

# Customer Churn Analysis

## 1. How Many Customers Are Leaving?

About **1 in 4 customers (26.54%)** are leaving.

We need to take steps to keep more customers.

## 2. Who Is Leaving the Most?

**Senior citizens** are leaving more than younger customers.

**New customers (less than 6 months with us)** are also leaving at a high rate (**60%**).

Customers on **month-to-month contracts** leave the most (**40% churn rate**).

## 3. Which Customers Stay Longer?

Customers with **longer contracts (1-year or 2-year plans)** are more loyal.

- **1-year contracts:** Only **11%** leave.
- **2-year contracts:** Only **3.5%** leave (very low churn).

Customers with **automatic payments (credit card or bank transfer)** stay longer.

## 4. What Services Impact Churn?

### Internet Type:

- Customers with **Fiber Optic internet** leave the most (**40% churn**).
- **DSL users** have a lower churn rate (**24%**).

### Streaming Services:

- Customers with **Streaming TV and Movies** leave more, especially if they have **month-to-month plans**.
- **5. Payment Methods and Churn**

Customers who **pay with Electronic Checks** leave the most (**over 40% churn**).

Customers who **use automatic payments (credit card or bank transfer)** stay longer (**less than 15% churn**).

# Simple Recommendations to Reduce Churn

## Offer Discounts for Long-Term Contracts

- Encourage customers to switch from month-to-month to **1-year or 2-year contracts** with discounts or special offers.

## Improve Fiber Optic Service

- Investigate why **Fiber Optic customers leave more** and improve service quality or pricing.

## Help Senior Customers Stay Longer

- Offer **better customer support and special plans** for older customers.

## Promote Automatic Payments

- Since customers using **Electronic Checks leave more**, offer small rewards (discounts, cashback) to encourage **automatic payments**.

## Better Offers for Streaming Users

- Bundle **Streaming TV and Movies** with other services at a discount to increase loyalty.
- By focusing on **contract upgrades, better payment options, and improving Fiber Optic service**, we can keep more customers and reduce churn.
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