

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

Telco Customer Churn - EDA Summary Report

- 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 churn

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 offers