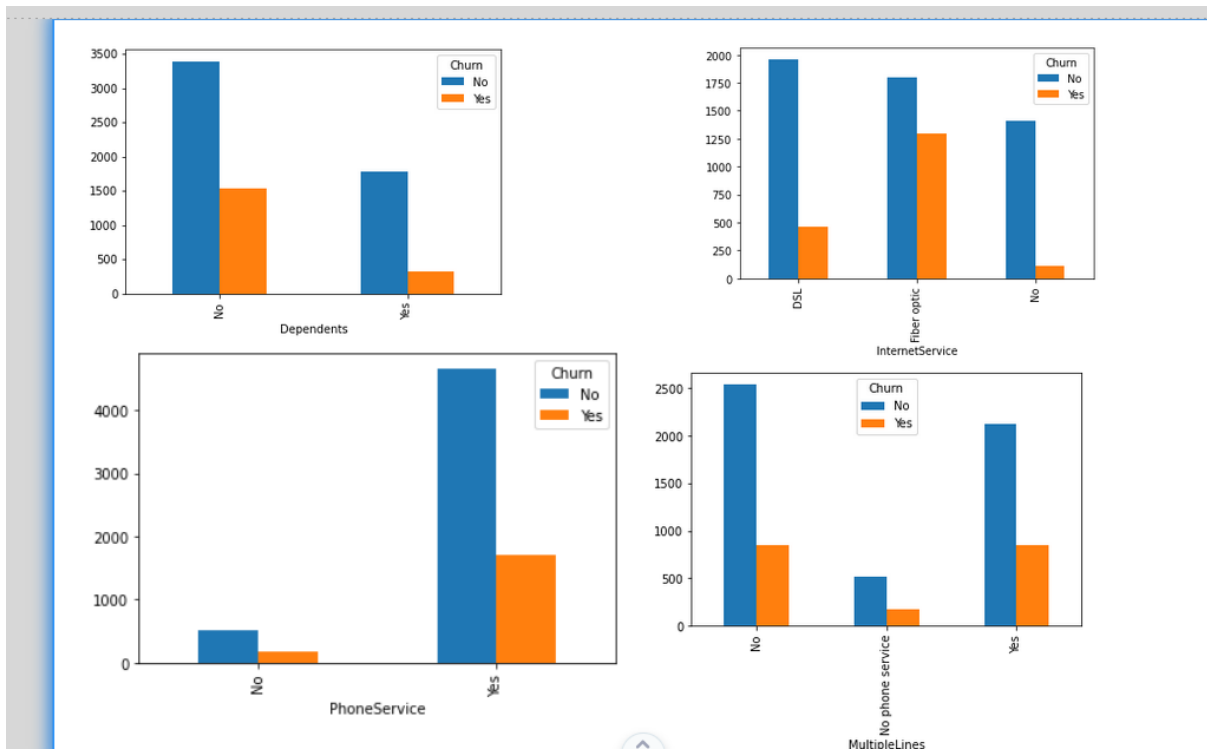
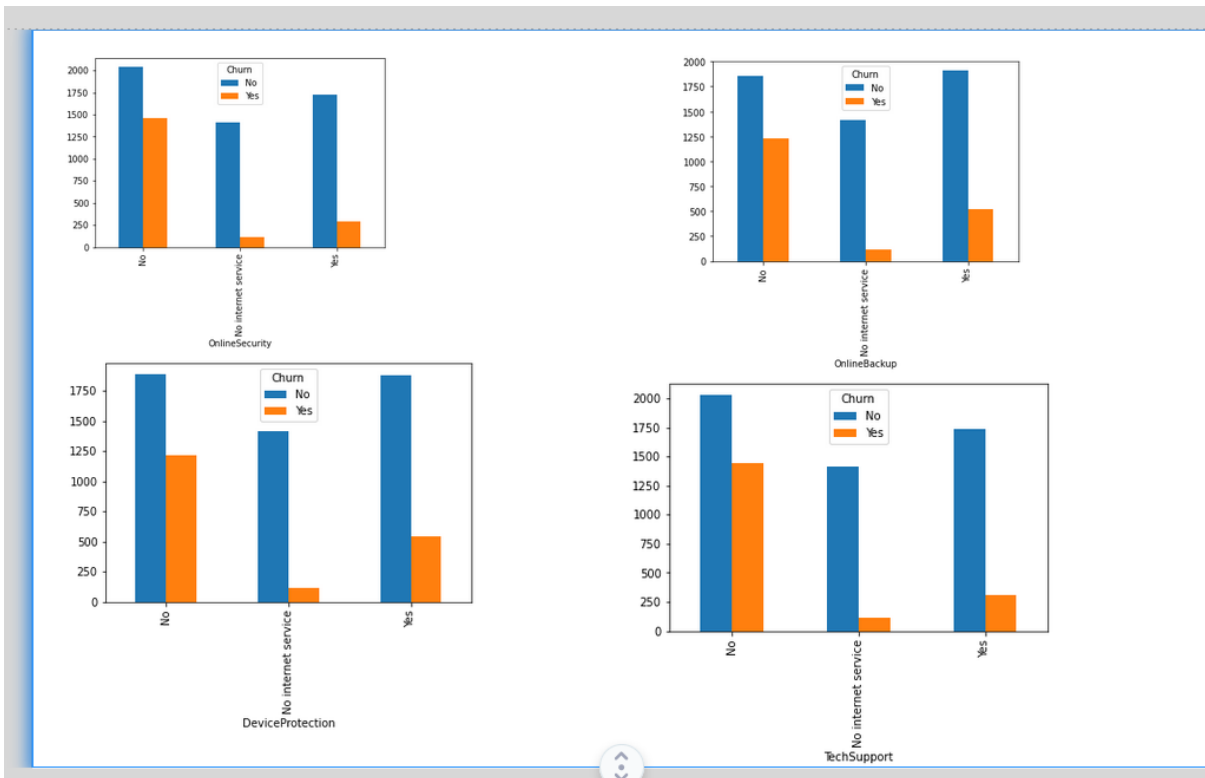


