Single Countplot Barchart
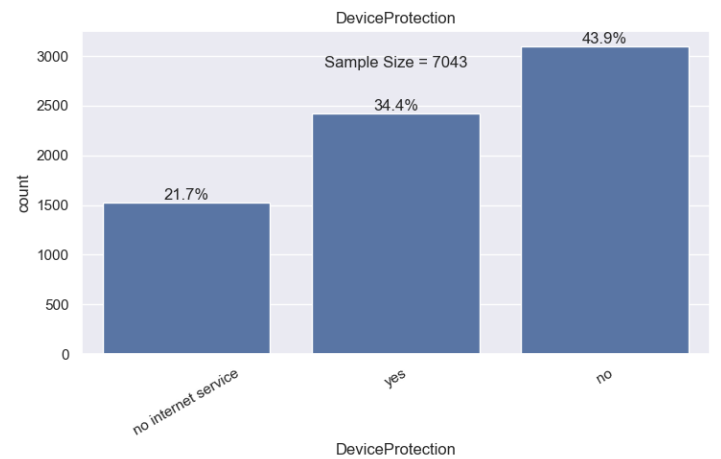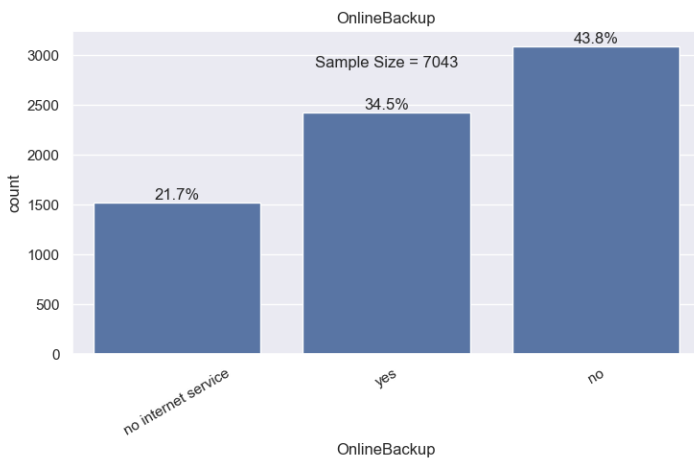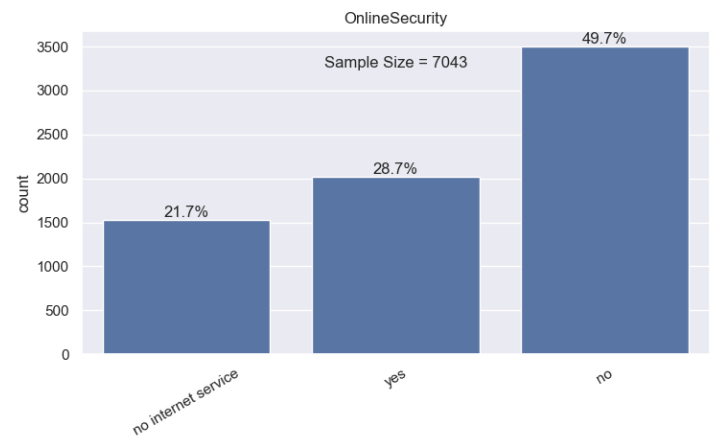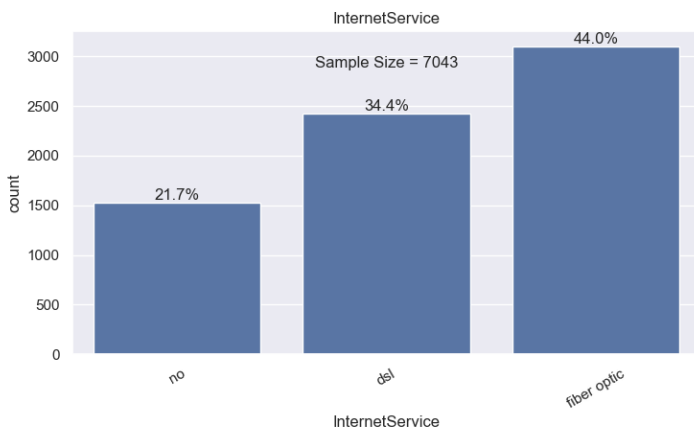
Key Findings and Actionable Insights:

The data reveals several insights that can be used to formulate actionable marketing strategies for customer retention:

1. Customer Demographics:

* The customer base is almost equally split between males and females.

