**Customer Churn Analysis - Key Insights & Suggestions**

**Overview**

Customer churn occurs when customers stop using a service. Understanding churn helps businesses improve retention and reduce revenue loss.

**Key Insights**

1. **High Churn in Month-to-Month Contracts** – Customers with flexible contracts leave more often.
2. **New Customers Leave Quickly** – Low-tenure customers have a higher churn rate.
3. **Higher Charges Lead to More Churn** – Expensive plans result in more cancellations.
4. **Fiber Optic Users Churn More** – Possibly due to cost or service quality.
5. **Electronic Check Users Churn More** – Payment method affects retention.
6. **Senior Citizens & Single Customers Churn More** – May need better support.

**Actionable Suggestions**

1. **Offer Discounts for Long-Term Contracts** – Encourage customers to commit.
2. **Improve Support for New & Senior Customers** – Reduce early churn.
3. **Provide Flexible & Affordable Plans** – Help retain high-cost customers.
4. **Encourage Auto-Payments** – Reduce churn due to billing issues.
5. **Improve Fiber Service Quality** – Address customer concerns.
6. **Introduce Referral & Family Plans** – Keep single customers engaged.

**Conclusion**

By identifying key churn factors and taking proactive steps, businesses can improve customer retention and revenue growth.