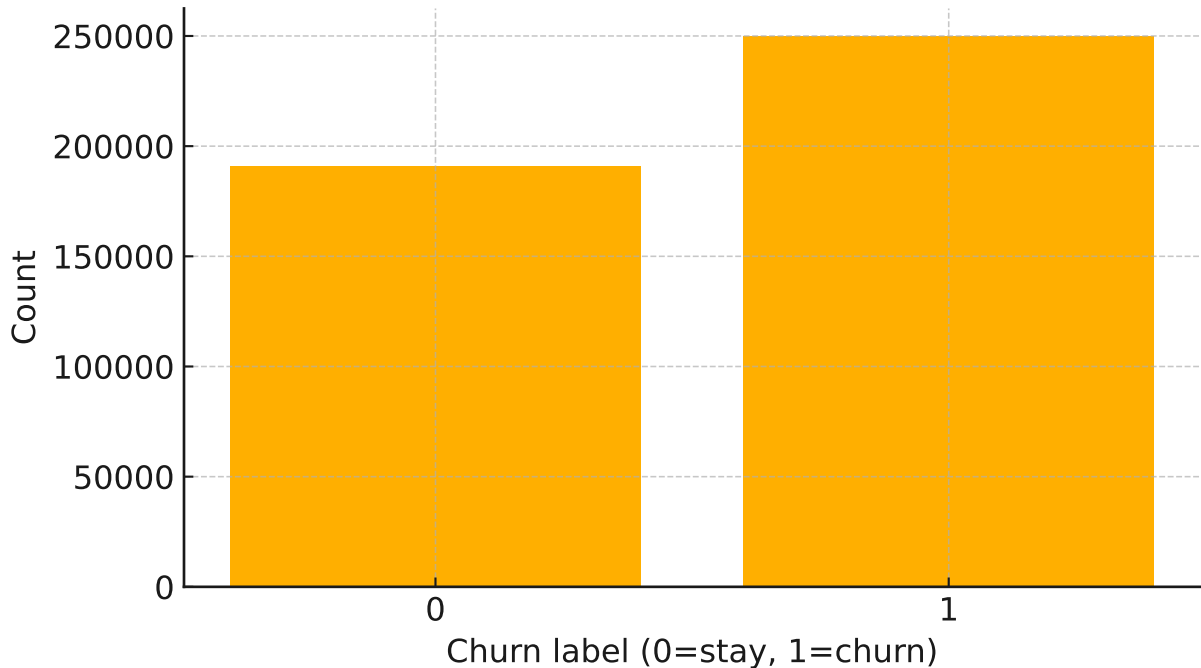Class Balance (Churn rate ≈ 56.7%)

