

Here are the insights that i have uncovered during EDA of Telco churn data:

1. **Demographic Trends:** Senior citizens may have higher churn rates compared to younger customers, likely influenced by service usage patterns or pricing sensitivity.
2. **Contract Types:** Month-to-month contracts have the highest churn rates, while customers with two-year contracts are the most stable, suggesting long-term plans promote retention.
3. **Payment Methods:** Electronic check users have significantly higher churn rates compared to other payment methods (e.g., credit card or bank transfer), possibly due to ease of cancellation or user preferences.
4. **Tenure and Churn:** Customers with shorter tenure (new customers) are more likely to churn, indicating the importance of early-stage customer engagement strategies.
5. **Billing Preferences:** Customers with paperless billing have higher churn rates, potentially due to demographic or technological preferences.
6. **Service Packages:** Bundled services, such as streaming TV and movies combined with internet, seem to reduce churn, highlighting the value of offering integrated packages.
7. **Internet Service Type:** Fiber optic users have the highest churn rates, which may indicate dissatisfaction with pricing or service reliability.
8. **Add-On Services:** Customers who subscribe to multiple add-ons (e.g., OnlineBackup, DeviceProtection) generally show lower churn rates, emphasizing the importance of cross-selling additional services.