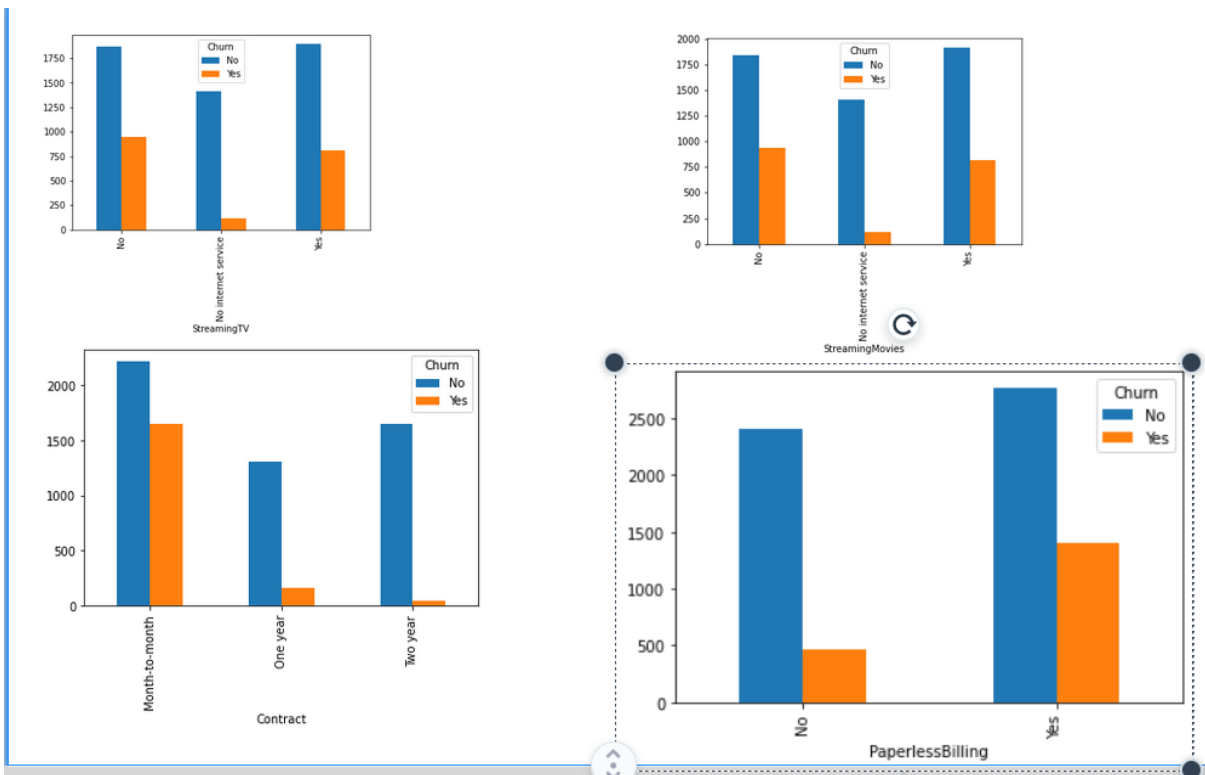
- The churn rate is 27%. Gender doesn't have much effect on churning. Senior citizens and single people compared to people in relationships are churning more.



