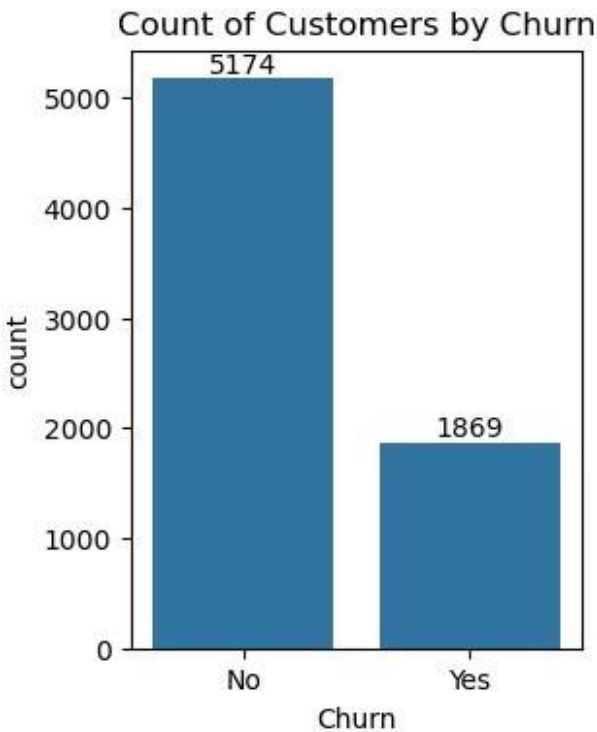


# Telecom Customer Analysis Report

## 1. Customer Churn Count

The analysis shows a significant portion of the customers have churned. This chart helps in identifying the total churned vs. non-churned customers.

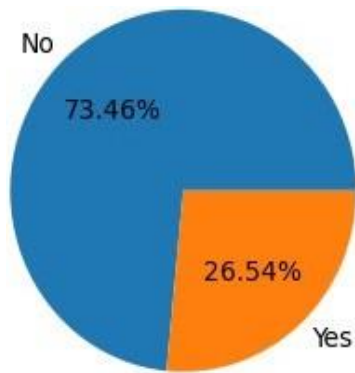
Figure 1: Placeholder for Customer Churn Count chart.



## 2. Churn Distribution

The pie chart reflects that a notable percentage of customers have churned. This helps quantify churn and retainment at a glance.

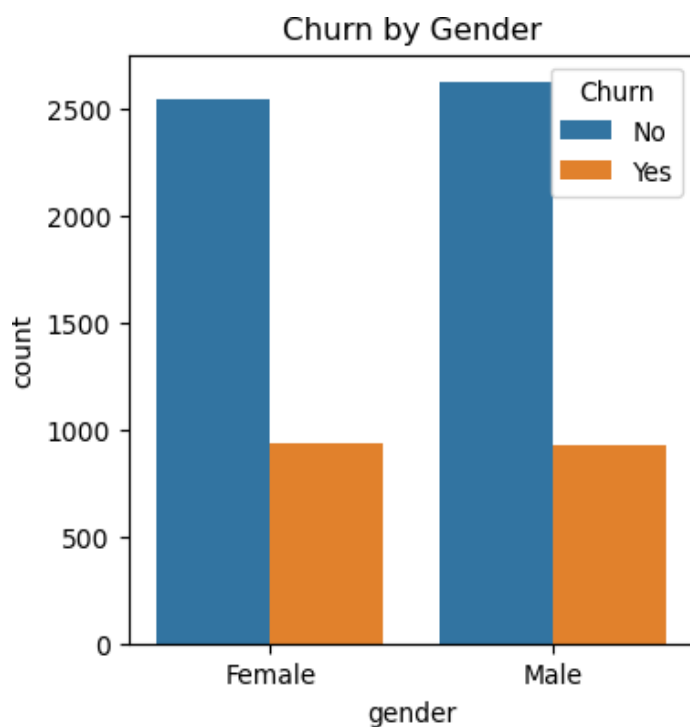
Figure 2: Placeholder for Churn Distribution pie chart.



