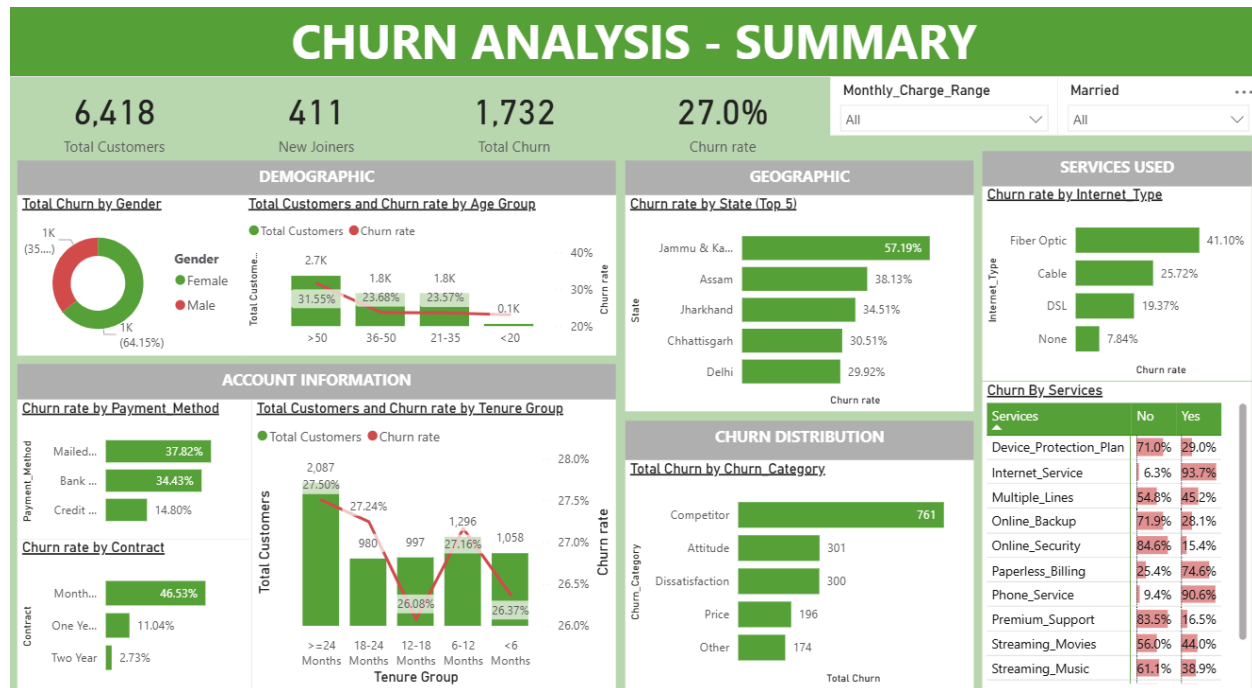# INSIGHTS SUMMARY : CUSTOMER CHURN ANALYSIS

Demographics

- The telecom company serves **6,418 customers**, with an overall **churn rate of 27%**.
- **Females contribute more to churn (64.15%)** compared to males, particularly in the **age group above 50**.
- The **>50 age group** not only represents the **largest customer base** but also shows the **highest churn rate (31.55%)**, indicating potential disengagement among senior users.
- **Younger age groups** (<35) demonstrate significantly lower churn, suggesting better retention among younger customers.

Geography

- **Jammu & Kashmir** has the **highest number of customers (320)** among states but also the **highest churn rate (57.19%)**, indicating significant regional dissatisfaction.
- **Assam, Chhattisgarh, and Jharkhand** also consistently appear in the **top 5 high-churn states** for both genders.

Services Used

- Despite its high speed, fibre optics observed the worst retention, showing a **churn rate of 41.10%**.
- Customers who use **Unlimited data, internet, phone** and **paperless billing services** tend to have higher churn rates when compared to other services.

Account Information

- Churn is **highest for customers using Mailed Check (37.82%)** and **Bank Withdrawal (34.43%)**, while those using **Credit Cards** have the **lowest churn (14.80%),** promoting digital payment methods.
- Short term monthly contracts was found to not be as feasible as the long term commitments **(2 year contract → only 2.73% churn rate)**
- Total Customers and Churn rate **diverged** the most when the Tenure Group was **>=24 Months.**

Churn Distribution

- Most customers (**761**) found the company's **competitor** to have better devices and made better offers.
- Roughly **300 customers** left as they were mostly **dissatisfied with the limited service options and network reliability**.
- **Attitude of customer support** and **pricing concerns** also feature prominently among churn reasons.