

Summary and Recommendations

Customer Churn Analysis

1. Senior Citizens Are More Likely to Churn

- Plots show a higher churn rate among **senior citizens** compared to non-seniors.
- This may be due to limited tech adoption or pricing sensitivity among older customers.

2. Contract Type Strongly Influences Churn

- **Month-to-month** contract holders have the highest churn rate.
- **One-year** and especially **two-year** contracts show lower churn, indicating longer commitments retain customers better.

3. Internet & Online Services Impact Retention

- Customers without **internet service** or with **secured online services** (like OnlineSecurity, TechSupport) tend to **churn less**.
- High churn is associated with those who have services like **StreamingTV** and **StreamingMovies** but **lack support services** (OnlineSecurity, TechSupport).

4. Payment Method Matters

- Customers using **electronic check** as the payment method show higher churn.
- Those paying via **bank transfer** or **credit card** tend to stay longer.

5. Tenure Distribution Shows Churn Risk Peaks Early

- Many churned customers have a **low tenure**, meaning they churn soon after joining.
- Suggests a need for better early engagement and onboarding.

6. Gender Doesn't Significantly Influence Churn

- Both male and female customers have nearly equal churn rates — indicating **gender is not a strong predictor**.
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Recommendations:

- **Introduce loyalty programs** or discounts for new customers in their first 6 months.
- Encourage longer-term contracts through **incentives or bundling services**.
- Target senior citizens with **simplified plans** or **personal support services**.
- Reduce churn from electronic check users by promoting **auto-pay options** via secure channels.