### 3. Churn by Gender

There is a slight difference between male and female churn rates, suggesting gender may have a limited effect on churn probability.

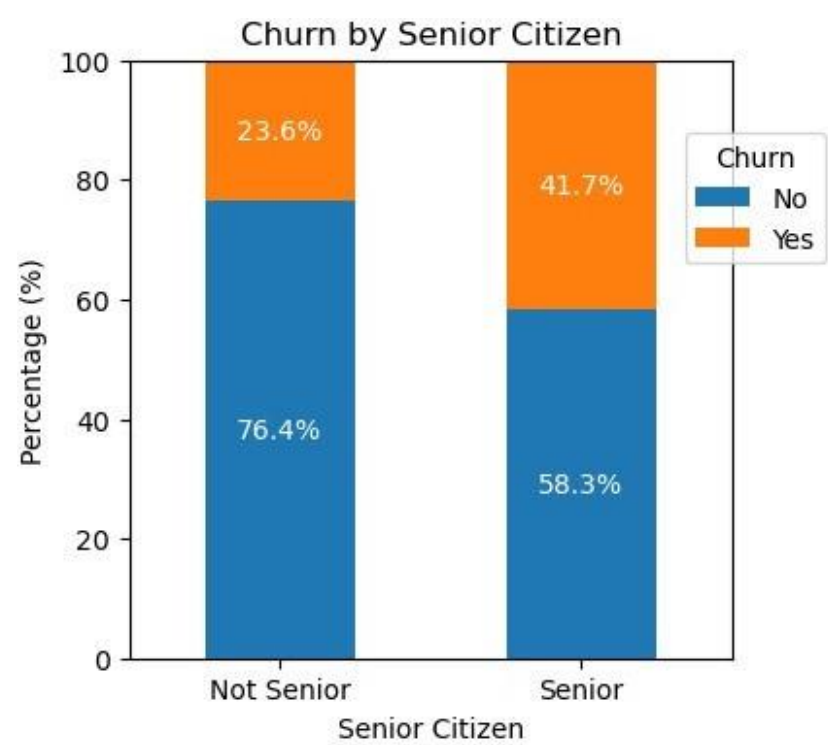
Figure 3: Placeholder for Churn by Gender chart.



### 4. Senior Citizen and Churn

Senior citizens show a higher churn rate compared to non-senior customers. This indicates that age may impact customer retention.

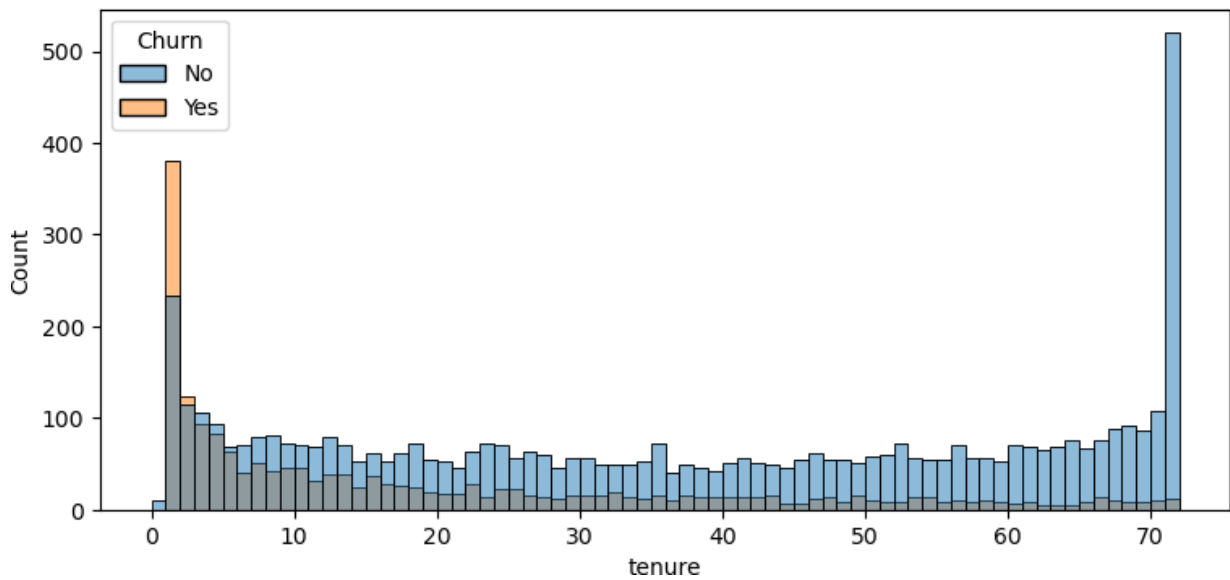
Figure 4: Placeholder for Senior Citizen and Churn chart.



