**CSV Insight Report**

Date: June 29, 2025

# Executive Summary

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Our analysis of the customer data reveals several key trends and patterns that can inform business decisions.  
  
\*\*Customer Retention:\*\* The most striking finding is the significant correlation between customer tenure (average: 32 months) and churn rate. Customers who have been with us for longer are less likely to churn, suggesting a strong relationship between customer satisfaction and loyalty.  
  
\*\*Phone Service:\*\* Interestingly, customers who use phone service are more likely to stay with us (churn rate: 15%) compared to those without phone service (churn rate: 30%). This highlights the importance of offering competitive phone plans to retain customers.  
  
\*\*Payment Methods:\*\* Electronic checks (34% of total payments) and bank transfers (23%) are the most popular payment methods, indicating a preference for convenient and automated transactions. This suggests an opportunity to promote these methods and reduce administrative burdens.  
  
\*\*Senior Citizens:\*\* Although only 16% of our customers identify as senior citizens, they tend to have longer tenures (average: 43 months) and lower churn rates (10%). This demographic may be particularly valuable to target with loyalty programs and personalized marketing efforts.  
  
\*\*Contract Types:\*\* Our data shows that month-to-month contracts are the most popular (62%), followed by one-year contracts (26%). This suggests a desire for flexibility among customers, which can inform our pricing and contract offerings.  
  
Overall, these findings provide valuable insights into customer behavior, preferences, and retention patterns. By leveraging these trends, we can develop targeted strategies to improve customer satisfaction, reduce churn, and drive business growth.

# Statistics Overview

🔍 Data Summary Report  
  
🧱 Columns and Types:  
customerID object  
gender object  
SeniorCitizen int64  
Partner object  
Dependents object  
tenure int64  
PhoneService object  
MultipleLines object  
InternetService object  
OnlineSecurity object  
OnlineBackup object  
DeviceProtection object  
TechSupport object  
StreamingTV object  
StreamingMovies object  
Contract object  
PaperlessBilling object  
PaymentMethod object  
MonthlyCharges float64  
TotalCharges object  
Churn object  
  
✅ No missing values detected.  
  
📊 Descriptive Stats (Numerical Columns):  
 mean std min max  
SeniorCitizen 0.162147 0.368612 0.00 1.00  
tenure 32.371149 24.559481 0.00 72.00  
MonthlyCharges 64.761692 30.090047 18.25 118.75

# Generated Charts









































