

Executive Summary

The analysis provides a detailed understanding of customer churn patterns, highlighting key factors that influence customer retention and attrition.

1. Churn Rate

- Approximately **26.5% of customers have churned**.
- This is a significant proportion, warranting attention to underlying causes.

2. Customer Demographics

- **Senior citizens** form a smaller portion of the customer base.
- However, **their churn rate is comparatively higher** than non-senior customers.

3. Customer Tenure

- **Long-term customers are more likely to stay**, reflecting loyalty built over time.
- **New customers (1–2 months)** show a **much higher churn rate**, indicating onboarding or early experience issues.

4. Contract Type

- **Month-to-month contracts** are strongly associated with higher churn.
- Customers on **one-year or two-year contracts** show better retention, indicating that longer commitments reduce churn risk.

5. Billing and Payment Preferences

- **Paperless billing** and **electronic payment methods**, especially **electronic checks**, are linked with higher churn rates.
 - This suggests that customer experience with certain billing/payment modes could be a pain point.
-

Key Takeaways

- **Retention strategies** should focus on **new customers**, providing better onboarding and early support.
 - Encouraging **long-term contracts** could significantly reduce churn.
 - Special attention should be given to **payment experience**, especially improving processes around electronic check payments.
 - Senior citizens may require **dedicated support and engagement strategies** to improve satisfaction and loyalty.
-