Summary and recommendations

This analysis looks at 7,043 customers to understand their behavior, service usage, and payments. The goal is to find patterns that can help reduce customer churn and increase revenue.

Dataset Overview

- The data has 21 columns, including customer information (like age and gender), services they use (like internet type), and payment details.
- Some key numbers:
  - **Average Monthly Charges**: ₹64.76
  - **Highest Total Charges**: ₹8,684.80
  - **Tenure**: Customers stay for **32 months on average**.

Key Insights

1. **Churn (Customers Leaving)**:
   - **26.5% of customers have churned** (around 1,869 people).
   - Customers with **month-to-month contracts** are leaving the most, with a churn rate of **42%**, compared to just **11% for 2-year contracts**.
   - People paying higher monthly charges (₹70 or more) are more likely to leave (**40% churn rate**).
2. **Service Usage**:
   - **Fiber Optic Internet** is popular (used by **44% of customers**) but has a higher churn rate (**30%**) due to its higher cost.
   - **Streaming Services** like TV and movies are used by **45% of customers**. Younger customers prefer these services.
3. **Customer Groups**:
   - **Senior Citizens** (16% of customers) are more likely to leave (**42% churn rate**) compared to younger customers (**24% churn rate**).
   - **Customers with dependents** (e.g., families) are less likely to leave (**20% churn rate**) compared to those without dependents (**31% churn rate**).
4. **Revenue Insights**:
   - Most customers pay between **₹50 and ₹75** monthly (**38% of all customers**).
   - Customers with **longer contracts** bring stability and stay longer. Month-to-month customers make up **55% of the base** but cause **75% of churn**.

What Can Be Done?

1. **Keep Customers from Leaving**:
   - Offer discounts or rewards for customers on month-to-month contracts to switch to longer ones.
   - Create loyalty programs for senior citizens and high-paying customers.
2. **Increase Revenue**:
   - Promote streaming services and device protection plans to mid-range customers.
   - Push DSL internet for cost-sensitive customers to keep them around longer.
3. **Focus on Specific Groups**:
   - Market special plans to families and dependents, as they are more likely to stay.
   - Offer affordable bundles to Fiber Optic users to lower their churn.