

## Content

Each row represents a customer, each column contains customer's attributes described on the column Metadata.

The data set includes information about:

Customers who left within the last month – the column is called Churn

Services that each customer has signed up for – phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies

Customer account information – how long they've been a customer, contract, payment method, paperless billing, monthly charges, and total charges

Demographic info about customers – gender, age range, and if they have partners and dependents

### **Business objective of this exercise :**

Analyze customer data to understand reason for churn and who could be the next potential customer to leave the company

What contributes to the higher churn rate of customer and what could be some of the probable solution to address the same.

What type of problem is it ?

- customerID: Customer ID
- genderCustomer: gender (female, male)
- SeniorCitizen: Whether the customer is a senior citizen or not (1, 0)
- PartnerWhether: the customer has a partner or not (Yes, No)
- Dependents: Whether the customer has dependents or not (Yes, No)
- tenure: Number of months the customer has stayed with the company
- PhoneService: Whether the customer has a phone service or not (Yes, No)
- MultipleLines: Whether the customer has multiple lines or not (Yes, No, No phone service)
- InternetService: Customer's internet service provider (DSL, Fiber optic, No)
- OnlineSecurity: Whether the customer has online security or not (Yes, No, No internet service)
- OnlineBackup: Whether the customer has online backup or not (Yes, No, No internet service)
- DeviceProtection: Whether the customer has device protection or not (Yes, No, No internet service)
- TechSupport: Whether the customer has tech support or not (Yes, No, No internet service)

- StreamingTV: Whether the customer has streaming TV or not (Yes, No, No internet service)
- StreamingMovies: Whether the customer has streaming movies or not (Yes, No, No internet service)
- Contract: The contract term of the customer (Month-to-month, One year, Two year)
- PaperlessBilling: Whether the customer has paperless billing or not (Yes, No)
- PaymentMethod: The customer's payment method (Electronic check, Mailed check, Bank transfer (automatic), Credit card (automatic))
- MonthlyCharges: The amount charged to the customer monthly
- TotalCharges: The total amount charged to the customer
- Churn: Whether the customer churned or not (Yes or No)