**🎯 Objective Summary: Customer Churn Analysis**

**Goal:**  
To analyze customer churn data and identify key factors influencing customer retention in a telecom service.

**📊 Key Findings (with Percentages):**

1. **Overall Churn Rate:**
   * **26.54%** of customers have churned.
   * **73.46%** of customers are retained.
2. **Churn by Gender:**
   * Churn is **nearly equal across genders**.
   * Gender does **not significantly affect** churn.
3. **Churn by Senior Citizen Status:**
   * **42.9%** of senior citizens churned.
   * Compared to **24.2%** churn rate among non-senior citizens.
   * **Senior citizens are ~1.8x more likely to churn.**
4. **Churn by Tenure:**
   * Customers with **low tenure (0–12 months)** show the **highest churn rate**.
   * Customers with **longer tenure (>48 months)** have significantly lower churn.
5. **Churn by Contract Type:**
   * **Monthly contract** holders have a churn rate of **43.6%**.
   * **One-year contract:** 11.5% churn.
   * **Two-year contract:** 2.7% churn.
   * Churn rate decreases significantly with longer contract durations.