5. Tenure and Churn

Customers with short tenures are more likely to churn, suggesting newer customers are less satisfied or not fully committed to the service.

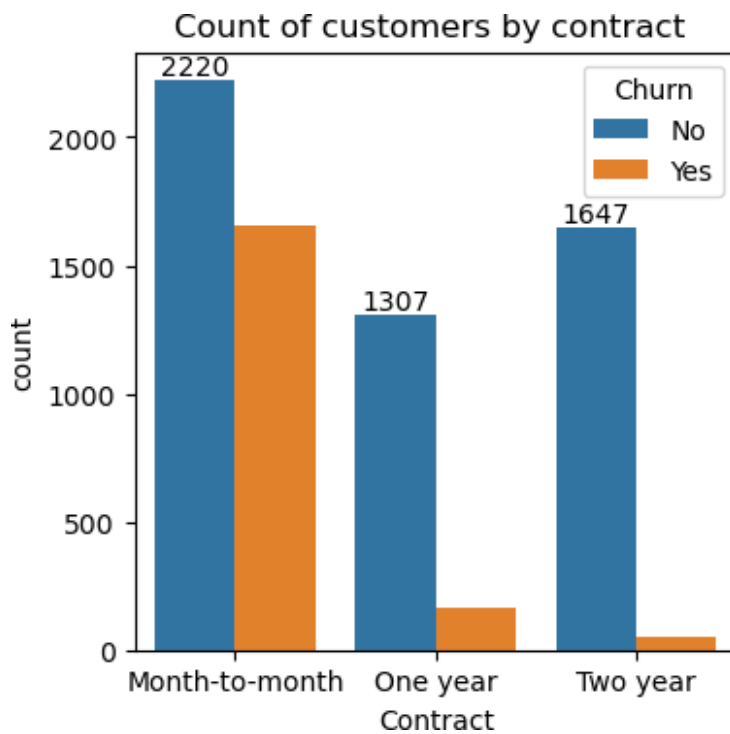
Figure 5: Placeholder for Tenure and Churn histogram.



## 6. Contract Type and Churn

The analysis reveals that customers with month-to-month contracts are more likely to churn compared to those with one- or two-year contracts, indicating contract length impacts customer loyalty.

