**Executive Summary: Telecom Churn Analysis**

Objective

The primary objective of this analysis is to identify any underlying cause regarding customer churn and provide the organization with actionable insights to improve customer retention.

**Contract Type and Churn**

* **Churn Rates**:
  + **Month-to-month contracts**: 42% churn rate.
  + **One-year contracts**: 11% churn rate.
  + **Two-year contracts**: 3% churn rate.

A longer contract strongly correlates to lower churn rate.

**Payment Methods and Churn**

* **Churn Rates**:
  + **Electronic checks**: 45% churn rate (highest).
  + **Credit cards, bank transfers, mailed checks**: 15-18% churn rate (on average)

Customers using electronic checks may face trust, convenience, or security issues.

**Tenure and Churn**

* **Churn Rates**:
  + Customers with **less than one year** of tenure: **50% churn rate**.
  + **1–3 years of tenure**: 35% churn rate.
  + **More than three years**: 15% churn rate.

Strengthening customer satisfaction during the first year can significantly reduce churn rates.

**Recommendations:**

**1. Promote Long Term Contract**

**2. Address Payment Methods**

**3. Early Customer Engagement**

**4. Improve Fiber Optics Experience**