

churned vs unchurned

Count of customer_id by churn

68

Total Customers

51.47%

Churn Rate (%)



33

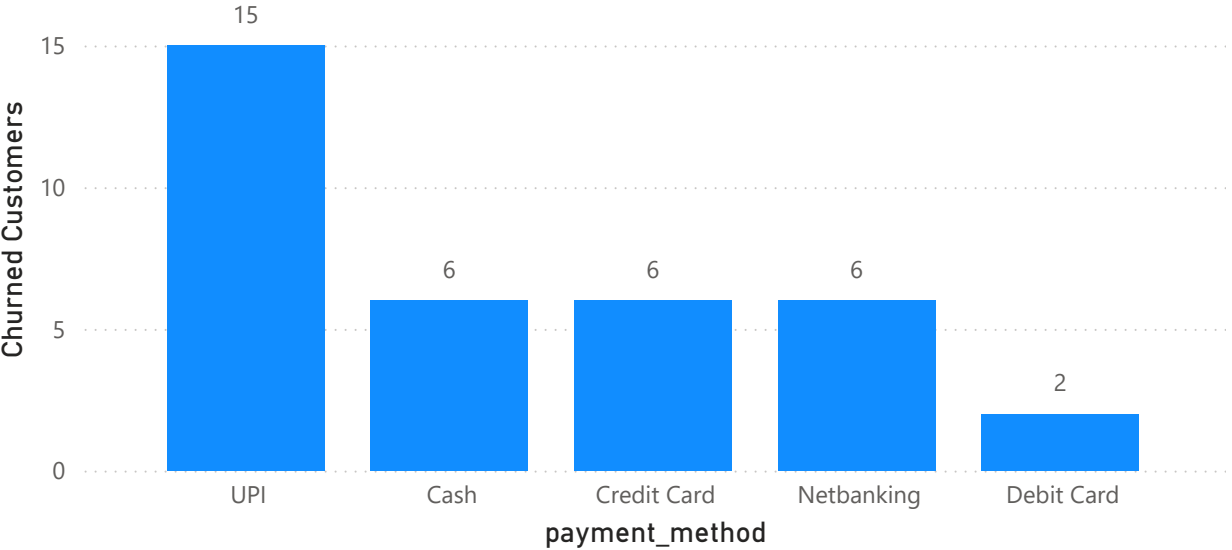
Unchurned Customers

35

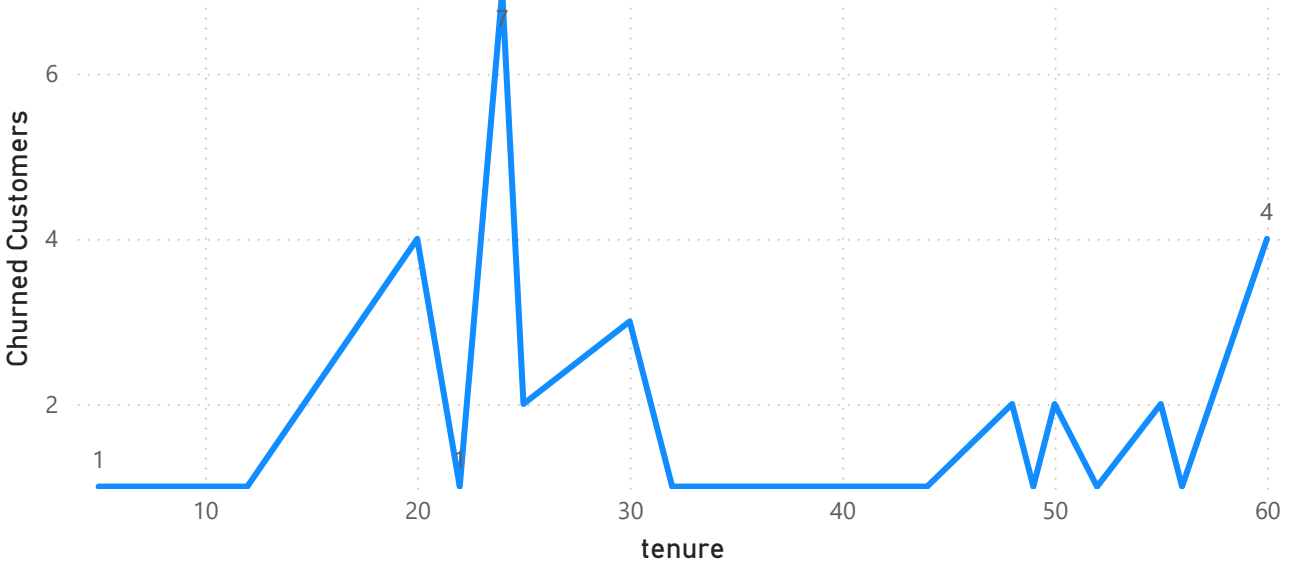
Churned Customers

