Report :

1.Age distribution and churn rate

Is there a relation between age and churn rate?

A graph of a number of blue bars

Description automatically generated with medium confidence

* Age is normally distributed but slightly skewed that means we have YOUNGER customers.
* almost half of the customers in the 35-44 group Churn but the churn rate drops for the next age groups until 35-44 age group.
* Gender relevant to churn rate.

2.What is gender distribution of customers ?

A pie chart with a number of people in the center

Description automatically generated with medium confidence

* More than half of the customers are Male.
* Churn rate of female customers are much higher than male customers.

3.Tenure and churn

* Customers with almost equally distributed Tenures.

4.Usage frequency :

* the usage frequency does not seem to affect churn.

5.Support Calls and churn:

support calls are much higher from 0 to 3 times for each customer and in this range the calls seem to be successful due to the churn rate of this customers.

6.Payment Delay :

* The payment Delay is normally distributed
* the churn rate is too high from 0 to 20

**7.**Churn Analysis (Target Variable)

by analysing the churn we can see that most customers are churning.

**Takeaways**

* Must have more time to support calls.
* Must be able to handle 60+ ,youth requirements
* Must show more offers to less interaction people