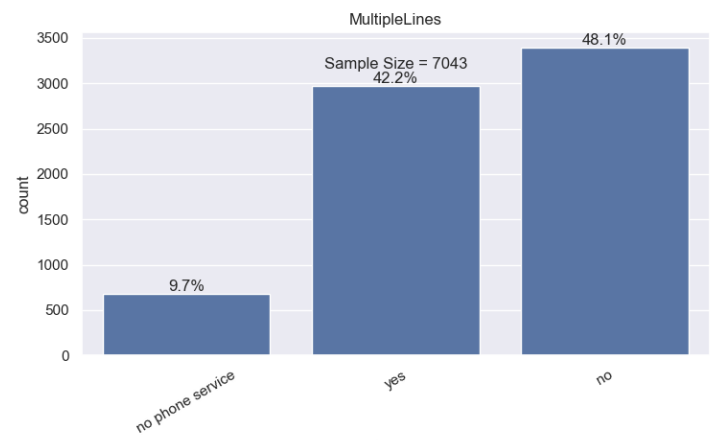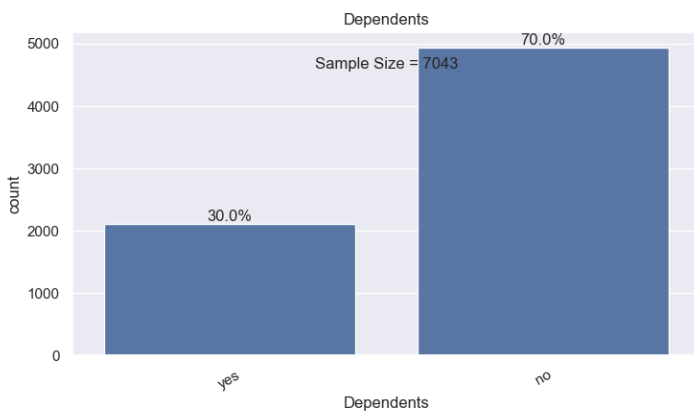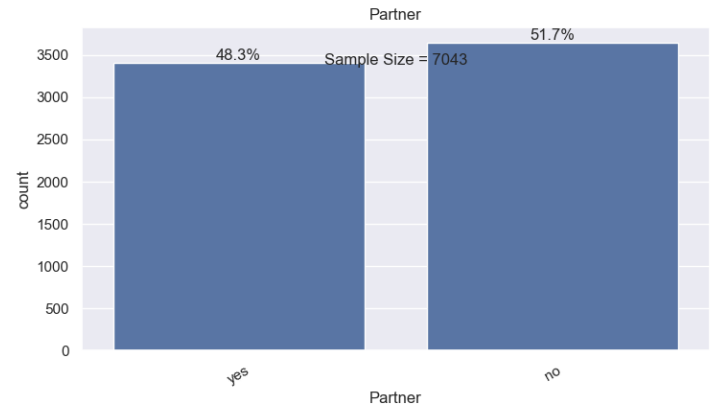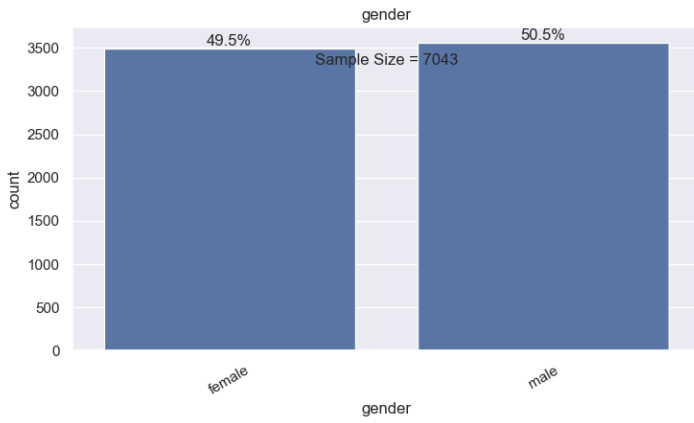* A significant portion of customers have dependents, suggesting family-oriented marketing approaches might be effective.

2. Service Usage:

* **Internet Service:** Most customers have internet service, indicating a focus on internet-based marketing and promotions. The majority of those customers are on fiber optic plans, signifying a potential for upselling to premium internet packages.

