

# Customer Churn Analysis and Prediction

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customer\_churn\_dataset-testing-master.csv 3.1MB



## 1. Dataset Overview

☒ Show dataset information

None

☒ Show summary statistics

	CustomerID	Age	Tenure	Usage Frequency	Support Calls	Payment Delay	Total Spend	Last In
count	64,374	64,374	64,374	64,374	64,374	64,374	64,374	
mean	32,187.5	41.971	31.9948	15.0802	5.4007	17.134	541.0234	
std	18,583.3175	13.9249	17.0982	8.8165	3.114	8.8522	260.8748	
min	1	18	1	1	0	0	100	
25%	16,094.25	30	18	7	3	10	313	
50%	32,187.5	42	33	15	6	19	534	
75%	48,280.75	54	47	23	8	25	768	
max	64,374	65	60	30	10	30	1,000	

☒ Show missing values

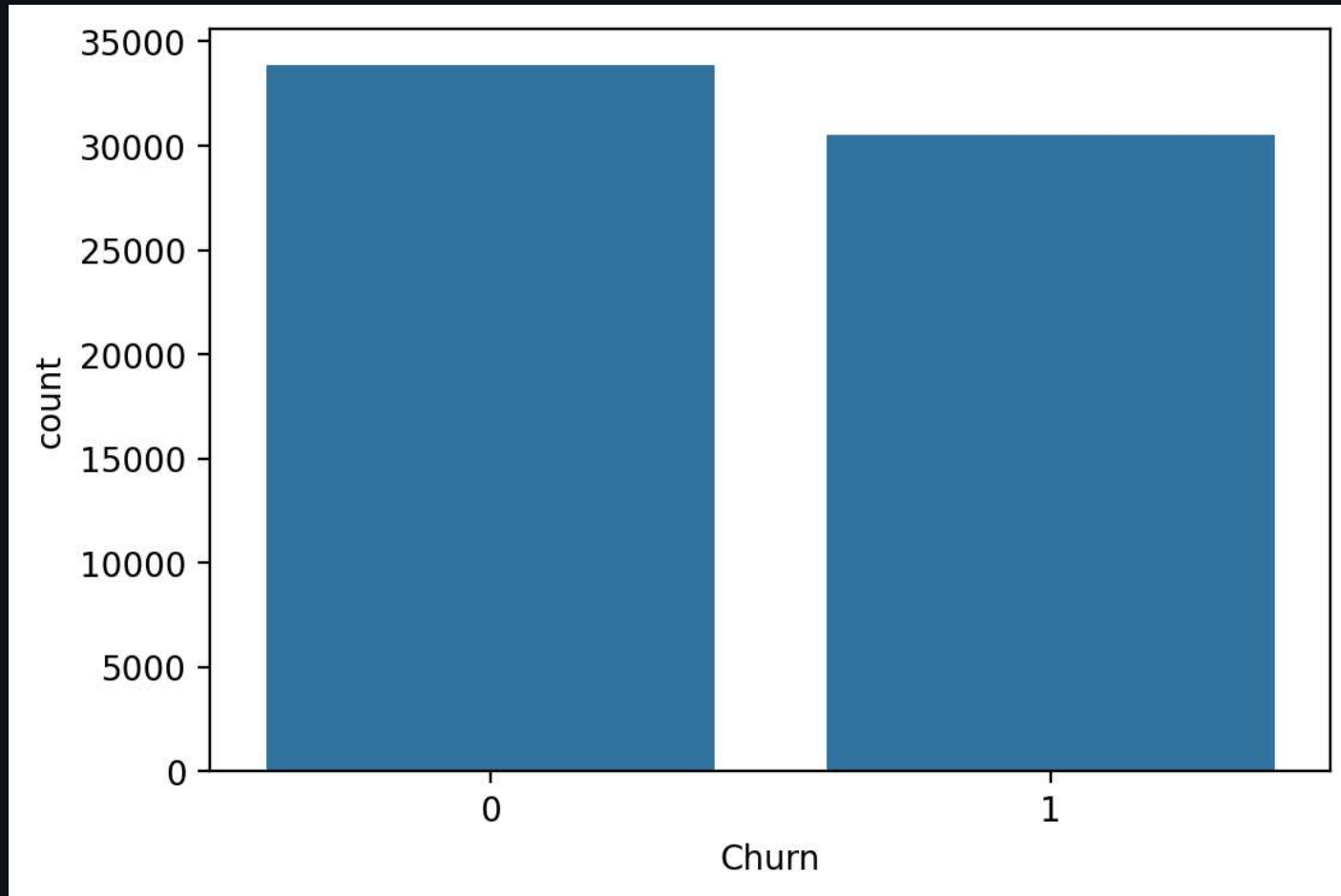
	0
CustomerID	0
Age	0
Gender	0
Tenure	0
Usage Frequency	0
Support Calls	0
Payment Delay	0
Subscription Type	0
Contract Length	0
Total Spend	0

☒ Show first few rows

	CustomerID	Age	Gender	Tenure	Usage Frequency	Support Calls	Payment Delay	Subscription
0	1	22	Female	25	14	4	27	Basic
1	2	41	Female	28	28	7	13	Standard
2	3	47	Male	27	10	2	29	Premium
3	4	35	Male	9	12	5	17	Premium
4	5	53	Female	58	24	9	2	Standard

