Customer Churn Analysis Document

1. **Overall Churn Rate**:

   o Out of the entire customer base, **26.54% of customers have churned**, while **73.46% have stayed**. This shows a significant portion of customers are leaving, highlighting the need for retention strategies.

2. **Churn Among Senior Citizens**:

   o There are **1,142 senior citizen customers**, of which **476 (41%) have churned**, compared to a much lower churn rate among younger customers.

   o This suggests that senior citizens are **1.5 times more likely** to churn than younger customers, possibly due to dissatisfaction or service usability issues for older demographics.

3. **Impact of Tenure on Churn**:

   o Customers who stayed with the service for **less than 1-2 months** had the **highest churn rate**.

   o Conversely, customers with **longer tenures** (multiple years) are far less likely to churn. This indicates that **customer loyalty strengthens over time**, and efforts should focus on retaining users in the critical initial months.

4. **Contract Type Analysis**:

   o Customers with **month-to-month contracts** churn the most, with churn rates significantly higher than those on longer-term contracts (e.g., one-year or two-year contracts).

   o This indicates dissatisfaction with services, as customers are not renewing their plans.

   o **Recommendation**: Improving service quality and offering incentives for longer contracts could mitigate this issue.

5. **Phone Services**:

   o The majority of customers (over **90%**) use phone services, and these users show a **lower churn rate** compared to customers without phone service.

   o This indicates that phone services might be a strong retention factor.

6. **Internet Services**:

   o Customers with **fiber-optic internet** are churning at a much higher rate compared to DSL users. This could indicate performance issues or pricing concerns specific to fiber-optic services.

   o **Recommendation**: Investigating and addressing fiber-optic service complaints may help retain these customers.

7. **Additional Services**:

   o Users without **Online Security** and **Tech Support** are more likely to churn. For example, customers who don't use Tech Support show a significantly higher churn rate than those who do.

   o This suggests that offering these services, possibly bundled with other plans, might improve customer satisfaction and retention.

8. **Streaming Services**:

   o Streaming services like **StreamingTV** and **StreamingMovies** show more balanced churn rates, suggesting they are not a major factor in customer decisions to stay or leave.

Key Recommendations:

- Focus retention strategies on **senior citizens** and **new customers in their initial months** by addressing their specific pain points.

- Improve the quality and pricing of **fiber-optic internet plans**.

- Encourage customers to opt for **longer-term contracts** through discounts or value-added benefits.

- Promote **Online Security** and **Tech Support** services as part of bundled packages to enhance satisfaction and reduce churn.

Let me know if you'd like to extract more details or create specific visualizations from the dataset!