Important Conclusions

* As the Tenure Increases the Churn Rate of the customer Decreases. Most of the Customers who are churning lie in the range of 0 to 20 and who are not lie in the range of 20 to 60.
* Customers taking contracts of one Year or Two Years are churning less, which means they are loyal to the product.
* Services like StreamingTV and Streaming Movies are less important or are affecting less.
* Services like OnlineSecurity and TechSupport are very important, and you should promote them to your new customers.
* Customers who belong to Senior Citizens are churning more.
* Total Charges of Non-Churned Customers are higher, and vice versa.
* Monthly Charges of Churned Customers are higher and vice-versa.
* And about partners, those who have partners are churning less, cause it has a negative correlation with the output column.

So, IBM, if you are launching any new product on your website, please consider these points once.