

Summary and Recommendations

Objective

The goal of this analysis is to identify key drivers behind customer churn in a telecom company and provide actionable insights to improve customer retention through data-driven strategies.

Key Insights

- The overall churn rate is **26.54%**, indicating that more than one in four customers leave the service
 - **Senior citizens** have a significantly higher churn rate (**41.7%**) compared to non-senior customers (**24.8%**).
 - Customers on **month-to-month contracts** churn the most (~43%), while those on long-term contracts churn far less.
 - **Electronic check users** are more likely to churn (~45%) compared to those paying by credit card, bank transfer, or mail.
 - Churn is highest within the **first 1–3 months** of service, pointing to onboarding or early experience issues.
 - **Gender** does not have a strong impact on churn behavior — male and female customers behave similarly.
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Recommendations

- Develop special loyalty or support programs targeted at **senior citizens** to reduce their higher churn risk.
- Encourage customers to switch to **long-term contracts** by offering incentives like discounts or added services.
- Educate and migrate **electronic check users** to safer, more stable payment methods like auto-pay or credit card.

Summary and Recommendations

- Improve ellations.**new customer onboarding** through proactive communication, guides, or welcome benefits during the first few months.
- Promote **value-added services** such as tech support and online security trials to increase engagement and reduce canc