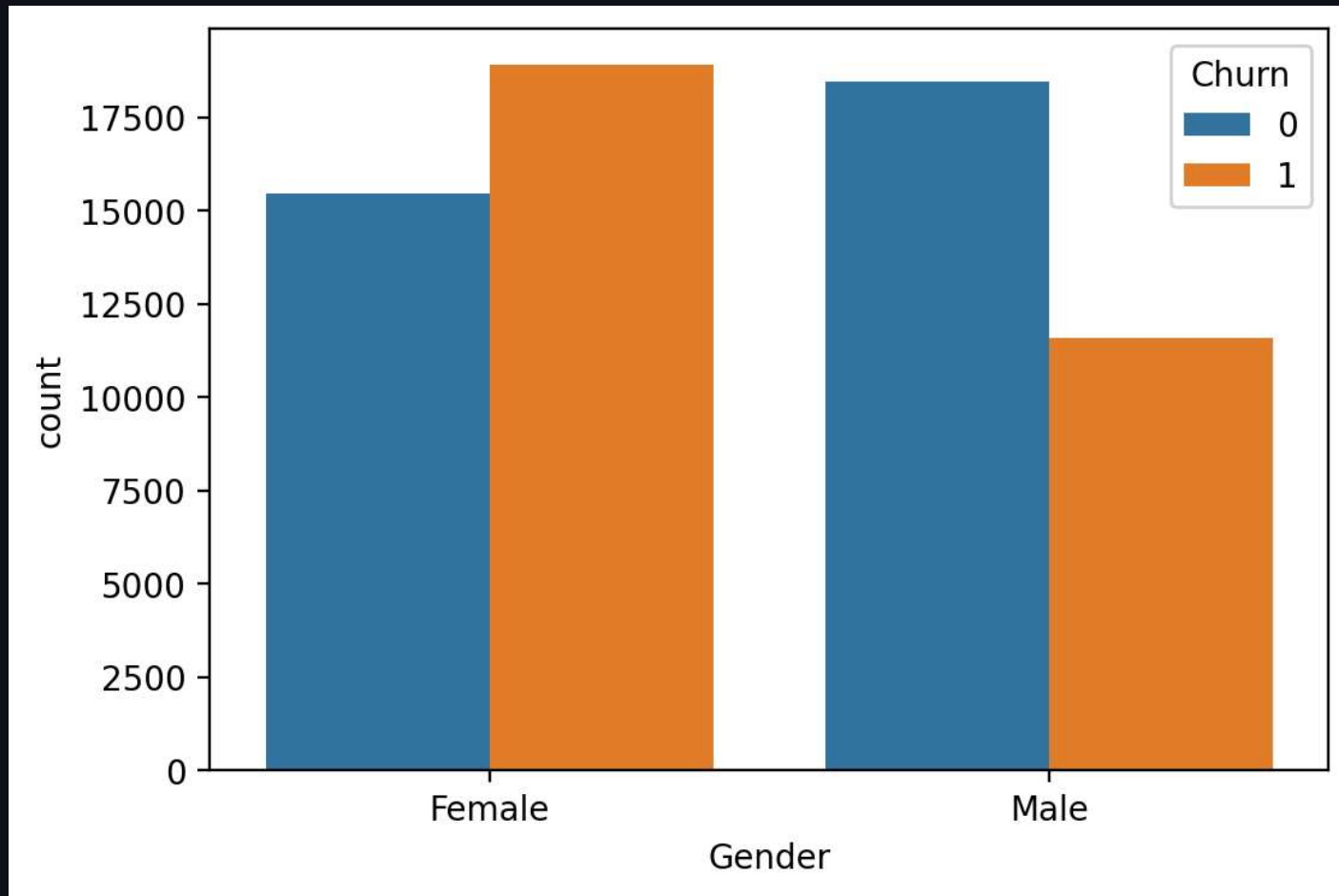
## 2. Target Variable (Churn) Distribution

