**Customer Churn Analysis Project**

This project studies why customers leave a telecom company (also known as customer churn) using dashboards built in Power BI. The goal is to understand the patterns behind churn and give ideas to help keep customers around longer.

**🔢 Overall Stats**

* **Total customers in the data:** 7,043
* **Customers who left:** 1,869
* **Churn rate:** 26.54%
* **Total monthly revenue:** ~$456,120
* **All-time revenue from customers:** ~$16.06 million

**📊 Main Insights**

**1. Customer Details**

* **Short-tenure customers** (newer ones) are more likely to leave.
* Customers **without partners or dependents** tend to churn more.
* **Gender** doesn’t seem to affect churn much.

**2. Payment & Billing**

* People using **paperless billing** churn more.
* Customers who pay via **electronic check** churn the most.
* **Bank transfer, credit card, and mailed check** users are more loyal.

**3. Services**

* Customers with **3 to 5 services** churn more—possibly due to overwhelm or dissatisfaction.
* Those using **just a few or many services** seem more satisfied.

**4. Contract Type**

* **Monthly contracts** have the highest churn (42.7%).
* **One-year contracts** see less churn (11.3%).
* **Two-year contracts** have the lowest churn (2.8%)—these customers are very loyal.

**💡 What This Means for the Business**

* Try to **encourage longer contracts** (1–2 years) with rewards or offers.
* Create **special retention offers** for customers who use electronic checks or monthly plans.
* Adjust service bundling to avoid overwhelming users—find the ideal mix.
* Reward long-term users and promote loyalty programs.

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