EDA REPORT
EDA CHURN DATASET

Report Overview

This report was created for the EDA of . data. It helps explore data to **understand the data and find scenarios for performing the analysis.**

Contents

Overview

Data Structures

division	metrics	value
size	observations	6,499
size	variables	21
size	values	136,479
size	memory size (MB)	1
duplicated	duplicate observation	0
missing	complete observation	6,490
missing	missing observation	9
missing	missing variables	1
missing	missing values	9

division	metrics	value
data type	numerics	4
data type	integers	0
data type	factors/ordered	0
data type	characters	17
data type	Dates	0
data type	POSIXcts	0
data type	others	0

Table 1: Data structures and types

Job Informations

division	metrics	value
dataset	dataset	.
dataset	dataset type	spec_tbl_df
dataset	target	Churn
job	samples	6,499 / 6,499 (100%)
job	created	2023-10-09 22:22:30.272043
job	created by	dlookr

Table 2: Job informations

Univariate Analysis

Descriptive Statistics

Numerical Variables

variables	missing	mean	sd	min	Q1	median	Q3	max
Senior Citizen	0	0.16	0.37	0.00	0.0	0.00	0.00	1.00
Tenure	0	32.37	24.58	0.00	9.0	29.00	55.00	72.00
Monthly Charges	0	64.73	30.14	18.25	35.4	70.35	89.85	118.75
Total Charges	9	2,282.94	2,270.03	18.80	399.3	1,397.10	3,786.61	8,684.80

Table 3: Descriptive statistics of numerical variables

Distribution by numerical variables
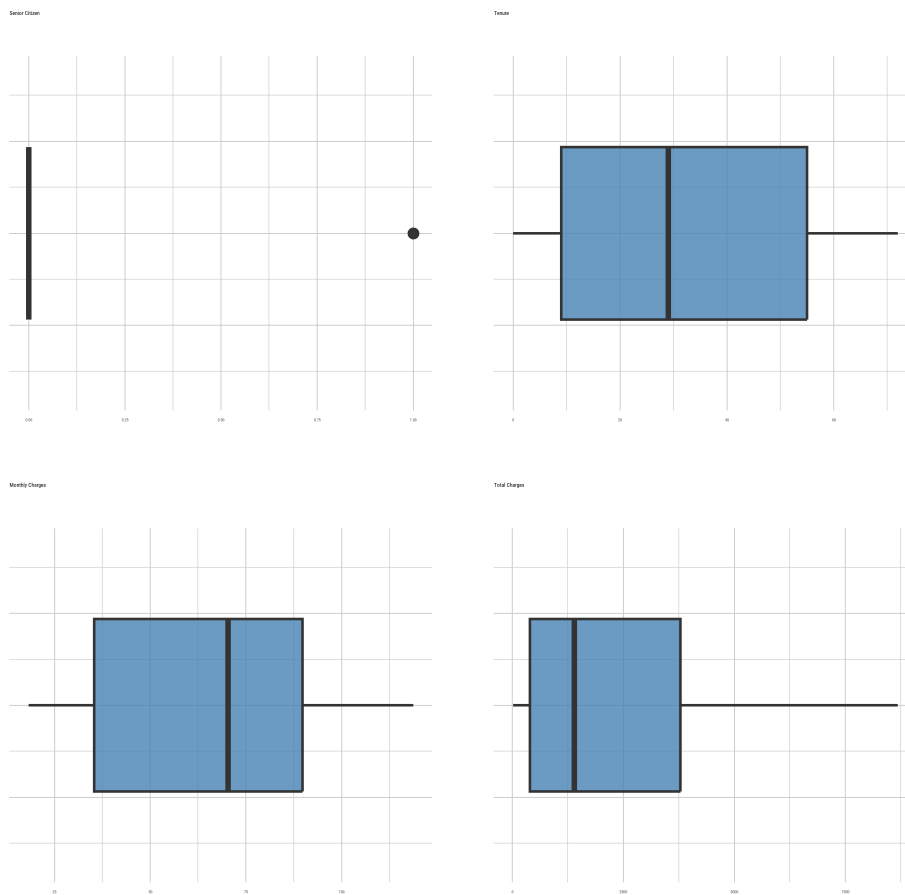
variables	data types	distinct	skewness	kurtosis	zero	negative	outlier
Senior Citizen	numeric	2	1.83	1.35	5,443	0	1,056
Tenure	numeric	73	0.24	-1.39	9	0	0
Monthly Charges	numeric	1,554	-0.22	-1.26	0	0	0
Total Charges	numeric	6,047	0.96	-0.23	0	0	0

Categorical Variables

variables	levels	observations	frequency	frequency(%)	rank
CustomerID	0002-ORFBO	6,499	1	0.02	1
CustomerID	0003-MKNFE	6,499	1	0.02	1
CustomerID	0004-TLHLJ	6,499	1	0.02	1
CustomerID	0011-IGKFF	6,499	1	0.02	1
CustomerID	0013-EXCHZ	6,499	1	0.02	1
CustomerID	0013-MHZWF	6,499	1	0.02	1
CustomerID	0013-SMEOE	6,499	1	0.02	1
CustomerID	0014-BMAQU	6,499	1	0.02	1
CustomerID	0015-UOCOJ	6,499	1	0.02	1
CustomerID	0016-QLJIS	6,499	1	0.02	1
Gender	Male	6,499	3,290	50.62	1
Gender	Female	6,499	3,209	49.38	2
Partner	No	6,499	3,359	51.68	1
Partner	Yes	6,499	3,140	48.32	2
Dependents	No	6,499	4,561	70.18	1
Dependents	Yes	6,499	1,938	29.82	2
Phone Service	Yes	6,499	5,884	90.54	1
Phone Service	No	6,499	615	9.46	2
Multiple Lines	No	6,499	3,138	48.28	1
Multiple Lines	Yes	6,499	2,746	42.25	2
Multiple Lines	No phone service	6,499	615	9.46	3
Internet Service	Fiber optic	6,499	2,860	44.01	1
Internet Service	DSL	6,499	2,217	34.11	2
Internet Service	No	6,499	1,422	21.88	3
Online Security	No	6,499	3,208	49.36	1