* **Phone Service:** A significant portion of customers do not have phone service, highlighting the importance of targeted offers for internet-only packages.

* **Online Security and Device Protection:** A majority of customers opt out of these services, presenting an opportunity to upsell these valuable features.

* **Streaming:** A large percentage of customers utilize Streaming TV and Movies, indicating a good opportunity to bundle streaming services with internet plans.

3. Contract and Billing:

* **Contract:** The majority of customers are on month-to-month contracts, highlighting a need for strategies to incentivize longer-term commitments.
* **Paperless Billing:** The majority of customers prefer paperless billing, encouraging further digital communication and marketing efforts.

4. Payment Methods:

* The most popular payment method is electronic check, followed by mailed check and credit card. This suggests a need to tailor payment options and offer flexibility to customers.

5. Churn:

* **High Churn Rate:** The data indicates a high churn rate, highlighting the critical need to address customer dissatisfaction and implement customer retention strategies.

Actionable Insights:

* **Target specific demographics:** Tailor marketing campaigns to resonate with both family and individual customers.
* **Bundle and upsell:** Offer attractive bundled packages for internet, phone, and streaming services. Focus on upselling services like online security and device protection.
* **Encourage long-term contracts:** Offer incentives and loyalty programs to encourage customers to commit to longer-term contracts.
* **Optimize payment methods:** Provide a variety of payment options and ensure a seamless payment experience.

* **Address customer dissatisfaction:** Implement proactive customer support and feedback mechanisms to identify and address issues that lead to churn.

By focusing on these key findings and utilizing data-driven insights, the company can develop targeted marketing strategies to effectively address customer needs, improve retention rates, and drive business growth.

Single Histplot

SeniorCitizen	tenure	MonthlyCharges
Sample Size = 7043	Sample Size = 7043	Sample Size = 7043
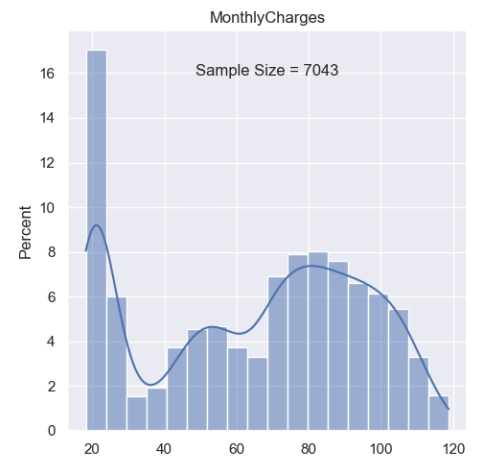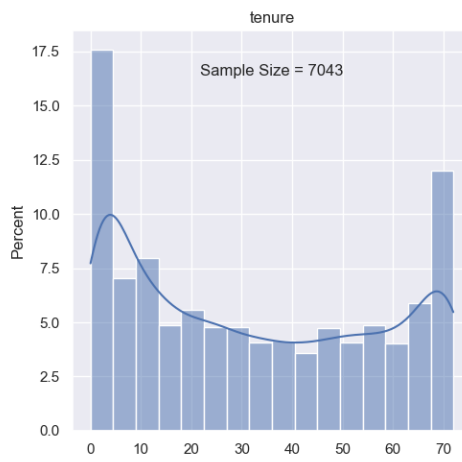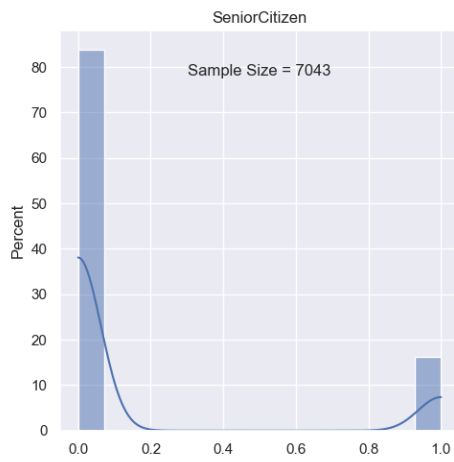
The data shows that the majority of customers are not senior citizens. The average tenure is around 30 months, with most customers having a tenure between 0 and 70 months. Monthly charges are mostly between $20 and $120, with a peak around $80. This suggests a good opportunity for marketing to target customers with higher monthly charges. The majority of customers have a tenure of less than 30 months which indicates a good opportunity for marketing to target customers who are in their first few years of service with a focus on customer retention and upselling.