

Summary:-

The Markdown content in the notebook includes several key observations and insights about customer churn. Here's an outline of the primary points:

1. **Customer Churn Proportion:**
 - Approximately **26.54% of customers have churned**.
2. **Senior Citizen Category:**
 - A greater percentage of senior citizens have churned compared to other demographics.
3. **Tenure Insights:**
 - Long-term customers are less likely to churn, while those using services for only 1–2 months have a significantly higher churn rate.
4. **Contract Type:**
 - Month-to-month contracts have a higher churn rate compared to 1- or 2-year contracts.
5. **Service Usage Patterns:**
 - Customers with "No internet service" or "No" in most services are more likely to remain, while those using "Fiber optic" for InternetService or selecting "Yes" for OnlineSecurity or TechSupport show a stronger correlation with churn.
6. **Payment Method:**
 - Customers using electronic checks as a payment method are more likely to churn.