In [4]:
```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns

df = pd.read_csv('Customer Churn.csv')
df.head()
```

Out[4]:

| | customerID | gender | SeniorCitizen | Partner | Dependents | tenure | PhoneService | MultipleLines | InternetService | OnlineSecurity | .. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **0** | 7590-VHVEG | Female | 0 | Yes | No | 1 | No | No phone service | DSL | No | .. |
| **1** | 5575-GNVDE | Male | 0 | No | No | 34 | Yes | No | DSL | Yes | .. |
| **2** | 3668-QPYBK | Male | 0 | No | No | 2 | Yes | No | DSL | Yes | .. |
| **3** | 7795-CFOCW | Male | 0 | No | No | 45 | No | No phone service | DSL | Yes | .. |
| **4** | 9237-HQITU | Female | 0 | No | No | 2 | Yes | No | Fiber optic | No | .. |

5 rows × 21 columns

In [5]:
```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 7043 entries, 0 to 7042
Data columns (total 21 columns):
 #   Column            Non-Null Count  Dtype  
---  ------            --------------  -----  
 0   customerID        7043 non-null   object 
 1   gender            7043 non-null   object 
 2   SeniorCitizen     7043 non-null   int64  
 3   Partner           7043 non-null   object 
 4   Dependents        7043 non-null   object 
 5   tenure            7043 non-null   int64  
 6   PhoneService      7043 non-null   object 
 7   MultipleLines     7043 non-null   object 
 8   InternetService   7043 non-null   object 
 9   OnlineSecurity    7043 non-null   object 
 10  OnlineBackup      7043 non-null   object 
 11  DeviceProtection  7043 non-null   object 
 12  TechSupport       7043 non-null   object 
 13  StreamingTV       7043 non-null   object 
 14  StreamingMovies   7043 non-null   object 
 15  Contract          7043 non-null   object 
 16  PaperlessBilling  7043 non-null   object 
 17  PaymentMethod     7043 non-null   object 
 18  MonthlyCharges    7043 non-null   float64
 19  TotalCharges      7043 non-null   object 
 20  Churn             7043 non-null   object 
dtypes: float64(1), int64(2), object(18)
memory usage: 1.1+ MB
```

# replacing blanks with 0 as tenure is 0 and no total charges are recorded

In [7]:
```
df["TotalCharges"] = df["TotalCharges"].replace(" ","0")
df["TotalCharges"] = df["TotalCharges"].astype("float")
```

In [8]:
```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 7043 entries, 0 to 7042
Data columns (total 21 columns):
 #   Column            Non-Null Count  Dtype  
---  ------            --------------  -----  
 0   customerID        7043 non-null   object 
 1   gender            7043 non-null   object 
 2   SeniorCitizen     7043 non-null   int64  
 3   Partner           7043 non-null   object 
 4   Dependents        7043 non-null   object 
 5   tenure            7043 non-null   int64  
 6   PhoneService      7043 non-null   object 
 7   MultipleLines     7043 non-null   object 
 8   InternetService   7043 non-null   object 
 9   OnlineSecurity    7043 non-null   object 
 10  OnlineBackup      7043 non-null   object 
 11  DeviceProtection  7043 non-null   object 
 12  TechSupport       7043 non-null   object 
 13  StreamingTV       7043 non-null   object 
 14  StreamingMovies   7043 non-null   object 
 15  Contract          7043 non-null   object 
 16  PaperlessBilling  7043 non-null   object 
 17  PaymentMethod     7043 non-null   object 
 18  MonthlyCharges    7043 non-null   float64
 19  TotalCharges      7043 non-null   float64
 20  Churn             7043 non-null   object 
dtypes: float64(2), int64(2), object(17)
memory usage: 1.1+ MB
```

In [7]:
```
df.isnull().sum()
```

Out[7]:
```
customerID          0
gender              0
SeniorCitizen       0
Partner             0
Dependents          0
tenure              0
PhoneService        0
MultipleLines       0
InternetService     0
OnlineSecurity      0
OnlineBackup        0
DeviceProtection    0
TechSupport         0
StreamingTV         0
StreamingMovies     0
Contract            0
PaperlessBilling    0
PaymentMethod       0
MonthlyCharges      0
TotalCharges        0
Churn               0
dtype: int64
```