Table 4: Top rank levels of categorical variables

	variables	levels	observations	frequency	frequency(%)	rank
	variables	levels	observations	frequency	frequency(%)	rank
26	Online Security	Yes	6,499	1,869	28.76	2
27	Online Security	No internet service	6,499	1,422	21.88	3
28	Online Backup	No	6,499	2,855	43.93	1
29	Online Backup	Yes	6,499	2,222	34.19	2
30	Online Backup	No internet service	6,499	1,422	21.88	3
31	Device Protection	No	6,499	2,843	43.75	1
32	Device Protection	Yes	6,499	2,234	34.37	2
33	Device Protection	No internet service	6,499	1,422	21.88	3
34	Tech Support	No	6,499	3,209	49.38	1
35	Tech Support	Yes	6,499	1,868	28.74	2
36	Tech Support	No internet service	6,499	1,422	21.88	3
37	Streaming TV	No	6,499	2,589	39.84	1
38	Streaming TV	Yes	6,499	2,488	38.28	2
39	Streaming TV	No internet service	6,499	1,422	21.88	3
40	Streaming Movies	No	6,499	2,555	39.31	1
41	Streaming Movies	Yes	6,499	2,522	38.81	2
42	Streaming Movies	No internet service	6,499	1,422	21.88	3
43	Contract	Month-to-month	6,499	3,576	55.02	1
44	Contract	Two year	6,499	1,565	24.08	2
45	Contract	One year	6,499	1,358	20.90	3
46	Paperless Billing	Yes	6,499	3,836	59.02	1
47	Paperless Billing	No	6,499	2,663	40.98	2
48	Payment Method	Electronic check	6,499	2,182	33.57	1
49	Payment Method	Mailed check	6,499	1,485	22.85	2
50	Payment Method	Bank transfer (automatic)	6,499	1,426	21.94	3
51	Payment Method	Credit card (automatic)	6,499	1,406	21.63	4
52	Churn	No	6,499	4,784	73.61	1
53	Churn	Yes	6,499	1,715	26.39	2

Table 4: Top rank levels of categorical variables (continued)

The number of categorical(factor/ordered) variables is 0.

Normality Test

described_variables	min	Q1	median	Q3	max	skewness	kurtosis	balance
Senior Citizen	0.0	0.0	0.0	0.0	1.0	1.8	1.4	Right-Skewed
Tenure	0.0	9.0	29.0	55.0	72.0	0.2	-1.4	Balanced
Monthly Charges	18.2	35.4	70.3	89.8	118.8	-0.2	-1.3	Balanced
Total Charges	18.8	399.3	1397.1	3786.6	8684.8	1.0	-0.2	Balanced

Table 5: Descriptive statistics of numerical variables

Senior Citizen

(unique) sample size must be greater then 3

Tenure

statistic	p_value	remark
0.90713	5.6516e-48	5000 samples

Table 6: Shapiro-Wilk normality test

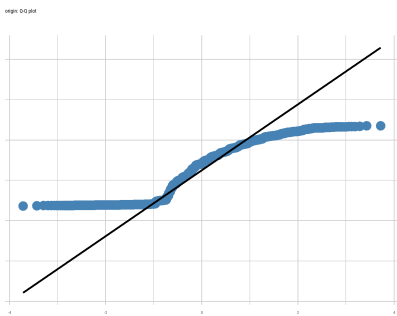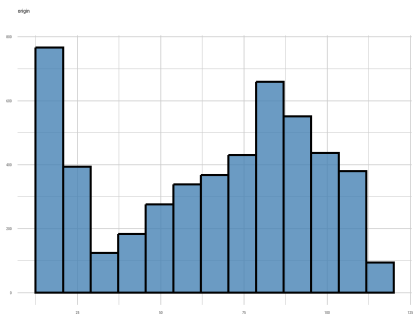| type	skewness	kurtosis
original	0.1839	1.5915
log+1 transformation	-0.8396	2.4809
sqrt transformation	-0.2922	1.7566