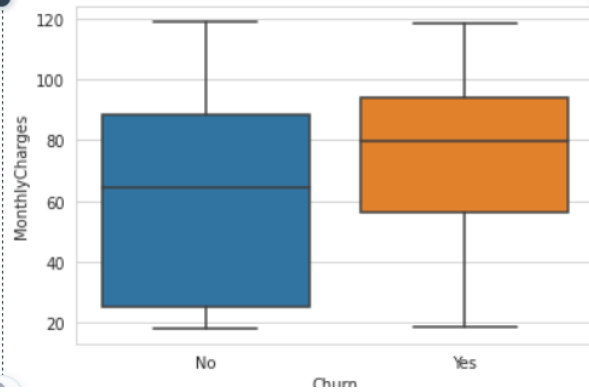
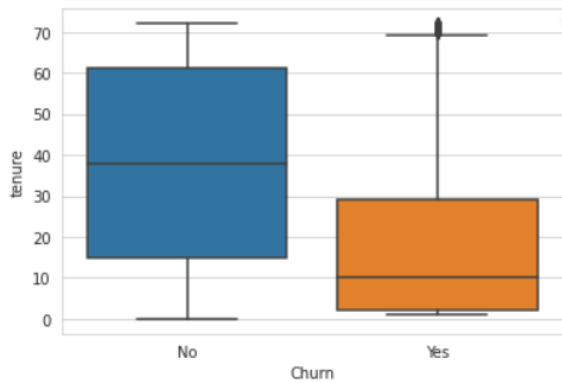
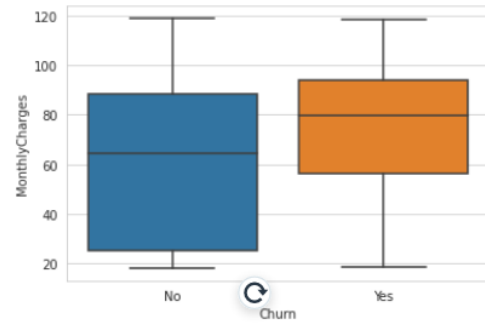
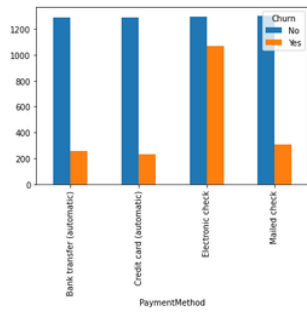
- People with families have less churning rate. People having fiber optic systems are quitting more. People having phone service aren't churning much. Customers who have multiple lines seem to be churning less.