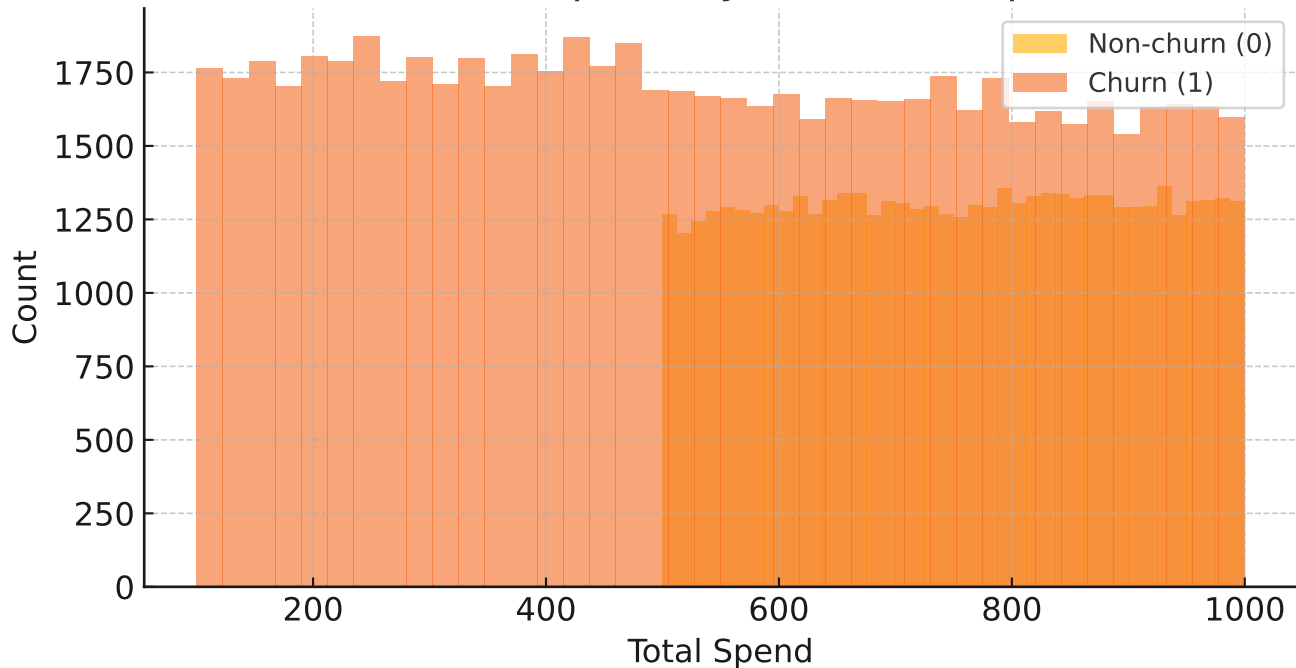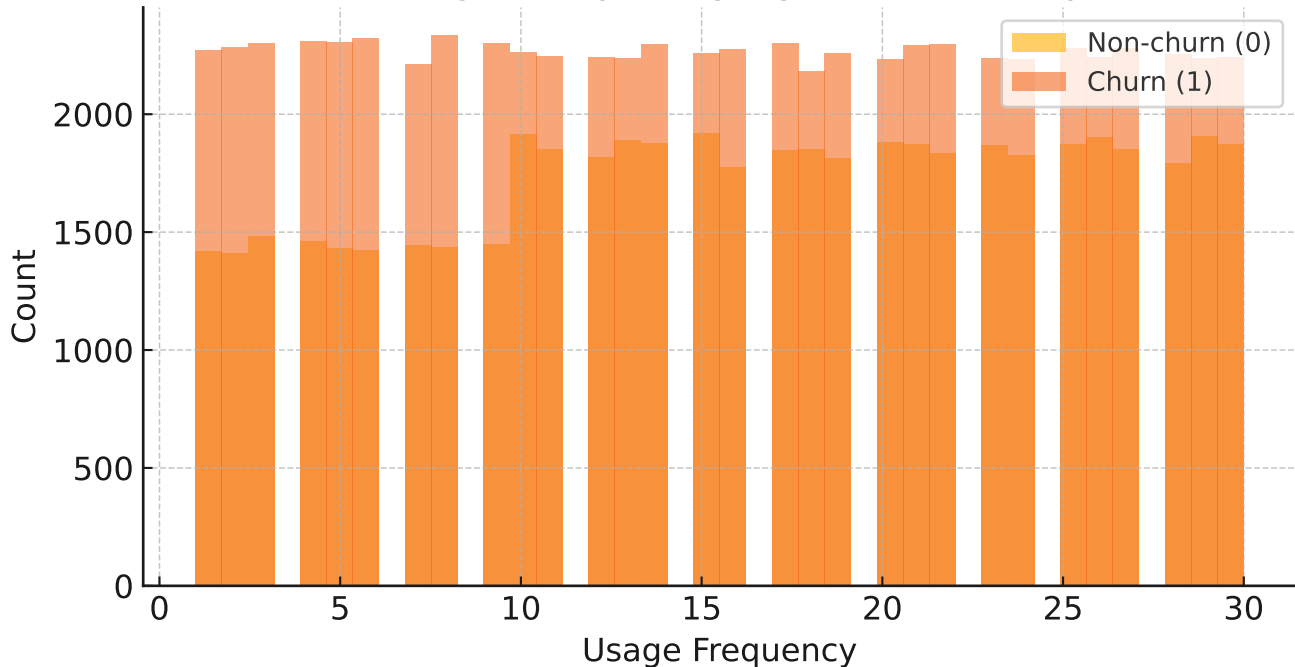Feature Missingness (%)
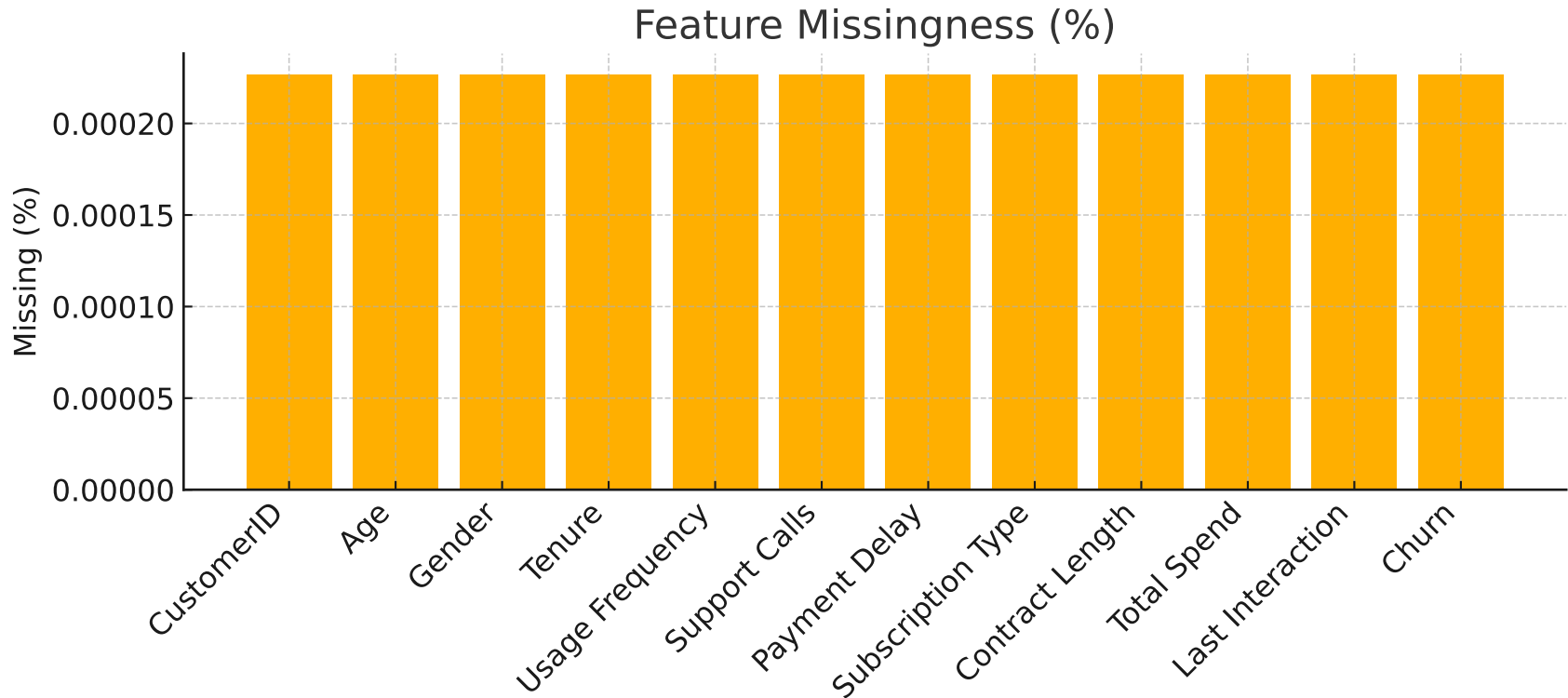
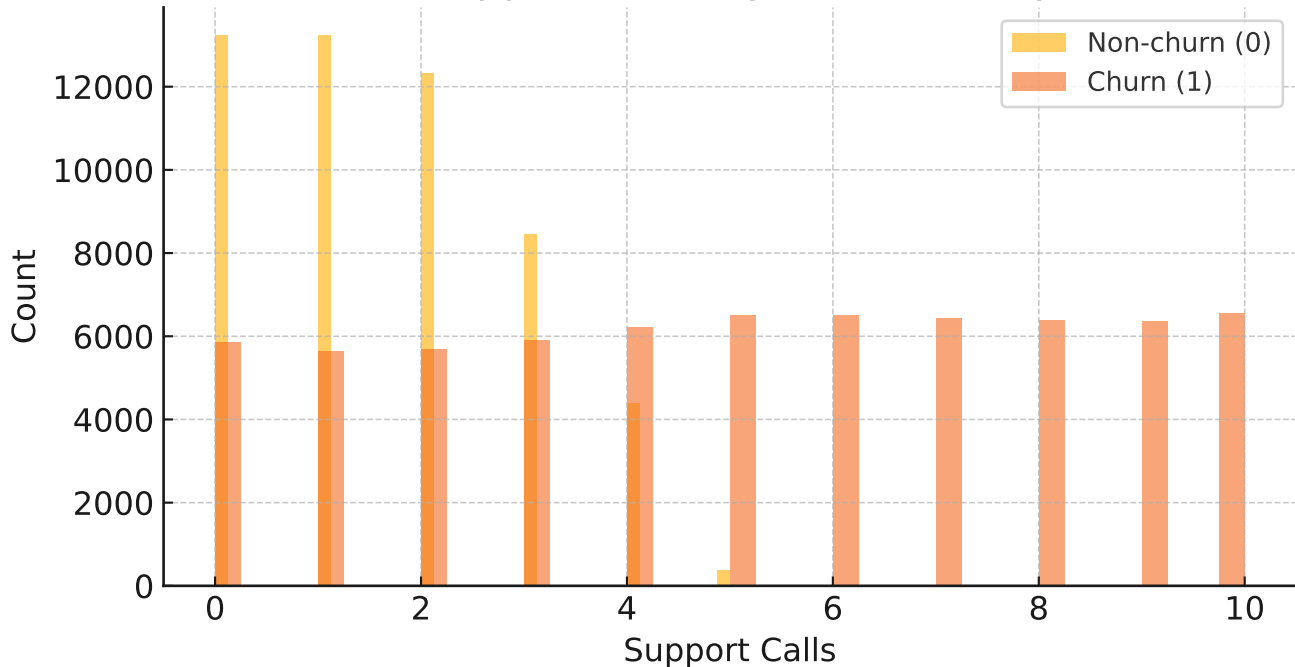Distribution of Tenure by Churn (sample n=120000)
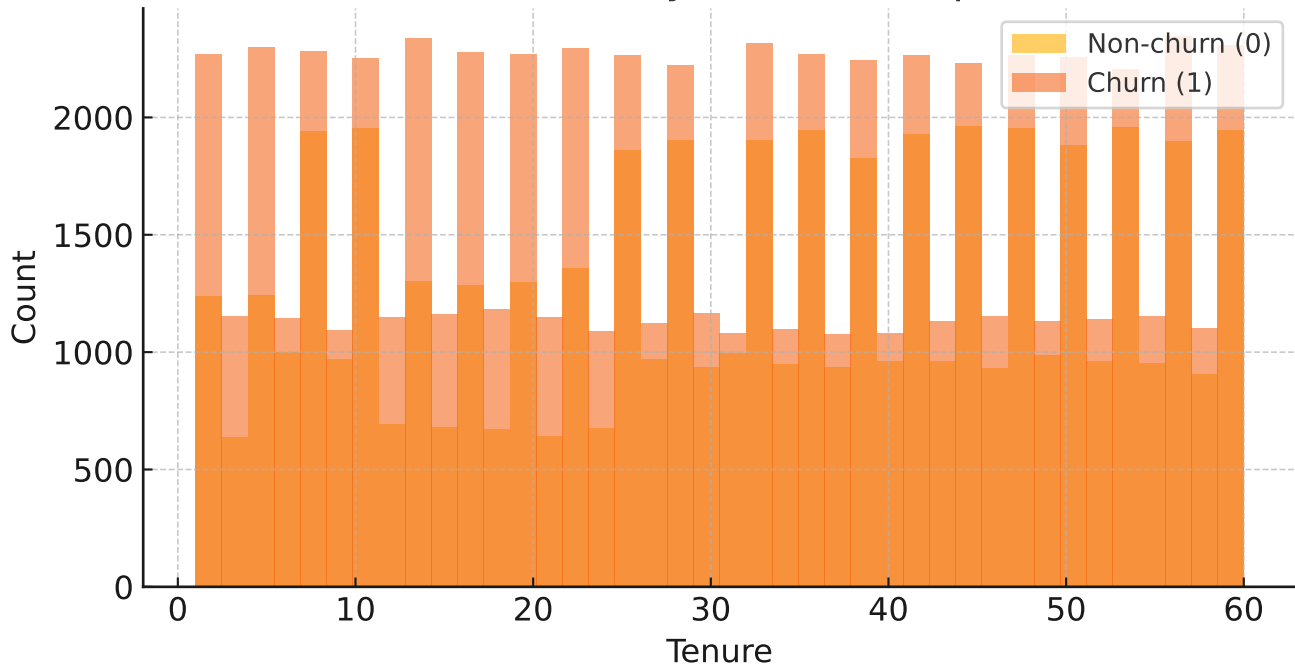
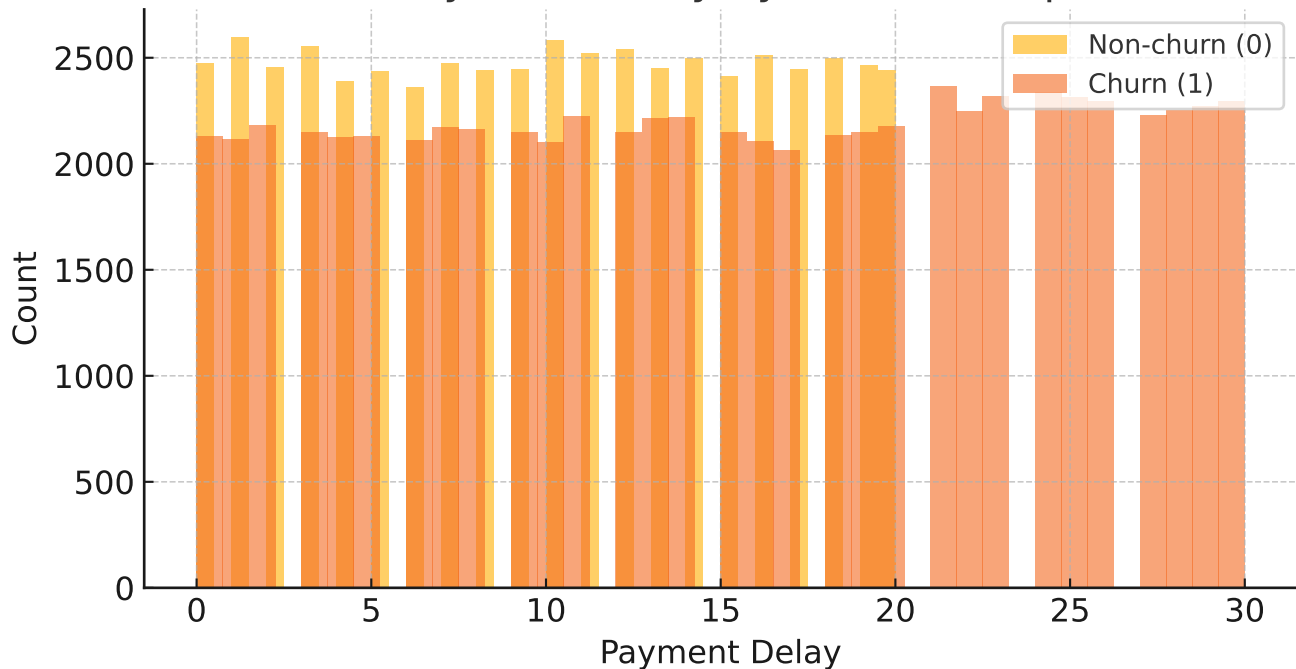Distribution of Total Spend by Churn (sample n=120000)