☒ Show churn distribution

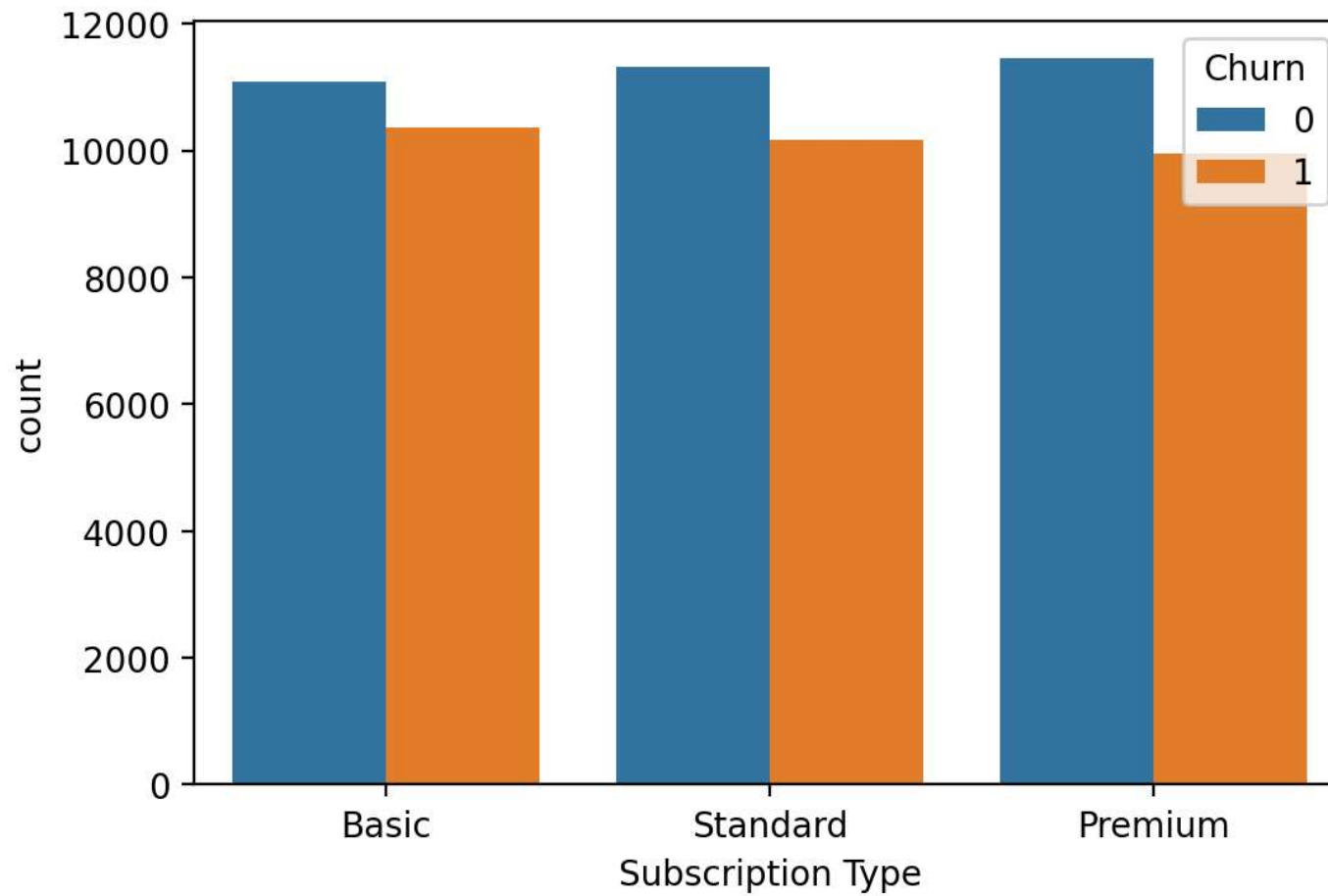


## 3. Categorical Features Analysis

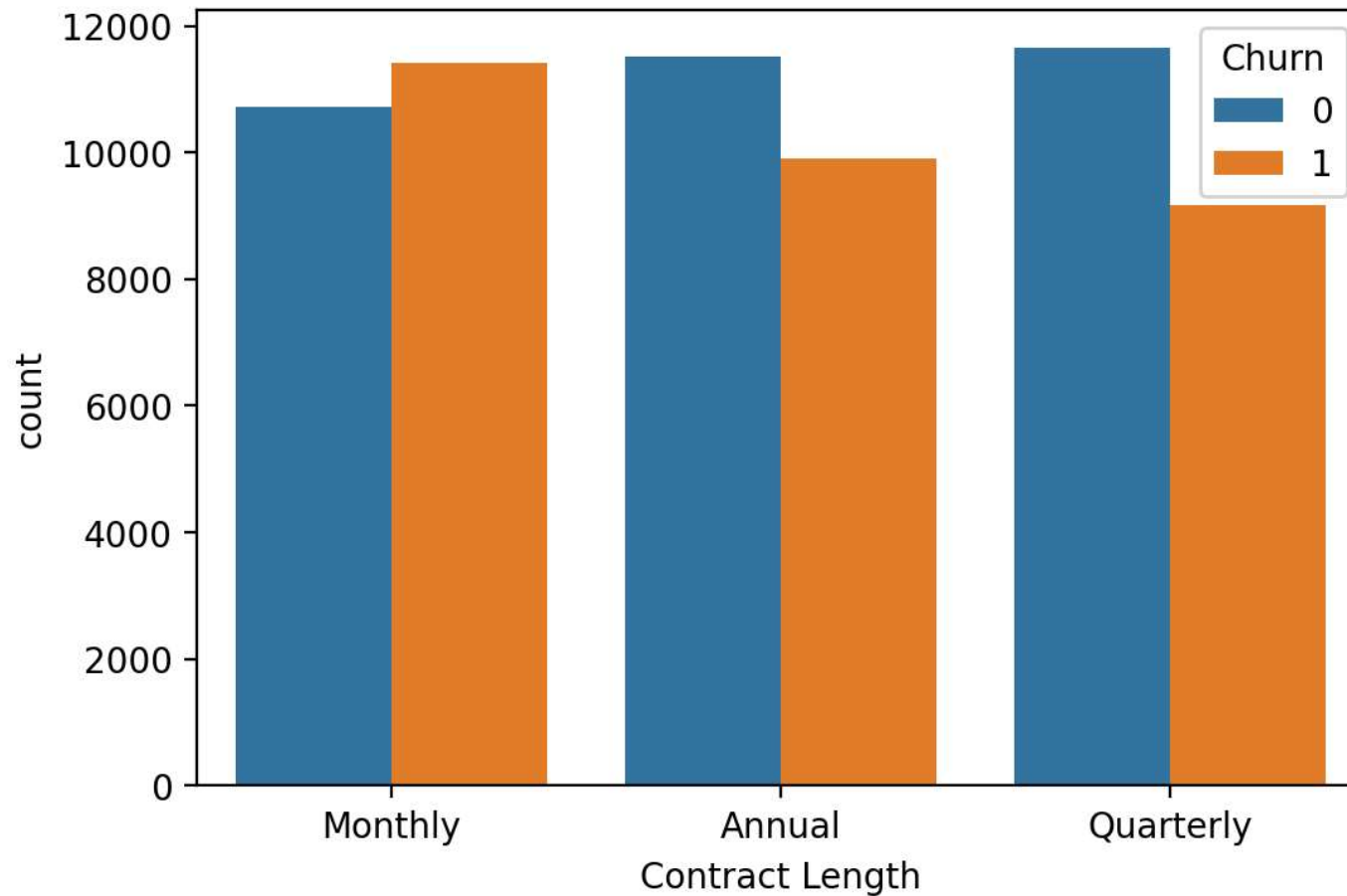
☒ Show Gender vs Churn



☒ Show Subscription Type vs Churn

