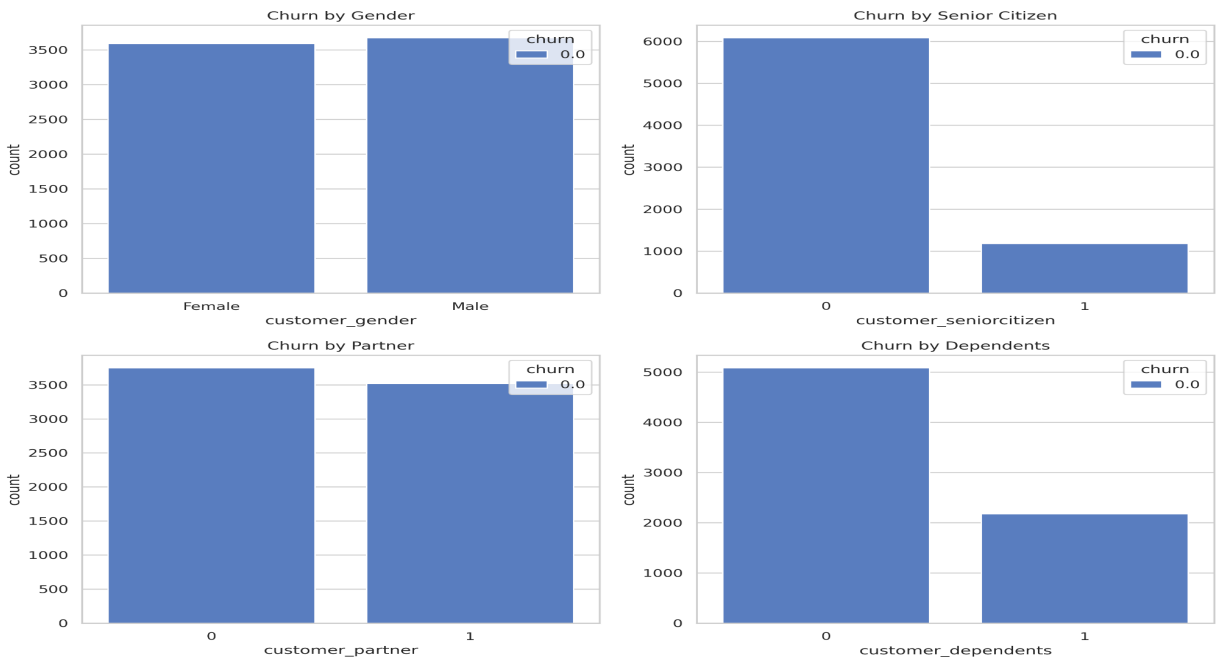


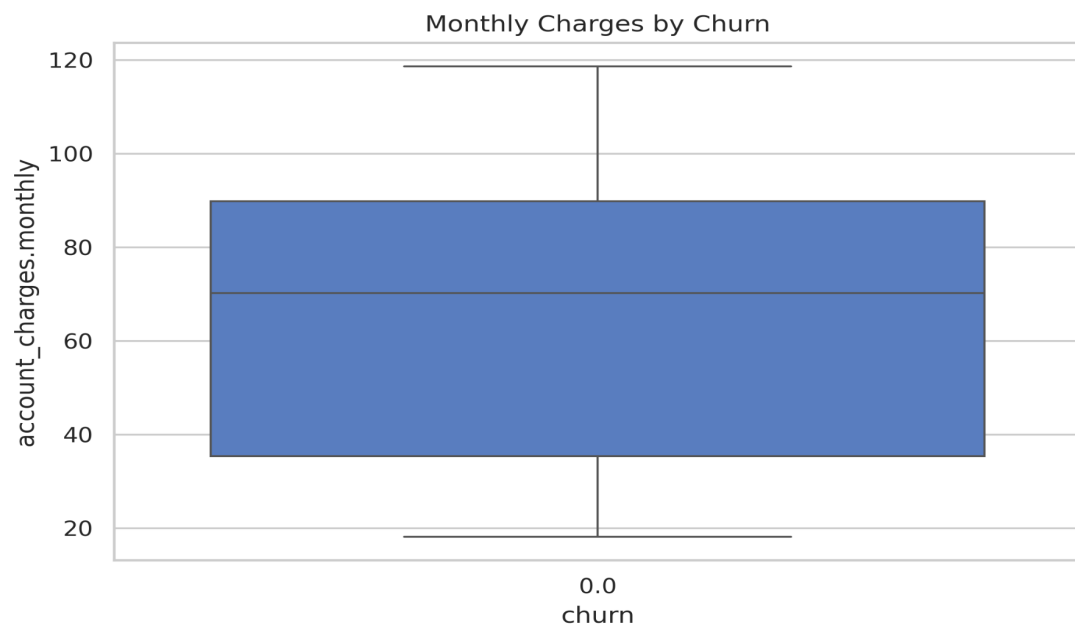
