

# TELECOM CUSTOMER CHURN ANALYSIS REPORT

## Summary & Recommendations

### **SUMMARY:**

1. Male churn rate is slightly higher than female.
2. Month-to-month contracts have the highest churn rate.
3. Senior citizens have a 60% churn rate.
4. Customers with tenure less than a year have a very high churn rate.
5. Customers with multiple lines exhibit higher churn compared to those without, possibly due to cost concerns.
6. Fiber-optic internet users churn more than DSL users, likely due to higher costs or service issues.
7. Absence of device protection or tech support correlates with higher churn, highlighting their importance for satisfaction.

### **RECOMMENDATIONS:**

1. Encourage month-to-month customers to switch to longer-term contracts.
2. Implement loyalty programs or extra support for senior citizens.
3. Focus on onboarding and support for new customers in their first year.

4. Provide incentives to switch from electronic checks to more stable payment methods.
5. Address potential issues with fibre optic services to reduce churn.
6. Offer price adjustments or added value for customers with higher monthly charges.
7. Promote tech support and online security services to reduce churn.

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THANK YOU