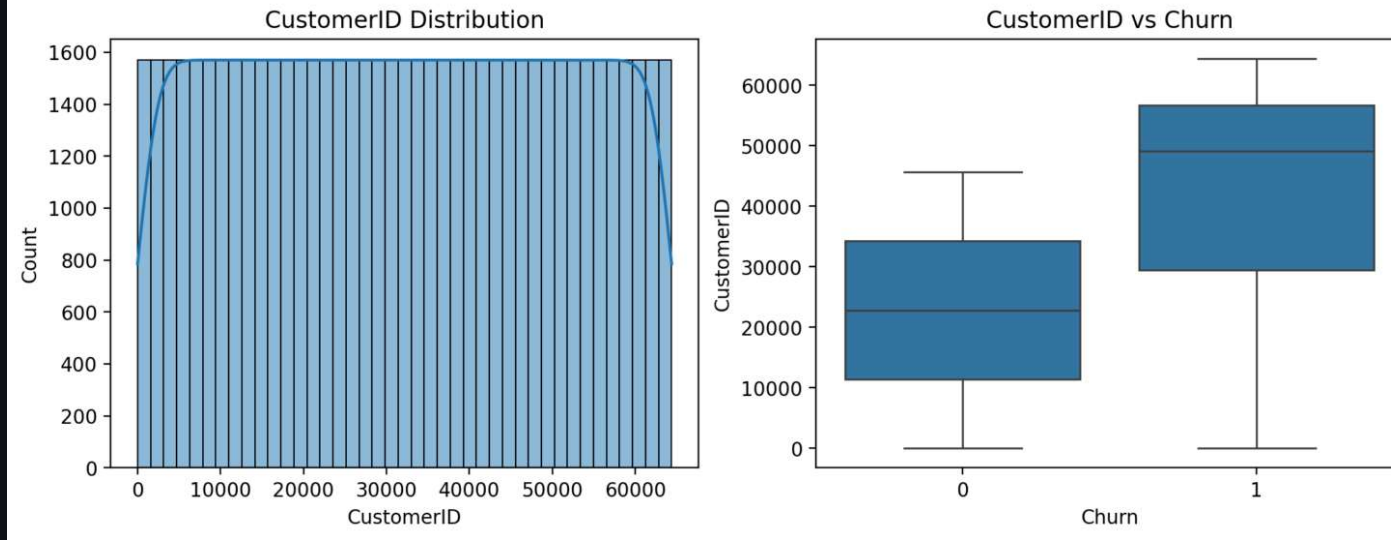


☒ Show Contract Length vs Churn

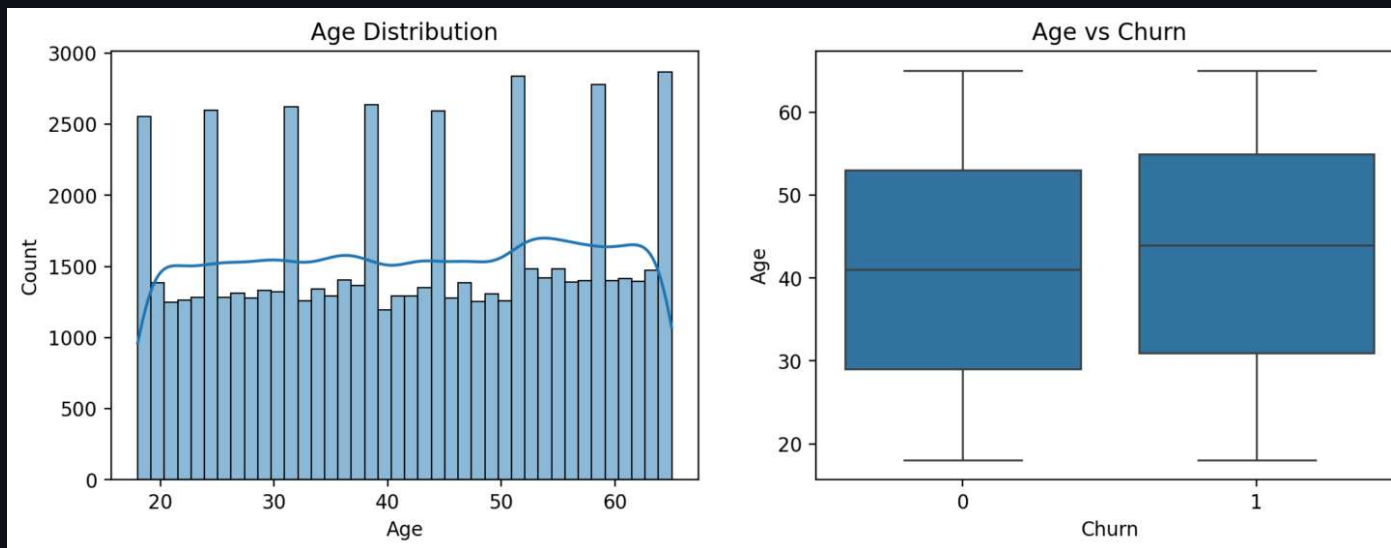


## 4. Numerical Features Analysis

- ✓ Show distribution and Churn comparison for CustomerID