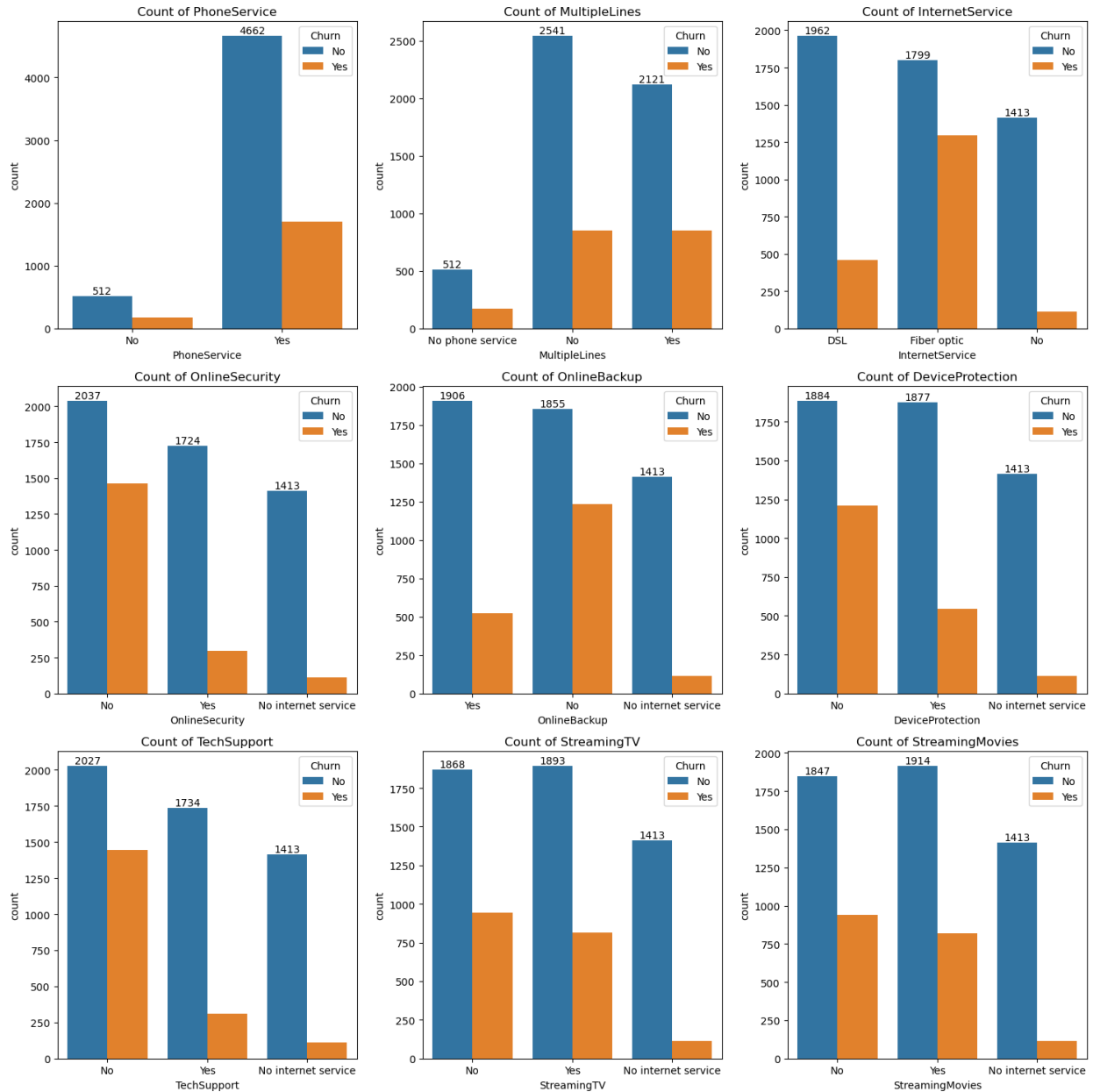
Figure 6: Placeholder for Contract Type and Churn chart.



## 7. Churn by Additional Services

PhoneService, InternetService, OnlineSecurity, and TechSupport: Customers with services like DSL, online security, and tech support tend to have lower churn rates. On the other hand, OnlineBackup, StreamingTV, and StreamingMovies show higher churn rates associated with customers lacking these services, suggesting these services could be drivers for retention.

