**Customer churn analysis insights:**

=>Churn Distribution w.r.t Gender:There is negligible difference in customer percentage/ count who chnaged the service provider. Both genders behaved in similar fashion when it comes to migrating to another service provider.

=>Customer contract distribution:About 75% of customer with Month-to-Month Contract opted to move out as compared to 13% of customrs with One Year Contract and 3% with Two Year Contract.

=>Customer Payment Method distribution w.r.t. Churn:Major customers who moved out were having Electronic Check as Payment Method.

=>Customers who opted for Credit-Card automatic transfer or Bank Automatic Transfer and Mailed Check as Payment Method were less likely to move out.

=>Churn Distribution w.r.t dependents:Customers without dependents are more likely to churn

=>Churn Distribution w.r.t partners:Customers that doesn't have partners are more likely to churn

=>Churn Distribution w.r.t Senior citizen:It can be observed that the fraction of senior citizen is very less.Most of the senior citizens churn.

=>Churn Distribution w.r.t Online Security:Most customers churn in the absence of online security

=>Churn Distribution w.r.t PaperBilling:Customers with Paperless Billing are most likely to churn.

=>Churn Distribution w.r.t TechSupport:Customers with no TechSupport are most likely to migrate to another service provider.

=>Churn Distribution w.r.t PhoneService:Very small fraction of customers don't have a phone service and out of that, 1/3rd Customers are more likely to churn

=>Higher Churn at lower Total Charges,However if we combine the insights of 3 parameters i.e. Tenure, Monthly Charges & Total Charges then the picture is bit clear :- Higher Monthly Charge at lower tenure results into lower Total Charge. Hence, all these 3 factors - Higher Monthly Charge, Lower tenure and Lower Total Charge are linked to High Churn.

Conclusion:

HIGH Churn seen in case of Month to month contracts, No online security, No Tech support, First year of subscription and Fibre Optics Internet.

LOW Churn is seens in case of Long term contracts, Subscriptions without internet service and The customers engaged for 5+ years.

Factors like Gender, Availability of PhoneService and of multiple lines have alomost NO impact on Churn.