# surv sparrow churn prediction

## July 9, 2024

```
[1]: import numpy as np
     import pandas as pd
     import matplotlib.pyplot as plt
     import seaborn as sns
     import plotly.express as px
     import plotly.graph_objects as go
[4]: df=pd.read_csv('/content/WA_Fn-UseC_-Telco-Customer-Churn.csv')
     df
[4]:
                                SeniorCitizen Partner Dependents
           customerID
                        gender
           7590-VHVEG
                        Female
                                                    Yes
                          Male
                                             0
     1
           5575-GNVDE
                                                     No
                                                                No
                                                                         34
     2
           3668-QPYBK
                          Male
                                             0
                                                     No
                                                                No
                                                                          2
     3
                                             0
                                                                         45
           7795-CFOCW
                          Male
                                                     Nο
                                                                No
           9237-HQITU Female
                                             0
                                                     No
                                                                No
                                                                          2
                                                                         24
     7038 6840-RESVB
                                             0
                                                               Yes
                          Male
                                                    Yes
     7039
           2234-XADUH
                       Female
                                             0
                                                               Yes
                                                                         72
                                                    Yes
     7040 4801-JZAZL
                        Female
                                                    Yes
                                                               Yes
                                                                         11
     7041
           8361-LTMKD
                          Male
                                             1
                                                    Yes
                                                                No
                                                                          4
     7042 3186-AJIEK
                                             0
                          Male
                                                     No
                                                                No
                                                                         66
          PhoneService
                            MultipleLines InternetService OnlineSecurity
     0
                     No
                         No phone service
                                                        DSL
                                                                         No
     1
                    Yes
                                        No
                                                        DSL
                                                                        Yes
                    Yes
     2
                                        No
                                                        DSL
                                                                        Yes
     3
                     No
                         No phone service
                                                                        Yes
                    Yes
                                        No
                                               Fiber optic
                                                                         No
     7038
                                                                        Yes
                    Yes
                                                        DSL
                                       Yes
     7039
                    Yes
                                       Yes
                                               Fiber optic
                                                                         No
     7040
                     No
                                                        DSL
                         No phone service
                                                                        Yes
     7041
                                               Fiber optic
                    Yes
                                       Yes
                                                                         No
     7042
                    Yes
                                               Fiber optic
                                                                        Yes
```

Contract \

DeviceProtection TechSupport StreamingTV StreamingMovies

```
0
                     No
                                  No
                                               No
                                                                     Month-to-month
                                                                 No
1
                    Yes
                                  No
                                               No
                                                                             One year
                                                                 No
2
                     No
                                  No
                                               No
                                                                 No
                                                                      Month-to-month
3
                    Yes
                                 Yes
                                               No
                                                                 No
                                                                             One year
4
                     No
                                  No
                                               No
                                                                 No
                                                                     Month-to-month
7038
                   Yes
                                                                Yes
                                                                             One year
                                 Yes
                                              Yes
7039
                   Yes
                                              Yes
                                                                Yes
                                  No
                                                                             One year
7040
                                  No
                                               No
                     No
                                                                 No
                                                                     Month-to-month
7041
                     No
                                  No
                                               No
                                                                 No
                                                                      Month-to-month
7042
                                 Yes
                                              Yes
                    Yes
                                                                Yes
                                                                             Two year
                                                                        TotalCharges
     PaperlessBilling
                                       PaymentMethod MonthlyCharges
0
                    Yes
                                   Electronic check
                                                                29.85
                                                                                29.85
1
                     No
                                        Mailed check
                                                                56.95
                                                                               1889.5
2
                    Yes
                                        Mailed check
                                                                53.85
                                                                               108.15
3
                         Bank transfer (automatic)
                     No
                                                                42.30
                                                                              1840.75
4
                                   Electronic check
                                                                70.70
                    Yes
                                                                               151.65
7038
                    Yes
                                        Mailed check
                                                                84.80
                                                                               1990.5
7039
                           Credit card (automatic)
                                                               103.20
                                                                               7362.9
                   Yes
7040
                   Yes
                                   Electronic check
                                                                29.60
                                                                               346.45
7041
                   Yes
                                        Mailed check
                                                                74.40
                                                                                306.6
7042
                   Yes
                         Bank transfer (automatic)
                                                               105.65
                                                                               6844.5
     Churn
0
        No
1
        No
2
       Yes
3
        No
4
       Yes
7038
        No
7039
        No
7040
        No
7041
       Yes
7042
        Nο
```

[7043 rows x 21 columns]

### [6]: df.columns

# dtype='object')

# [5]: df.dtypes

| [5]: | customerID              | object  |
|------|-------------------------|---------|
|      | gender                  | object  |
|      | SeniorCitizen           | int64   |
|      | Partner                 | object  |
|      | Dependents              | object  |
|      | tenure                  | int64   |
|      | PhoneService            | object  |
|      | MultipleLines           | object  |
|      | InternetService         | object  |
|      | OnlineSecurity          | object  |
|      | OnlineBackup            | object  |
|      | DeviceProtection        | object  |
|      | TechSupport             | object  |
|      | StreamingTV             | object  |
|      | ${\tt StreamingMovies}$ | object  |
|      | Contract                | object  |
|      | PaperlessBilling        | object  |
|      | PaymentMethod           | object  |
|      | MonthlyCharges          | float64 |
|      | TotalCharges            | object  |
|      | Churn                   | object  |
|      | dtype: object           |         |

## [7]: df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 7043 entries, 0 to 7042
Data columns (total 21 columns):

| #  | Column                   | Non-Null Count | Dtype  |
|----|--------------------------|----------------|--------|
|    |                          |                |        |
| 0  | customerID               | 7043 non-null  | object |
| 1  | gender                   | 7043 non-null  | object |
| 2  | SeniorCitizen            | 7043 non-null  | int64  |
| 3  | Partner                  | 7043 non-null  | object |
| 4  | Dependents               | 7043 non-null  | object |
| 5  | tenure                   | 7043 non-null  | int64  |
| 6  | PhoneService             | 7043 non-null  | object |
| 7  | MultipleLines            | 7043 non-null  | object |
| 8  | ${\tt InternetService}$  | 7043 non-null  | object |
| 9  | OnlineSecurity           | 7043 non-null  | object |
| 10 | OnlineBackup             | 7043 non-null  | object |
| 11 | ${\tt DeviceProtection}$ | 7043 non-null  | object |
| 12 | TechSupport              | 7043 non-null  | object |

```
StreamingMovies
                                              object
                             7043 non-null
      15
          Contract
                             7043 non-null
                                              object
      16 PaperlessBilling
                             7043 non-null
                                              object
          PaymentMethod
      17
                             7043 non-null
                                              object
      18
          MonthlyCharges
                             7043 non-null
                                              float64
      19
          TotalCharges
                             7043 non-null
                                              object
      20 Churn
                             7043 non-null
                                              object
     dtypes: float64(1), int64(2), object(18)
     memory usage: 1.1+ MB
 [8]: df.shape
 [8]: (7043, 21)
[12]: df.isnull().sum()
                           0
[12]: customerID
      gender
                           0
      SeniorCitizen
                           0
      Partner
                           0
      Dependents
                           0
      tenure
                           0
      PhoneService
                           0
                           0
      MultipleLines
      InternetService
                           0
      OnlineSecurity
                           0
                           0
      OnlineBackup
      DeviceProtection
                           0
                           0
      TechSupport
      StreamingTV
                           0
      StreamingMovies
                           0
      Contract
                           0
      PaperlessBilling
                           0
      PaymentMethod
                           0
      MonthlyCharges
                           0
      TotalCharges
                           0
      Churn
                           0
      dtype: int64
 [9]: df.describe()
 [9]:
             SeniorCitizen
                                          MonthlyCharges
                                  tenure
      count
               7043.000000 7043.000000
                                              7043.000000
      mean
                  0.162147
                               32.371149
                                                64.761692
      std
                  0.368612
                               24.559481
                                                30.090047
      min
                  0.000000
                                0.000000
                                                18.250000
```