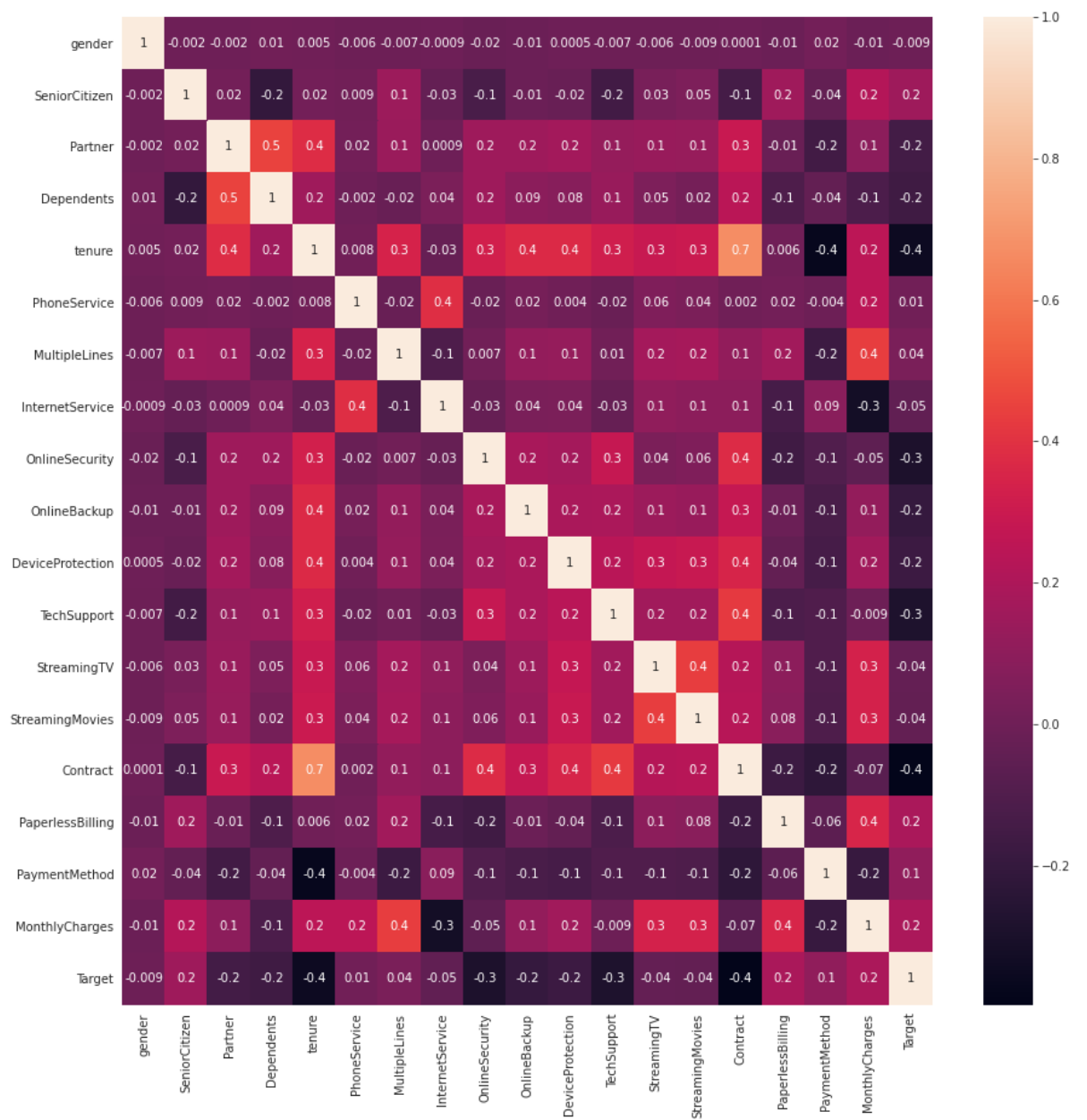
- Those customers who have internet service but don't have online security have a higher churn rate. The same goes with customers having no backup, no device protection, or no tech support service but have internet service.

