# Univariate Analysis

The demographic profile of the dataset is illustrated using a Female-Male pie chart, providing a visual representation of gender distribution among customers. Additionally, an age group histogram is utilised to depict the spread of customer ages, offering insights into the predominant age segments within the dataset.

# Bivariate Analysis

* Churn and Gender: The relationship between customer churn and gender is examined to identify if either gender is more likely to churn.
* Churn and Age: The correlation between customer age and their likelihood of churn is assessed, highlighting any trends between age groups and retention rates.
* Churn and Salary: This analysis explores whether salary levels have an influence on customer churn, potentially identifying income-related churn patterns.
* Churn and Number of Dependents: The impact of the number of dependents on churn is evaluated, investigating if family obligations contribute to customer decisions.
* Churn and Tenure: The association between the length of time a customer has been with the service (tenure) and their likelihood to churn is analysed.

# Advanced Analysis

* Churn by Region: Churn rates are further broken down by location, moving from a broad state level to more granular city and pincode levels, to pinpoint geographic trends in customer retention and attrition.
* Churn and Service Usage: The data is analysed to compare churn among customers who use only calls and SMS versus those who use calls, SMS, and data services, providing deeper insight into how service usage patterns relate to churn behaviour.