Summary of Teco Customer Churn Analysis

- **Dataset Overview**: The analysis was conducted on 7,043 customer records, with several features like customer demographics (gender, senior citizenship), service details (tenure, phone, internet, etc.), and churn status.
- **Churn Rate**: From the data, **26.54%** of customers have churned, while the rest stayed.
- **Key Findings**:
    - **Gender & Churn**: Churn rates are nearly identical for both male and female customers, showing no gender bias.
    - **Senior Citizens & Churn**: **More senior citizens (42%) have churned** compared to non-seniors, with non-senior churn at **23%**.
    - **Tenure & Churn**: Customers with shorter tenure, especially **1-2 months**, are more likely to churn, while those with long tenures tend to stay.
    - **Contract & Churn**: Customers on **month-to-month contracts** churn more (around **40%**) than those on yearly contracts.
    - **Service Usage & Churn**: Customers who actively use services like **PhoneService**, **InternetService** (DSL), and **OnlineSecurity** are less likely to churn. Non-usage of services like **OnlineBackup**, **TechSupport**, and **StreamingTV** correlates with higher churn rates.
    - **Payment Method & Churn**: Customers using **Electronic Checks** are more likely to churn compared to those paying by mailed checks or other methods.

Data Insights (in Percentages):

- **Churned Customers**: **26.54%**
- **Senior Citizens who churned**: **42%**
- **Non-Senior Citizens who churned**: **23%**
- **Month-to-month contracts churn rate**: **40%**