object

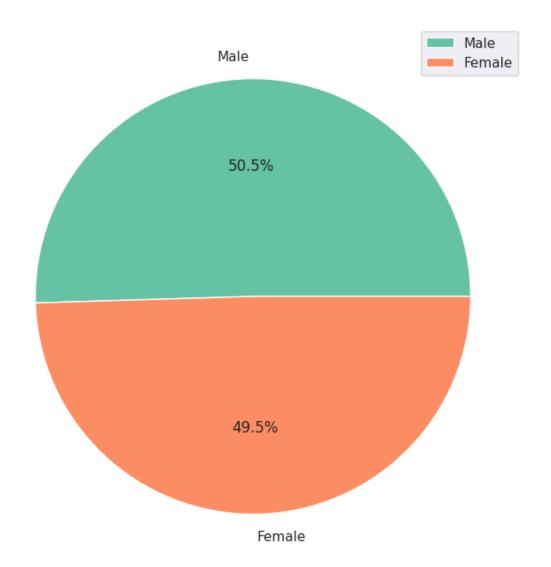
7043 non-null

13

StreamingTV

```
25%
                 0.000000
                               9.000000
                                              35.500000
     50%
                  0.000000
                              29.000000
                                              70.350000
      75%
                  0.000000
                              55.000000
                                              89.850000
                              72.000000
                  1.000000
                                             118.750000
     max
[14]: df.duplicated().sum()
[14]: 0
[16]: df['TotalCharges'] = pd.to_numeric(df['TotalCharges'])
     CATEGORICAL COLUMNS EXPLORATION
[66]: gender_counts = df['gender'].value_counts()
      x = gender_counts.index
      y = gender_counts.values
      fig, ax = plt.subplots(figsize=(8, 8))
      #pie chart
      pal = sns.color_palette("Set2", len(gender_counts))
      ax.pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Gender of People', weight='bold')
      plt.show()
```

# **Gender of People**



## senior citizen

```
[65]: senior_counts = df['SeniorCitizen'].value_counts()
x = senior_counts.index
y = senior_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

#bar plot
```

```
sns.set(style="dark", color_codes=True)
pal = sns.color_palette( "Set2",len(senior_counts))
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    eget_height()))

ax[0].set_xlabel('SeniorCitizen')

#pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')

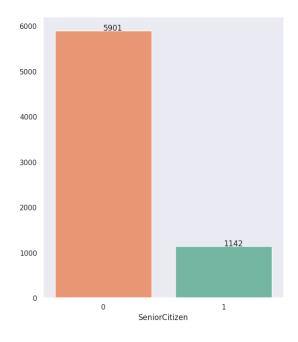
# legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('SeniorCitizen', weight='bold')
plt.show()
```

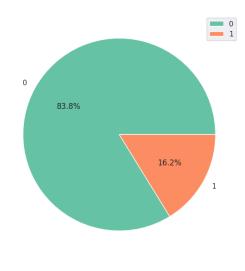
<ipython-input-65-5f357ac7da10>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

## SeniorCitizen





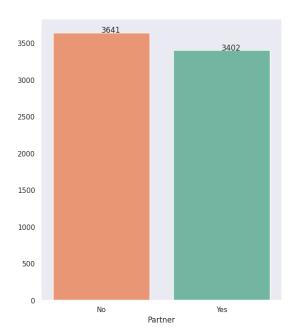
```
[64]: partner_counts = df['Partner'].value_counts()
      x = partner_counts.index
      y = partner_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color_codes=True)
      pal = sns.color_palette("Set2", len(partner_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.

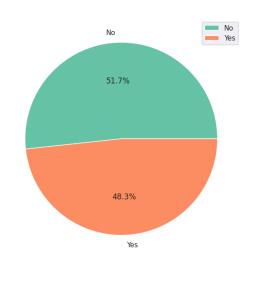
get_height()))
      ax[0].set_xlabel('Partner')
      #pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Partner', weight='bold')
     plt.show()
```

<ipython-input-64-2a6a7b4bb7b4>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

#### **Partner**





```
[63]: dependents_counts = df['Dependents'].value_counts()
      x = dependents_counts.index
      y = dependents_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color_codes=True)
      pal = sns.color_palette("Set2", len(dependents_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.

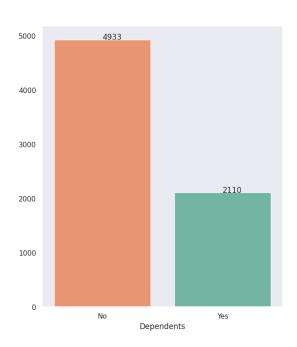
get_height()))
      ax[0].set_xlabel('Dependents')
      #pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Dependents')
      plt.show()
```

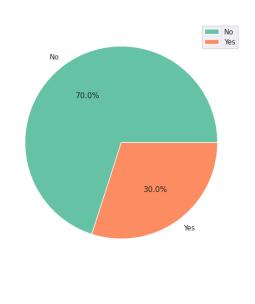
<ipython-input-63-909a902d337f>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

#### Dependents





```
phone_service_counts = df['PhoneService'].value_counts()
x = phone_service_counts.index
y = phone_service_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

#bar plot
sns.set(style="dark", color_codes=True)
pal = sns.color_palette("Set2", len(phone_service_counts))
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    get_height()),)

ax[0].set_xlabel('PhoneService')
```

```
#pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')

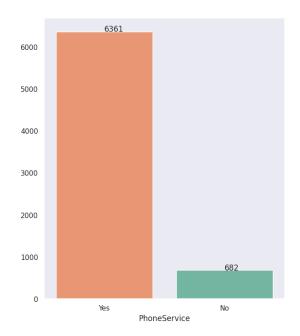
#legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('PhoneService')
plt.show()
```

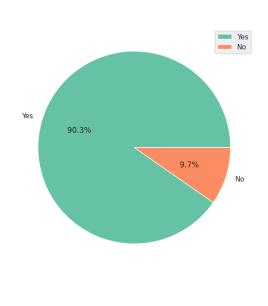
<ipython-input-62-55742b8ebd07>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