Table 6: skewness and kurtosis
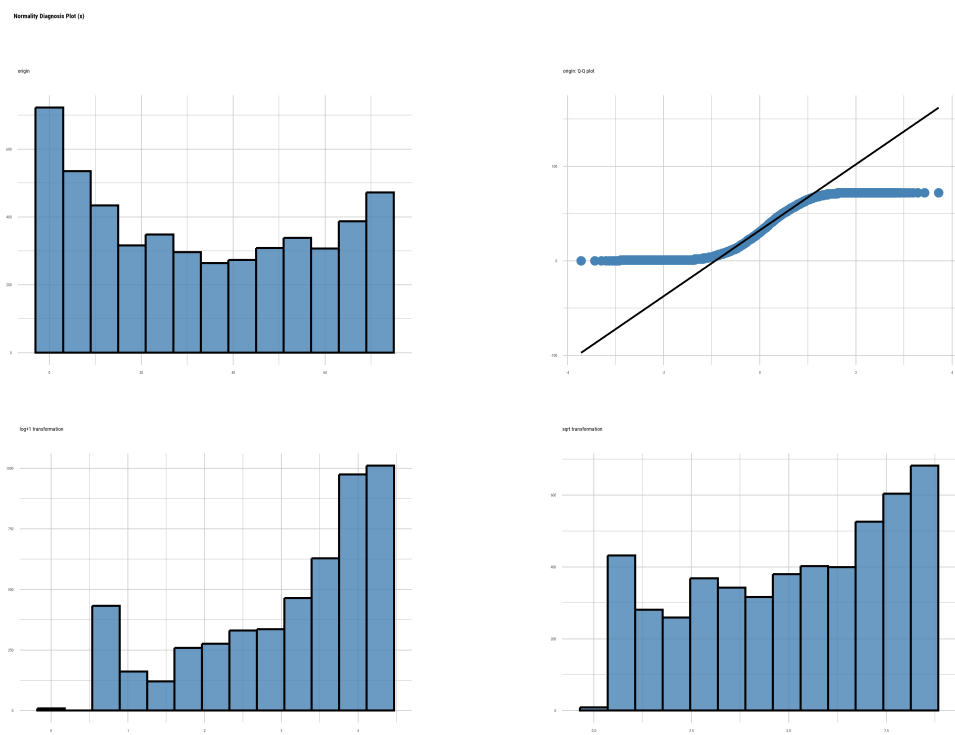
Monthly Charges

statistic	p_value	remark
0.91465	1.3941e-46	5000 samples

Table 6: Shapiro-Wilk normality test

type	skewness	kurtosis
original	-0.2610	1.7329
log transformation	-0.7441	2.0345
sqrt transformation	-0.5130	1.8378

Table 6: skewness and kurtosis
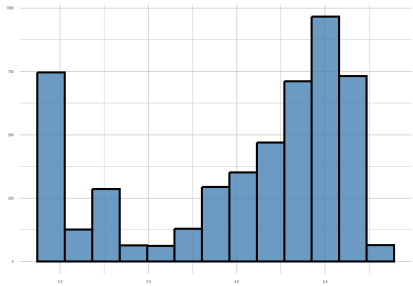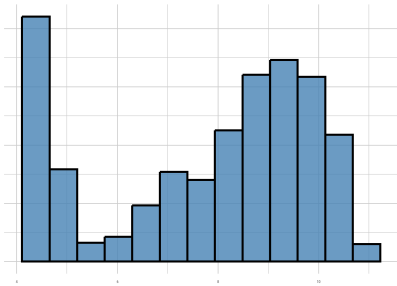
Total Charges

statistic	p_value	remark
0.86596	2.8803e-54	5000 samples

Table 6: Shapiro-Wilk normality test

type	skewness	kurtosis
original	0.9529	2.7837
log transformation	-0.7870	2.7523
sqrt transformation	0.2815	1.9446

Table 6: skewness and kurtosis
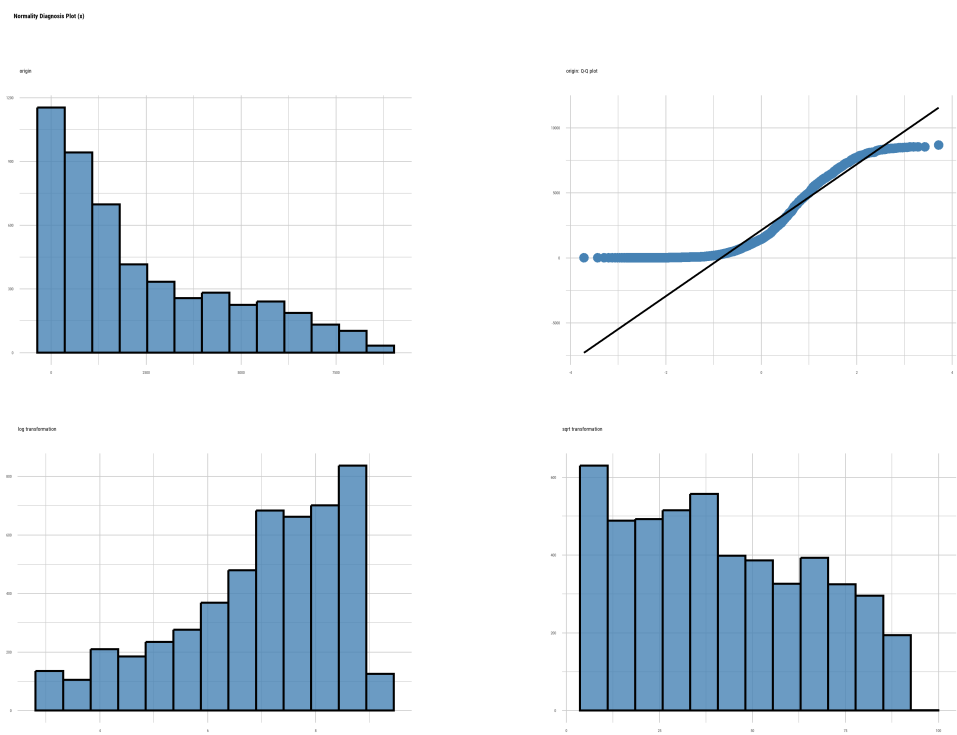
Bivariate Analysis

