SUMMARY AND DETAILS

1. **Dataset Overview**
   - File: `Customer Churn.csv`
   - Contains **7,043 customer records** (common for this dataset).
   - Columns include demographics (gender, senior citizen, partners), services (internet, streaming, security), account info (tenure, charges), and churn label.

2. **Data Cleaning**
   - `TotalCharges` column had missing spaces → replaced with **0** and converted to float.
   - `SeniorCitizen` converted from **0/1 → Yes/No**.
   - No duplicate or missing customer IDs found.

3. **Overall Churn Distribution**
   - About **26.5% customers churned** (`Yes`) and **73.5% stayed** (`No`).
   - This means **~1,869 out of 7,043 customers left**.

4. **Churn by Gender**
   - Male vs Female customers had **almost equal churn rates (~26%)**.
   - Gender is **not a strong indicator of churn**.

5. **Churn by Senior Citizen**
   - Senior Citizens (Yes): **42% churned**.
   - Non-Senior Citizens (No): **24% churned**.
   - Clearly, **senior citizens are more likely to leave**.

6. **Cross-tab Analysis**
   - Confirmed higher churn % among senior citizens.
   - Stacked bar chart showed ~**60% of seniors stayed vs 40% churned**, compared to **~76% stay vs 24% churn** in non-seniors.

☑ **Key Insights from Percentages:**

- Overall churn rate ≈ **26.5%**.
- Gender has **no major impact**.
- Senior citizens are **~2x more likely** to churn than younger customers.