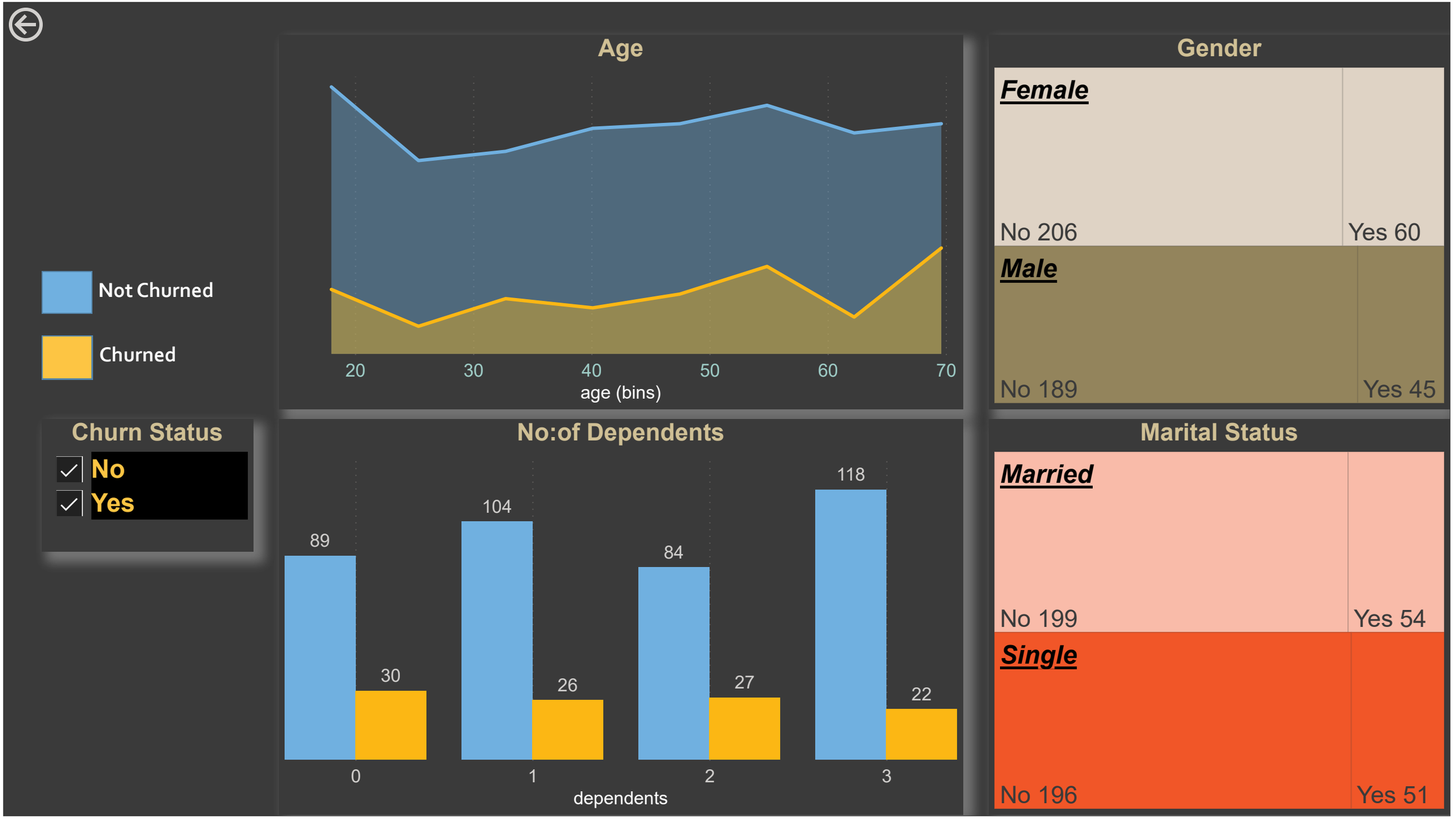
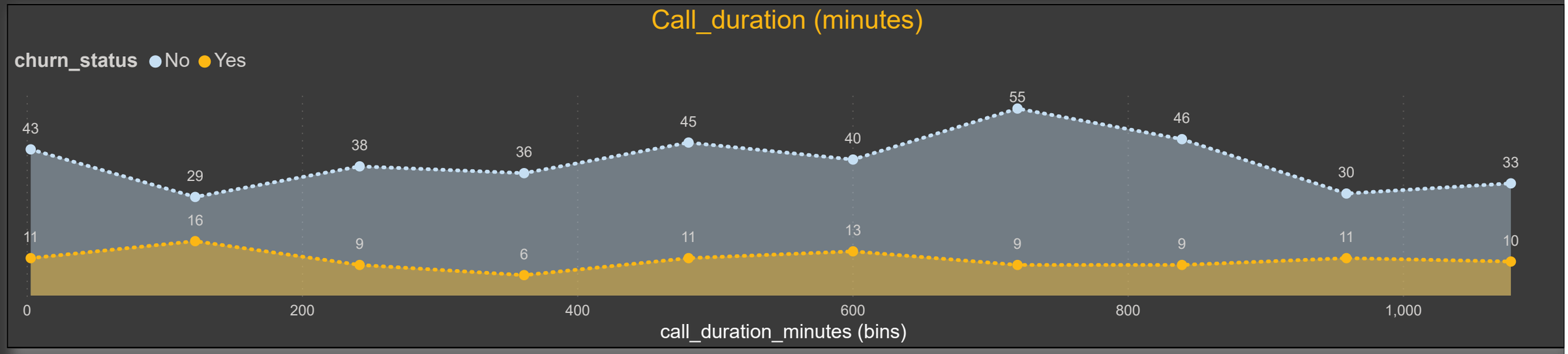
