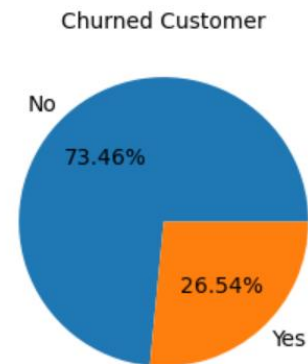


Telco Customer Churn - EDA Summary Report

1. Dataset Overview

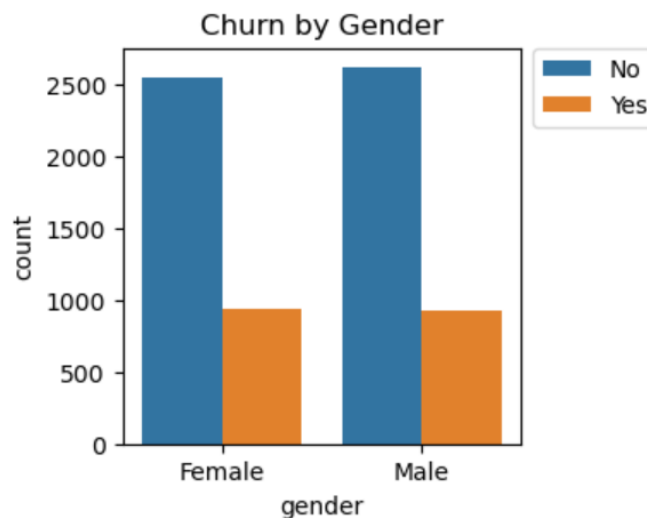
The dataset represents customer data from a telecom provider. The objective is to identify factors associated with customer churn, i.e., the customers who have stopped using the service.

- Total Customers: ~7,043
- Churned Customers: 26.54%
- Non-Churned Customers: 73.46%

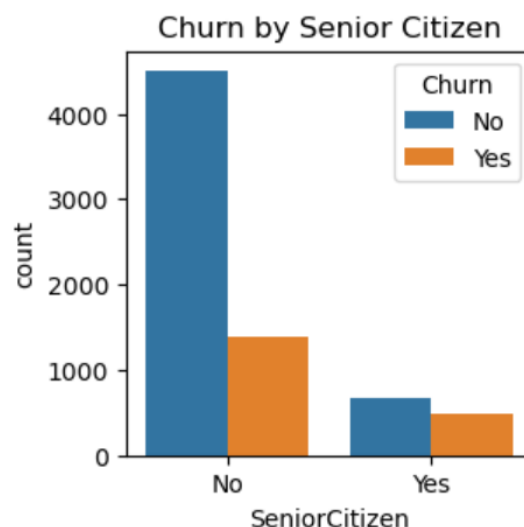


2. Key Factors Affecting Churn

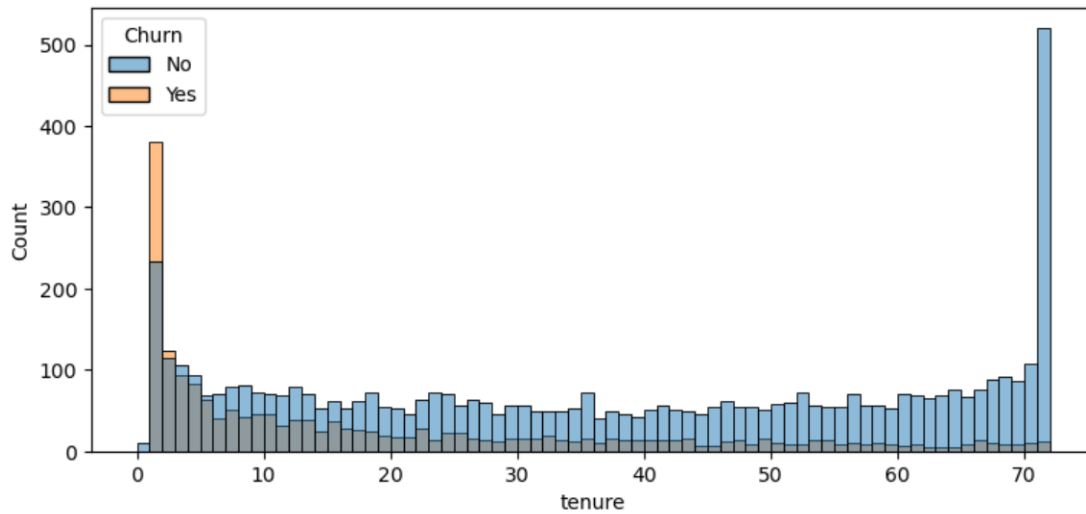
- **Gender:** No significant impact on churn.



