

churned vs unchurned

Count of customer_id by churn

68

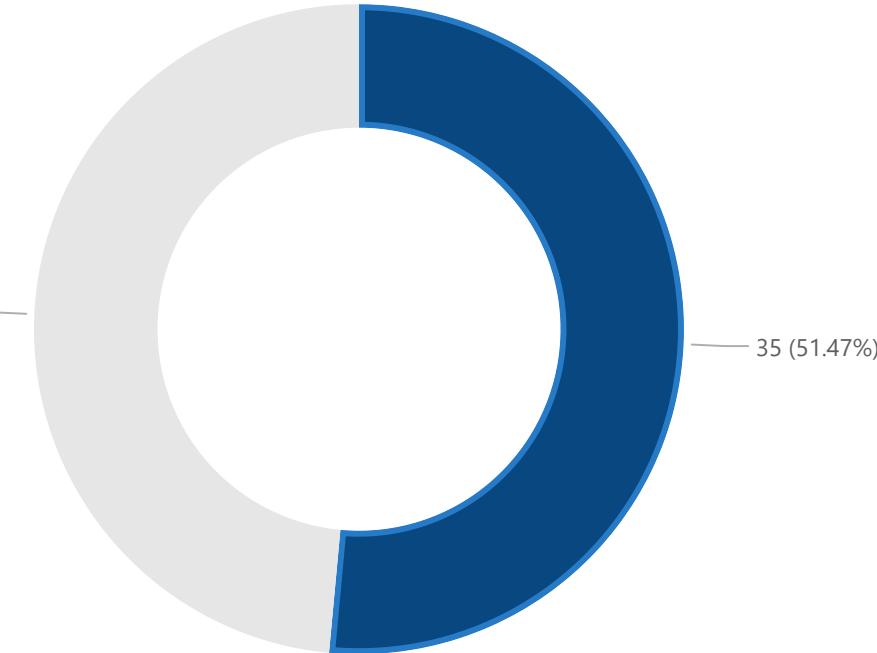
Total Customers

33

Unchurned Customers

51.47%

Churn Rate (%)



churn ● Yes ● No

35

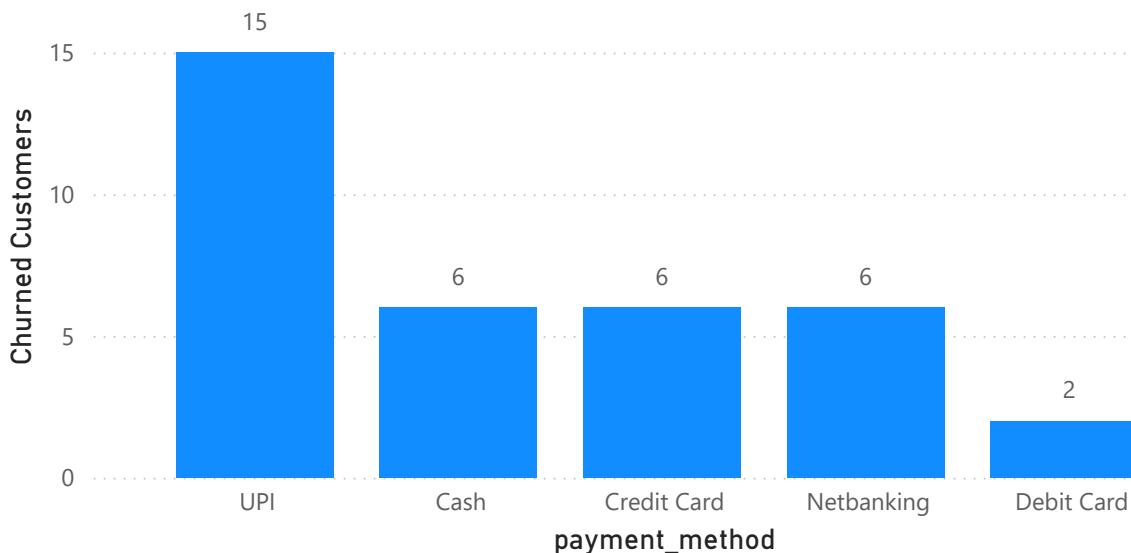
Churned Customers

i Auto recovery contains some recovered files that haven't been opened.

