Telco Customer Churn

Understanding the Data:

Load the dataset and understand its structure. This will help us identify which columns are relevant for each analysis.

Data Exploration and Cleaning:

- **Data Cleaning:** Check for missing values, correct data types, and handle any inconsistencies.
- **Data Exploration:** Understand the distribution of data for each column and identify any outliers or patterns.

Performing Analysis:
% Senior Citizens

Calculate the percentage of senior citizens in the dataset and explore if age is a factor influencing customer churn.

Partner and Dependent Status

Analyze how having a partner or dependents affects the churn rate.

Patterns in Churn Customers Based on Gender:

Investigate if there is a noticeable pattern in churn rates based on gender.

Churn Percentage and Active Customers:

Calculate the churn percentage and the percentage of customers who are still active.

Partner and Dependent Status Analysis:

Explore how having a partner or dependents affects customer churn

Patterns/Preference in Churn Customers Based on the Type of Service Provided:

Examine if certain services have higher churn rates, indicating dissatisfaction or other issues.

Most Profitable Service Types:

Identify which services generate the most revenue.

Features and Services Most Profitable:

Determine which features or services contribute most to profitability.

Customers More Likely to Churn:

Identify characteristics of customers who are more likely to churn.

Relation Between Tenure and Churn:

Explore how the length of time a customer has been with the company affects churn rates.