1. Demographic Analysis:

1. What is the churn rate for different age groups (e.g., under 30, 30-50, over 50)?
2. How does churn rate vary by marital status (married vs. single)?

2. Location Analysis:

1. How does the geographical distribution of customers impact their likelihood to churn?
2. Does living in a densely populated area correlate with increased customer churn?

3. Service Usage Analysis:

1. What are the most common reasons for churn among customers with internet service vs. those without?
2. How does the presence of additional services (e.g., device protection, streaming) influence customer retention?

4. Payment and Contract Analysis:

1. Does the type of contract (e.g., month-to-month vs. yearly) have a noticeable impact on customer loyalty?
2. What patterns emerge among customers who opt for paperless billing versus those who don't?

5. Customer Behavior Analysis:

1. Are customers who frequently change plans or services more likely to churn?
2. How does the number of referrals a customer has made correlate with their likelihood to stay or leave?

6. Satisfaction and Revenue Analysis:

1. How does customer satisfaction score vary across different service types and customer demographics?
2. Do higher-value customers (those with higher monthly charges) tend to stay longer than lower-value ones?
3. What is the average monthly charge for customers who have stayed beyond a certain tenure (e.g., 12 months) compared to those who have churned?
4. How do the average satisfaction scores differ for customers based on the type of service they have (e.g., internet, phone)?
5. What is the average monthly charge of customers who have churned, compared to those who have stayed, based on their total charges?

7. Additional:

1. How does the average tenure of customers differ between those with paperless billing and those without?
2. How does the churn rate compare for customers with internet service vs. those without?