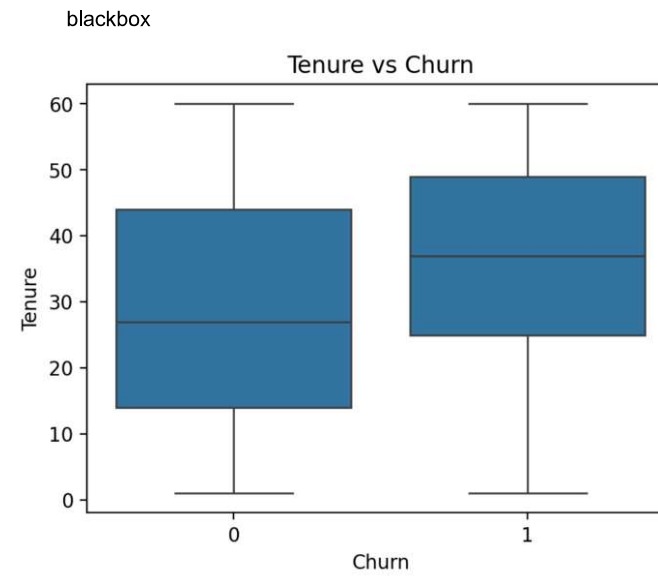
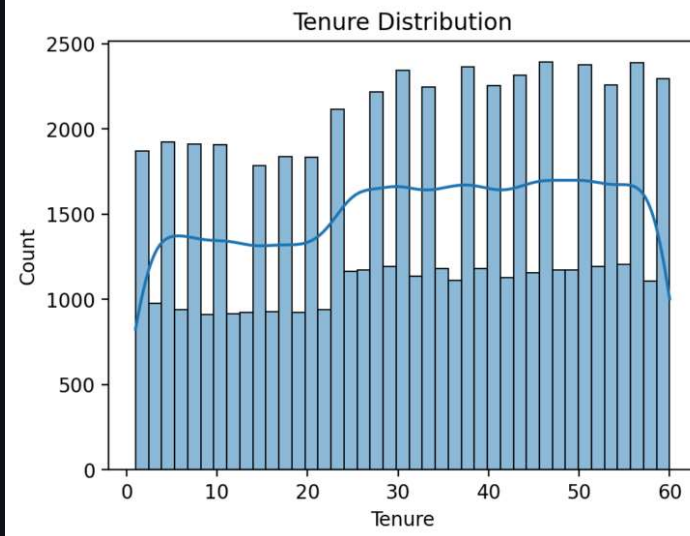


✓ Show distribution and Churn comparison for Age

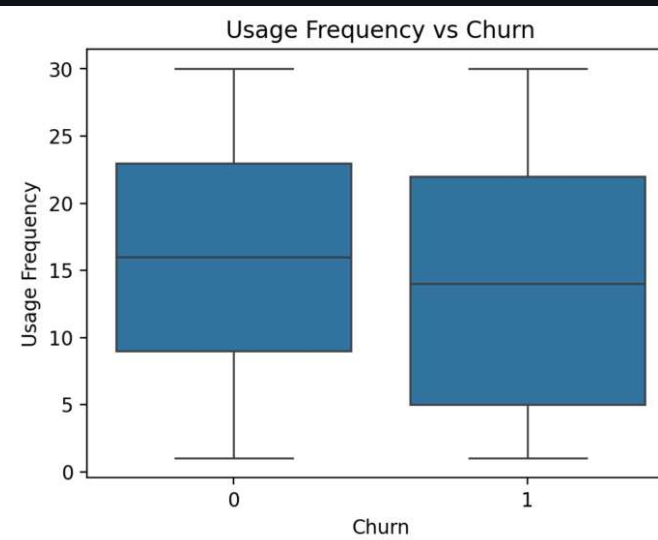
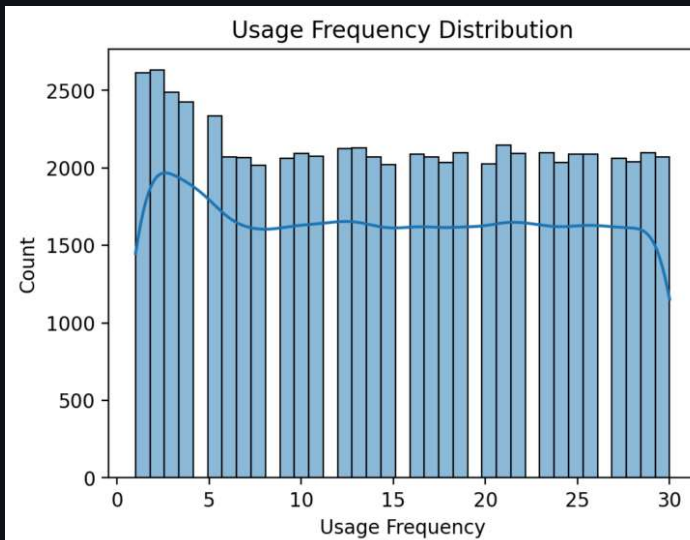