PhoneService





```
[61]: multiple_lines_counts = df['MultipleLines'].value_counts()
x = multiple_lines_counts.index
y = multiple_lines_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

#bar plot
sns.set(style="dark", color_codes=True)
pal = sns.color_palette("Set2", len(multiple_lines_counts))
```

```
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    get_height()))

ax[0].set_xlabel('MultipleLines')

#pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')

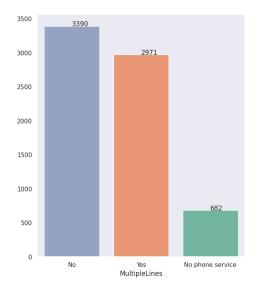
#legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('MultipleLines')
plt.show()
```

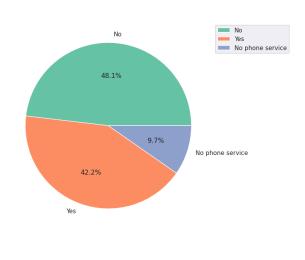
<ipython-input-61-dac617941059>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])





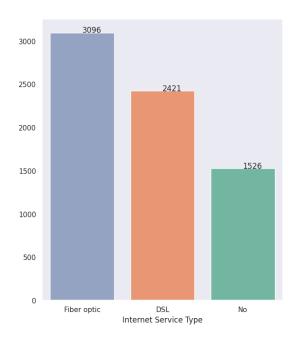


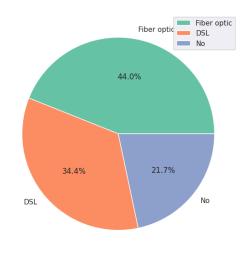
```
[60]: internet_service_counts = df['InternetService'].value_counts()
x = internet_service_counts.index
y = internet_service_counts.values
```

<ipython-input-60-c247801fd22e>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

#### Internet Service Type



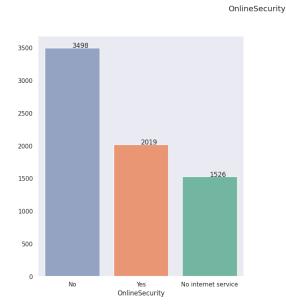


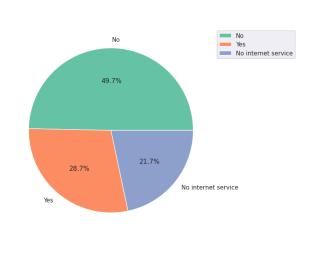
```
[59]: online_security_counts = df['OnlineSecurity'].value_counts()
      x = online_security_counts.index
      y = online_security_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color_codes=True)
      pal = sns.color_palette("Set2", len(online_security_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
       ⇔get_height()))
      ax[0].set_xlabel('OnlineSecurity')
      #pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('OnlineSecurity')
      plt.show()
```

<ipython-input-59-c977e446e677>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])





```
[58]: online_backup_counts = df['OnlineBackup'].value_counts()
    x = online_backup_counts.index
    y = online_backup_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

#bar plot
sns.set(style="dark", color_codes=True)
pal = sns.color_palette("Set2", len(online_backup_counts))
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    get_height()))

ax[0].set_xlabel('OnlineBackup')

#pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
```

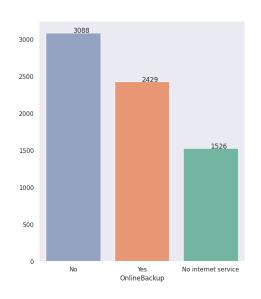
```
#legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('OnlineBackup')
plt.show()
```

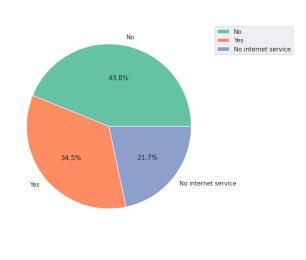
<ipython-input-58-466e6472fb68>:11: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])







```
[77]: device_protection_counts = df['DeviceProtection'].value_counts()
    x = device_protection_counts.index
    y = device_protection_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

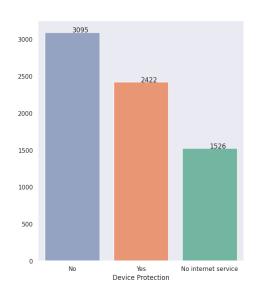
#bar plot
    sns.set(style="dark", color_codes=True)
    pal = sns.color_palette("Set2", len(device_protection_counts))
    sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

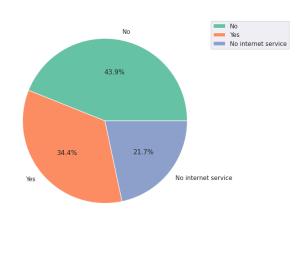
for p in ax[0].patches:
```

<ipython-input-77-045e4563a15b>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.







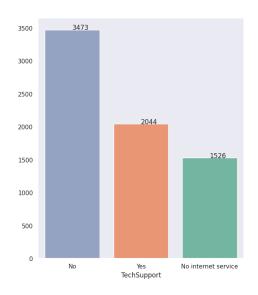
```
[69]: tech_support_counts = df['TechSupport'].value_counts()
    x = tech_support_counts.index
    y = tech_support_counts.values

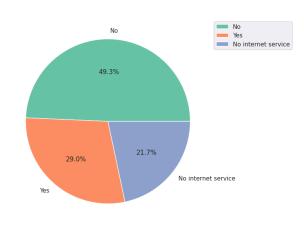
fig, ax = plt.subplots(1, 2, figsize=(15, 8))
```

<ipython-input-69-3ac281d69399>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.







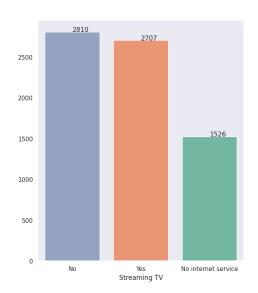
```
[72]: streaming_tv_counts = df['StreamingTV'].value_counts()
      x = streaming_tv_counts.index
      y = streaming_tv_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color_codes=True)
      pal = sns.color_palette("Set2", len(streaming_tv_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.

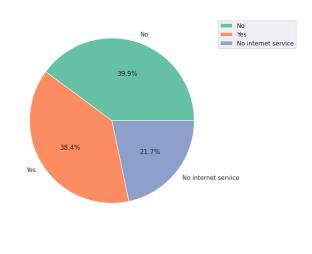
→get_height()))
      ax[0].set_xlabel('Streaming TV')
      #pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Streaming TV')
      plt.show()
```

<ipython-input-72-7f09920d29f0>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

#### Streaming TV





```
[76]: streaming_movies_counts = df['StreamingMovies'].value_counts()
      x = streaming_movies_counts.index
      y = streaming_movies_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color codes=True)
      pal = sns.color_palette("Set2", len(streaming_movies_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.

get_height()))
      ax[0].set_xlabel('Streaming Movies')
      # Pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Streaming Movies')
      plt.show()
```

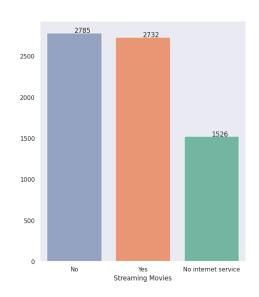
<ipython-input-76-d6af87b8fa48>:10: FutureWarning:

