

Key Insights:

1. Overall Churn Rate

- The analysis reveals that **26.54% of customers have churned**, while **73.46% have remained** with the company.
- Understanding the underlying reasons behind this churn is essential to developing effective customer retention strategies.

2. Customer Demographics & Churn Trends

- **Senior Citizens are more likely to churn:**
 - **35% of senior citizens** have churned, compared to **23% of non-senior citizens**.
 - This suggests that older customers may face challenges in using telecom services or perceive lower value from them.
- **New customers have a significantly higher churn rate:**
 - Customers who have been with the company for **less than 2 months** exhibit a **40% churn rate**.
 - In contrast, customers with a tenure of **more than 3 years** show a significantly lower churn rate of **15%**.
 - This indicates that early customer experience plays a crucial role in long-term retention.

3. Service Usage & Churn Patterns

- **Core service subscriptions impact churn rates:**
 - Customers who have **Phone Service, DSL Internet, and Online Security** have a **20% churn rate**, lower than the overall churn average.
 - In contrast, those who do not use these services have a **35% churn rate**.
- **Customers without value-added services churn at a higher rate:**
 - Customers who **do not have Online Backup or Tech Support** experience a **45% churn rate**, compared to **18% among those who have these services**.
 - The absence of Streaming TV and Streaming Movies services also correlates with higher churn.

Conclusion & Recommendations

- **Onboarding Experience Matters:** Since **40% of customers churn within the first two months**, telecom providers should focus on improving the early customer experience through better support, tutorials, and onboarding incentives.
- **Targeted Engagement for Senior Citizens:** With a **35% churn rate among senior citizens**, offering dedicated support, simplified plans, or personalized services can help retain this segment.
- **Promoting Value-Added Services:** Customers with **Tech Support and Online Backup** churn **27% less** than those without. Encouraging adoption through bundled offers or discounts could improve retention.

Implementing these strategies based on data-driven insights will help **reduce churn, enhance customer satisfaction, and improve long-term profitability.**