churn  Yes  No

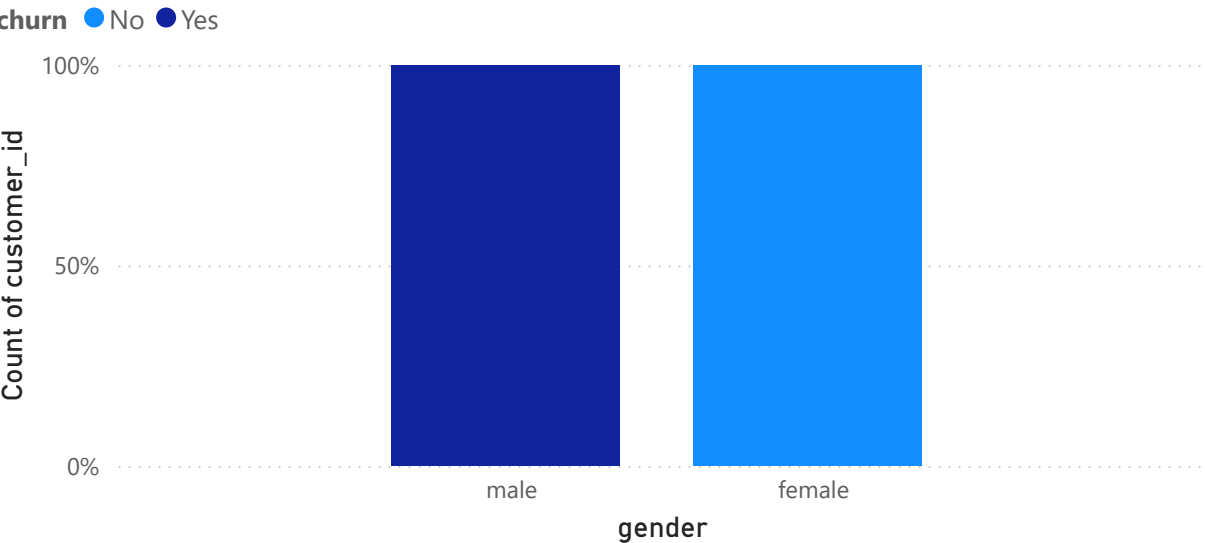
Churn by Payment Method



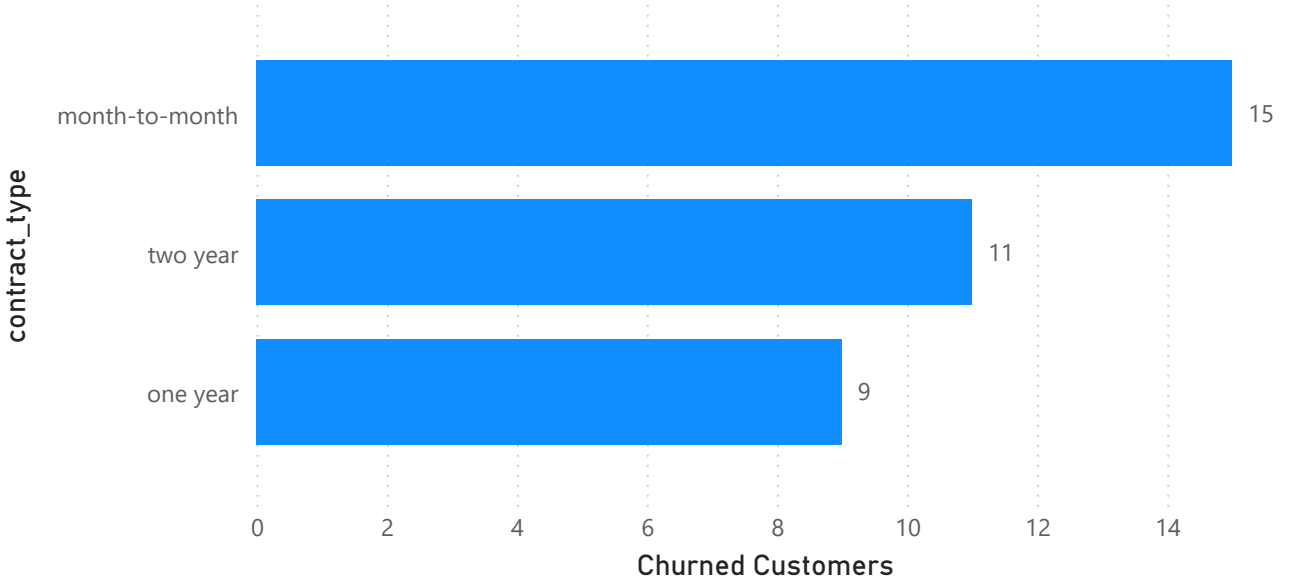
Churned Customers by tenure



churned by gender



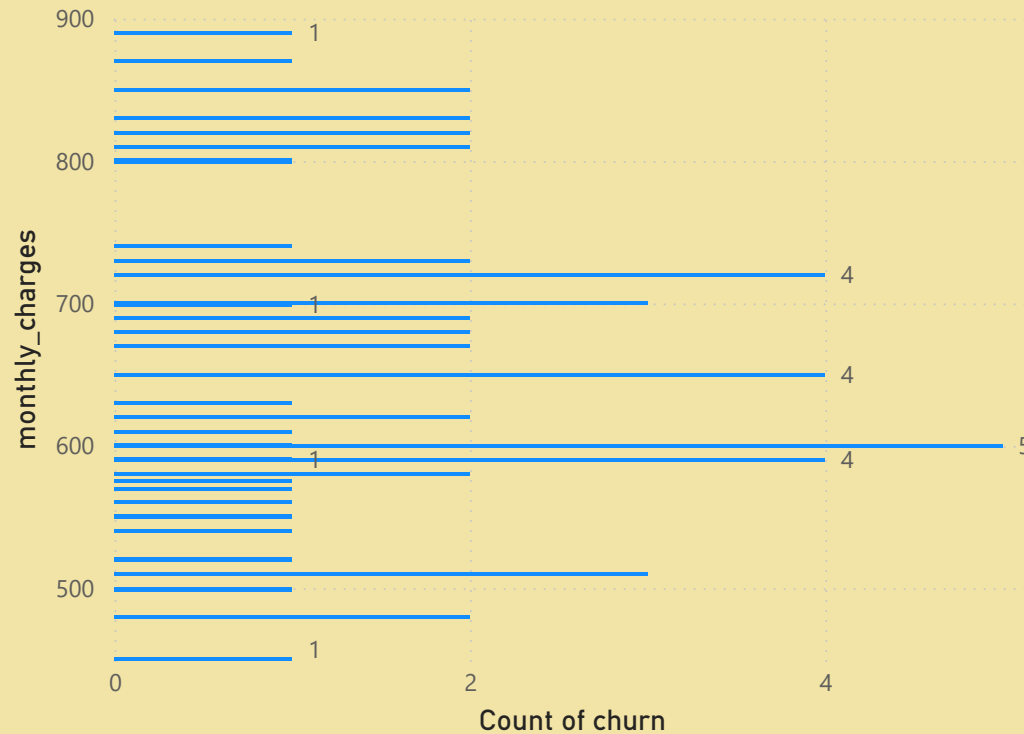
Contract vs Churned Customers



25.47K

Lost Revenue

Count of churn by monthly_charges



Insights:

- Month-to-month contract customers churn more
- High monthly charges increase churn risk
- New customers churn early
- Electronic check users show higher churn