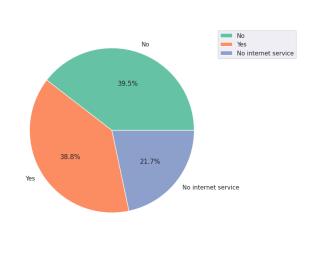
Passing `palette` without assigning `hue` is deprecated and will be removed in

v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

## sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

Streaming Movies





```
[73]: contract_counts = df['Contract'].value_counts()
      x = contract_counts.index
      y = contract_counts.values
      fig, ax = plt.subplots(1, 2, figsize=(15, 8))
      #bar plot
      sns.set(style="dark", color_codes=True)
      pal = sns.color_palette("Set2", len(contract_counts))
      sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])
      for p in ax[0].patches:
          ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
       →get_height()))
      ax[0].set_xlabel('Contract Type')
      #pie chart
      ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')
      #legend and title
      plt.legend(bbox_to_anchor=(1, 1))
      plt.suptitle('Contract Types')
```

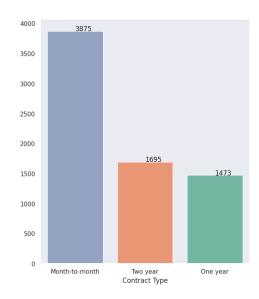
### plt.show()

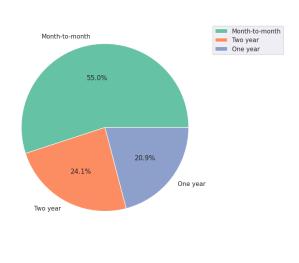
<ipython-input-73-78dc6306a91d>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])







```
[75]: paperless_billing_counts = df['PaperlessBilling'].value_counts()
    x = paperless_billing_counts.index
    y = paperless_billing_counts.values

fig, ax = plt.subplots(1, 2, figsize=(15, 8))

#bar plot
sns.set(style="dark", color_codes=True)
pal = sns.color_palette("Set2", len(paperless_billing_counts))
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    get_height()))

ax[0].set_xlabel('Paperless Billing')
```

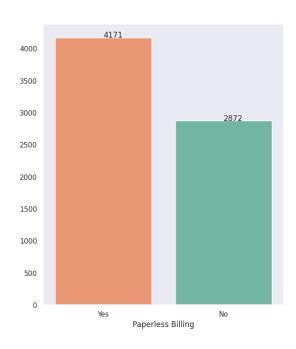
```
# Pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')

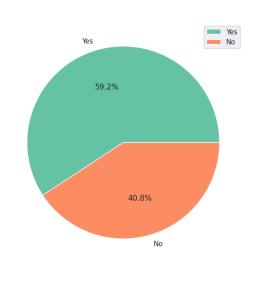
#legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('Paperless Billing')
plt.show()
```

<ipython-input-75-0ee52f832f03>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

Paperless Billing





```
[79]: payment_method_counts = df['PaymentMethod'].value_counts()
x = payment_method_counts.index
y = payment_method_counts.values

fig, ax = plt.subplots(1, 2, figsize=(20, 10))

#bar plot
sns.set(style="dark", color_codes=True)
pal = sns.color_palette("Set2", len(payment_method_counts))
```

```
sns.barplot(x=x, y=y, palette=pal[::-1], ax=ax[0])

for p in ax[0].patches:
    ax[0].annotate(f'{p.get_height():.0f}', (p.get_x() + p.get_width() / 2., p.
    get_height()))

ax[0].set_xlabel('Payment Method')

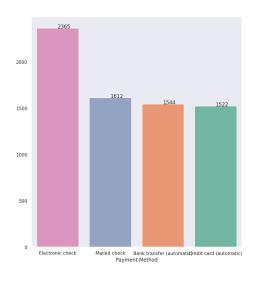
#pie chart
ax[1].pie(y, labels=x, colors=pal, autopct='%1.1f%%')

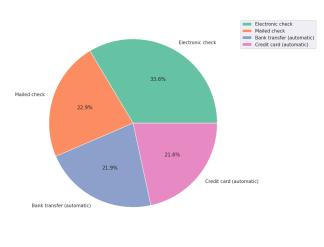
#legend and title
plt.legend(bbox_to_anchor=(1, 1))
plt.suptitle('Payment Method')
plt.show()
```

<ipython-input-79-67ecd2e2834b>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.





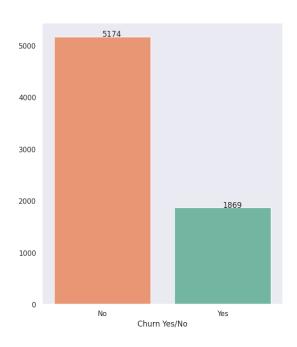


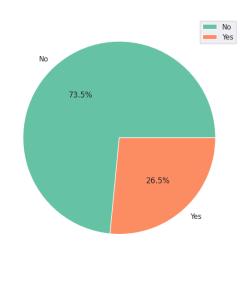
```
[80]: churn_counts = df['Churn'].value_counts()
x = churn_counts.index
y = churn_counts.values
```

<ipython-input-80-fdaa9f2431d5>:10: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

