

## Executive Summary

This customer churn analysis aimed to identify the key factors contributing to customer attrition and to highlight patterns that distinguish churned customers from retained ones. The dataset contained demographic details, account information, and service usage patterns.

Our analysis revealed that **tenure** plays a significant role, with customers who stay longer showing a lower likelihood of churning. **Contract type** was another critical factor: customers with month-to-month contracts churned at a much higher rate compared to those with one-year or two-year contracts. Additionally, churn was more prevalent among customers without **online security and technical support services**, suggesting that added services increase customer stickiness.

In terms of demographics, **senior citizens** showed a slightly higher churn rate, and payment method also emerged as a key driver — those using electronic check payments exhibited higher churn compared to customers using automatic bank or credit card payments.

Overall, the findings indicate that improving customer retention will require focusing on increasing customer tenure through loyalty initiatives, encouraging long-term contracts, and promoting value-added services. Addressing payment method preferences and offering better customer support can further help reduce churn rates.