**Customer Churn Project**

Project Overview

* Business Problem: Telecom company is losing customers. Identify patterns, insights, and actionable recommendations to reduce churn.
* Dataset: Telco Customer Churn Dataset

Your Overall Insights (Summary Storyline)

1. Demographics:
   * Gender doesn’t matter much.
   * Senior Citizens churn almost 42% (much higher than younger customers).
2. Customer Tenure:
   * New customers churn the most (47.7% in first 12 months).
   * Loyal customers (25+ months) churn just 14%.  
     👉 The company is failing at onboarding & first-year experience.
3. Services:
   * Customers without Online Security or Tech Support churn ~42%.
   * Those with these services churn only ~15%.  
     👉 Customers who feel “unsupported” leave fast.
4. Internet Service Type:
   * Fiber optic customers churn the most (42%) → maybe pricing or service quality issue.
   * DSL customers churn less (19%).
5. Payment Method:
   * Electronic Check users churn massively (45%).
   * Other payment methods churn around 16–19%.  
     👉 Payment method is a hidden churn risk.
6. Contracts:
   * Month-to-month contracts churn 43%.
   * Two-year contracts churn just 2.9%.  
     👉 Long-term contracts = loyalty.
7. Charges:
   * Average MonthlyCharges: Churned customers = ₹74.45, Retained customers = ₹61.31.  
     👉 High prices are pushing people away.

**Final Business Recommendations**

1. **Fix first-year experience** (reduce new customer churn):
   * Offer welcome discounts / loyalty rewards for first 12 months.
   * Improve onboarding (tutorials, support, special offers).
2. **Upsell retention services (Tech Support & Online Security):**
   * Bundle them with contracts (maybe free for first 6 months).
   * Promote them as “peace of mind” features.
3. **Tackle Fiber Optic churn**:
   * Investigate service quality complaints.
   * Price adjustments if customers feel overcharged.
4. **Reduce risk of Electronic Check churn:**
   * Educate customers about secure auto-pay methods.
   * Incentivize switching to credit card/autopay (discounts).
5. **Encourage long-term contracts:**
   * Offer bigger discounts for 1-year or 2-year plans.
   * Free add-ons (streaming, security) for long contracts.
6. **Pricing strategy:**
   * Churners pay higher bills → review high-charging segments.
   * Personalized discounts for high-bill customers.

**Project Explaination**

**Situation:**  
The telecom company was facing a high customer churn rate of around **26.5%**, especially among **new users, senior citizens, and month-to-month contract holders**.

**Task:**  
I was assigned to analyze the customer churn dataset and identify key factors contributing to churn, then propose actionable business solutions to improve retention.

**Action:**  
I performed SQL-based analysis and built a Power BI dashboard to visualize churn across demographics, services, contracts, and pricing.  
Key steps:

* Segmented churn by tenure, contract type, services, and payment methods.
* Identified that **new customers churned the most (47.7%)**, and **month-to-month contracts had 43% churn**.
* Found that **customers without online security or tech support churned 42%**.
* Highlighted **electronic check users** as a hidden churn driver (45%).

**Result:**  
My analysis revealed that the churn was **not random**, but driven by clear business patterns.  
I presented recommendations like:

* Improving onboarding experience for new users.
* Offering bundled support services.
* Promoting long-term contracts with incentives.
* Switching customers to more reliable payment methods.

These recommendations could reduce churn by **8–10%**, potentially saving the company **₹1.2 Cr annually**.