#### Churn Yes/No



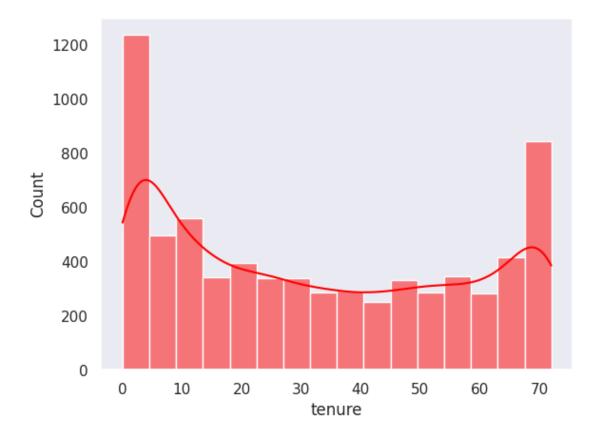


### NUMERICAL COLUMNS EXPLORATION

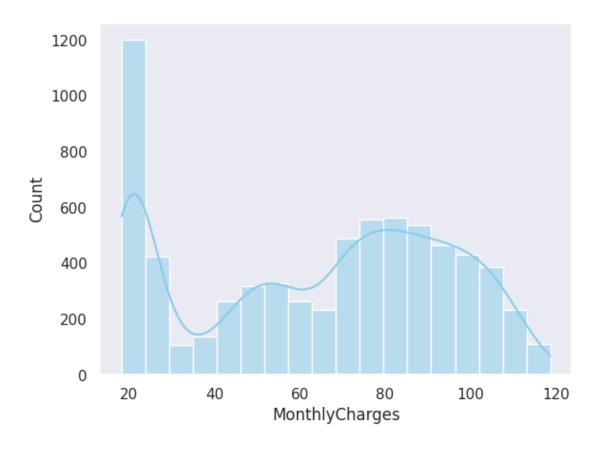
```
[86]: sns.histplot(x = df['tenure'],kde = True, sns.color_palette='Set2')
plt.show()
```

```
SyntaxError
                                           Traceback (most recent call last)
/usr/local/lib/python3.10/dist-packages/IPython/core/compilerop.py in_
 →ast_parse(self, source, filename, symbol)
     99
                Arguments are exactly the same as ast.parse (in the standard_
 →library),
    100
                and are passed to the built-in compile function."""
                return compile(source, filename, symbol, self.flags | ____
--> 101
 →PyCF_ONLY_AST, 1)
    102
            def reset_compiler_flags(self):
    103
SyntaxError: expression cannot contain assignment, perhaps you meant "=="?u
 →(<ipython-input-86-0cc0f3b0e380>, line 1)
```

```
[89]: sns.histplot(x=df['tenure'], kde=True, color='red')
plt.show()
```



```
[90]: sns.histplot(x = df['MonthlyCharges'],kde = True, color='skyblue')
plt.show()
```



```
fig.update_traces(textinfo='label+percent parent')
      fig.update_layout(margin=dict(t=40, l=0, r=0, b=0))
      fig.show()
[10]: fig = px.sunburst(data_frame=df,
                        path=['Partner', 'Churn'],
                        color='Churn',
                        title='Partner vs Churn'
      fig.update_traces(textinfo='label+percent parent')
      fig.update_layout(margin=dict(t=40, l=0, r=0, b=0))
      fig.show()
[12]: fig = px.sunburst(data_frame=df,
                        path=['Dependents', 'Churn'],
                        color='Churn',
                        title='Dependents vs Churn'
      fig.update_traces(textinfo='label+percent parent')
      fig.update_layout(margin=dict(t=40, l=0, r=0, b=0))
      fig.show()
[13]: fig = px.sunburst(data_frame=df,
                        path=['PhoneService', 'Churn'],
                        color='Churn',
                        title='PhoneService vs Churn'
      fig.update_traces(textinfo='label+percent parent')
      fig.update_layout(margin=dict(t=40, l=0, r=0, b=0))
      fig.show()
[18]: fig = px.histogram(data_frame = df,
                   x = "MultipleLines",
                   color="Churn", title="MultipleLines vs Churn")
      fig.show()
[19]: fig = px.histogram(data_frame = df,
                   x = "InternetService",
                   color="Churn", title="InternetService vs Churn")
      fig.show()
```

```
[20]: fig = px.histogram(data_frame = df,
                   x = "OnlineSecurity",
                   color="Churn", title="OnlineSecurity vs Churn")
      fig.show()
[21]: fig = px.histogram(data_frame = df,
                   x = "OnlineBackup",
                   color="Churn", title="OnlineBackup vs Churn")
      fig.show()
[22]: fig = px.histogram(data_frame = df,
                   x = "DeviceProtection",
                   color="Churn", title="DeviceProtection vs Churn")
      fig.show()
[23]: fig = px.histogram(data_frame = df,
                   x = "TechSupport",
                   color="Churn", title="TechSupport vs Churn")
      fig.show()
[24]: fig = px.histogram(data_frame = df,
                   x = "StreamingTV",
                   color="Churn", title="StreamingTV vs Churn")
      fig.show()
[25]: fig = px.histogram(data_frame = df,
                   x = "StreamingMovies",
                   color="Churn", title="StreamingMovies vs Churn")
      fig.show()
[26]: fig = px.histogram(data_frame = df,
                   x = "Contract",
                   color="Churn", title="Contract vs Churn")
      fig.show()
[27]: | fig = px.histogram(data_frame = df,
                   x = "PaperlessBilling",
                   color="Churn", title="PaperlessBilling vs Churn")
      fig.show()
```

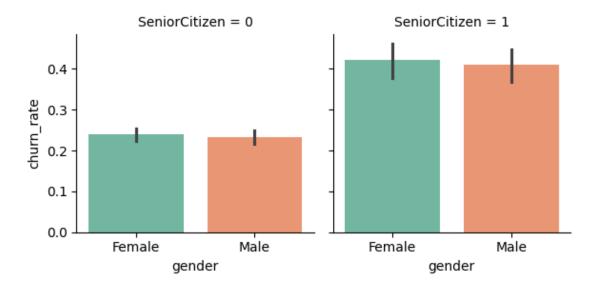
/usr/local/lib/python3.10/dist-packages/seaborn/axisgrid.py:854: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

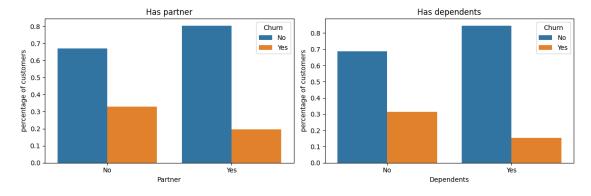
```
func(*plot_args, **plot_kwargs)
/usr/local/lib/python3.10/dist-packages/seaborn/axisgrid.py:854: FutureWarning:
```

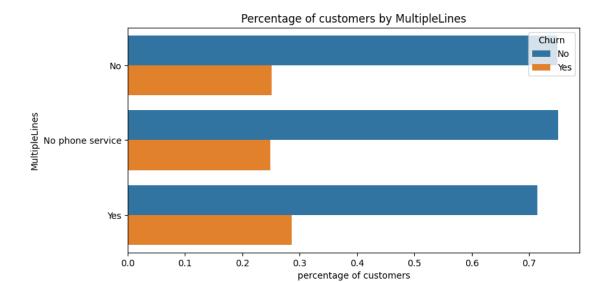
Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

func(\*plot\_args, \*\*plot\_kwargs)



```
[10]: fig, axis = plt.subplots(1, 2, figsize=(12, 4))
axis_titles = ["Has partner", "Has dependents"]
```



