

# **CUSTOMER CHURN ANALYSIS**

## **General Analysis**

1. What is the overall churn rate in the dataset?
2. How does churn vary across different customer demographics (gender, senior citizen, partner, dependents)?
3. What is the average tenure of customers who churn vs. those who stay?
4. How do monthly and total charges compare between churned and non-churned customers?

## **Service Usage Analysis**

5. Does having PhoneService or MultipleLines impact customer churn?
6. How does InternetService type (DSL, Fiber optic, No Internet) relate to churn?
7. Do customers with OnlineSecurity, OnlineBackup, or TechSupport have a lower churn rate?

## **Contract and Payment Analysis**

8. Which contract type (Month-to-month, One year, Two years) has the highest churn rate?
9. How does PaperlessBilling impact customer churn?
10. What PaymentMethod is most commonly used by churned customers?

## **Predictive Insights**

11. Are there any strong correlations between tenure and churn?
12. Can we identify high-risk customer groups based on their usage patterns and contract type?
13. What are the key factors that contribute most to customer churn?