

☀️ Summary of Customer Churn Analysis ☀️

1 Churn Rate Overview:

- 📊 **Churn Rate: 26.54%** of customers have left, showcasing a significant challenge in retention.
 - This highlights an opportunity to strengthen engagement and loyalty strategies to retain the existing customer base.
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2 Gender and Churn Patterns:

- **Male Churn Rate: ~27%**
 - **Female Churn Rate: ~26%**
 - ➡️ Gender does not play a significant role in churn, suggesting other factors like contract types and tenure might be more critical.
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3 Senior Citizens at Risk:

- 🧓 **Senior Citizen Churn Rate: ~42%**
 - 👤 **Non-Senior Citizen Churn Rate: ~24%**
 - 👉 Senior citizens are almost **2x more likely to churn**. Personalized plans and better support services could help reduce this.
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4 Tenure Matters:

- ⏳ **Short-Term Users (1–2 months): ~60% churned**
 - 📅 **Long-Term Users (>50 months): ~10% churned**
 - ☀️ Building loyalty early on is key! Programs like welcome offers, discounts, or exclusive perks can help.
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5 Contract Type Analysis:

- 📅 **Month-to-Month Contracts: 42% churned**
- 📅 **One-Year Contracts: 11% churned**
- 📅 **Two-Year Contracts: 3% churned**
 - 🌟 Long-term contracts dramatically reduce churn! Promoting these with incentives can boost customer retention.





6 Payment Methods & Churn:

-  **Electronic Checks: 46% churned**
 -  **Bank Transfers: ~22% churned**
 -  **Mailed Checks: ~20% churned**
 - 🔑 Customers using **electronic checks** are at higher risk. Improving the user experience or offering incentives for alternate methods can help.
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7 Insights on Services:

-  **Internet Service:**
 - **DSL Internet:** Churn Rate ~19%
 - **Fiber Optic Internet:** Churn Rate ~41%
 - Customers without internet: Churn Rate ~8%
 - 🚀 **Fiber Optic customers show higher churn**, indicating dissatisfaction or competition.
 -  **Streaming Services:**
 - **Streaming TV:** Churn Rate ~35%
 - **Streaming Movies:** Churn Rate ~36%
 - ➡ Offering more engaging bundles for entertainment might help retain this segment.
 -  **Value-Added Services:**
 - Customers **without Online Security:** Churn Rate **42%**
 - Customers **with Tech Support:** Churn Rate only **20%**
 - ☀️ These services are highly valued and directly impact churn rates.
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☀️ Recommendations to Shine Bright ☀️

1.  **Drive Long-Term Contracts:** Offer irresistible benefits for one-year and two-year contracts.
2.  **Special Care for Seniors:** Tailor plans and services for senior citizens to address their unique needs.
3.  **Fix Payment Experiences:** Focus on **electronic check users**, offering seamless experiences or encouraging alternate payment methods.
4.  **Improve Service Value:** Enhance offerings like **online security, tech support**, and **device protection**.

5. 🎯 **Focus on New Customers:** Engage short-term customers with onboarding programs and loyalty perks.
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✨ With these insights, the path to **better customer retention** becomes crystal clear. Let's turn challenges into opportunities and drive customer satisfaction to new heights! 🚀