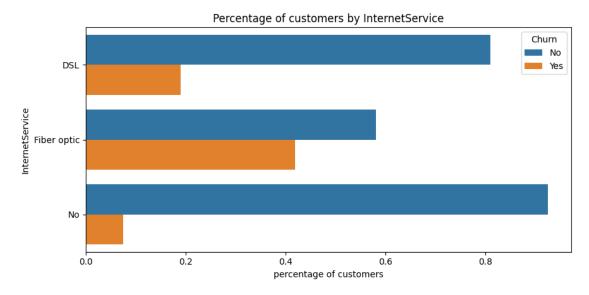


<Figure size 900x450 with 0 Axes>

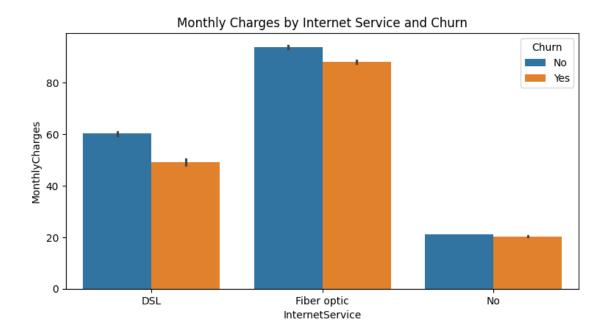
```
else:
    sns.barplot(x=column, y="percentage of customers", hue='Churn', u data=gp, orient=orient)

plt.title(f"Percentage of customers by {column}")
    plt.tight_layout()

plt.figure(figsize=(9, 4.5))
barplot_percentages("InternetService", orient="h")
plt.show()
```



```
[16]: plt.figure(figsize=(9, 4.5))
ax = sns.barplot(x="InternetService", y="MonthlyCharges", hue="Churn", data=df)
plt.title("Monthly Charges by Internet Service and Churn")
plt.show()
```



```
[19]: cols = ["OnlineSecurity", "OnlineBackup", "DeviceProtection", "TechSupport",

→"StreamingTV", "StreamingMovies"]

df1 = df[(df.InternetService != "No") & (df.Churn == "Yes")]

df1 = pd.melt(df1[cols]).rename({'value': 'Has service'}, axis=1)

plt.figure(figsize=(10, 4.5))

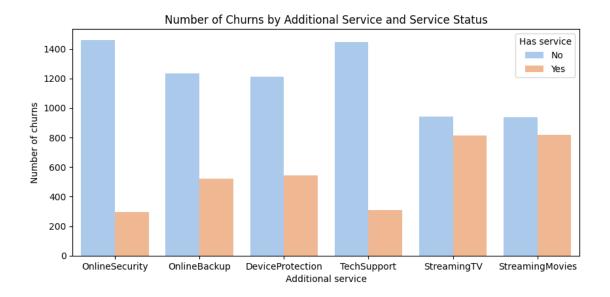
ax = sns.countplot(data=df1, x='variable', hue='Has service', hue_order=['No',

→'Yes'], palette="pastel")

ax.set(xlabel='Additional service', ylabel='Number of churns')

ax.set_title('Number of Churns by Additional Service and Service Status')

plt.show()
```



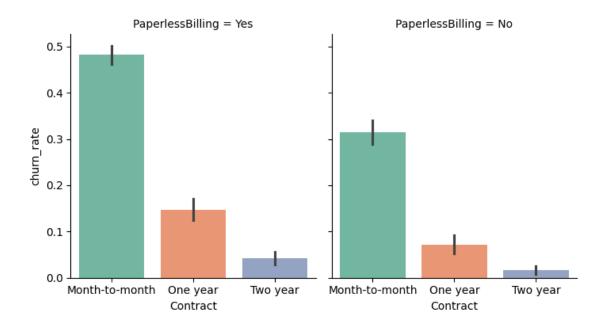
/usr/local/lib/python3.10/dist-packages/seaborn/axisgrid.py:854: FutureWarning:

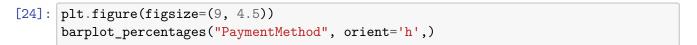
Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

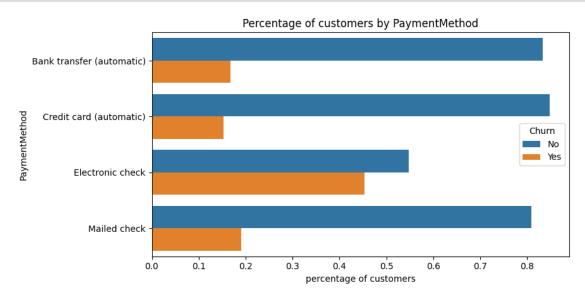
```
func(*plot_args, **plot_kwargs)
/usr/local/lib/python3.10/dist-packages/seaborn/axisgrid.py:854: FutureWarning:
```

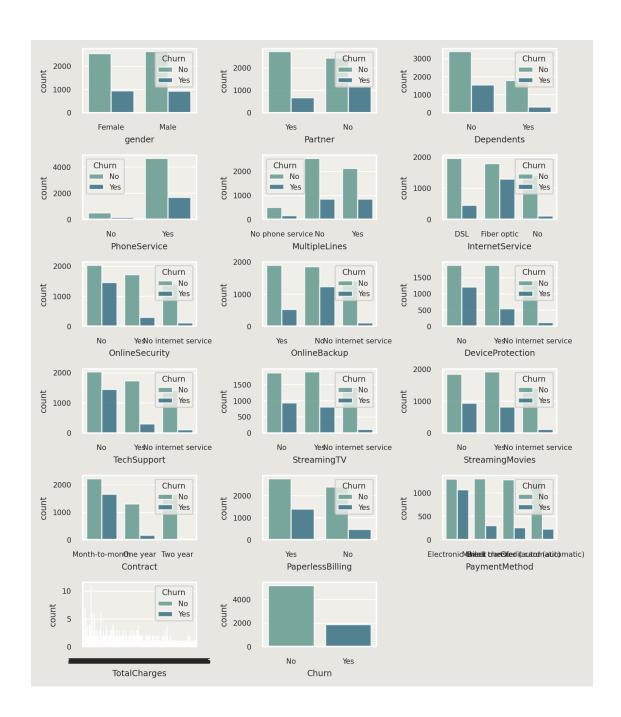
Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

func(\*plot\_args, \*\*plot\_kwargs)









```
[28]: train_num_visual_0 = ['MonthlyCharges', 'tenure','TotalCharges']
```

## **OUTLIER ANALYSIS**

```
[33]: columns_to_check = ['tenure', 'MonthlyCharges']

def count_outliers(data, col):
    q1 = data[col].quantile(0.25)
    q3 = data[col].quantile(0.75)
```

```
lower_limit = q1 - 1.5 * iqr
          upper_limit = q3 + 1.5 * iqr
          outliers_below = data[data[col] < lower_limit][col].size</pre>
          outliers_above = data[data[col] > upper_limit][col].size
          total_outliers = outliers_below + outliers_above
          if total outliers == 0:
              print(f"No outliers in {col}")
          else:
              print(f"There are outliers in {col}")
              print(f'Count of outliers: {total_outliers}')
      for col in columns_to_check:
          count_outliers(df, col)
     No outliers in tenure
     No outliers in MonthlyCharges
[34]: df.drop(['customerID','Churn'],axis = 1,inplace = True)
[35]: df
[35]:
            gender SeniorCitizen Partner Dependents
                                                         tenure PhoneService
      0
            Female
                                        Yes
                                                     No
                                                              1
                                                                           No
      1
              Male
                                  0
                                         No
                                                     No
                                                             34
                                                                          Yes
      2
              Male
                                  0
                                         Nο
                                                     No
                                                              2
                                                                          Yes
      3
              Male
                                  0
                                         No
                                                     No
                                                             45
                                                                           No
      4
                                                              2
            Female
                                  0
                                         No
                                                     No
                                                                          Yes
      7038
              Male
                                  0
                                        Yes
                                                    Yes
                                                             24
                                                                          Yes
      7039
            Female
                                  0
                                        Yes
                                                    Yes
                                                             72
                                                                          Yes
      7040
           Female
                                  0
                                        Yes
                                                    Yes
                                                                           No
                                                             11
      7041
                                                              4
              Male
                                  1
                                        Yes
                                                     No
                                                                          Yes
      7042
              Male
                                  0
                                         No
                                                     No
                                                             66
                                                                          Yes
               MultipleLines InternetService OnlineSecurity OnlineBackup \
            No phone service
                                                            No
                                                                         Yes
      0
                                           DSL
      1
                                           DSL
                                                           Yes
                                                                          No
      2
                           No
                                           DSL
                                                           Yes
                                                                         Yes
      3
                                           DSL
                                                           Yes
            No phone service
                                                                          No
      4
                           No
                                   Fiber optic
                                                            No
                                                                          No
      7038
                          Yes
                                           DSL
                                                           Yes
                                                                          No
      7039
                                                                         Yes
                          Yes
                                   Fiber optic
                                                            No
                                           DSL
      7040
            No phone service
                                                           Yes
                                                                          No
```

