

InternetService

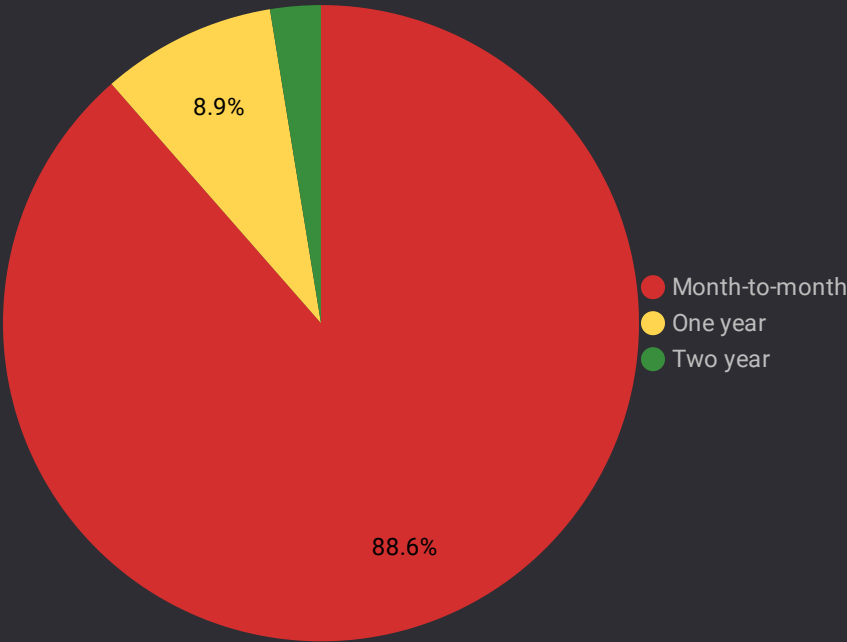
Contract

Churn Rate Heatmap by Internet Type and Contract

	InternetService	Contract	Churn_Rate
1.	Fiber optic	Month-to-month	0.55
2.	DSL	Month-to-month	0.32
3.	Fiber optic	One year	0.19
4.	No	Month-to-month	0.19
5.	DSL	One year	0.09
6.	Fiber optic	Two year	0.07
7.	No	One year	0.02
8.	DSL	Two year	0.02
9.	No	Two year	0.01

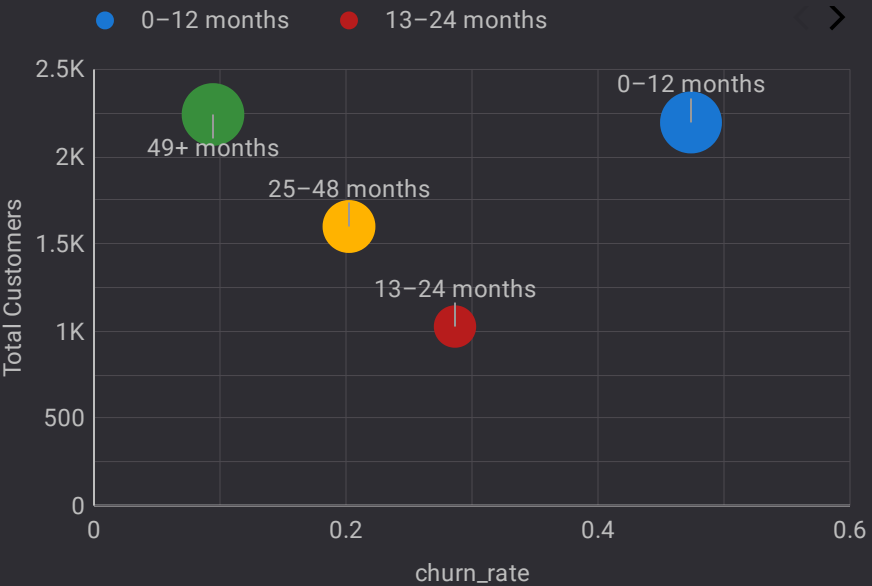
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Churn Distribution by Contract Type



Insight: While Month-to-Month users account for only 55% of the total base, they contribute to nearly 89% of churn. This suggests that offering incentives to move users to longer-term contracts (1 or 2 years) may significantly reduce churn.

Bubble chart showing churn rate across tenure groups, scaled by customer volume



Total Customers by Contract Type