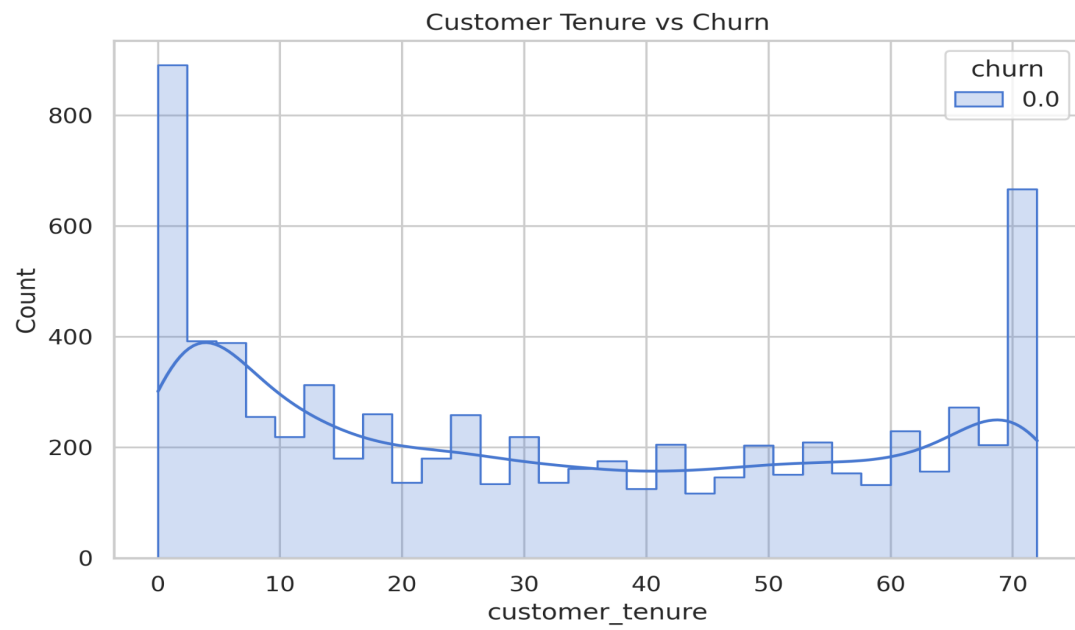
# TelecomX – Customer Churn Analysis Report