✓ Show distribution and Churn comparison for Tenure

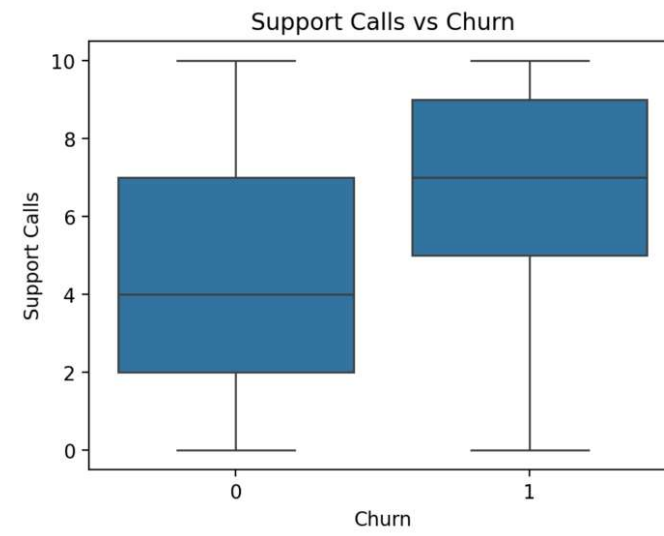
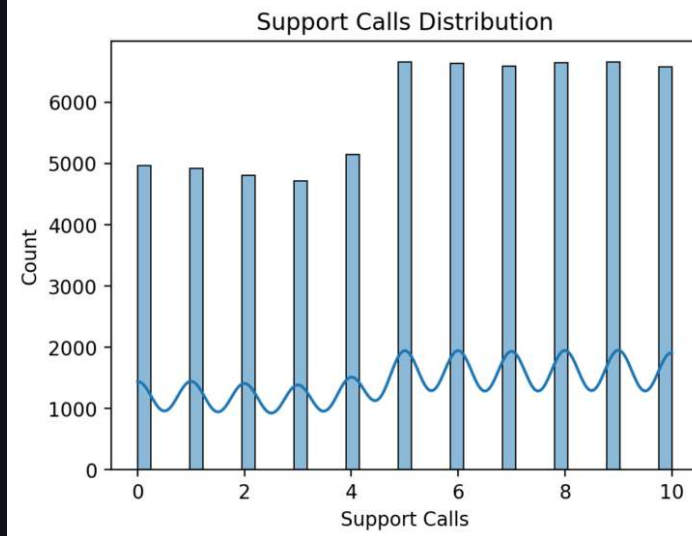




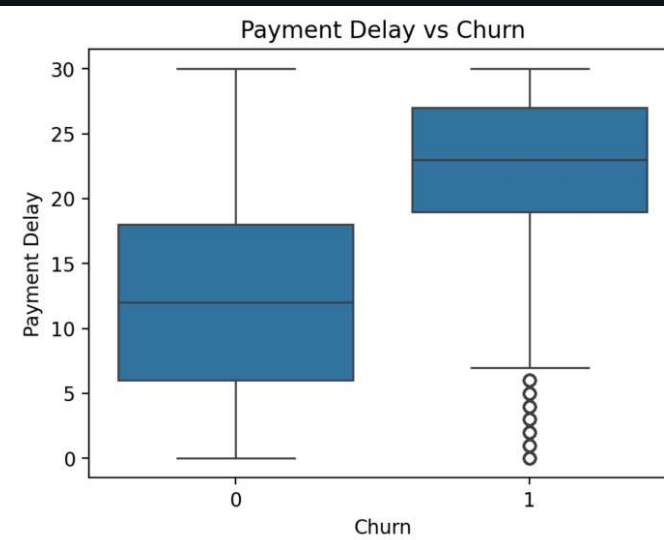
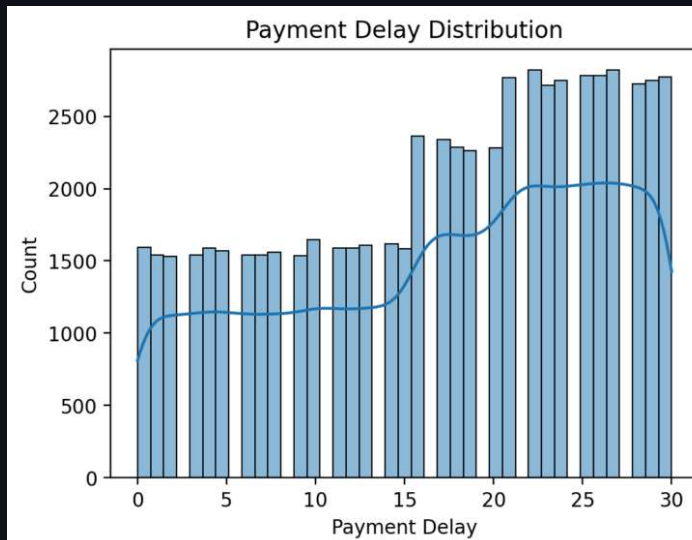
✓ Show distribution and Churn comparison for Usage Frequency