In [14]:
```
df.describe()
```

Out[14]:

| | SeniorCitizen | tenure | MonthlyCharges | TotalCharges |
|---|---|---|---|---|
| **count** | 7043.000000 | 7043.000000 | 7043.000000 | 7043.000000 |
| **mean** | 0.162147 | 32.371149 | 64.761692 | 2279.734304 |
| **std** | 0.368612 | 24.559481 | 30.090047 | 2266.794470 |
| **min** | 0.000000 | 0.000000 | 18.250000 | 0.000000 |
| **25%** | 0.000000 | 9.000000 | 35.500000 | 398.550000 |
| **50%** | 0.000000 | 29.000000 | 70.350000 | 1394.550000 |
| **75%** | 0.000000 | 55.000000 | 89.850000 | 3786.600000 |
| **max** | 1.000000 | 72.000000 | 118.750000 | 8684.800000 |

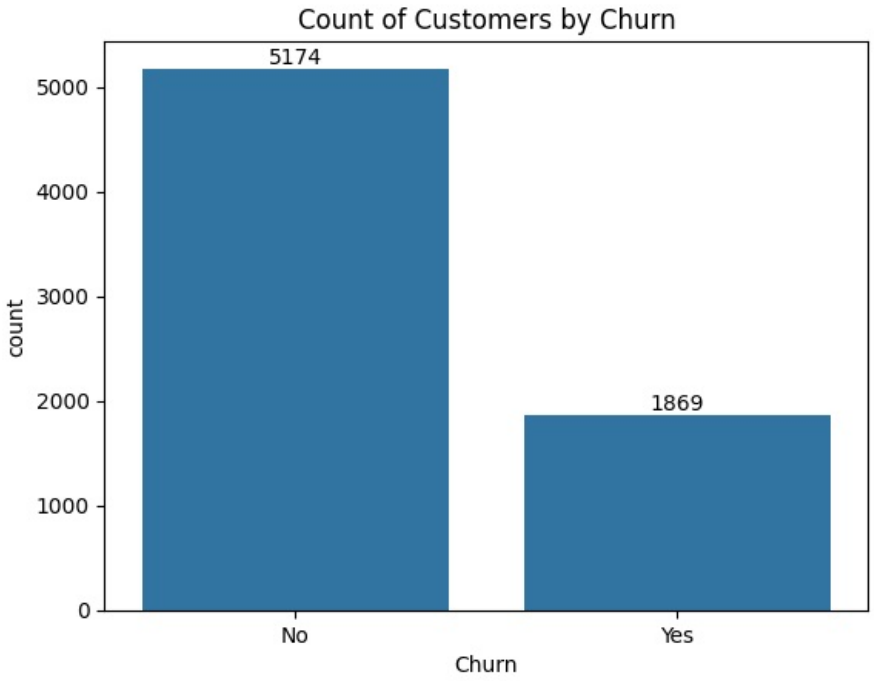
In [18]:
```
df["customerID"].duplicated().sum()
```

Out[18]:
```
0
```

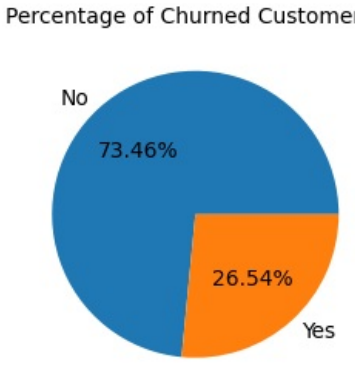
In [19]:
```
def conv(value):
    if value == 1:
        return "yes"
    else:
        return "no"

df['SeniorCitizen'] = df["SeniorCitizen"].apply(conv)
```

converted 0 and 1 values of senior citizen to yes/no to make it easier to understand

In [39]:
```
ax = sns.countplot(x = 'Churn', data = df)

ax.bar_label(ax.containers[0])
plt.title("Count of Customers by Churn")
plt.show()
```



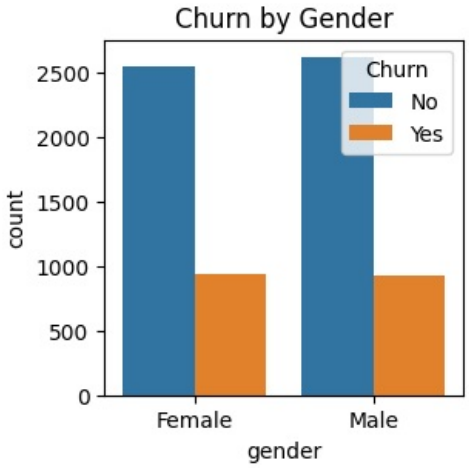

In [38]:
```
plt.figure(figsize = (3,4))
gb = df.groupby("Churn").agg({'Churn':"count"})
plt.pie(gb['Churn'], labels = gb.index, autopct = "%1.2f%%")
plt.title("Percentage of Churned Customeres", fontsize = 10)
plt.show()
```