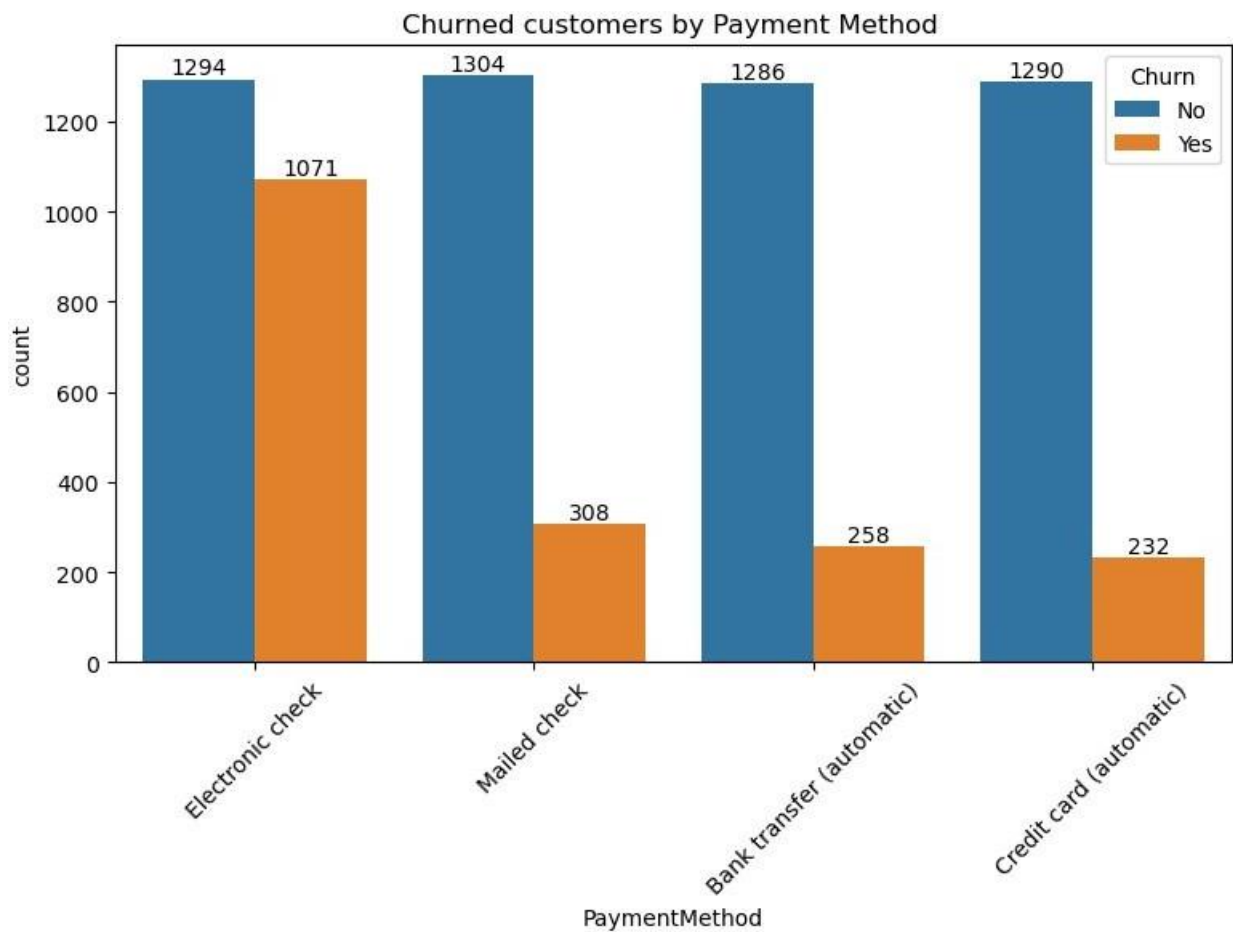
Figure 7: Placeholder for Additional Services and Churn chart grid.



8. Payment Method and Churn

Customers using electronic checks as a payment method are more likely to churn, which may indicate dissatisfaction with the service experience associated with this method.

Figure 8: Placeholder for Payment Method and Churn chart.



Conclusion

This report highlights key churn drivers, including tenure, contract type, senior status, and payment methods, offering insights for targeted retention strategies.