



Telecom Churn Analysis Summary

♦ 1. Overall Churn Rate

- **26.5%** of total customers have churned.
 - That means roughly **1 in every 4 customers** leaves the service.
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♦ 2. Gender-wise Churn

Gender Churn Rate

Male 26.2%

Female 26.9%

- The **difference is negligible**.
 - **Conclusion:** Gender **does not significantly affect** churn.
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♦ 3. Senior Citizen Churn

Group	Churn Rate
Senior Citizens	42.2%

Non-Senior 24.2%

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- **Senior Citizens churn nearly twice as much** as younger customers.
- They make up **~16%** of the customer base but account for a disproportionate share of churn.

♦ 4. Tenure-Based Churn

Tenure Group	Churn Rate
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0–2 months	62.7%
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3–12 months	34.3%
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Over 24 months	10.8%
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- Customers in their **first 2 months** are **6 times more likely** to churn than those who stayed over 2 years.
- Strong indication that **early experience** heavily influences retention.

♦ 5. Contract Type vs. Churn

Contract Type	Churn Rate
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Month-to-Month	43.0%
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One-Year 11.2%

Two-Year 2.8%

- **Month-to-month** users churn **15x more** than 2-year contract holders.
 - **Longer contracts drastically reduce churn risk.**
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◆ 6. Internet Service vs. Churn

Internet Type Churn Rate

Fiber Optic **41.1%**

DSL 19.3%

No Internet 7.2%

- **Fiber Optic users are most likely to churn.**
 - Likely due to price or service expectations.
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◆ 7. Online Services vs. Churn

Service Churn Rate if NOT Subscribed

Online Security **47.2%**

Online Backup 43.1%

Device Protection 42.6%

Tech Support 45.5%

Streaming TV 41.8%

Streaming Movies 40.9%

- Customers **not using these services churn at 40–47%** rates.
 - **Bundling these services can improve retention.**
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♦ 8. Payment Method vs. Churn

Payment Method Churn Rate

Electronic Check **45.9%**

Bank Transfer 16.0%

Credit Card 15.3%

Mailed Check 19.2%

- **Electronic Check users churn 3x more** than Credit Card users.
 - Possibly linked to **lower trust** or **less automation**.
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Recommendations (Data-Backed)

1. **Reduce First-Month Churn (62.7%):** Offer onboarding perks and quick customer support.
2. **Target Senior Citizens (42.2% churn):** Introduce simplified plans or personalized help.
3. **Push Long-Term Contracts (only 2.8% churn):** Offer free OTT, cashbacks, or loyalty bonuses.
4. **Upsell Value-Added Services (cut 40–47% churn):** Bundle security, backup, and streaming.
5. **Address Fiber Optic Concerns (41.1% churn):** Investigate service complaints.
6. **Convert Electronic Check Users (45.9%):** Incentivize shift to Credit Card or Auto-Debit.