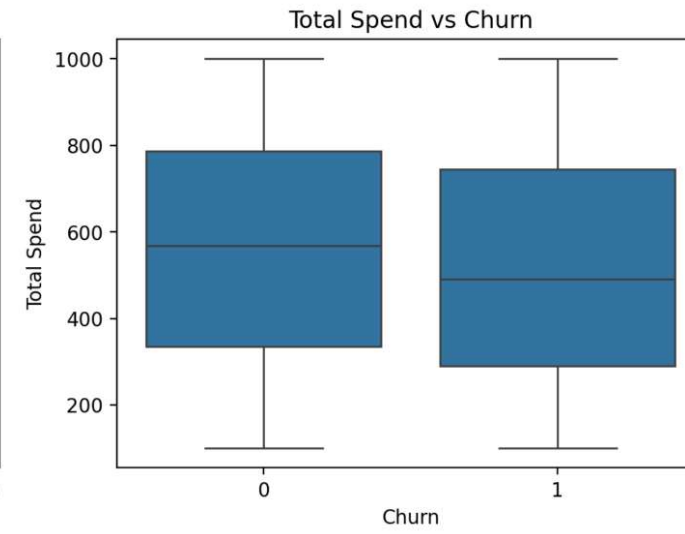
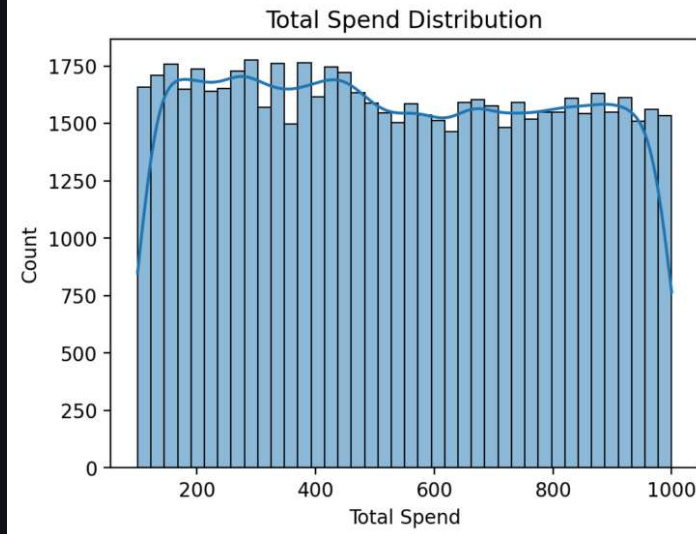
✓ Show distribution and Churn comparison for Support Calls



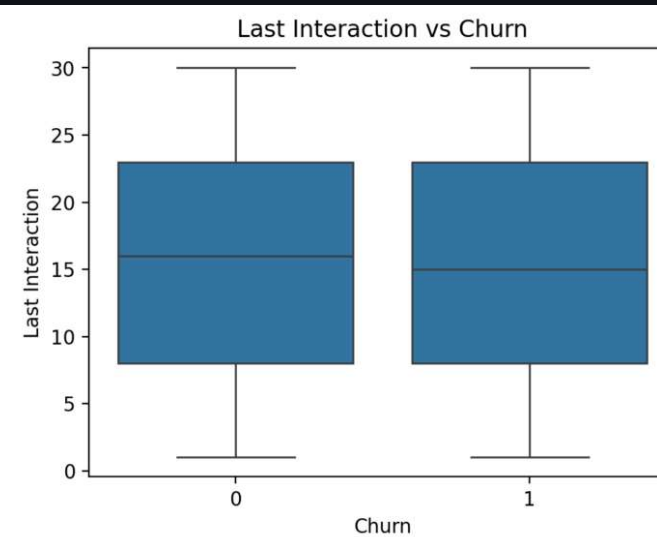
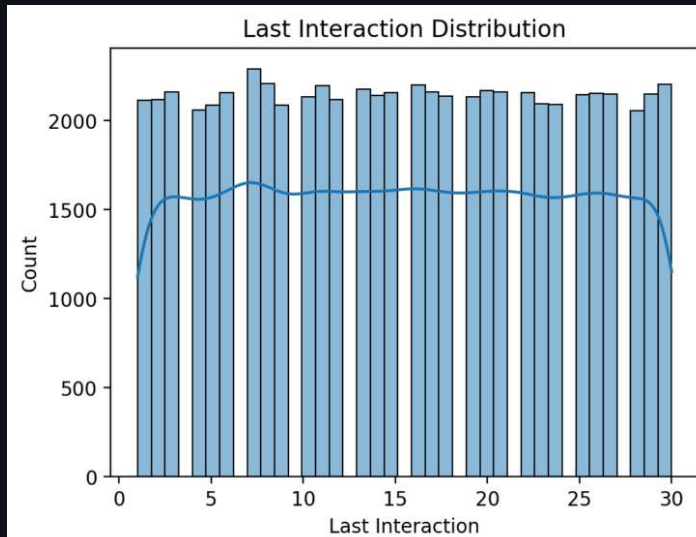
✓ Show distribution and Churn comparison for Payment Delay



