

Summary and Recommendations

Objective:

The study looks at why customers leave (churn), mainly focusing on **contract type**, **payment method**, and **customer tenure**.

Key Findings:

- **Contract Type:**
Customers with **month-to-month contracts** churn the most (**about 42%**).
Customers with **1-year (11%)** and **2-year (3%)** contracts churn much less.
- **Payment Method:**
Customers using **electronic checks** have the highest churn (**around 45%**).
Other methods like **credit cards or bank transfers** have lower churn (**15–18%**).
- **Tenure (Customer Age):**
New customers (less than 1 year) churn the most (**about 50%**).
Customers staying more than 3 years churn much less (**around 15%**).
- **Overall Insight:**
Churn is highest in the **early stage**, with **short contracts** and **electronic check payments**.

Recommendations (In Simple Words)

- Encourage customers to choose **long-term contracts** with discounts or offers.
- Motivate customers to switch from **electronic checks** to safer payment methods.
- Focus more on **new customers**, especially in the **first year**, with better support and offers.
- Use **personalized retention strategies** based on customer behavior.