**Business Report**

* Churn decreases with age (into early 40s). After 41 the churn is essentially 0.
* Users with Monthly payment period have highest churn rate churn rate (89/345).
* Traditional product plan is more preferred, and the churn for pure term plan is highest.
* In terms of education, CA and statistics students are more stable as customers.
* Married people are more stable customers (enforces decrease in churn after 40s)
* In the sas code, logistic regression was successful in predicting more than 99% of datapoints.
* The firm should target people with stable employment and family.