Executive Summary – Customer Churn Analysis

- Approximately 26–27% of customers have churned, indicating a significant impact on recurring revenue and customer lifetime value.

- Customer tenure is a major churn driver, with early-tenure customers showing much higher churn compared to long-term customers.

- Customers without value-added services such as Online Security, Online Backup, Device Protection, and Tech Support exhibit substantially higher churn.

- Fiber optic internet users demonstrate higher churn than DSL users, potentially due to pricing sensitivity or service expectations.

- Customers with no internet service show the lowest churn, suggesting simpler service usage leads to greater stability.

- Tech Support and Online Security are the strongest retention factors, significantly reducing churn when subscribed.

- Service configuration and tenure have greater influence on churn than demographic attributes such as senior citizen status.

- Churn is primarily service-driven rather than demographic-driven, pointing toward product and operational improvements.

- Strategic focus on early engagement, service bundling, and proactive support can materially reduce customer churn.