Compare Numerical Variables

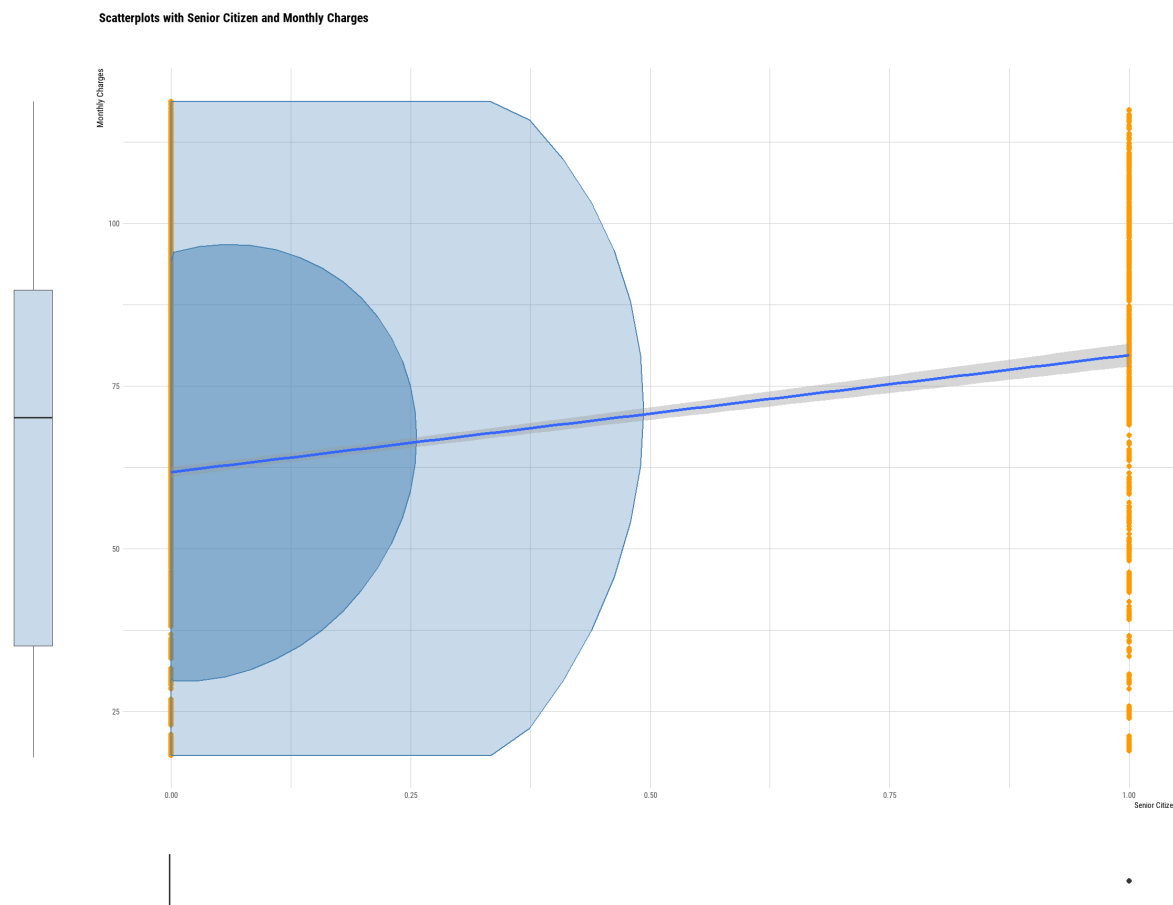| first variable	second variable	correlation coefficient
Senior Citizen	Tenure	0.01573
Senior Citizen	Monthly Charges	0.22010
Senior Citizen	Total Charges	0.10256
Tenure	Monthly Charges	0.24895
Tenure	Total Charges	0.82555
Monthly Charges	Total Charges	0.65169

Table 7: Correlation coefficient

'Senior Citizen' vs 'Tenure'

first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Senior Citizen	Tenure	0.0002475	9.36e-05	0.3689077	1.608412	0.2047606	1

Table 7: Summary of linear model

Scatterplots with Senior Citizen and Tenure

'Senior Citizen' vs 'Monthly Charges'

first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Senior Citizen	Monthly Charges	0.048442	0.0482956	0.359906	330.7501	0	1

