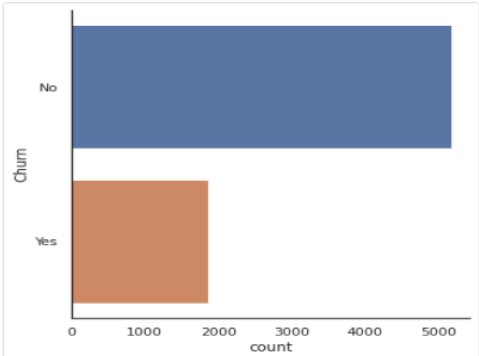
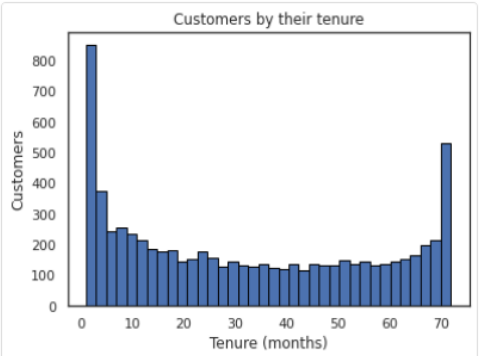


Exploratory Data Analysis (EDA) Results



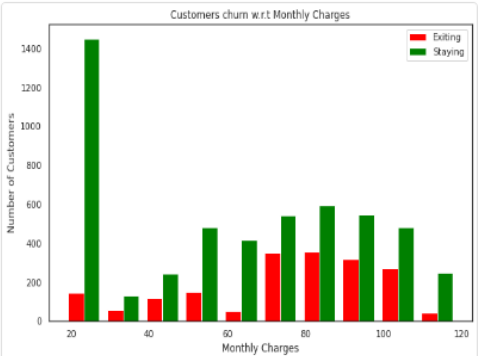
Bar Chart displaying Customers who churned vs Customers who didn't churn

Majority of customers choose to keep using the service, while more than 26% of customers have actually churned. A churn rate of below 5% usually means that the company is doing okay.



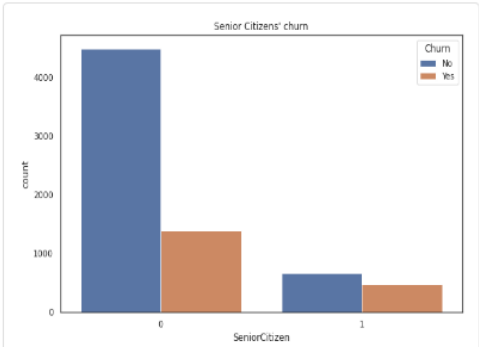
What's the distribution of customers based on Tenure?

More than 800 customers have a lower tenure period (less than 10 months) followed by customers with tenure close to 70 months. Majority of Customers have a Tenure between 10 months to 65 months.



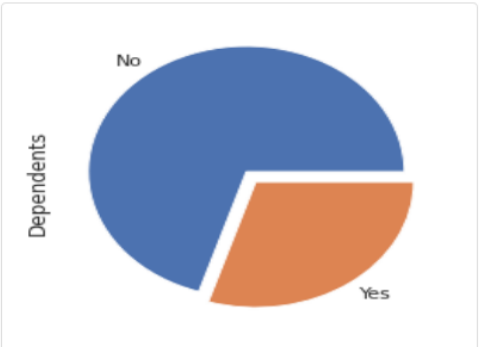
Are customers choosing to stay or leave based on Monthly charges?

A high number of customers prefer to stay if the monthly charges are less. Also more customers leave the service if the charges are between \$70 and \$100. Strategic pricing can help the company in this regard.



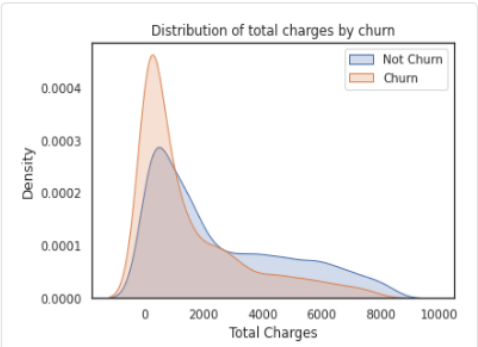
Does Seniority affect churn in any way?