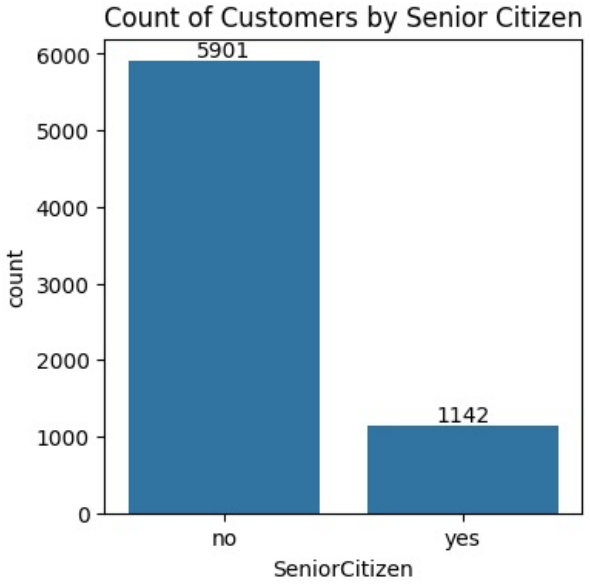

from the given pie chart we can conclude that 26.54% of our customers have churned out.

not let's explore the reason behind it

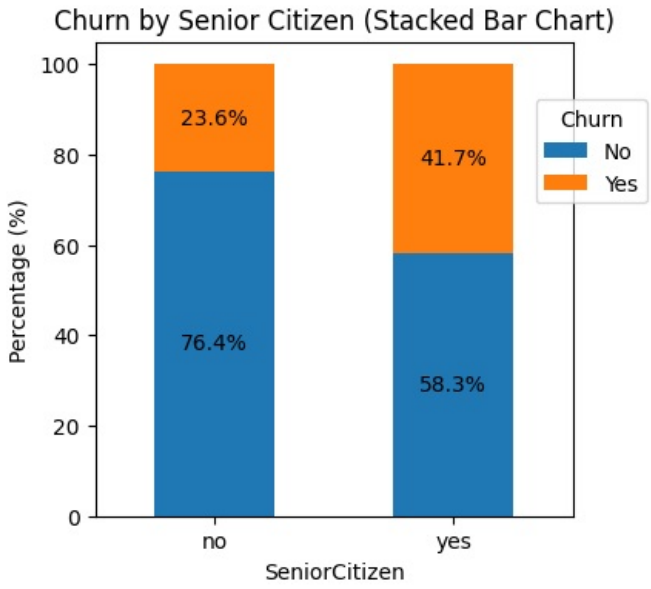
In [53]:
```
plt.figure(figsize = (3,3))
sns.countplot(x = "gender", data = df, hue = "Churn")
plt.title("Churn by Gender")
plt.show()
```




In [59]:
```
plt.figure(figsize = (4,4))
ax = sns.countplot(x = "SeniorCitizen", data = df)
ax.bar_label(ax.containers[0])
plt.title("Count of Customers by Senior Citizen")
plt.show()
```

