

Business Problem: Customer Churn Prediction

The goal is to predict whether a customer will churn (leave the company) based on their demographics and service usage. This will help the business understand the factors contributing to customer churn and take preventative measures to retain customers.

Key Questions to Answer:

What factors contribute the most to customer churn?

Is there a relationship between tenure, contract type, or service usage (like internet or tech support) and churn?

How does the distribution of 'MonthlyCharges' and 'TotalCharges' look across customers who churn and those who stay?

Do customers who churn tend to have higher or lower charges compared to those who stay?

Are there significant differences in churn based on demographic factors such as gender, seniority, or whether the customer has a partner or dependents?

What is the churn rate for male vs female customers?

Does being a senior citizen increase the likelihood of churn?

How do customers with different service subscriptions (e.g., Phone Service, Internet Service, Streaming Services) behave in terms of churn?

Do customers who have internet service or streaming TV services have a lower churn rate?

How does the payment method affect the churn rate?

Is there a significant difference in churn rates based on payment method?

What is the churn rate over the tenure of customers?

Do customers with a shorter tenure have a higher likelihood of churning?