

PwC Customers Churn Analysis

User Control Panel

Filter by Contract

Month-to-month

One year

■ Two year

Filter by Payment Method

Bank transfer (automatic)

Credit card (automatic)

Electronic check

Mailed check

Filter by Gender

Female

Male

Filter by Internet
Service

☐ DSL

Fiber optic

☐ No

Metrics

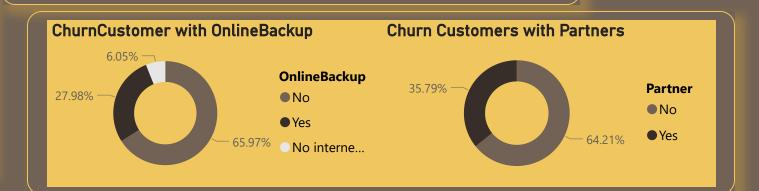
Churn Rate Revenue Avg Tenure of Churned Customers

26.54% 16.06M 17.98

Total Customers Long Term Customers New Customers

7043 3402

1970



customerID	gender	Senior Citizen	tenure	Monthly Charges	TotalCharges	DevicePr otection			MultipleLines	Partner	TechSu pport	Phone Service		Streaming TV	Paperless Billing	PaymentMethod •
0002-ORFBO	Female	0	9	65.60	593.30	No	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	Mailed check
0003-MKNFE	Male	0	9	59.90	542.40	No	No	No	Yes	No	No	Yes	Yes	No	No	Mailed check
0004-TLHLJ	Male	0	4	73.90	280.85	Yes	No	No	No	No	No	Yes	No	No	Yes	Electronic check
0011-IGKFF	Male	1	13	98.00	1,237.85	Yes	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes	Electronic check
0013-EXCHZ	Female	1	3	83.90	267.40	No	No	No	No	Yes	Yes	Yes	No	Yes	Yes	Mailed check
0013-MHZWF	Female	0	9	69.40	571.45	No	No	No	No	No	Yes	Yes	Yes	Yes	Yes	Credit card (automatic)
0013-SMEOE	Female	1	71	109.70	7,904.25	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Bank transfer (automatic)