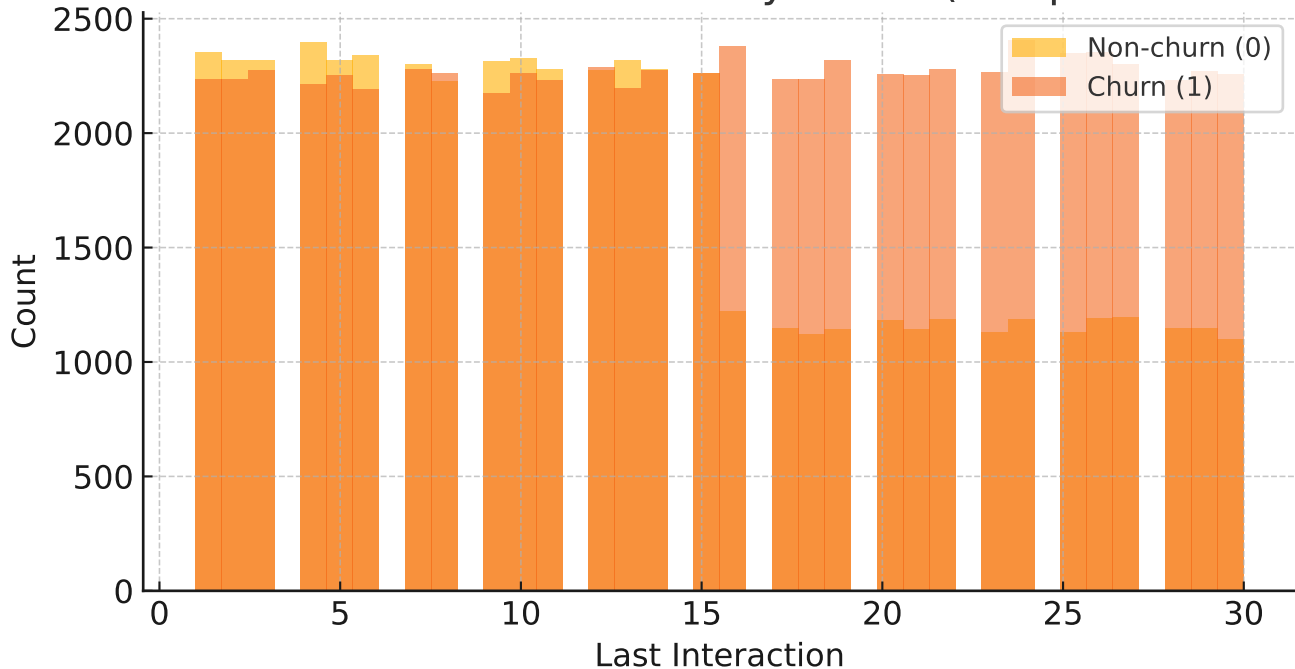Distribution of Usage Frequency by Churn (sample n=12000)

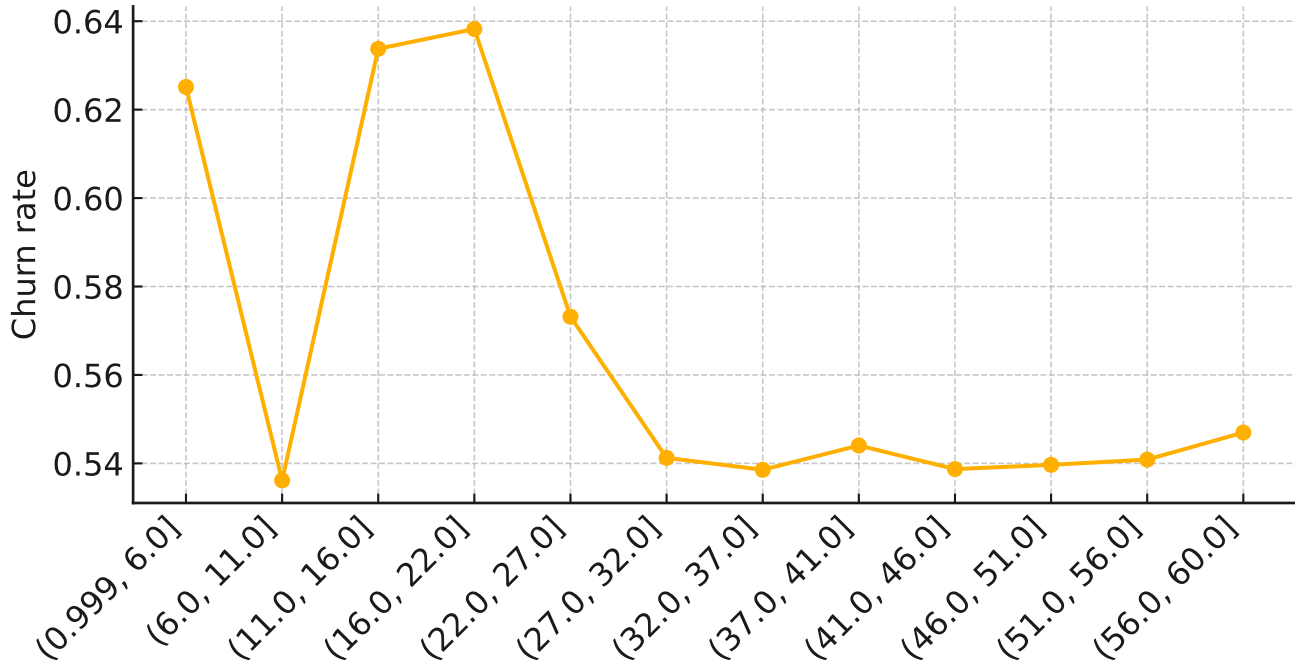Distribution of Support Calls by Churn (sample n=120000)

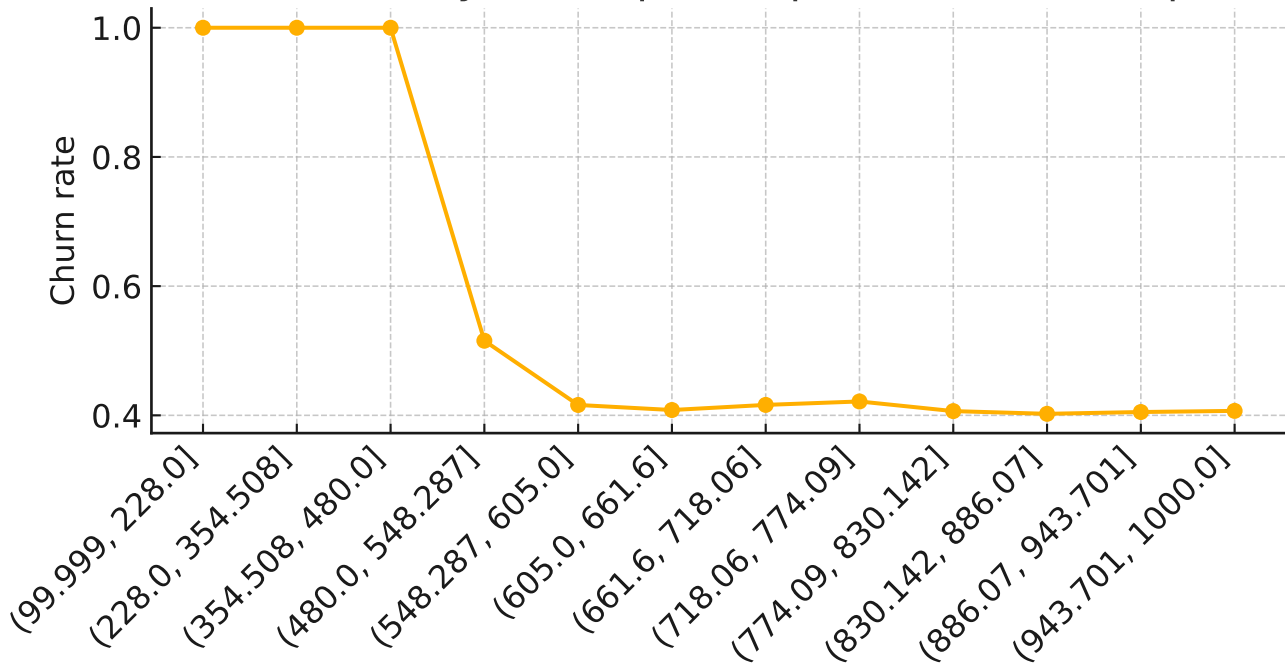Distribution of Payment Delay by Churn (sample n=120000)

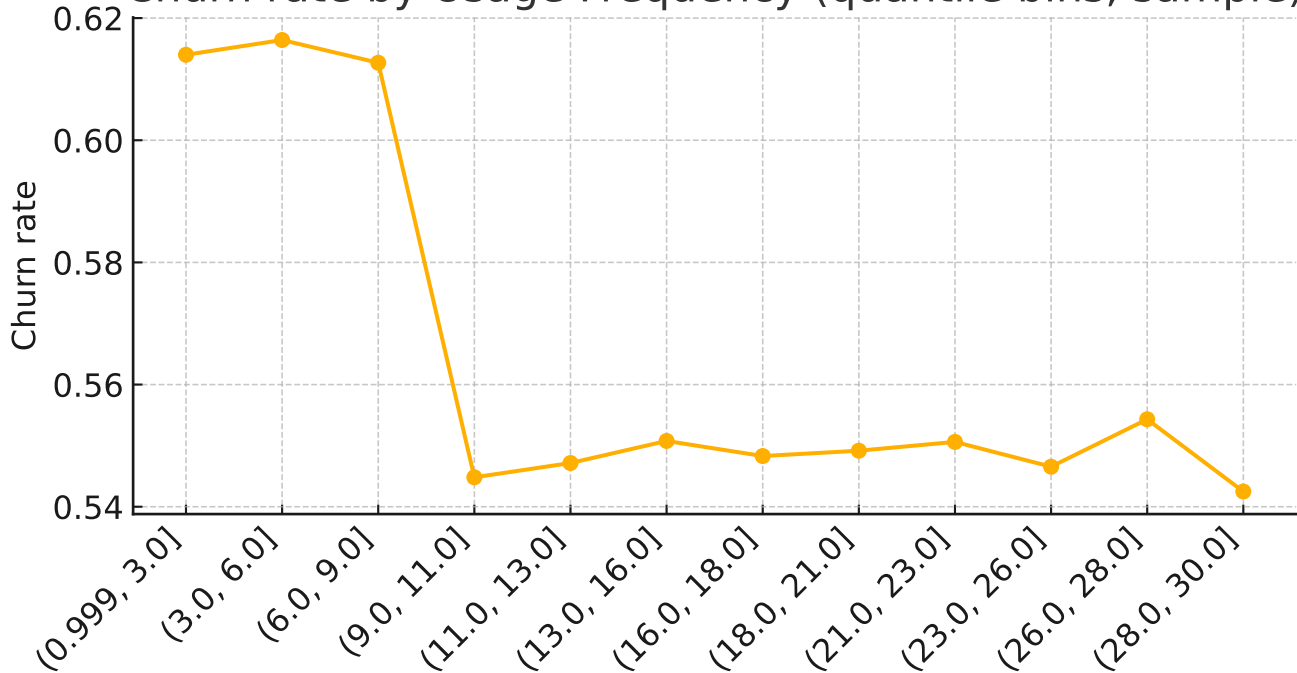Distribution of Last Interaction by Churn (sample n=12000)
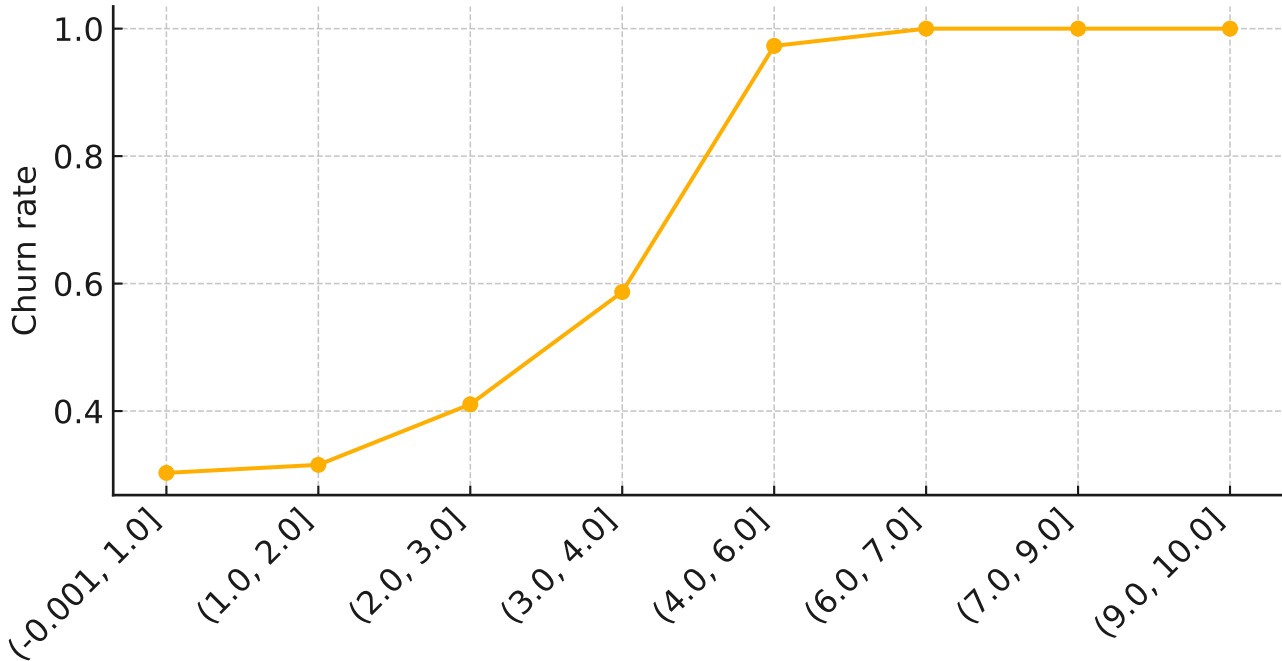
Churn rate by Tenure (quantile bins, sample)

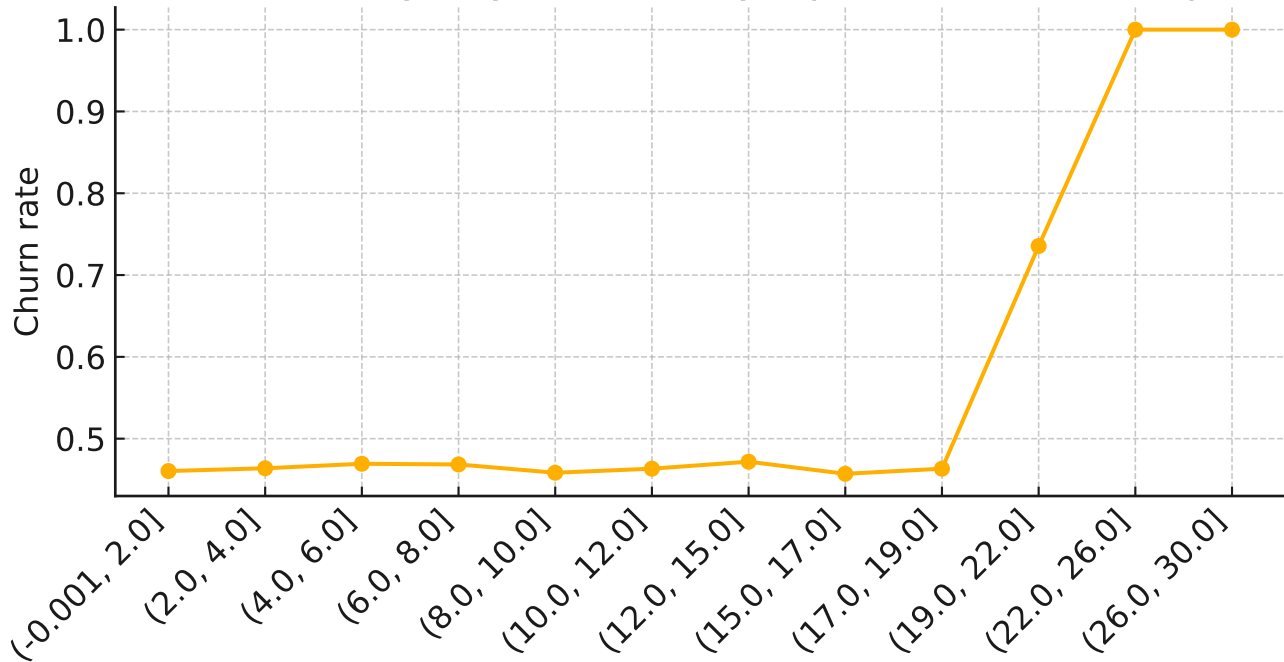Churn rate by Total Spend (quantile bins, sample)

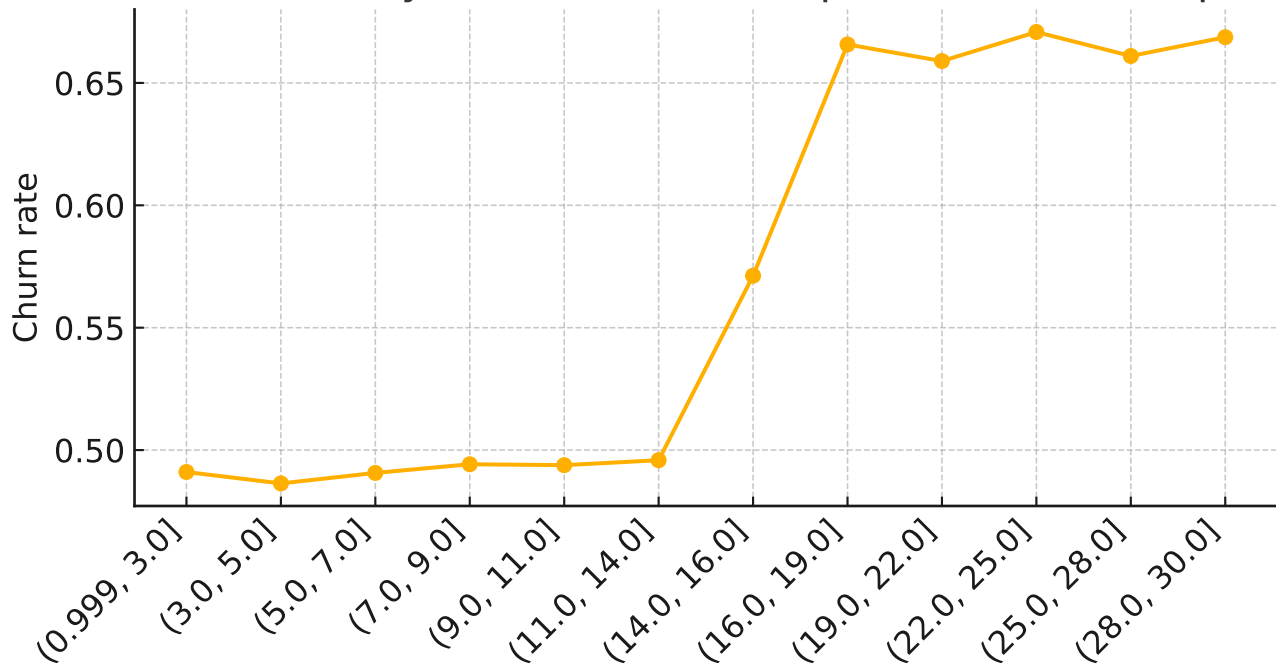Churn rate by Usage Frequency (quantile bins, sample)

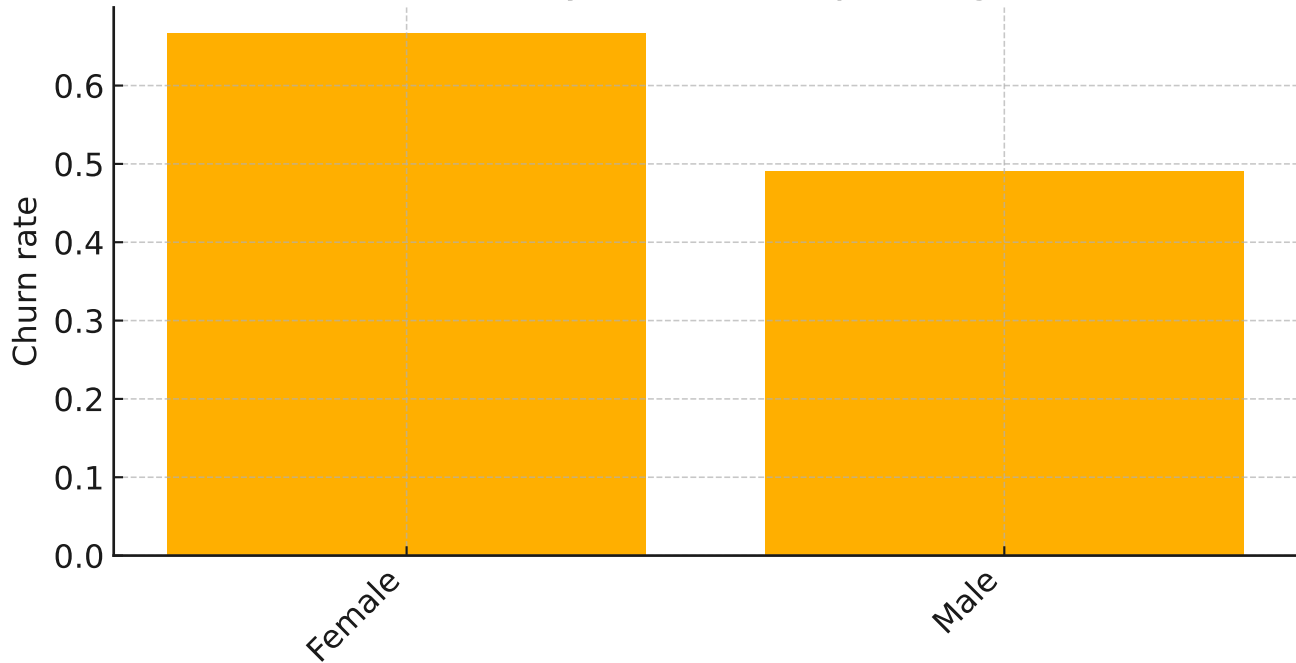Churn rate by Support Calls (quantile bins, sample)

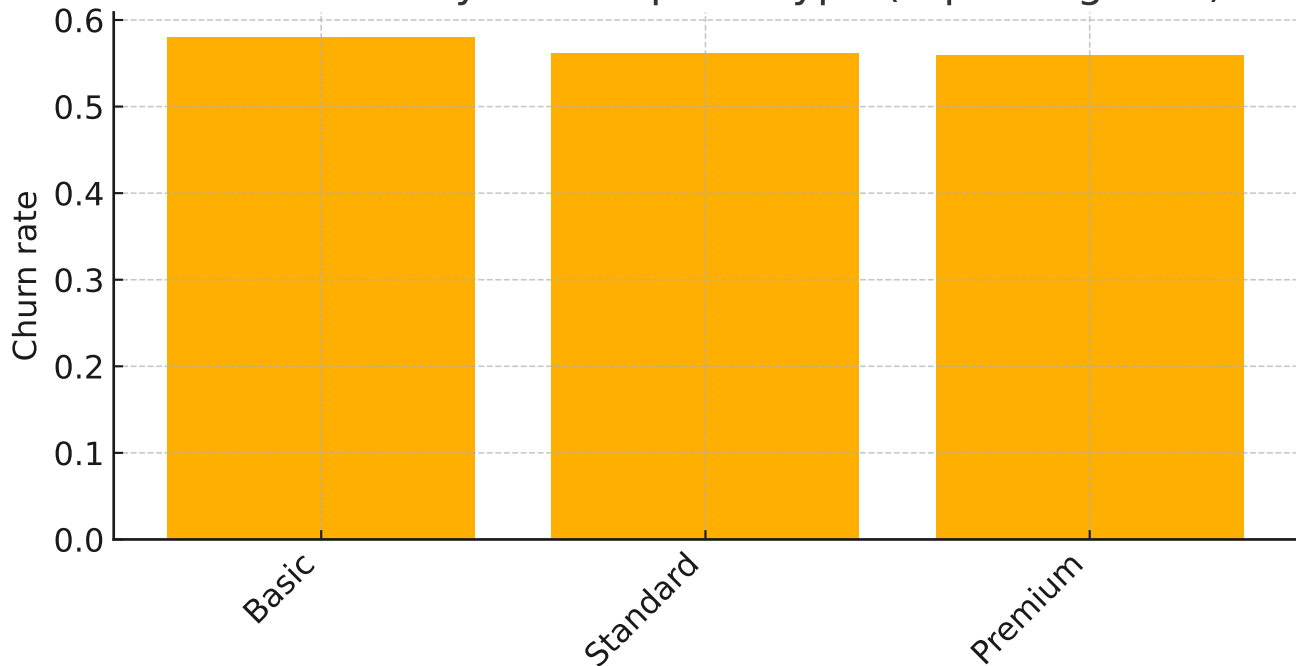Churn rate by Payment Delay (quantile bins, sample)

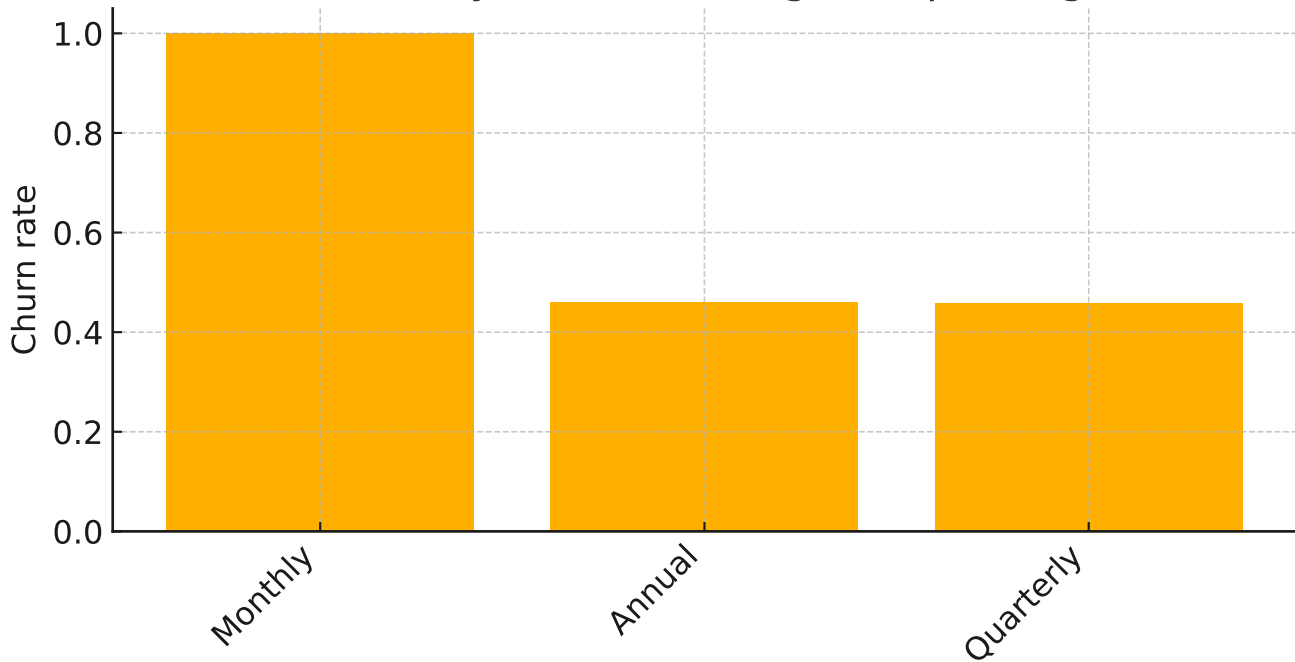Churn rate by Last Interaction (quantile bins, sample)

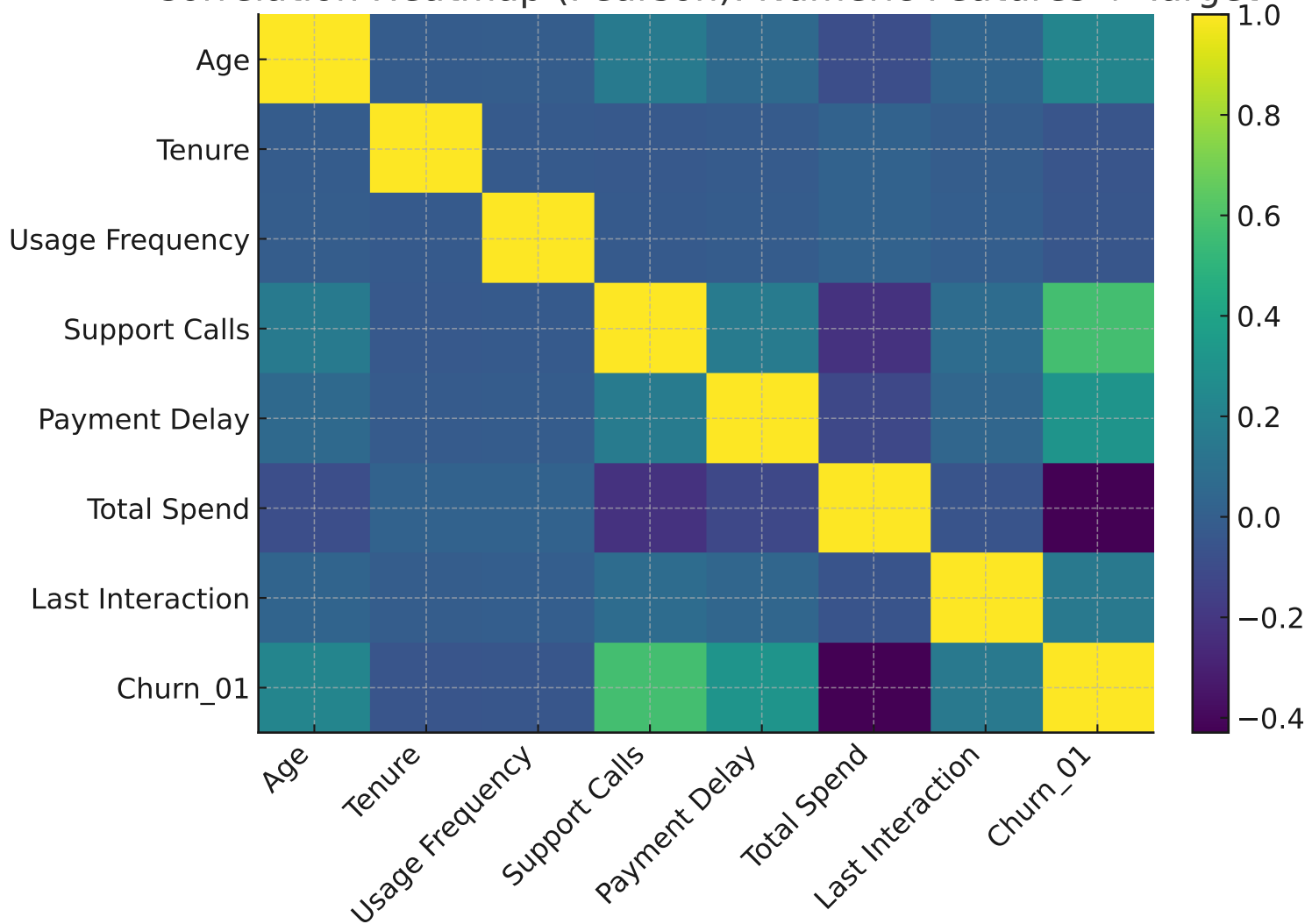Churn rate by Gender (top categories)

Churn rate by Subscription Type (top categories)

Churn rate by Contract Length (top categories)

Correlation Heatmap (Pearson): Numeric Features + Target

Interaction: Churn rate by Support Calls × Payment Delay (sample)