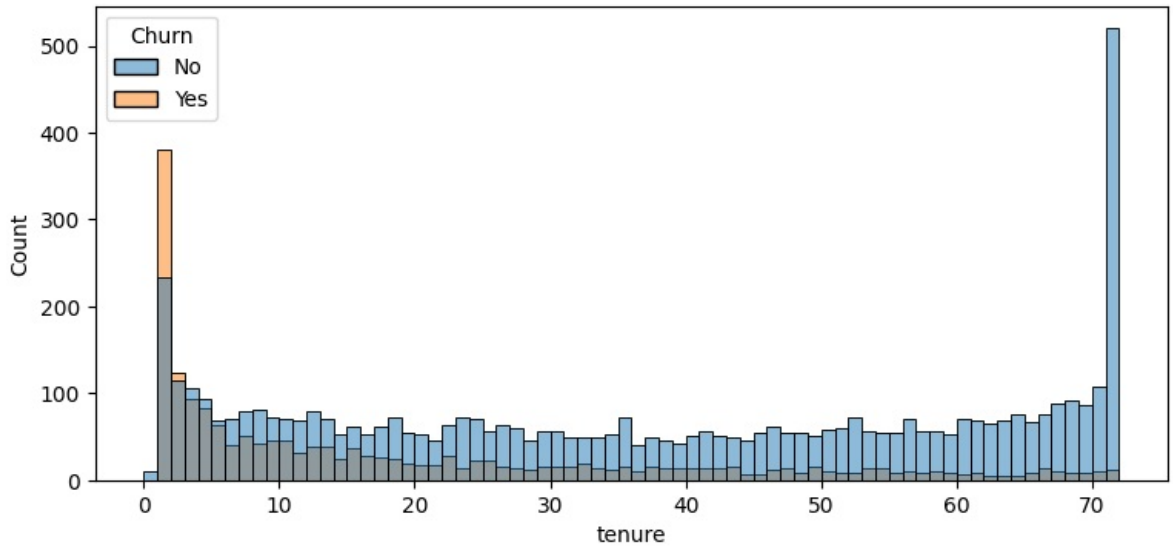



In [66]:
```
total_counts = df.groupby('SeniorCitizen')['Churn'].value_counts(normalize=True).unstack() * 100

# Plot
fig, ax = plt.subplots(figsize=(4, 4))  # Adjust figsize for better visualization

# Plot the bars
total_counts.plot(kind='bar', stacked=True, ax=ax, color=['#1f77b4', '#ff7f0e'])  # Customize colors if desired

# Add percentage labels on the bars
for p in ax.patches:
    width, height = p.get_width(), p.get_height()
    x, y = p.get_xy()
    ax.text(x + width / 2, y + height / 2, f'{height:.1f}%', ha='center', va='center')

plt.title('Churn by Senior Citizen (Stacked Bar Chart)')
plt.xlabel('SeniorCitizen')
plt.ylabel('Percentage (%)')
plt.xticks(rotation=0)
plt.legend(title='Churn', bbox_to_anchor = (0.9,0.9))  # Customize legend location

plt.show()
```




comparative a greater pecentage of people in senior citizen category have churned

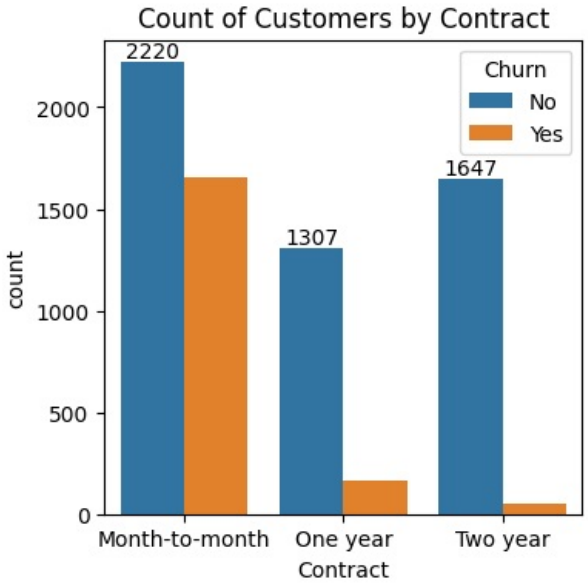
In [72]:
```
plt.figure(figsize = (9,4))
sns.histplot(x = "tenure", data = df, bins = 72, hue = "Churn")
plt.show()
```




people who have used our services for a long time have stayed and people who have used our sevices

1 or 2 months have churned

In [74]:
```
plt.figure(figsize = (4,4))
ax = sns.countplot(x = "Contract", data = df, hue = "Churn")
ax.bar_label(ax.containers[0])
plt.title("Count of Customers by Contract")
plt.show()
```