✓ Show distribution and Churn comparison for Total Spend

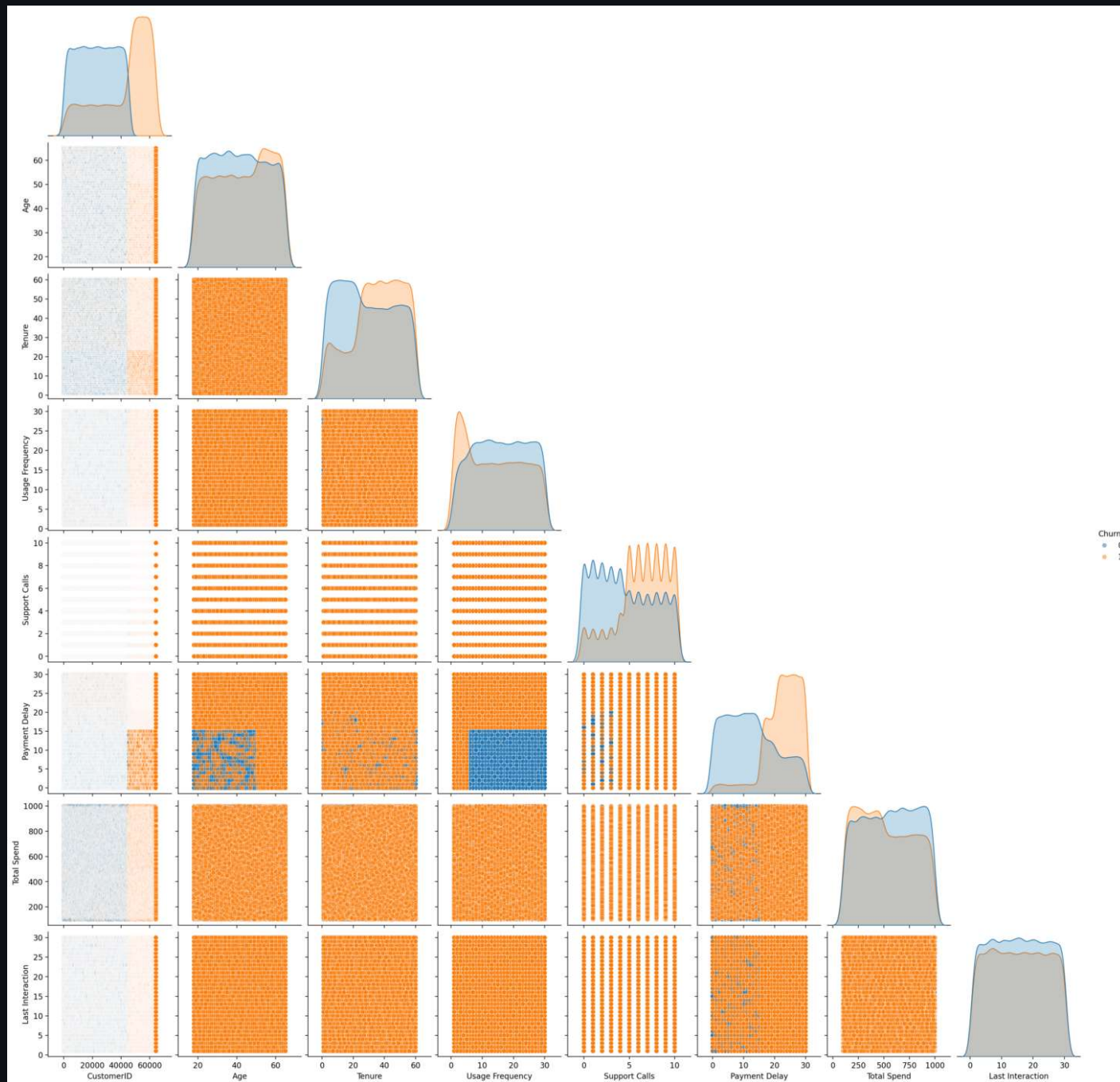


✓ Show distribution and Churn comparison for Last Interaction



## 5. Pair Plot for Numerical Features

✓ Show pair plot



# Customer Churn Prediction

Age

30

- +

Gender

Male

▼

Tenure (months)

12

- +

Usage Frequency

10

- +

Support Calls

5

- +

Payment Delay (days)

14

- +

Subscription Type

Basic

▼

Contract Length

Monthly

▼

Total Spend (\$)

500.00

- +

Last Interaction (days ago)

30

- +

Predict Churn

The model predicts that this customer will churn.