

# Customer Churn Analysis – Project Summary

## Objective

To analyze customer churn behavior using telecom data and identify key drivers contributing to customer attrition.

## Tools & Technologies

Power BI, R, Excel

## Dataset

Telco Customer Churn dataset sourced from Kaggle.

## Key Analysis Performed

- Data cleaning and preprocessing
- Exploratory Data Analysis
- Hypothesis testing
- Logistic regression modeling
- Interactive dashboard creation

## Key Insights

- Month-to-month contracts show the highest churn
- New customers churn more frequently
- Higher monthly charges increase churn probability

## Business Recommendations

- Promote long-term contracts
- Improve onboarding for new customers
- Target high-risk customers with retention offers