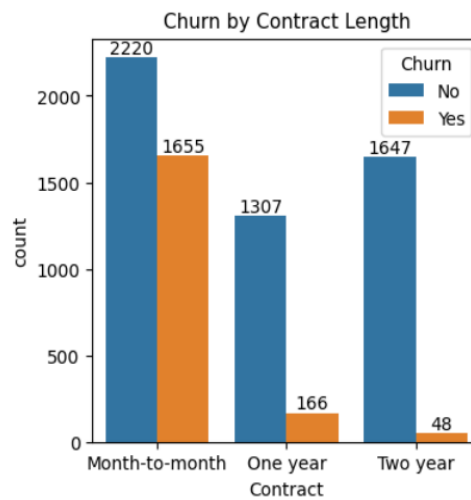


- Senior citizens have a higher churn rate (41.68%) compared to non-senior citizens (23.61%).



2. Contract Type Impact:

- Customers with month-to-month contracts have the highest churn rate compared to those with long-term contracts. Telco Customer Churn Analysis Report



3. Payment Methods:

- Customers using electronic checks are more likely to churn.

4. Service Usage:

- Customers who do not utilize online security, backup, or tech support services are more likely to churn.

5. Tenure:

- Churn rates are higher in the initial months of tenure, indicating early dissatisfaction.