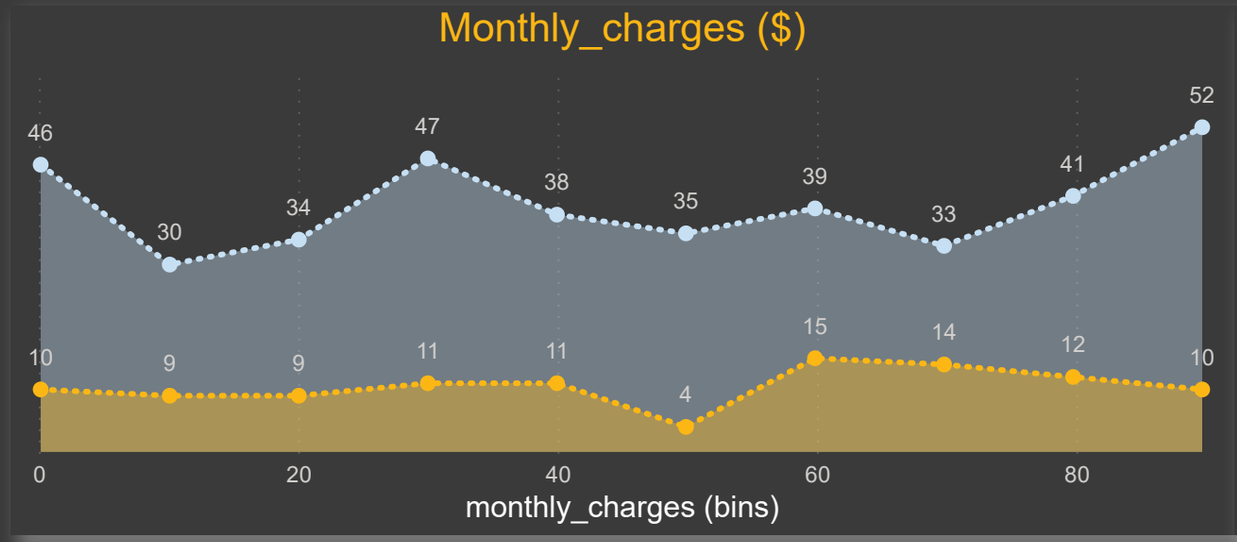
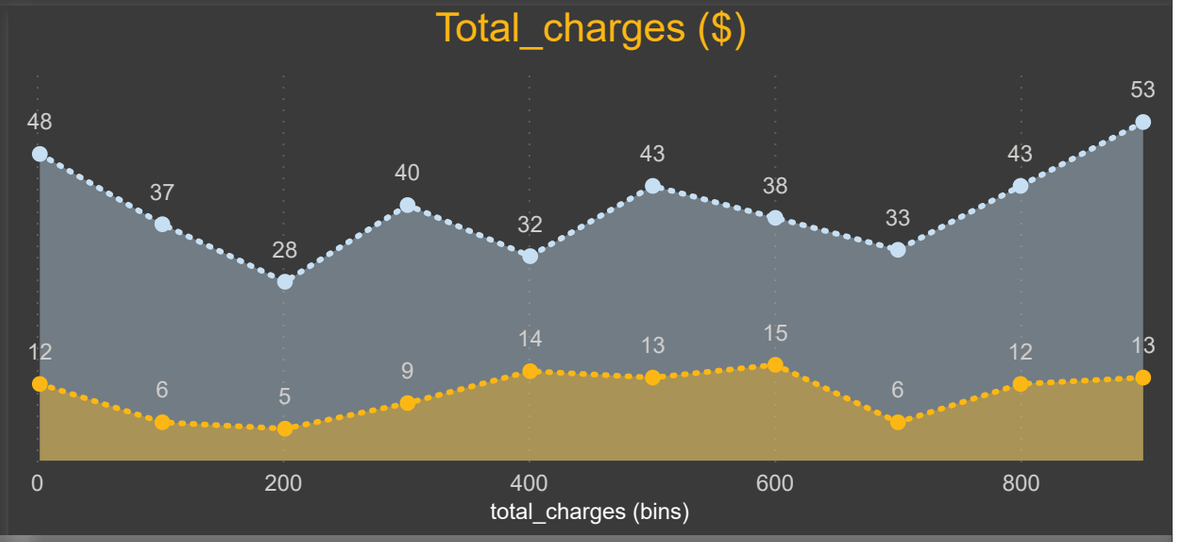

