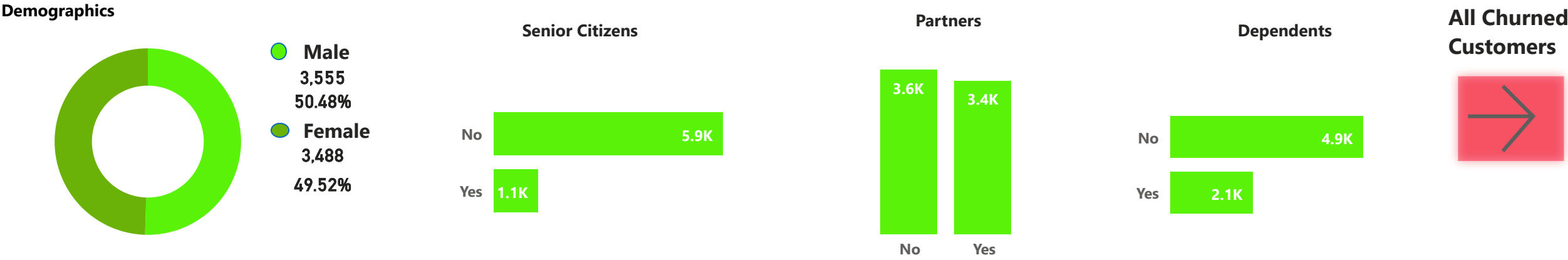


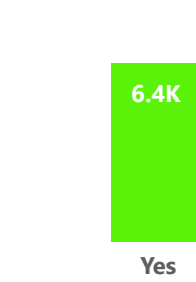
All Customer Profile

7043

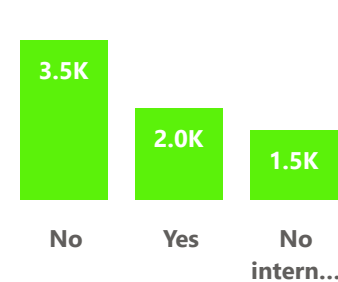


Phone Services

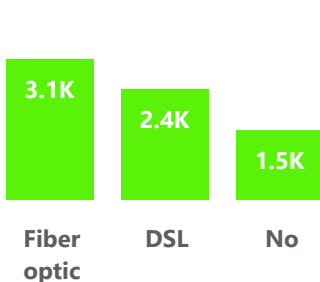
Phone Service



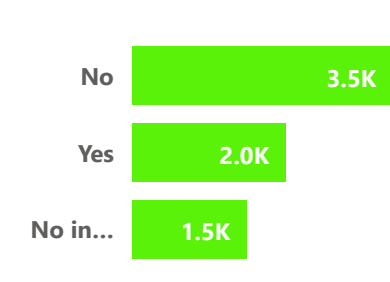
Online Security



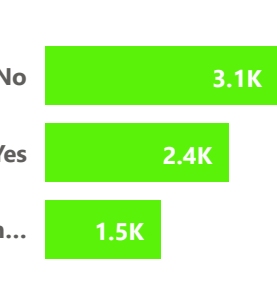
Internet Service



Tech Support

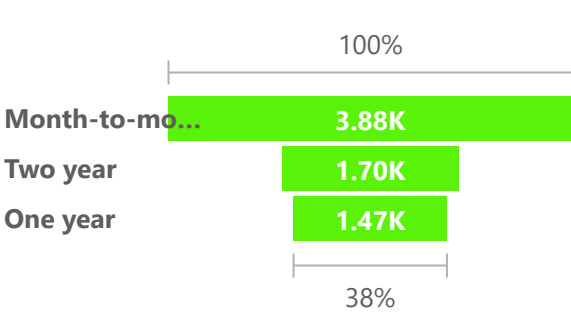


Online Backup

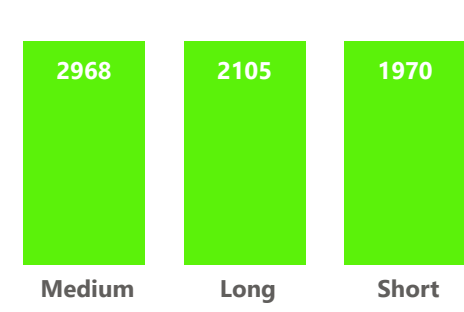


Contract

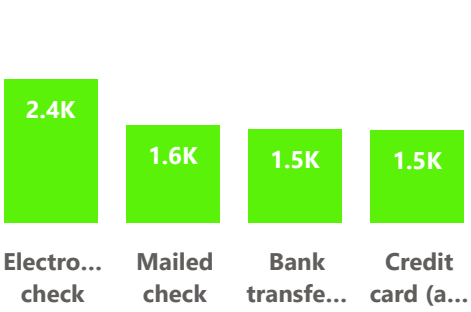
Contract



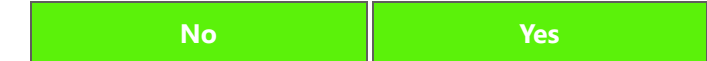
Tenure



Payment Method



Partner



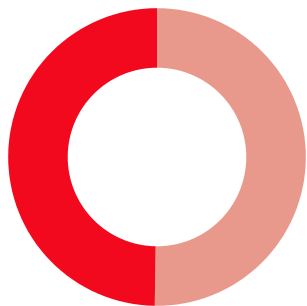
Tenure Status



All Churned Customer Profile

1869

Demographics



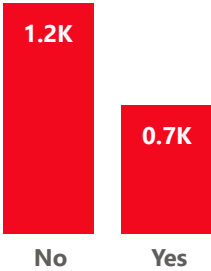
Male
930
49.76%

Female
939
50.24%

Senior Citizens



Partners



Dependents



All Customers

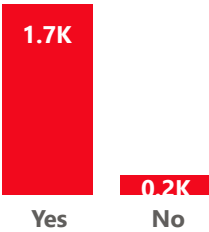


Churned details

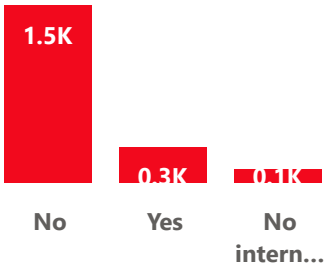


Phone Services

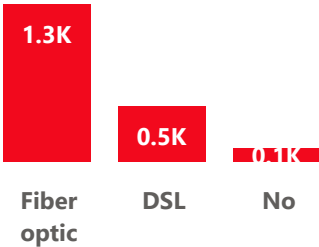
Phone Service



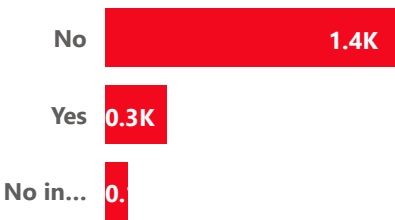
Online Security



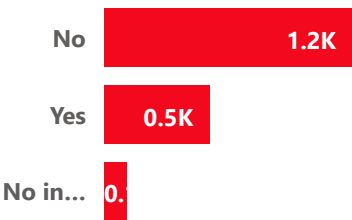
Internet Service



Tech Support

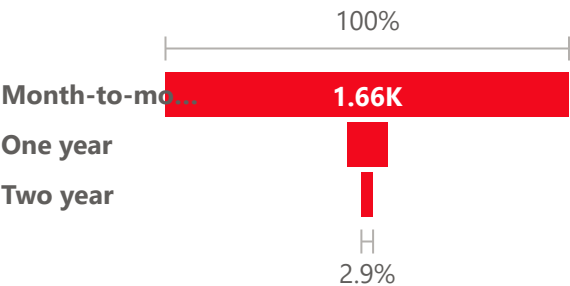


Online Backup