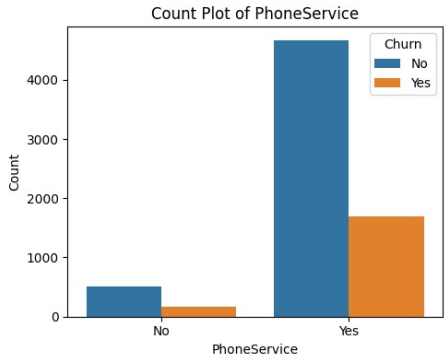


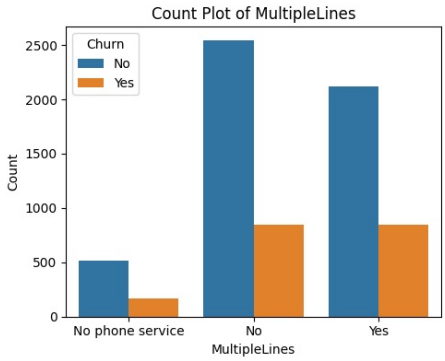

In [ ]:
```
#people who have month to month contract are likely to churn then from those who have 1 or 2 years or contract.
```

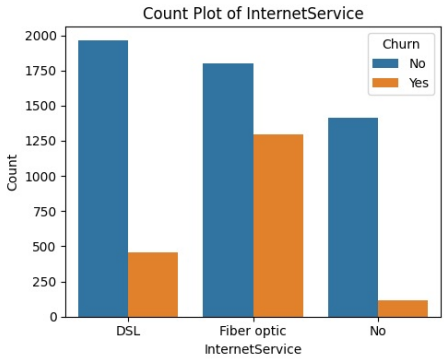
In [76]:
```
df.columns.values
```

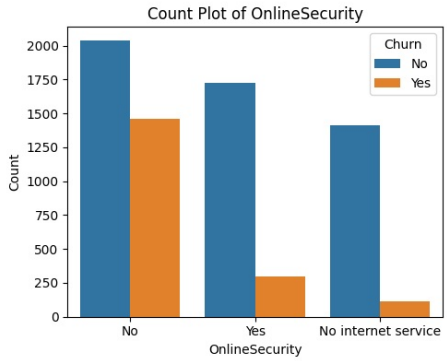
Out[76]:
```
array(['customerID', 'gender', 'SeniorCitizen', 'Partner', 'Dependents',
       'tenure', 'PhoneService', 'MultipleLines', 'InternetService',
       'OnlineSecurity', 'OnlineBackup', 'DeviceProtection',
       'TechSupport', 'StreamingTV', 'StreamingMovies', 'Contract',
       'PaperlessBilling', 'PaymentMethod', 'MonthlyCharges',
       'TotalCharges', 'Churn'], dtype=object)
```

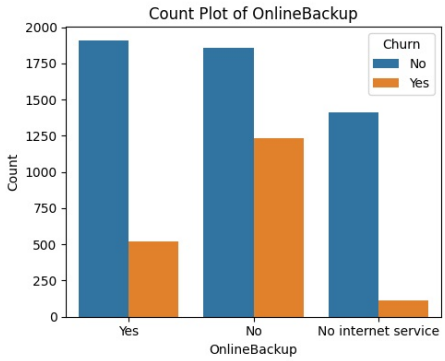
In [83]:
```
columns = ['PhoneService', 'MultipleLines', 'InternetService', 'OnlineSecurity',
           'OnlineBackup', 'DeviceProtection', 'TechSupport', 'StreamingTV', 'StreamingMovies']

# Number of columns for the subplot grid (you can change this)
n_cols = 3
n_rows = (len(columns) + n_cols - 1) // n_cols  # Calculate number of rows needed

# Create subplots
fig, axes = plt.subplots(n_rows, n_cols, figsize=(15, n_rows * 4))  # Adjust figsize as needed

# Flatten the axes array for easy iteration (handles both 1D and 2D arrays)
axes = axes.flatten()

# Iterate over columns and plot count plots
for i, col in enumerate(columns):
    sns.countplot(x=col, data=df, ax=axes[i], hue = df["Churn"])
    axes[i].set_title(f'Count Plot of {col}')
    axes[i].set_xlabel(col)
    axes[i].set_ylabel('Count')

# Remove empty subplots (if any)
for j in range(i + 1, len(axes)):
    fig.delaxes(axes[j])

plt.tight_layout()
plt.show()
```

