

# Telecom-Customer-Churn Report

**What is Customer Churn ?** Customer churn, also known as customer attrition, refers to the rate at which customers stop doing business with a company or brand over a specific period.

**Objective:** Here we want to analyse and visualize the various churn dynamics through available data using Python.

Steps Overview:

- Import the data using Python.
- Clean the data of any null values and fill those null values with the mean of the available column mean.
- Change the data type of any column if necessary for quantitative analysis.
- Create visualizations for showing Churn with respect to various parameters.

**Inferences:**

- The Telecom service availability is more uniformly distributed across genders.
- The Senior Citizen people have much lesser telecom service availability compared to the younger population.
- Churn rates of DSL Service and having no internet service available is much lesser than the ones who have fiber optic services.
- The ones who use electronic check as Payment Method are more likely to stay with the service than others.
- The ones who didn't need tech support are more likely to stay with the service than the ones who needed support and also the ones with no internet service.
- The ones who stay on the service for longer tenure are less likely to leave. The ones to leave the service leave mostly at the beginning itself.
- The charges for the non-churned customer majorly range from 0-2000 . It is also the range where majority of the churned customers lie.