Table 7: Summary of linear model
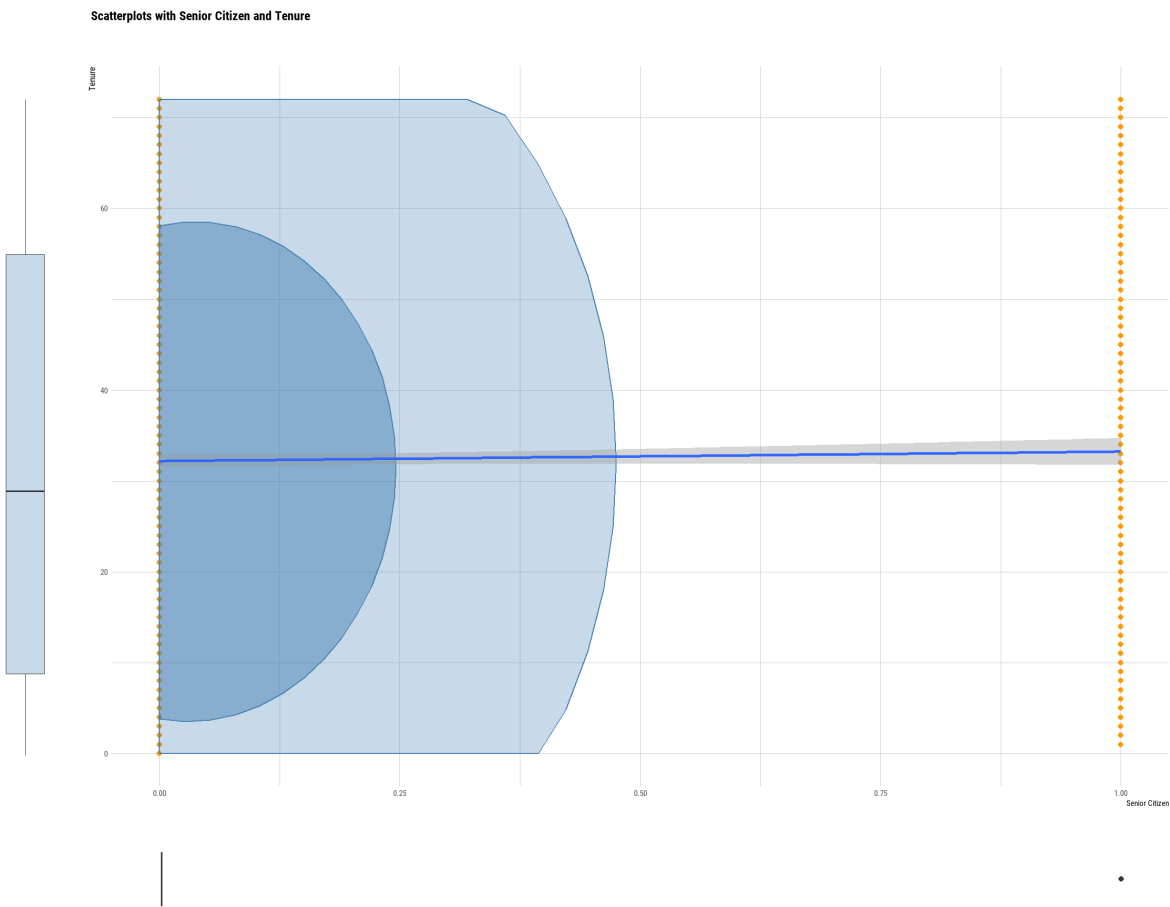
'Senior Citizen' vs 'Total Charges'

