Customer Churn Analysis - Recommendations

1. Improve Retention for Senior Citizens

Senior citizens show a higher churn rate. Tailored plans, easier support channels, and loyalty programs can help retain them.

2. Focus on New Customers

Customers with 1–2 months of tenure are more likely to churn. Implement welcome offers, onboarding support, and engagement campaigns in the first few months.

3. Promote Beneficial Services

Customers who use PhoneService, OnlineSecurity, and DSL are less likely to churn. Consider bundling and promoting these services to increase stickiness.

4. Address Payment Method Churn

Electronic check users churn more frequently. Promote auto-pay or card-based payment methods through incentives.

5. Targeted Marketing with Predictions

Use the predicted churn probabilities to create targeted marketing campaigns. Offer retention deals to high-risk customers.

6. Enhance Customer Support

Services like TechSupport and OnlineBackup correlate with lower churn. Encourage their use and ensure support quality.

7. Monitor and Iterate

Regularly retrain models and update strategies based on new customer behavior data to stay adaptive.