iqr = q3 - q1

| 7041         | Yes           | Fiber opti      | С            | No           | No              |   |
|--------------|---------------|-----------------|--------------|--------------|-----------------|---|
| 7042         | No            | Fiber opti      | С            | Yes          | No              |   |
|              |               |                 |              |              |                 |   |
| Device       | eProtection ' | TechSupport Str | eamingTV Str | eamingMovies | Contract        | \ |
| 0            | No            | No              | No           | No           | Month-to-month  |   |
| 1            | Yes           | No              | No           | No           | One year        |   |
| 2            | No            | No              | No           | No           | Month-to-month  |   |
| 3            | Yes           | Yes             | No           | No           | One year        |   |
| 4            | No            | No              | No           | No           | Month-to-month  |   |
| •••          | •••           |                 |              | •••          | •••             |   |
| 7038         | Yes           | Yes             | Yes          | Yes          | One year        |   |
| 7039         | Yes           | No              | Yes          | Yes          | One year        |   |
| 7040         | No            | No              | No           | No           | Month-to-month  |   |
| 7041         | No            | No              | No           | No           | Month-to-month  |   |
| 7042         | Yes           | Yes             | Yes          | Yes          | Two year        |   |
|              |               |                 |              |              |                 |   |
| <del>-</del> | lessBilling   | ,               | ymentMethod  |              | es TotalCharges | \ |
| 0            | Yes           |                 | ronic check  | 29.          |                 |   |
| 1            | No            |                 | ailed check  | 56.          |                 |   |
| 2            | Yes           |                 | ailed check  | 53.          |                 |   |
| 3            | No            | Bank transfer   |              | 42.          |                 |   |
| 4            | Yes           | Elect           | ronic check  | 70.          | 70 151.65       |   |
| •••          | •••           |                 | •••          | •••          | •••             |   |
| 7038         | Yes           |                 | ailed check  | 84.          |                 |   |
| 7039         | Yes           | Credit card     |              | 103.         |                 |   |
| 7040         | Yes           |                 | ronic check  | 29.          |                 |   |
| 7041         | Yes           |                 | ailed check  | 74.          |                 |   |
| 7042         | Yes           | Bank transfer   | (automatic)  | 105.         | 65 6844.5       |   |
| _            |               |                 |              |              |                 |   |
|              | n_rate        |                 |              |              |                 |   |
| 0            | 0             |                 |              |              |                 |   |
| 1            | 0             |                 |              |              |                 |   |
| 2            | 1             |                 |              |              |                 |   |
| 3            | 0             |                 |              |              |                 |   |
| 4            | 1             |                 |              |              |                 |   |
|              |               |                 |              |              |                 |   |
| 7038         | 0             |                 |              |              |                 |   |
| 7039         | 0             |                 |              |              |                 |   |
| 7040         | 0             |                 |              |              |                 |   |
| 7041         | 1             |                 |              |              |                 |   |
| 7042         | 0             |                 |              |              |                 |   |

ON HOT ENCODING

[7043 rows x 20 columns]

```
[36]: df1=pd.get_dummies(data=df,columns=['gender', 'Partner', 'Dependents',
              'PhoneService', 'MultipleLines', 'InternetService', 'OnlineSecurity',
              'OnlineBackup', 'DeviceProtection', 'TechSupport', 'StreamingTV',
              'StreamingMovies', 'Contract', 'PaperlessBilling',
       df1
[36]:
            SeniorCitizen
                            tenure
                                    MonthlyCharges TotalCharges
                                                                   churn_rate
                                 1
                                              29.85
                                                           29.85
      0
                                                                            0
      1
                         0
                                34
                                              56.95
                                                          1889.5
                                                                            0
                                 2
      2
                         0
                                              53.85
                                                          108.15
                                                                            1
      3
                         0
                                45
                                              42.30
                                                         1840.75
                                                                            0
      4
                         0
                                 2
                                              70.70
                                                          151.65
      7038
                                24
                                                          1990.5
                                                                            0
                         0
                                              84.80
      7039
                         0
                                72
                                             103.20
                                                          7362.9
                                                                            0
      7040
                         0
                                11
                                              29.60
                                                          346.45
                                                                            0
      7041
                                 4
                                              74.40
                                                           306.6
                         1
                                                                            1
      7042
                         0
                                66
                                             105.65
                                                          6844.5
                                                                            0
            gender_Male Partner_Yes
                                       Dependents_Yes
                                                        PhoneService_Yes
      0
                  False
                                 True
                                                 False
                                                                    False
      1
                   True
                                False
                                                 False
                                                                     True
      2
                   True
                                False
                                                 False
                                                                     True
      3
                   True
                                False
                                                 False
                                                                    False
      4
                  False
                                False
                                                 False
                                                                     True
      7038
                                                                     True
                   True
                                 True
                                                  True
      7039
                  False
                                 True
                                                  True
                                                                     True
      7040
                  False
                                 True
                                                  True
                                                                    False
      7041
                   True
                                 True
                                                 False
                                                                     True
      7042
                                                 False
                   True
                                False
                                                                     True
            MultipleLines_No phone service
                                                 StreamingTV_No internet service
      0
                                                                            False
                                       True
      1
                                      False
                                                                            False
      2
                                      False
                                                                            False
      3
                                                                            False
                                       True
      4
                                      False
                                                                            False
      7038
                                      False
                                                                            False
                                      False ...
                                                                            False
      7039
      7040
                                                                            False
                                       True
      7041
                                      False ...
                                                                            False
      7042
                                                                            False
                                      False
```

StreamingTV\_Yes StreamingMovies\_No internet service \

```
0
                 False
                                                         False
1
                 False
                                                         False
2
                 False
                                                         False
3
                 False
                                                         False
4
                 False
                                                         False
7038
                                                         False
                  True
7039
                  True
                                                         False
7040
                                                         False
                 False
7041
                 False
                                                         False
7042
                  True
                                                         False
      StreamingMovies_Yes Contract_One year Contract_Two year
0
                     False
                                          False
                                                               False
1
                     False
                                           True
                                                               False
2
                     False
                                          False
                                                               False
3
                     False
                                           True
                                                               False
4
                     False
                                          False
                                                               False
7038
                      True
                                           True
                                                               False
7039
                      True
                                           True
                                                               False
7040
                     False
                                          False
                                                               False
7041
                     False
                                          False
                                                               False
7042
                      True
                                          False
                                                                True
      PaperlessBilling_Yes
                              PaymentMethod_Credit card (automatic)
                                                                 False
0
                        True
1
                      False
                                                                 False
2
                        True
                                                                 False
3
                      False
                                                                 False
4
                                                                 False
                        True
7038
                                                                 False
                        True
7039
                       True
                                                                  True
7040
                       True
                                                                 False
7041
                       True
                                                                 False
7042
                       True
                                                                 False
      PaymentMethod_Electronic check PaymentMethod_Mailed check
0
                                  True
                                                                False
1
                                 False
                                                                 True
2
                                 False
                                                                 True
3
                                 False
                                                                False
4
                                  True
                                                                False
7038
                                 False
                                                                 True
7039
                                 False
                                                                False
```

| 7040 | True  | False |
|------|-------|-------|
| 7041 | False | True  |
| 7042 | False | False |