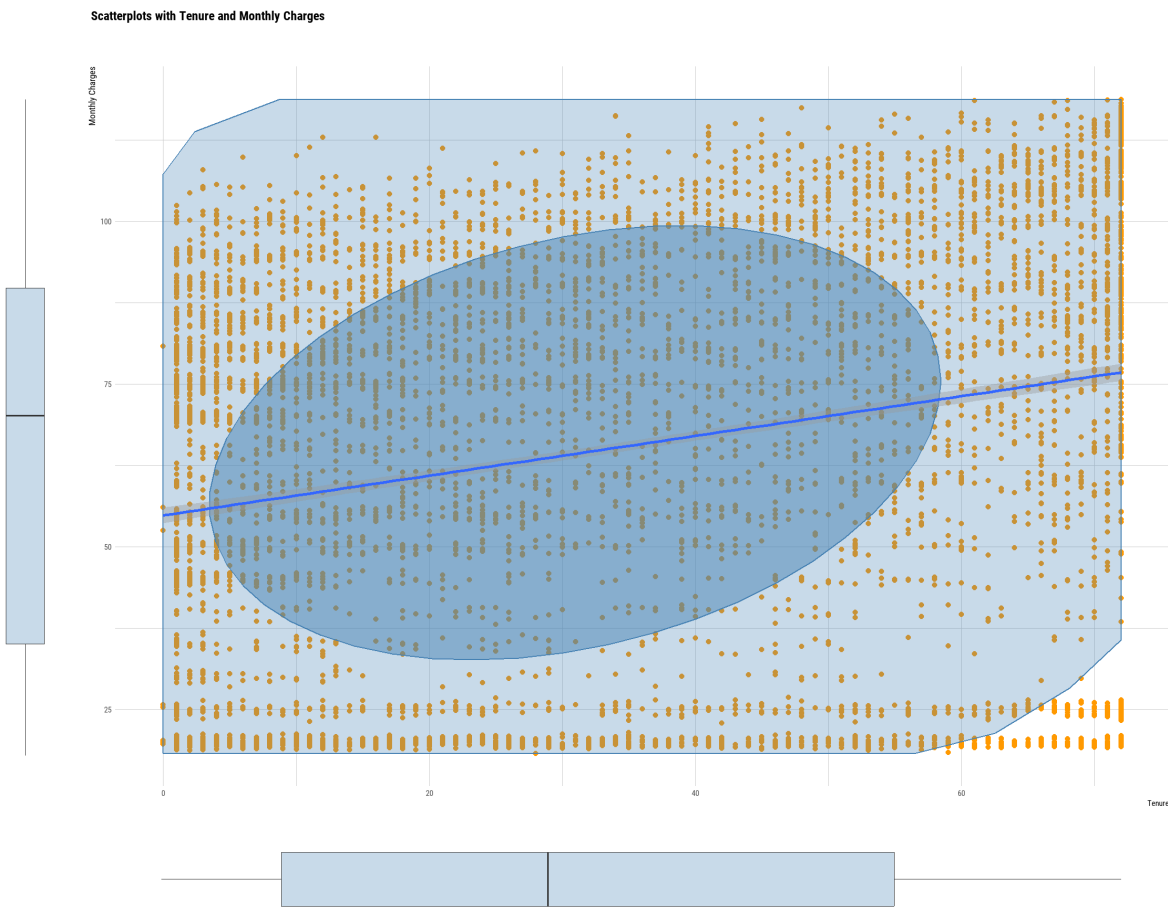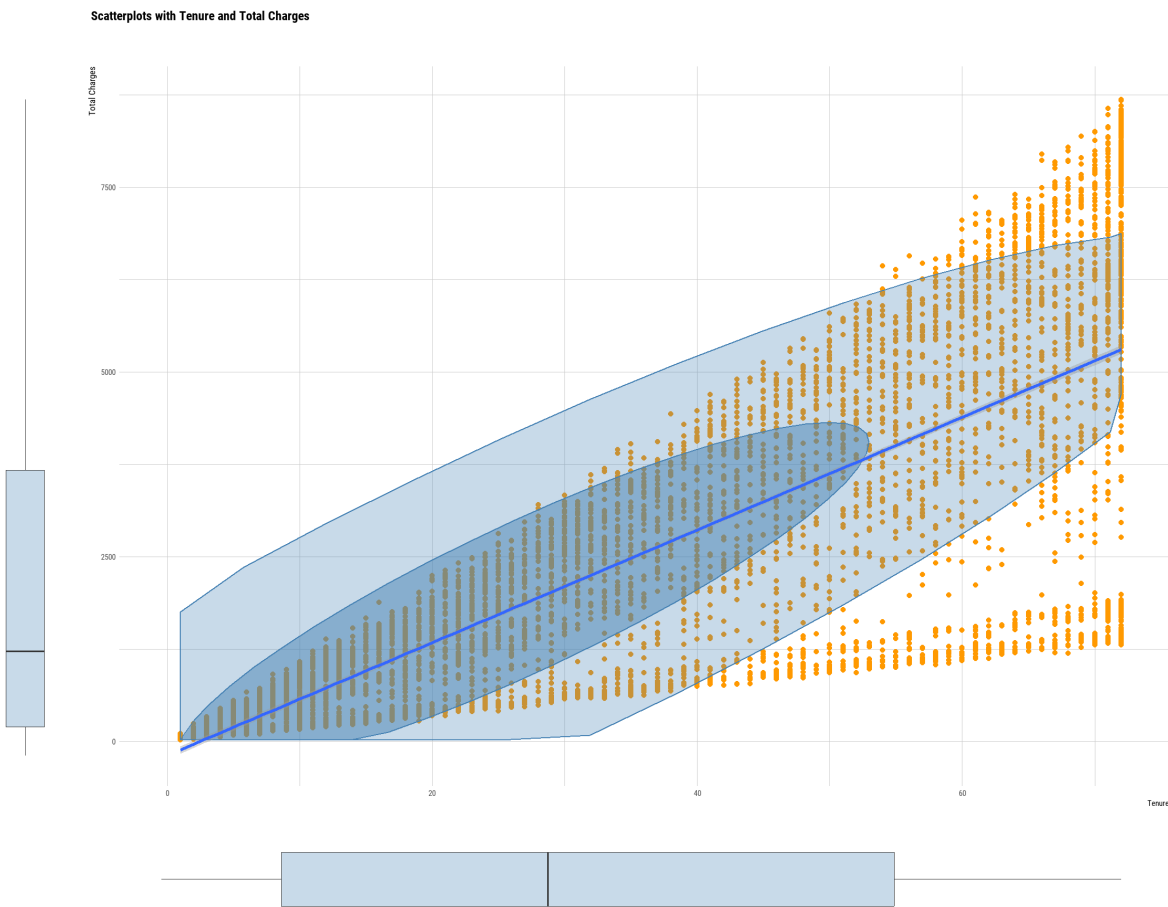| first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Senior Citizen	Total Charges	0.0105191	0.0103666	0.3672127	68.97319	0	1