While the number of customers who are Senior Citizens is quite less, we found that Senior Citizens are much more likely to churn away from the service as compared to their counterparts. Reasons could be not finding the service useful, lack of better offers for the particular customer segment and lack of support from company's end.



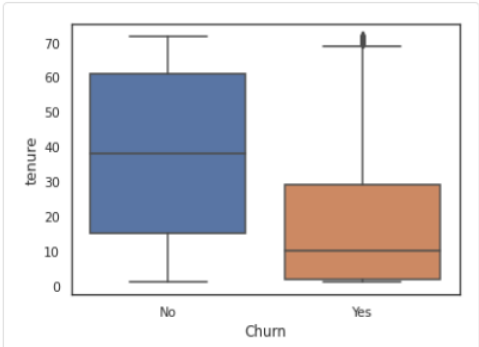
Do most customers have dependents?

Very few customers who use the service have dependents while majority of customers don't have any dependents. Company can take advantage of this information by targeting their services towards such individuals.



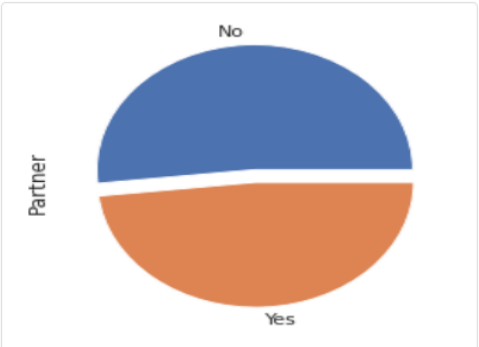
How are customers distributed based on Total Charges?

We found that majority of customers have total charges in the range of \$0 to \$2000. Among them, there is a high chance that the customer will churn and leave the service. Customers with total charges more than \$4000 are much less likely to churn. Company needs to improve its low budget offerings.



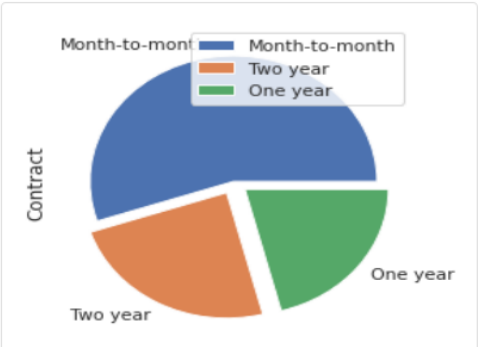
Does long tenure helps the company in retaining more customers?

Customers with more tenure tend to churn less as compared to customers with less tenure. The company should try to increase customer tenure by using better offers and services.



Distribution of data based on whether a person has a partner or not?

The distribution is slightly high for customers without a partner. While the difference is not much we suggest that the company should focus on both of these segments.



Percentage of different plans bought among Monthly, One Year and Two Year

We found that most customers prefer Monthly plans as compared to One Year and Two Year plans. Using this analysis we can conclude that the company should focus more providing the best packages for Monthly users.

Conclusions drawn from EDA

According to our analysis, 🤖

- People with monthly subscription tend to churn more than people with long term subscription plans.
- Additional services like DSL also reduce churn.
- Churn is irrespective of gender and partner.
- Variables like Total charges, Monthly contracts, Fibre optic internet services and Seniority can lead to higher churn rates.

Suggestions to the company, ✓

- The company needs to focus and encourage Long-term subscriptions. Monthly subscription plans can be improved as well.
- Customers should be encouraged to buy additional services like DSL in bundle packs as offers.
- As variables like gender and partner don't affect churn, the company shouldn't target this specific segment as a means to reduce churn.
- Senior Citizens should be provided additional support and plans (offers) to cater to their needs.
- Fibre optic internet services needs to be improved as it lead to higher churn rates.
- New offers and plans trying to reduce the total charges on the customer could be introduced.