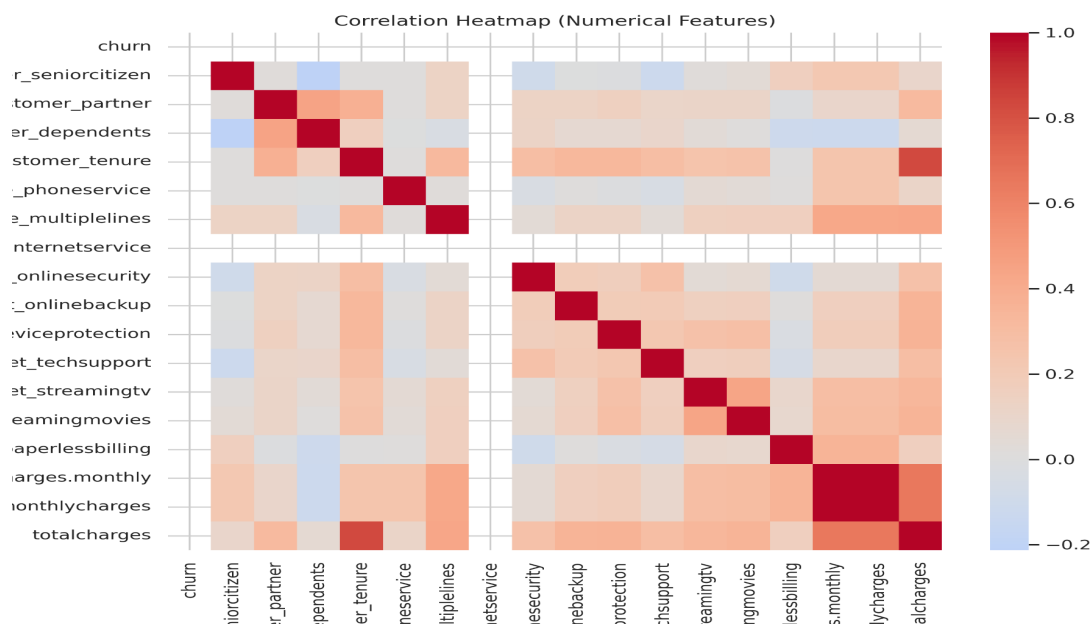
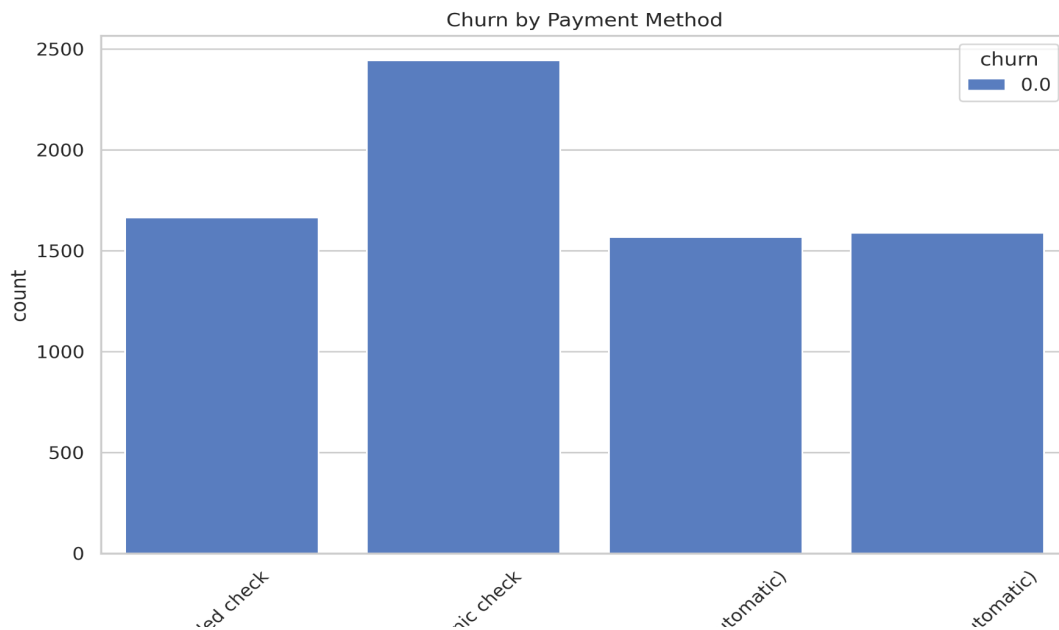
This report analyzes customer churn data from TelecomX using demographic, service, and account information. The aim is to uncover the factors contributing to customer churn in order to guide strategic decisions for improving retention.

## Visual Analysis

The following charts illustrate various aspects of churn behavior across different customer segments and service configurations.







## Conclusions

- Month-to-month contracts show significantly higher churn rates compared to annual contracts.
- Customers without a partner or dependents exhibit a higher likelihood of churn.
- Fiber optic internet users tend to churn more, possibly due to cost or service issues.
- Customers with higher monthly charges are more prone to cancellation.

- Electronic check users show the highest churn among payment methods.
- Longer-tenured customers are more loyal, indicating the critical early stage of customer onboarding.

## Recommendations

- Promote annual or multi-year contracts through discounts and incentives.
- Develop targeted offers for single customers or those without dependents.
- Review pricing structure and enhance the perceived value of premium plans.
- Increase adoption of add-on services like Online Security or Tech Support.
- Investigate electronic check users to uncover pain points and preferences.
- Implement onboarding programs to engage and retain new customers early on.