Table 7: Summary of linear model
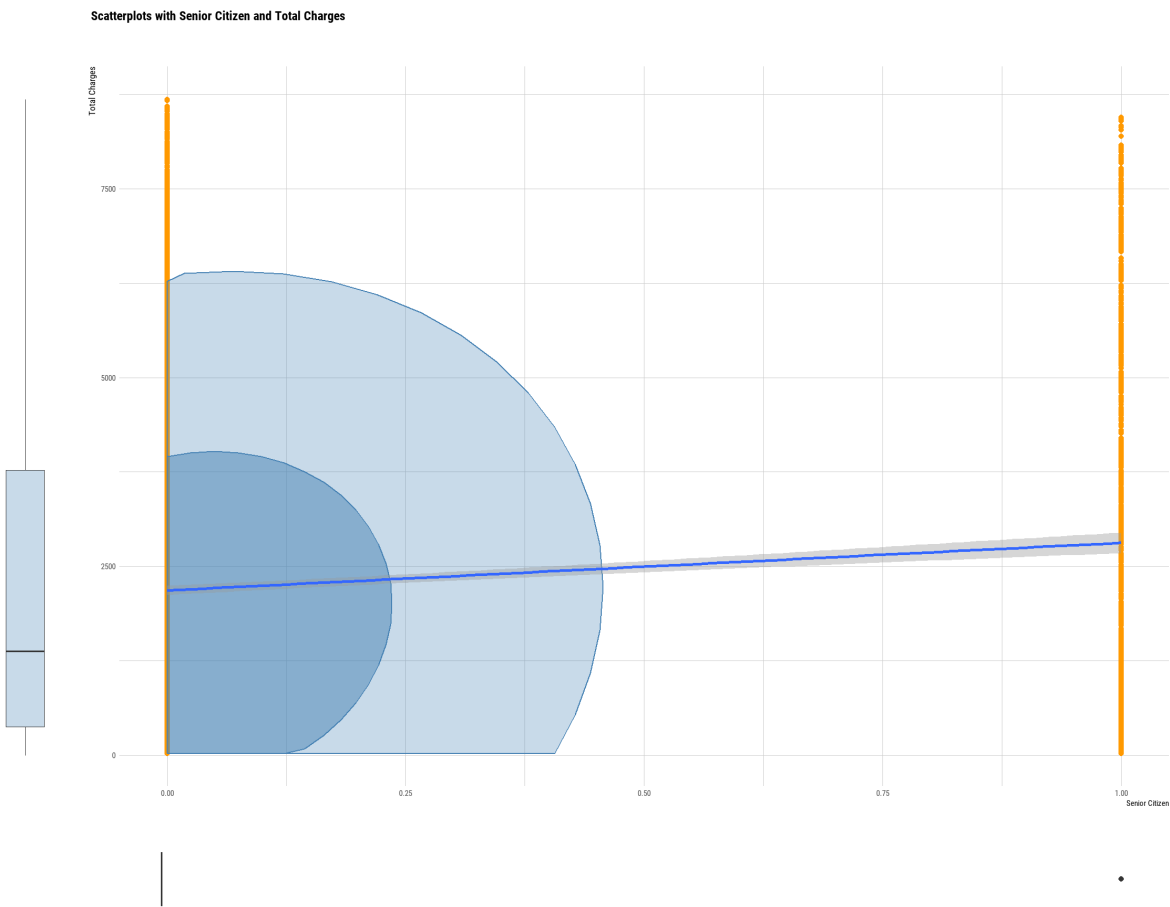
'Tenure' vs 'Monthly Charges'

first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Tenure	Monthly Charges	0.0619755	0.0618312	23.81252	429.2586	0	1

Table 7: Summary of linear model

Scatterplots with Tenure and Monthly Charges

'Tenure' vs 'Total Charges'

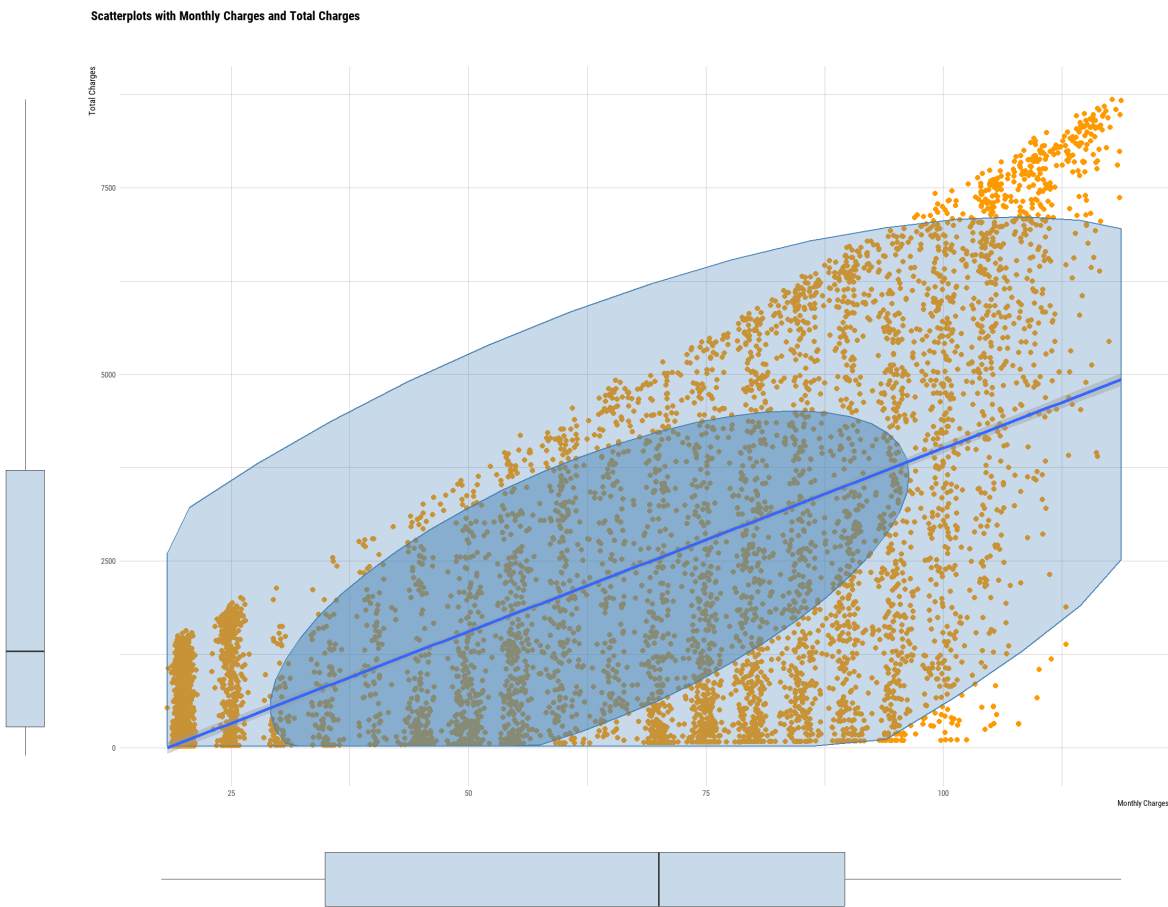| first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Tenure	Total Charges	0.6815394	0.6814903	13.8677	13885.01	0	1

