

Summary and Recommendations

Customer Churn Analysis Project

Summary

Dataset contains 7,043 customers and 21 features.

Overall customer churn rate is 26.54%.

Month-to-month contract customers churn the most.

Customers with tenure less than 1 year show highest churn.

Electronic check payment method has the highest churn rate.

Senior citizens churn more compared to non-senior customers.

Gender has minimal impact on churn.

Long-term customers are more loyal and stable.

Key Business Insights

Short-term contracts = high churn risk.

Early customer period (first year) is critical

Payment experience affects retention.

Senior customers need special attention.

Recommendations

Convert month-to-month customers to long-term contracts

Improve onboarding and support in the first year.

Encourage auto-payment methods over electronic checks.

Provide dedicated support plans for senior citizens.

Focus retention efforts on high-risk churn segments.

Conclusion

Customer churn can be significantly reduced by targeting contract type, tenure, payment method, and senior customers using data-driven retention strategies