

# Telco Customer churn analysis

## Executive Summary

This churn analysis examines telecom customer behavior to identify key drivers of attrition. Out of the total customer base, approximately **26.7%** have churned, as shown by the pie chart. The analysis explored demographics, tenure, contract type, and service usage to understand churn patterns.

- **Senior Citizens:** About **42%** of senior citizens have churned compared to only **24%** of non-senior citizens, indicating age plays a significant role in customer retention.
- **Tenure:** Customers with **shorter tenure (0–10 months)** show a significantly higher churn rate, while those with **longer tenure (40+ months)** tend to stay.
- **Contract Type:** Over **43%** of customers on **month-to-month contracts** have churned, compared to just **11%** on **one-year contracts** and **3%** on **two-year contracts**, highlighting the value of long-term commitments.
- **Internet & Streaming Services:** Customers without tech support, online security, or backup services show consistently higher churn. For example, churn is **around 30%** for users without **online security** compared to **15%** for those who have it.
- **StreamingTV & Movies:** The presence or absence of these services has a moderate effect, with slightly higher churn among users who subscribed to streaming services.

The insights suggest that customer retention can be improved by promoting longer-term contracts, offering bundled protection services, and proactively engaging senior citizens and new customers early in their lifecycle.