Here are the **detailed key findings with values** from your customer churn analysis:

## ****1. General Churn Insights****

* **Total Customers:** **7043**
* **Churn Rate:**
  + **Churned Customers:** **1869** (**26.5%**)
  + **Non-Churned Customers:** **5174** (**73.5%**)​.

## ****2. Service-Related Insights****

### ****Phone Service****

* **Most customers have phone service**.
* **Churn Breakdown:**
  + **With Phone Service:** **1699 churned (36.4%)**
  + **Without Phone Service:** **170 churned (24.9%)**
  + **Overall churn rate is slightly higher for customers with phone service**​.

### ****Multiple Lines****

* **Churn Rates:**
  + **Single Line:** **849 churned (33.5%)**
  + **Multiple Lines:** **850 churned (28.6%)**
  + **No Phone Service:** **170 churned (24.9%)**​.

### ****Internet Service****

* **Churn is highest among Fiber Optic users**.
* **Churn Breakdown:**
  + **DSL:** **459 churned (20.4%)**
  + **Fiber Optic:** **1297 churned (41.9%)**
  + **No Internet Service:** **113 churned (10.2%)**
  + **Fiber Optic users have the highest churn rate**​.

### ****Online Security & Online Backup****

* **Customers without these services have a higher churn rate.**
* **Churn Breakdown:**
  + **No Online Security:** **1461 churned (34.3%)**
  + **No Online Backup:** **1233 churned (30.6%)**
  + **Customers with security & backup services churn less**​.

### ****Device Protection & Tech Support****

* **Customers without these services churn more**.
* **Churn Breakdown:**
  + **No Device Protection:** **1211 churned (30.2%)**
  + **No Tech Support:** **1448 churned (35.4%)**
  + **Providing these services might help retain customers**​.

### ****Streaming TV & Streaming Movies****

* **Customers using streaming services tend to churn more**.
* **Churn Breakdown:**
  + **Streaming TV Users:** **942 churned (31.5%)**
  + **Streaming Movie Users:** **938 churned (31.1%)**
  + **Customers without Internet Service (who don’t use streaming) have lower churn**​.

## ****3. Contract & Payment-Related Insights****

### ****Contract Type****

* **Month-to-month contracts have the highest churn**.
* **Churn Breakdown:**
  + **Month-to-Month:** **1655 churned (42.7%)**
  + **One-Year:** **166 churned (11.4%)**
  + **Two-Year:** **48 churned (2.8%)**
  + **Encouraging long-term contracts may help reduce churn**​.

### ****Payment Method****

* **Electronic Check users churn the most**.
* **Churn Breakdown:**
  + **Electronic Check:** **1071 churned (45.6%)**
  + **Mailed Check:** **308 churned (19.2%)**
  + **Bank Transfer:** **268 churned (16.5%)**
  + **Credit Card:** **222 churned (15.3%)**
  + **Encouraging auto-payment methods might improve retention**​.

### ****Paperless Billing****

* **Customers with Paperless Billing churn more**.
* **Churn Breakdown:**
  + **Paperless Billing:** **1343 churned (35.3%)**
  + **Non-Paperless Billing:** **526 churned (18.2%)**
  + **This suggests digital engagement might play a role in churn**​.

## ****4. Demographic Insights****

### ****Senior Citizens****

* **Senior Citizens have a higher churn rate**.
* **Churn Breakdown:**
  + **Senior Citizens:** **476 churned (41.6%)**
  + **Non-Senior Citizens:** **1393 churned (23.6%)**
  + **Senior Citizens are more likely to churn than younger customers**​.

### ****Gender****

* **Churn rates are similar across genders.**
* **Churn Breakdown:**
  + **Male Churn Rate:** **26.9%**
  + **Female Churn Rate:** **26.4%**
  + **Gender is not a strong factor in churn prediction**​.

## ****5. Overall Key Takeaways****

1. **Fiber optic users have the highest churn rate (41.9%)**, indicating potential dissatisfaction with service or pricing.
2. **Customers who lack security, backup, or support services churn more**.
3. **Month-to-month contracts have a high churn rate (42.7%)**. Encouraging longer contracts might help.
4. **Electronic Check users have the highest churn (45.6%)**, suggesting switching them to auto-payment could help.
5. **Paperless billing users churn more (35.3%)**, which might indicate issues with transparency.
6. **Senior citizens have a much higher churn rate (41.6%)**, compared to younger customers.
7. **Churn is not gender-specific**.