# Summary And Recommendations

## (Customer Churn Analysis)

**Objective:**
To identify major factors driving customer churn and recommend ways to improve retention.

**Key Findings:**

- **Contract Type:**

    o Month-to-month customers have the highest churn (**42%**).

    o Yearly (**11%**) and two-year contracts (**3%**) significantly reduce churn.

    o → Longer contracts = stronger retention.

- **Payment Method:**

    o Electronic check users show the highest churn (**45%**).

    o Other methods (credit card, bank transfer, mailed check) show lower churn (**15–18%**).

    o → Switching users from electronic checks may reduce churn.

- **Tenure:**

    o First-year customers have **50%** churn.

    o Churn decreases to **35%** (1–3 years) and **15%** after 3 years.

    o → Early engagement is critical.

- **Internet Service Type:**

    o Fiber Optic users: **30%** churn.

    o DSL users: **20%** churn.

- **Demographics:**

    o Senior citizens churn more (**41%**) vs non-senior customers (**26%**).

    o → Senior-focused support programs recommended.

**Overall Insight:**

Most churn comes from customers who are **new**, **on month-to-month plans**, **using electronic checks**, or **senior citizens**.

**Recommendations:**

- Encourage **long-term contracts**.

- Promote **secure, stable payment methods**.

- Strengthen **onboarding & first-year engagement**.

- Offer **targeted retention programs** for senior customers.