# Customer Churn Analysis - Summary Report

## 1. Introduction

This report provides an exploratory analysis of the customer churn dataset. The analysis aims to identify trends and patterns contributing to customer churn, helping the business improve retention strategies.

## 2. Dataset Overview

The dataset contains information about customers, their subscription details, and service usage. Key attributes include customer demographics (gender, SeniorCitizen, Partner, Dependents), service usage (InternetService, OnlineSecurity, TechSupport), and churn indicator.

## 3. Analysis Insights

Preliminary observations from the dataset:  
- The dataset includes features such as tenure, monthly charges, and total charges.  
- Churn rates vary across demographics and service types, providing actionable insights for targeted interventions.  
- Features like contract type and payment method significantly influence churn rates.

## 4. Key Findings

- Customers with month-to-month contracts have a higher likelihood of churning compared to those with longer contracts.  
- Customers using fiber optic services report a higher churn rate compared to DSL.  
- Electronic check as a payment method is associated with higher churn rates.  
- Senior citizens exhibit different churn behaviors compared to non-senior customers.

## 5. Recommendations

Based on the analysis, the following recommendations are proposed:  
1. Encourage long-term contracts to reduce churn rates.  
2. Improve customer satisfaction with fiber optic services.  
3. Offer incentives for customers using electronic checks to switch to other payment methods.  
4. Design tailored retention strategies for senior citizens.

## 6. Conclusion

The insights from this analysis highlight critical factors influencing customer churn. Implementing targeted strategies can help the company improve customer retention and reduce churn rates.