**KDE plots (diagonal elements)**

Where the blue and orange curves overlap significantly, it suggests that customers who churn and those who don’t have similar distributions for that feature (e.g., the Age distribution in this case seems fairly similar for both churned and non-churned customers).

Less overlap means that the feature could be a good predictor of churn (e.g., if the Tenure or Total Spend distributions for churned vs. non-churned customers are quite different).

In the Age KDE plot for example:

The x-axis shows the range of ages (e.g., from 20 to 60 years).

The y-axis shows the density (or probability estimate) of customers having each particular age.

The height of the curve at any given point tells you how common that age is within the data for both churned and non-churned customers. For example, if the curve peaks around 50 years on the x-axis, this means most customers in the dataset are around 50 years old.

A graph of different sizes of data

Description automatically generated with medium confidence

**Age KDE Plot**:

The shapes of both curves are fairly similar, with a slight peak around age 50 for both groups. This suggests that churn might not be strongly dependent on age, as the distribution looks somewhat similar for both churned and non-churned customers.