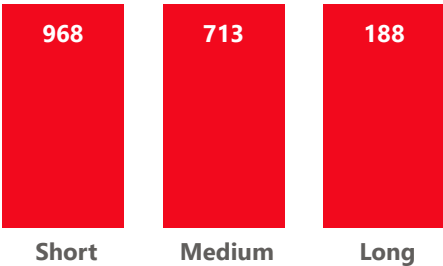


Contract

Contract



Tenure



Payment Method



Partner



Tenure Status



Churned Customer Details

Customer ID-

All

All Customers

Personal details

ID : 0004-TLHLJ

Gender: Female

Senior Citizen: No

Phone Services

Phone Service: No

Internet Service: DSL

Tech Support: No

Online Backup: No

Device Protection: No

Other Details

Partner: No

Dependent: No

Recommendations

1. Customers **other than Senior citizens** tend to churn more than others.
2. Customers **coming under partner category** churn more.
3. Those customers **not having online security** turn to churn.
4. Both customers those **who are not having tech support & Online backup** churn more . Among that customers **not having tech support churn majorly** than those who are not having online backup.
5. **Need to track customers having Month to month contract** as massive amount of such customers churned.
6. Customers coming under category of **short contract that is 0-10 months** churned rapidly.
7. Customers opting **electronic check payment method** churned faster than others.

Tenure Details

Contract: Month-to-month

Type: Long

Tenure: 34K

Payment Method: Bank transfer (automatic)