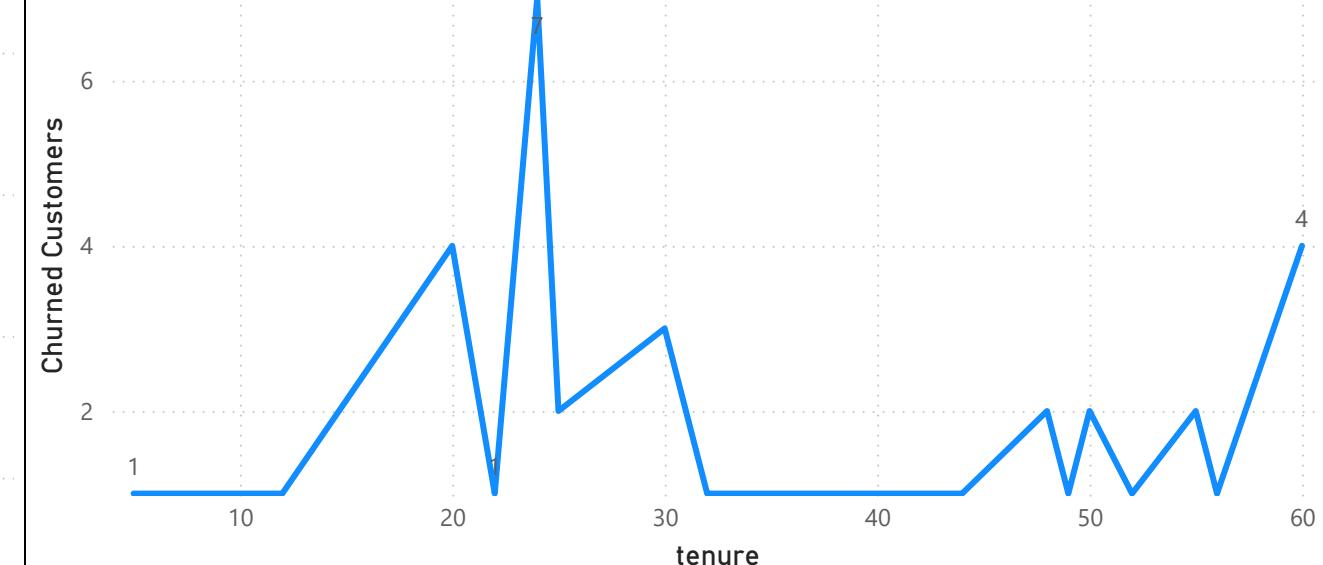
[View recovered files](#)



