**Project Data Analysis with power bi**

**Customer Churn Analysis Report**

**Overview of Churn Rate**

* The **overall churn rate** is **26.54%**, which means more than a quarter of the customers are leaving the company. This high churn rate is concerning and indicates the need for immediate action to improve customer retention.

**Key Insights and Factors Affecting Churn**

**2.Contract Type:**

* + Customers with a **month-to-month contract** have the highest churn rate. The flexibility of these contracts allows customers to leave easily, suggesting dissatisfaction with service quality or pricing.

1. **Dependents:**
   * Customers **without dependents** show a higher churn rate. These customers may have fewer obligations, making it easier for them to switch to competitors.
2. **Payment Method:**
   * Customers using **Electronic Check** for payments experience a higher churn rate. This may indicate:
     + Potential issues during the payment process.
     + Additional fees or inconvenience associated with this payment method.
3. **Service Subscriptions:**
   * Customers with **multiple services** tend to churn more frequently. This suggests dissatisfaction with bundled offerings or the complexity of managing multiple services.
4. **Online Security and Tech Support:**
   * Customers who subscribe to **Online Security** and **Tech Support** services have the **lowest churn rates**. These services may provide value or security that encourages retention.
5. **Churn Trends Over Time:**
   * Since the **beginning of 2024**, the churn rate has been **steadily increasing**. It's important to analyze what changes occurred at the start of the year to understand this trend.
   * The **lowest churn rate** was recorded in **2018**. Reviewing what services, pricing, or customer support strategies were available in 2018 (and have since changed) could provide insights into improving retention.

**Recommendations**

1. **Focus on Long-Term Contracts:**
   * Encourage customers to switch to **annual or longer-term contracts** by offering discounts or incentives.
2. **Improve Payment Methods:**
   * Investigate and resolve issues related to **Electronic Check** payments to ensure a smoother customer experience.
   * Motivate customers to switch to **Credit Card payments** instead of using **Electronic Check**
3. **Enhance Service Offerings:**
   * Promote **Online Security** and **Tech Support** services as part of customer retention strategies, as they correlate with lower churn rates.
4. **Analyze Changes from 2024:**
   * Identify what policies or service changes occurred in 2024 that may have led to the increasing churn rate.
5. **Learn from 2018:**
   * Study customer satisfaction and service offerings from 2018 to understand what contributed to the lower churn rate during that period.