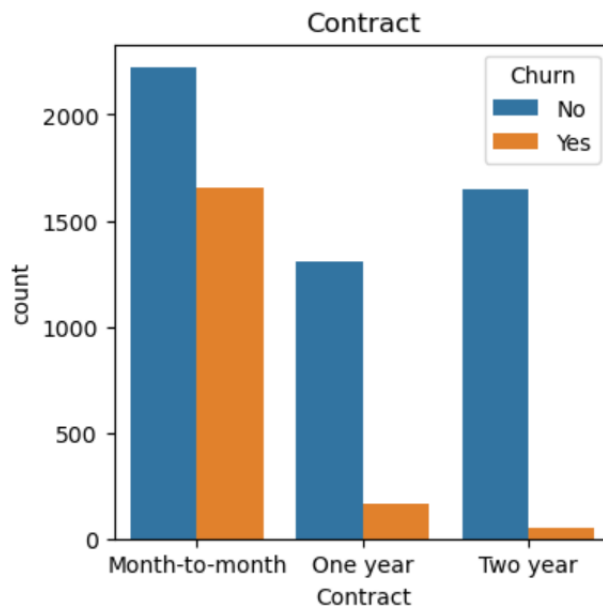
- **Senior Citizens:** Senior citizens churn more (42%) than non-seniors (24%).



- **Tenure:** Customers with short tenure (< 2 months) churn more.



- **Contract:** Monthly contract users churn more. Long-term contracts reduce churn.



3. Services Impacting Churn

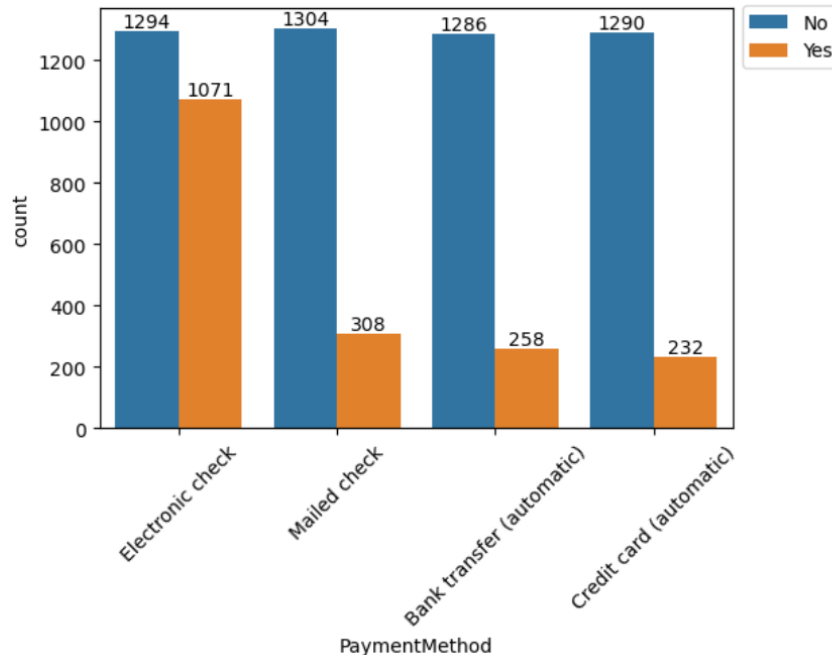
Internet: Fiber optic users have higher churn than DSL. Support

Services:

- OnlineSecurity (No: ~45%, Yes: ~15%)
- TechSupport (No: ~40%, Yes: ~18%)
- DeviceProtection (No: ~38%, Yes: ~20%)

4. Payment Methods

Electronic check users churn more than credit card, bank transfer, or mailed check users.



5. Monthly Charges

Churn is more likely when Monthly Charges are between \$70-\$100. Lower-charged users churn less.

6. Overall Insights

- **Contract Type:** Long-term contracts reduce churn
- **Tenure:** New users (0-3 months) are high-risk
- **Services:** Lack of support = high churn
- **Payment:** Electronic Check users churn more- Pricing: High monthly costs raise

7. Recommendations

1. Improve onboarding for new users
2. Encourage long-term contracts with incentives
3. Promote bundled services like TechSupport
4. Reassess fiber optic plan pricing
5. Target electronic check users with retention offer