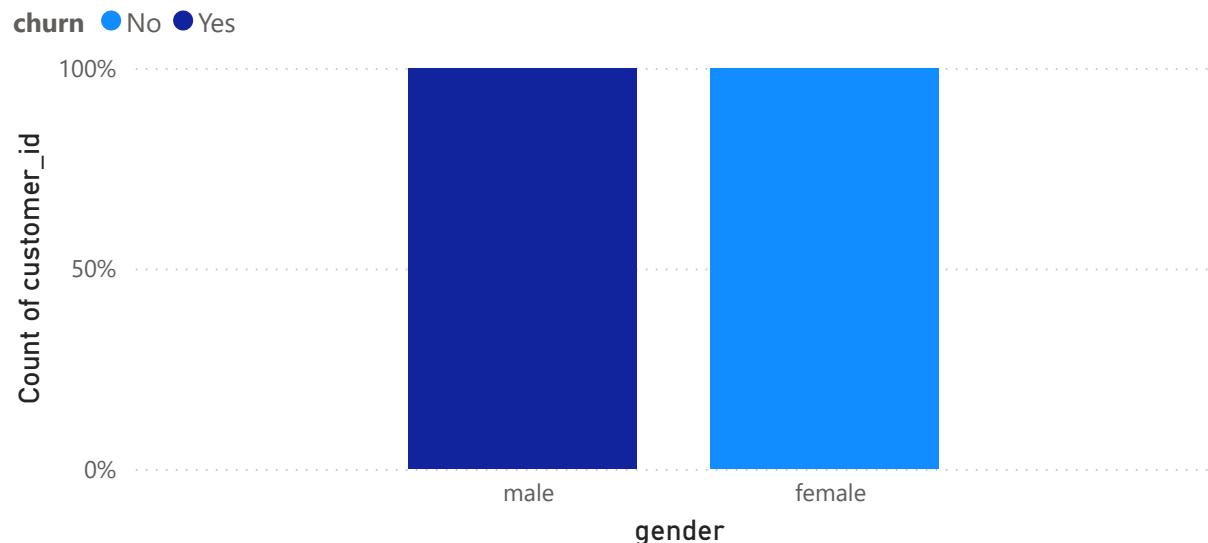
Churn by Payment Method



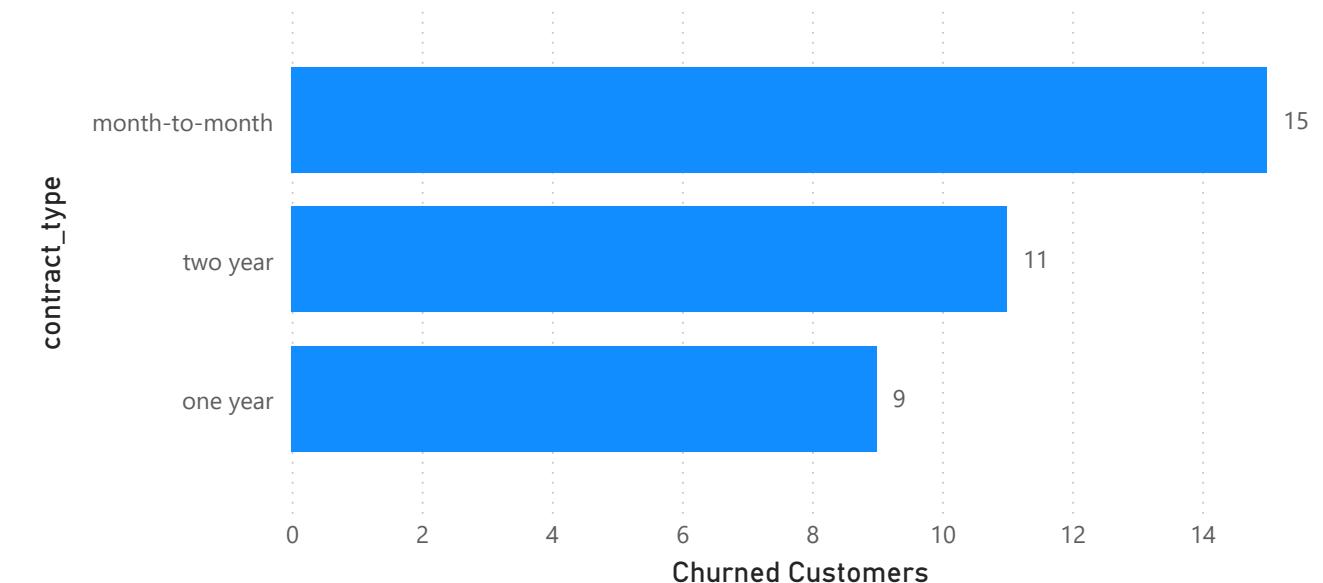
Churned Customers by tenure



churned by gender



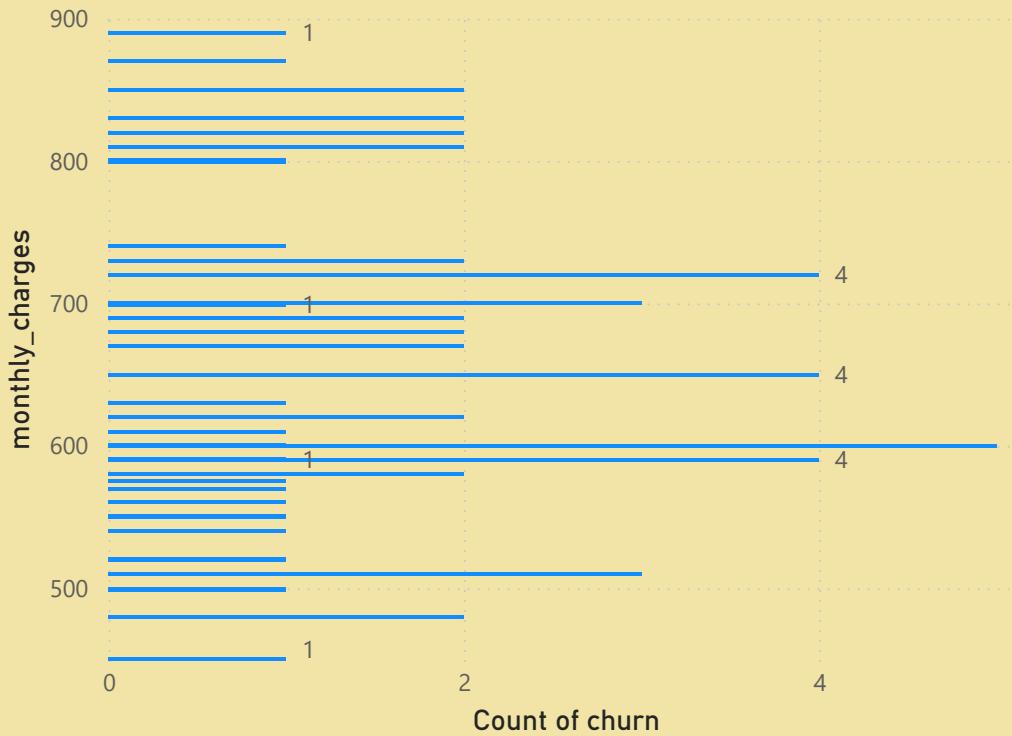
Contract vs Churned Customers



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