Age
20
30
40
50
60
70
age (bins)
Not Churned
Churned
Churn Status
No
Yes
No:of Dependents
89
30
104
26
84
27
118
22
0
1
2
3
dependents
Gender
Female
No 206
Yes 60
Male
No 189
Yes 45
Marital Status
Married
No 199
Yes 54
Single
No 196
Yes 51

Not Churned
Churned
Internet_Service
Fiber Optic
77%
23%
DSL
81%
19%
Contract_Type
Yearly
81%
19%
Monthly
76%
24%
Tech_Support
21%
21%
79%
79%
No
Yes
Multiple_Lines
22%
20%
78%
80%
No
Yes
Online_Security
21%
21%
79%
79%
Yes
No
Phone_Service
24%
18%
76%
82%
No
Yes


Call_duration (minutes)
churn_status No Yes
43
29
38
36
45
40
55
46
30
33
11
16
9
6
11
13
9
9
11
10
0
200
400
600
800
1,000
call_duration_minutes (bins)


Monthly_charges ($)
46
30
34
47
38
35
39
33
41
52
10
9
9
11
11
4
15
14
12
10
0
20
40
60
80
monthly_charges (bins)


Total_charges ($)
48
37
28
40
32
43
38
33
43
53
12
6
5
9
14
13
15
6
12
13
0
200
400
600
800
total_charges (bins)

1.Factors influencing customer churn:

- Demographic, Services & Pricing are the primary factors influencing customer churn
- eg. Churn is least when the monthly charge is ~$ 50
- Churn is higher when the no:of dependents are less

2.Demographic factors influencing customer churn:

- Churn is least at the age ~ 25, 40, 62
- Churn is highest at the age ~ 32, 55, 70
- Marital status doesnot affect the customer churn
- Female churn a little more than that of male

3.Services that influence customer churn:

- When the internet service is Fibre Optics, churn is more
- Monthly contract type customers churn more than that of yearly contract type
- Customers having multiple lines churn less than that of others

Recommendations:

- Steps has to be taken to convert the customers from monthly contract to yearly contract
- Services related to Fibre Optics has to be improved
- Churn is more when the call duration is less than 100 minutes. So, steps to be taken to retain those customers.
- Monthly charge of $50 appears to be the best pricing