# Churn Analysis Report

## Page 1: Churn Analysis - Summary

**Overall Metrics**
• Total Customers: 6,418
• New Joiners: 411
• Total Churn: 1,732
• Churn Rate: 27%

**Demographic Insights**
• Gender: Majority of churners are Male (64%), Females contribute 36%.
• Age Group: Highest churn rate is in the >50 age group (31%), followed by 20–35 (23.5%) and 35–50 (24%).

**Geographic Insights**
• Top churn states: Jammu (57.2%), Assam (38.1%), Jharkhand (34.5%), Chhattisgarh (30.5%), Delhi (29.9%).

**Service Usage**
• Fiber Optic users churn most (41.1%), followed by Cable (25.7%) and DSL (19.4%).
• Internet Service (93.7%), Phone Service (90.6%), and Paperless Billing (74.6%) show high churn.

**Account Information**
• Contracts: Month-to-Month (46.5%) have the highest churn, while One-year (11%) and Two-year (2.7%) are more stable.
• Payment Method: Mailed Check (37.8%) and Bank Withdrawal (34.4%) are high churn modes; Credit Card is relatively stable (14.8%).

**Churn Distribution**
• Major reasons: Competitor (761), Attitude (301), Dissatisfaction (300), and Price (196).

**Predicted Churner Profile**
• Total predicted churners: 371
• Female: 239, Male: 132
• Age Group: Highest churners are >50 years (132) and 35–50 years (126).
• Marital Status: Almost equal split – No (189), Yes (182).

**Tenure Gap**
• High predicted churn among >=24 months (104), 6–12 months (87), and <6 months (65).

**Payment Method & Contract**
• Credit Card (190) and Bank Withdrawal (145) dominate predicted churners.
• Month-to-Month contracts are the riskiest (350 out of 371).

**Geographic Risks**
• Highest predicted churn in: Uttar Pradesh (43), Maharashtra (39), Tamil Nadu (36), Karnataka (29), Andhra Pradesh (23), Bihar (23), Haryana (23).

**Customers at Risk**
• High-risk customers include IDs: 85027-KAR, 51597-MAD, 33773-UTT, with monthly charges between 19–25 and high revenues.
• Many also have multiple referrals, making retention crucial.

**Conclusion**
Churn is concentrated among older customers, Fiber Optic/internet-heavy users, and Month-to-Month contracts. Retention should target customers with long tenure, higher monthly charges, and those in high-churn states. Strategies such as loyalty programs, improved customer support, and incentives for long-term contracts can significantly reduce churn.