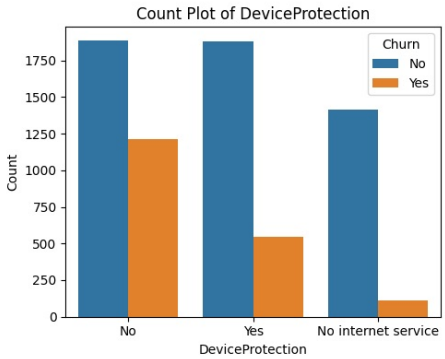


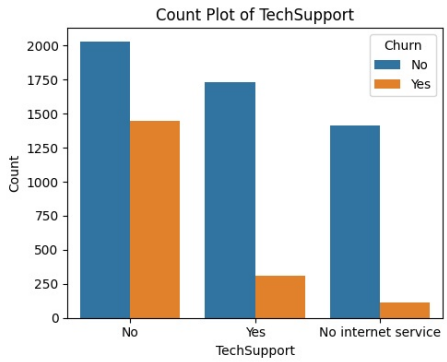



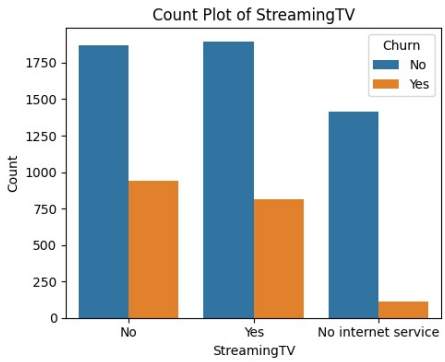



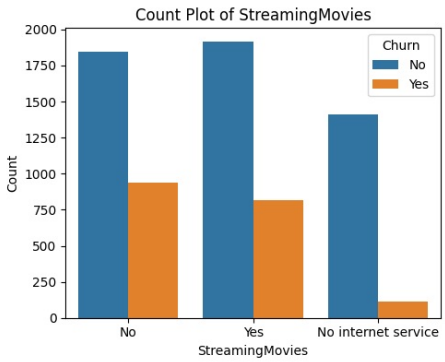



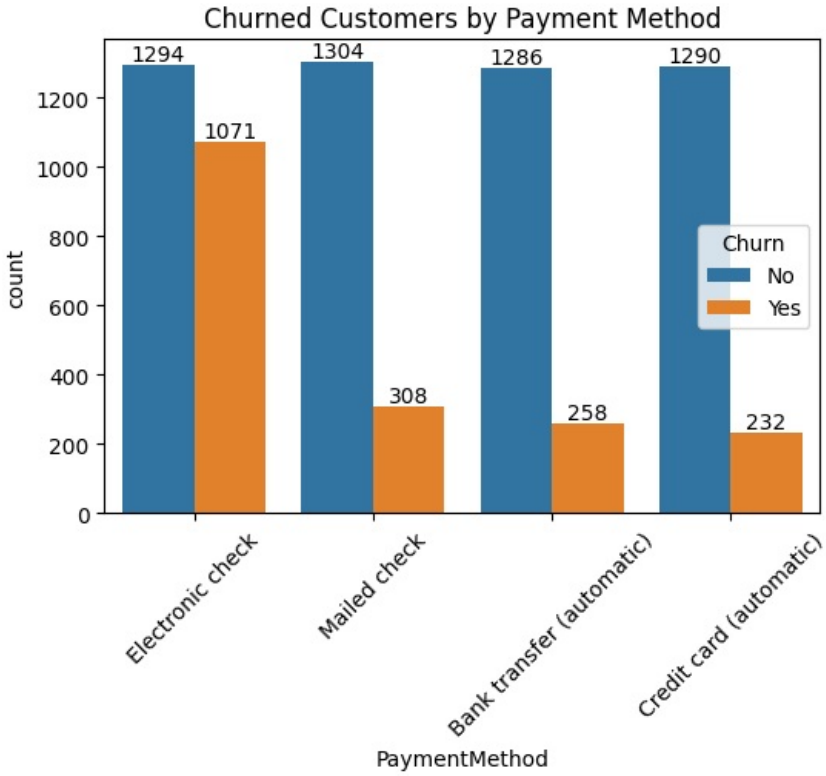




The majority of customers who do not churn tend to have services like PhoneService, InternetService (particularly DSL), and OnlineSecurity enabled. For services like OnlineBackup, TechSupport, and StreamingTV, churn rates are noticeably higher when these services are not used or are unavailable.

In [90]:
```
plt.figure(figsize = (6,4))
ax = sns.countplot(x = "PaymentMethod", data = df, hue = "Churn")
ax.bar_label(ax.containers[0])
ax.bar_label(ax.containers[1])
plt.title("Churned Customers by Payment Method")
plt.xticks(rotation = 45)
plt.show()
```




customer is likely to churn when he is using electronic check as a payment method.

In [ ]: