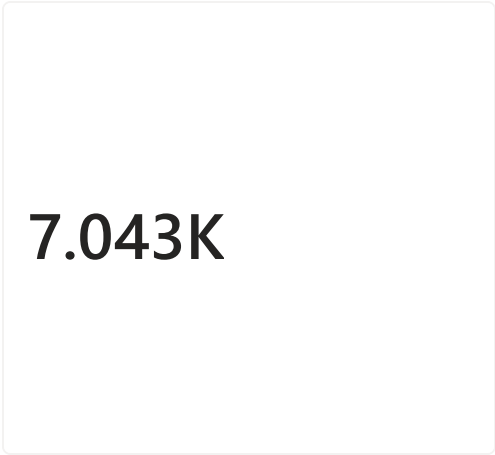
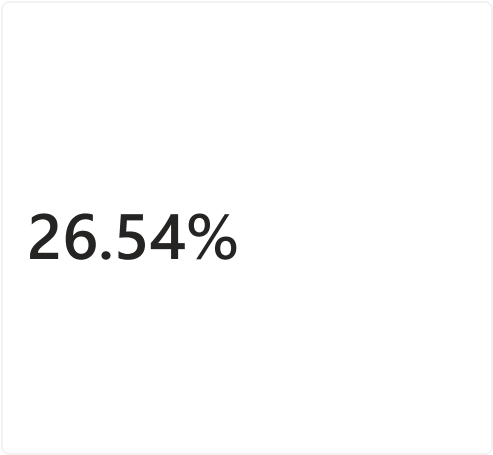


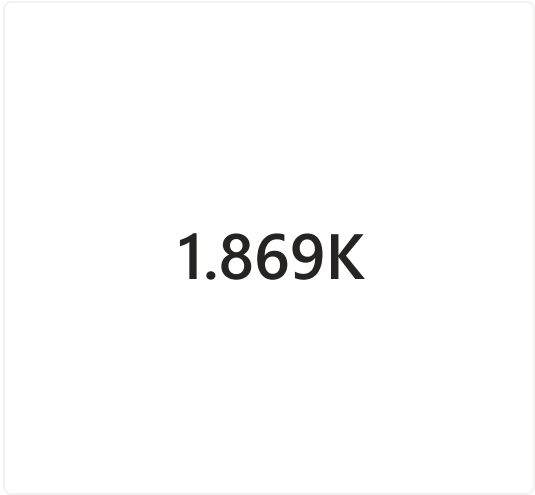
Total Customers



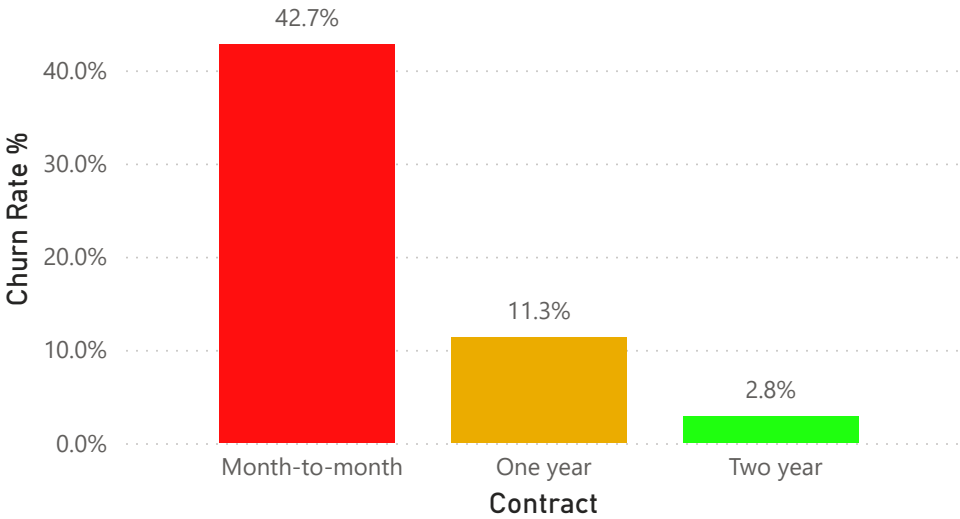
Churn Rate



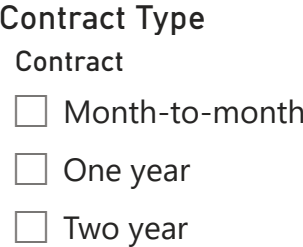
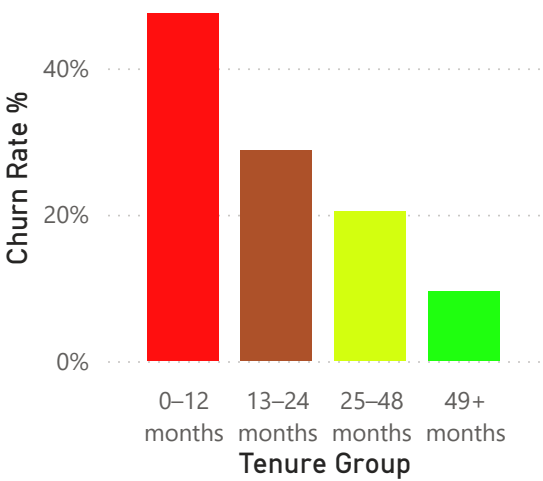
Churned Customers



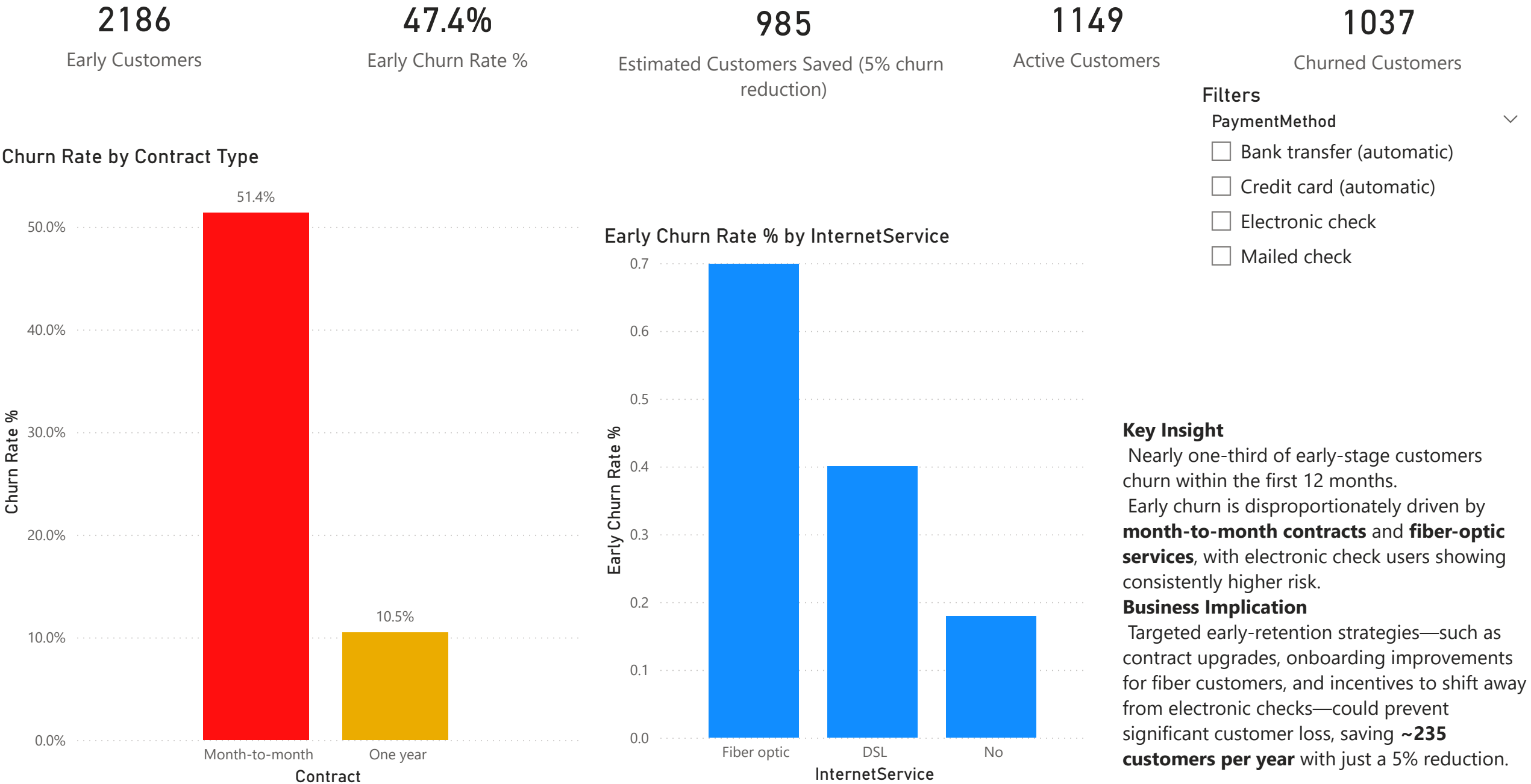
Churn Rate by Contract Type



Churn Rate % by Tenure Group



# Early customers (0–12 months), filtered by selected payment method



Churn Rate by Contract Type

Contract	Churn Rate %
Month-to-month	51.4%
One year	10.5%

Early Churn Rate % by InternetService

InternetService	Early Churn Rate %
Fiber optic	0.7
DSL	0.4
No	0.18

Key Insight

Nearly one-third of early-stage customers churn within the first 12 months.

Early churn is disproportionately driven by **month-to-month contracts** and **fiber-optic services**, with electronic check users showing consistently higher risk.

Business Implication

Targeted early-retention strategies—such as contract upgrades, onboarding improvements for fiber customers, and incentives to shift away from electronic checks—could prevent significant customer loss, saving **~235 customers per year** with just a 5% reduction.