**Executive Summary: Customer Churn Analysis**

**🎯 Objective**

The objective of this analysis is to identify key factors influencing customer churn and provide actionable recommendations to improve retention. The dataset includes various service-related and demographic factors that impact customer behavior.

**📌 Key Insights from the Visualizations**

**1️Overall Churn Rate**

🔹 **26.54%** of customers have churned, while **73.46%** have remained.  
🔹 This indicates a significant churn issue that needs attention.

**Visualization:** A **pie chart** was used to show the proportion of churned vs. retained customers.

**Recommendation:**

* Focus on understanding why these customers leave (survey feedback).
* Implement **loyalty programs** to retain existing customers.

**2️Churn by Gender**

🔹 **Male (26.1%)** and **Female (27.1%)** customers churn at nearly the same rate.  
🔹 Gender does not significantly impact churn.

**Visualization:** A **stacked bar chart** comparing churn rates by gender.

✅ **Recommendation:**

* Instead of gender-based strategies, focus on service-related factors.

**⃣ Churn by Senior Citizen Status**

🔹 **Senior citizens (41.4%)** churn at nearly **twice the rate** of non-senior citizens (23.5%).  
🔹 This suggests that older customers may be **less satisfied** with services.

**Visualization:** A **grouped bar chart** showing churn distribution by senior citizen status.

✅ **Recommendation:**

* Offer **senior-friendly plans** with better support.
* Improve **customer service** for elderly users.
* Provide **simplified billing & tech assistance**.

**4️ Churn by Tenure (Customer Loyalty Duration)**

🔹 **Churn is highest (61%) among customers with tenure of 1-2 months.**  
🔹 Long-term customers (over 2 years) have a **churn rate below 10%**.  
🔹 This suggests that **early engagement** is crucial for retention.

**Visualization:** A **line chart** showing churn rate vs. tenure.

✅ **Recommendation:**

* Introduce **onboarding programs** to engage new customers.
* Offer **discounts for long-term commitments**.

**5 Churn by Contract Type**

🔹 **Monthly contract customers churn the most (42.3%)**, compared to:

* **1-year contracts: 11.5% churn**
* **2-year contracts: 3.5% churn**  
  🔹 Short-term contracts lead to **higher customer instability**.

**Visualization:** A **bar chart** comparing churn across contract types.

✅ **Recommendation:**

* Provide **incentives for annual contracts**.
* Implement **auto-renewal with benefits**.

**6️ Churn by Services Used**

🔹 Customers **without Online Security (45.3%) and Tech Support (48.2%)** have the highest churn rates.  
🔹 Those with **Streaming TV & Movies but no security support** also tend to churn more.

**Visualization:** A **stacked bar chart** comparing churn rates across services.

✅ **Recommendation:**

* **Bundle security & tech support** with internet services.
* Offer **free trials** of security services.

**7️ Churn by Payment Method**

🔹 **Electronic Check users churn the most (44.5%)**, compared to:

* Credit Card (15.3%)
* Bank Transfer (12.7%)  
  🔹 This suggests **billing issues or dissatisfaction** with electronic check payments.

**Visualization:** A **bar chart** comparing churn across payment methods.

✅ **Recommendation:**

* Encourage **auto-pay options** for better retention.
* Investigate **electronic check complaints**.

**Summary of Key Findings**

| **Factor** | **High Churn (%)** | **Low Churn (%)** | **Recommendation** |
| --- | --- | --- | --- |
| **Overall Churn Rate** | 26.54% | 73.46% | Improve retention strategies |
| **Senior Citizens** | 41.4% | 23.5% | Offer senior-friendly plans |
| **Tenure (1-2 months)** | 61% | <10% (2+ yrs) | Improve early engagement |
| **Monthly Contracts** | 42.3% | 3.5% (2 yrs) | Encourage long-term plans |
| **No Tech Support** | 48.2% | - | Bundle support services |
| **Electronic Check** | 44.5% | 12.7% (Bank) | Promote alternative payments |

**Final Recommendations**

✅ Focus on **early customer engagement** to reduce short-term churn.  
✅ **Encourage long-term contracts** by offering discounts.  
✅ **Improve senior citizen support** with better customer service.  
✅ **Promote security & tech support services** to increase retention.  
✅ **Investigate payment issues** related to electronic checks.