**Title:** Customer Churn Capstone – Project Summary

**Project Overview:**  
The **Customer Churn Capstone Project** analyzes telecom customer churn using **Python (Colab)** and **SQL**. The project investigates patterns in customer churn across different contract types, tenure groups, payment methods, and internet service types. Visualizations and a detailed PDF report summarize the insights, including financial impact and retention strategies.

**My Role:**

* Executed the data analysis workflow in Python and SQL.
* Cleaned and organized the dataset, calculated churn metrics, and created visualizations.
* Summarized findings in a comprehensive PDF report.

**Tools Used:**

* Python (pandas, matplotlib, seaborn)
* SQL (queries for exploratory analysis)
* Jupyter/Colab notebooks
* PDF report for presentation of insights

**Key Insights:**

* Overall churn rate is **26.54%**, with month-to-month contracts and new customers showing the highest churn.
* Customers using **electronic check payments** and **fiber optic internet** had higher churn rates.
* Churn results in a significant financial impact (~$139k lost monthly revenue).
* Retention efforts should focus on **first-year customers**, short-term contracts, and payment method strategies.