

# Summary and Recommendation

This churn analysis provides a comprehensive view of customer attrition patterns. Out of **7,043 customers**, approximately **26.5% (1,869 customers)** have churned, signaling a significant opportunity to improve retention.

## Key Insights

### 1. Demographics

- **Senior Citizens:** About **42% of senior citizens** have churned compared to only **23% of non-senior customers**. This indicates age is a strong churn driver.
- **Gender:** Male and female customers churn at almost the **same rate (~26%)**, showing that gender is not a key differentiator.

### 2. Tenure Effect

- Customers in their **first 1–2 months** are the most vulnerable, with churn rates exceeding **60%**.
- In contrast, customers with **tenure > 2 years** have a much lower churn rate of **~10%**, highlighting the importance of building long-term engagement.

### 3. Contract Type

- **Month-to-Month contracts** show a churn rate of **43%**, while
- **One-year contracts** have only **11% churn**, and
- **Two-year contracts** are the most stable, with churn as low as **3%**.  
👉 Clearly, contract length is the most critical factor influencing churn.

### 4. Billing & Payment Methods

- Customers using **Electronic Checks** churn at the highest rate (**~45%**).
- Those using **credit cards, bank transfers, or mailed checks** churn at less than **20%**, suggesting payment method impacts retention.
- Customers with **Paperless Billing** churn at **33%**, compared to only **20%** for those with mailed bills.

### 5. Services & Add-ons

- Customers **without Online Security** churn at **42%**, while those with it churn at only **15%**.
  - **Tech Support absence** also drives churn: customers without support churn at **41%**, compared to just **17%** with support.
  - Customers subscribing to **multiple services (bundled Internet + Streaming + Phone)** churn significantly less (~20%) than those with standalone services (~40%).
- 



## Strategic Recommendations

- **Onboarding Focus:** Provide special attention to **new customers (<3 months)** through welcome offers, guided onboarding, and proactive engagement.
  - **Promote Long-Term Contracts:** Incentivize 1-year and 2-year contracts with **discounts, loyalty rewards, or add-on benefits**, as they drastically reduce churn from 43% → 3%.
  - **Secure & Support Services:** Upsell **Online Security, Tech Support, and Device Protection** to reduce churn by nearly **25%–30%**.
  - **Payment Optimization:** Encourage safer payment methods (bank transfer/credit card) to lower churn from **45%** → **<20%**.
  - **Senior Citizen Plans:** Design **senior-friendly packages** with simplified services, affordable bundles, and priority customer support.
- 

✓ **Bottom Line:** By targeting the high-risk segments (month-to-month customers, electronic check payers, new joiners, and senior citizens) and promoting long-term contracts and bundled services, the company can **potentially reduce churn by 40–50%**, directly boosting revenue and customer lifetime value.