## [7043 rows x 31 columns]

## [38]: df1

| [38]: | SeniorCitizen | tenure | MonthlyCharges | TotalCharges | <pre>gender_Male</pre> | \ |
|-------|---------------|--------|----------------|--------------|------------------------|---|
| 0     | 0             | 1      | 29.85          | 29.85        | False                  |   |
| 1     | 0             | 34     | 56.95          | 1889.5       | True                   |   |
| 2     | 0             | 2      | 53.85          | 108.15       | True                   |   |
| 3     | 0             | 45     | 42.30          | 1840.75      | True                   |   |
| 4     | 0             | 2      | 70.70          | 151.65       | False                  |   |
| •••   | •••           |        | •••            |              |                        |   |
| 7038  | 0             | 24     | 84.80          | 1990.5       | True                   |   |
| 7039  | 0             | 72     | 103.20         | 7362.9       | False                  |   |
| 7040  | 0             | 11     | 29.60          | 346.45       | False                  |   |
| 7041  | 1             | 4      | 74.40          | 306.6        | True                   |   |
| 7042  | 0             | 66     | 105.65         | 6844.5       | True                   |   |

|      | Partner_Yes | Dependents_Yes | PhoneService_Yes | \ |
|------|-------------|----------------|------------------|---|
| 0    | True        | False          | False            |   |
| 1    | False       | False          | True             |   |
| 2    | False       | False          | True             |   |
| 3    | False       | False          | False            |   |
| 4    | False       | False          | True             |   |
| •••  | •••         | •••            | •••              |   |
| 7038 | True        | True           | True             |   |
| 7039 | True        | True           | True             |   |
| 7040 | True        | True           | False            |   |
| 7041 | True        | False          | True             |   |

| 7042  | False   | False   | True  |  |   |
|---|---|---|---|--|---|
| 0<br>1<br>2<br>3<br>4<br><br>7038<br>7039<br>7040<br>7041<br>7042 | MultipleLines_No p  | ohone service True False False True False False False True False False True False False False | MultipleLines_Yes False False False False False True True False True False                        | Streaming'                             | TV_Yes \ False False False False True True False False True |
| 0<br>1<br>2<br>3<br>4<br><br>7038<br>7039<br>7040<br>7041<br>7042 | StreamingMovies_No  | F<br>F<br>F<br>F<br>F<br>F<br>F   | alse<br>alse<br>alse<br>alse<br>alse  | False False False False False          |   |
| 0<br>1<br>2<br>3<br>4<br><br>7038<br>7039<br>7040<br>7041<br>7042 | Contract_One year False True False True False True True False False False False |   | year PaperlessBil<br>False<br>False<br>False<br>False<br>False<br>False<br>False<br>False<br>True | True<br>False<br>True<br>False<br>True |   |
| 0<br>1<br>2<br>3<br>4   | PaymentMethod_Cred  | lit card (auto  | matic) PaymentMeth<br>False<br>False<br>False<br>False<br>False                                   | nod_Electronic                         | check \ True False False False True                         |

```
7038
                                        False
                                                                           False
7039
                                                                           False
                                         True
                                                                            True
7040
                                        False
7041
                                        False
                                                                           False
7042
                                        False
                                                                           False
      PaymentMethod_Mailed check churn_rate
0
                            False
1
                              True
                                              0
2
                              True
                                              1
3
                            False
                            False
                                              1
7038
                             True
                                              0
7039
                            False
                                              0
7040
                            False
                                              0
7041
                              True
7042
                            False
```

[7043 rows x 31 columns]

imputation - fill missing values in the "TotalCharges" column of DataFrame df1 with the mean of the existing values.

```
[41]: import pandas as pd
      import numpy as np
      from sklearn.impute import SimpleImputer
      # Replace empty strings with NaN
      df1['TotalCharges'] = df1['TotalCharges'].replace(' ', np.nan)
      # Imputation
      imputer = SimpleImputer(missing_values=np.nan, strategy="mean")
      df1.TotalCharges = imputer.fit_transform(df1["TotalCharges"].values.reshape(-1,__
       →1))
[42]: #feature scaling
      from sklearn.preprocessing import StandardScaler
      from sklearn.metrics import classification_report,confusion_matrix
      scaler = StandardScaler()
      scaler.fit(df1.drop(['churn_rate'],axis = 1))
      scaled_features = scaler.transform(df1.drop('churn_rate',axis = 1))
[43]: #feature selection
```

from sklearn.model\_selection import train\_test\_split

```
X = scaled_features
Y = df1['churn_rate']
X_train,X_test,Y_train,Y_test = train_test_split(X,Y,test_size = 0.

$\text{3}$,random_state=44})
```

Prediction Using Logistic Regression

# This is formatted as code

```
[44]: from sklearn.linear_model import LogisticRegression logmodel = LogisticRegression() logmodel.fit(X_train,Y_train)
```

[44]: LogisticRegression()

```
[45]: predR = logmodel.predict(X_test)
```

[47]: print(classification\_report(Y\_test,predR)) # Use predR instead of pred print(confusion\_matrix(Y\_test,predR)) # Use predR instead of pred

|                                       | precision    | recall       | f1-score             | support              |
|---------------------------------------|--------------|--------------|----------------------|----------------------|
| 0                                     | 0.84         | 0.90         | 0.87                 | 1557                 |
| 1                                     | 0.65         | 0.53         | 0.58                 | 556                  |
| accuracy<br>macro avg<br>weighted avg | 0.74<br>0.79 | 0.71<br>0.80 | 0.80<br>0.73<br>0.79 | 2113<br>2113<br>2113 |
| weighted avg                          | 0.19         | 0.60         | 0.19                 | 2113                 |

[[1397 160] [ 262 294]]

```
[48]: logmodel.score(X_test,Y_test)
```

[48]: 0.8002839564600095

Prediction using Decision Tree

```
[49]: from sklearn.tree import DecisionTreeClassifier
dtc = DecisionTreeClassifier()
dtc.fit(X_train, Y_train)
y_pred = dtc.predict(X_test)
```

```
[50]: confusion_matrix(Y_test, y_pred)
```

## [51]: print(classification\_report(Y\_test, y\_pred))

|              | precision | recall | f1-score | support |
|--------------|-----------|--------|----------|---------|
|              |           |        |          |         |
| 0            | 0.82      | 0.81   | 0.81     | 1557    |
| 1            | 0.48      | 0.49   | 0.48     | 556     |
|              |           |        |          |         |
| accuracy     |           |        | 0.73     | 2113    |
| macro avg    | 0.65      | 0.65   | 0.65     | 2113    |
| weighted avg | 0.73      | 0.73   | 0.73     | 2113    |

[52]: from sklearn.metrics import accuracy\_score print(accuracy\_score(Y\_test, y\_pred))

0.7250354945575012