Table 7: Summary of linear model

'Monthly Charges' vs 'Total Charges'

first variable	second variable	r.squared	adj.r.squared	sigma	statistic	p.value	df
Monthly Charges	Total Charges	0.4246978	0.4246091	22.85304	4789.55	0	1

Table 7: Summary of linear model

Scatterplots with Monthly Charges and Total Charges

Compare Categorical Variables

The number of categorical variables is less than 2.

Multivariate Analysis

Correlation Analysis

Correlation Coefficient Matrix

first variable	second variable			
	Senior Citizen	Tenure	Monthly Charges	Total Charges
Senior Citizen	NA	0.016	0.220	0.103
Tenure	0.016	NA	0.249	0.826
Monthly Charges	0.220	0.249	NA	0.652
Total Charges	0.103	0.826	0.652	NA

Table 8: Matrix table of correlation coefficient

Correlation Plot
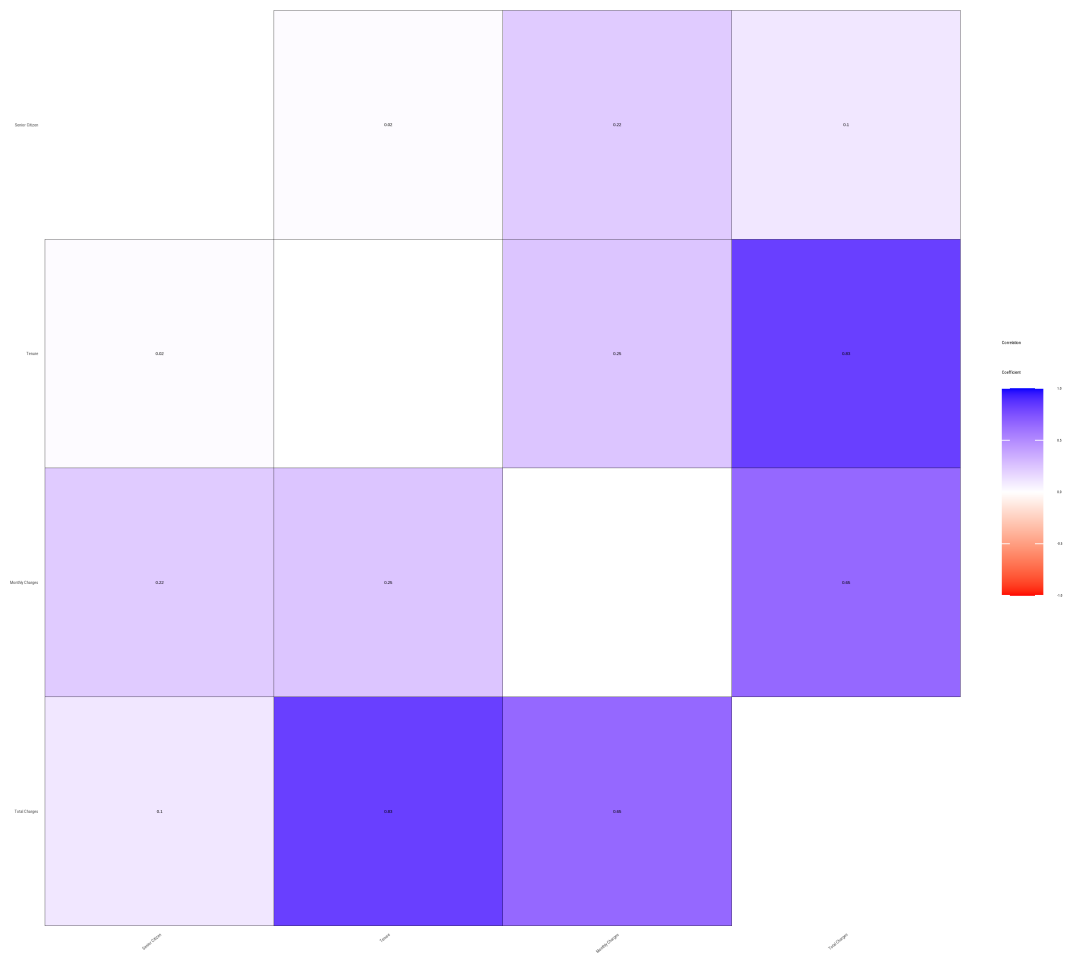
Target based Analysis

Target Variable and Numerical Variables

Target Variable and Categorical Variables

There are no categorical variables except for the target variable.