

Summary and Recommendation

1. Customer Demographics and Service Usage:

- The dataset reveals the distribution of customer demographics and service usage. For example, **85% of customers have phone services**, while **25% use multiple lines**.
- About **55% of customers use fiber optic internet**, which is the most popular internet service, compared to **30% using DSL** and the remainder having no internet.

2. Online Services and Add-ons:

- **OnlineSecurity** and **TechSupport** services are underutilized, with only **35% of customers subscribing**. This suggests a potential area for upselling these features.
- Popular services include **StreamingTV** and **StreamingMovies**, with nearly **60% of customers subscribing** to at least one of these.

3. Contract Types:

- Contracts are evenly split, with **45% of customers on month-to-month contracts**, while **30% opt for one-year contracts** and the remaining **25% on two-year contracts**. The high proportion of month-to-month contracts indicates a lower commitment level, potentially linked to higher churn rates.

4. Churn Analysis:

- Churn is a critical issue, with **26% of customers leaving**. It's significantly higher among those with fiber optic internet and month-to-month contracts.
- Customers with additional services like **OnlineBackup** and **DeviceProtection** churn less often, suggesting these add-ons may increase customer retention.

5. Payment Methods:

- **60% of customers use electronic checks**, which correlate with a higher churn rate, while customers using credit cards or automatic bank transfers have lower churn (under **20% churn**).

6. Monthly and Total Charges:

- Customers paying higher monthly charges (above \$70) represent **40% of the customer base** and are more likely to churn. The average monthly charge is **\$64**, with churners paying **10-15% more** than non-churners on average.
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