Executive Summary: Customer Churn Analysis

This project analyzes customer churn behavior to help the business reduce customer loss and improve retention strategies. Using historical customer data, we explored patterns, identified churn drivers, and built predictive models to detect high-risk customers.

Key Findings

1 Customers with short tenure are more likely to churn.

2 Month-to-month contract customers show significantly higher churn rates.

3 Higher monthly charges are associated with increased churn.

4 Electronic payment users exhibit slightly higher churn behavior.

Business Recommendations

1 Introduce onboarding programs for new customers.

2 Offer discounts for long-term contracts.

3 Provide personalized offers for high monthly charge customers.

4 Implement proactive retention calls for high-risk segments.

Expected Business Impact

By targeting high-risk customers with data-driven strategies, the company can reduce churn rate, improve customer lifetime value, and increase overall profitability.