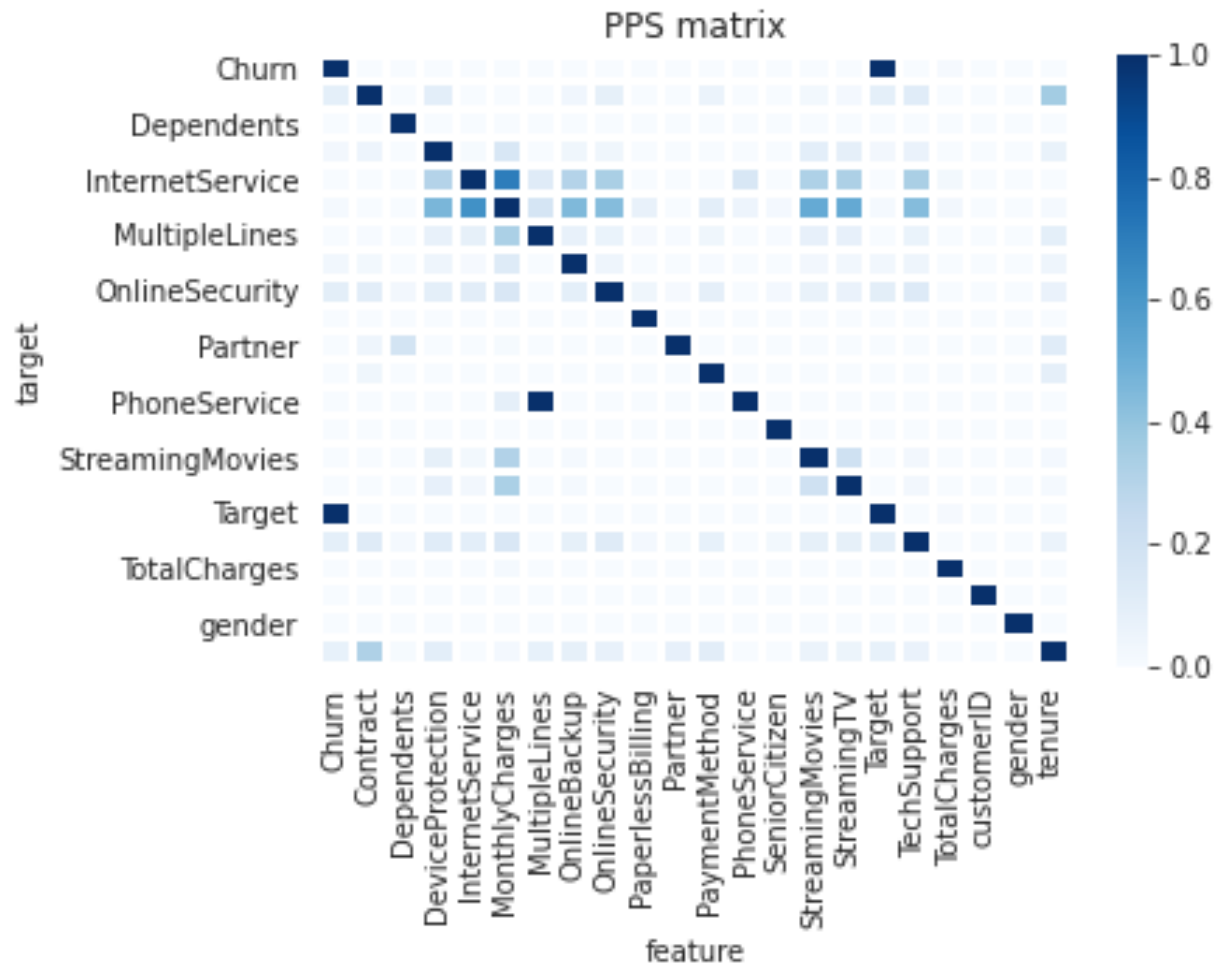


- Customers with internet facilities but don't have tv streaming services are churning relatively higher. The same goes for streaming movies case. Month-to-month customers are churning most followed by one-year and 2-year customers. Customers who do paperless billing churned more.



- Customers doing payment using electronics checks are churning much more compared to other categories. Churn rate increases with increment in monthly charges. Customers who churn are staying more.





- Phone service can be very well predicted by using the Multiple lines service.
- Internet service can be very likely predicted using monthly charges followed by online backup and paperless billing.

Conclusion -

1. The majority of customers use online backup among the customers who have internet facilities.
2. Customers having long-term subscriptions are less likely to leave.
3. People with dependency (family) are less likely to leave which is obvious due to the reason that changing the services will require more effort
4. Monthly charges almost follow normal distribution
5. Customers paying more charges are less churning.
6. Gender has a negligible effect on churning.
7. Total charges and monthly charges show a positive correlation
8. Customers having fiber optic service are facing some trouble in using this service that's why they have a higher rate of churning.
9. Gender, phone service can be removed due to their less correlation with the target.

