

## CUSTOMER CHURN ANALYSIS

7043

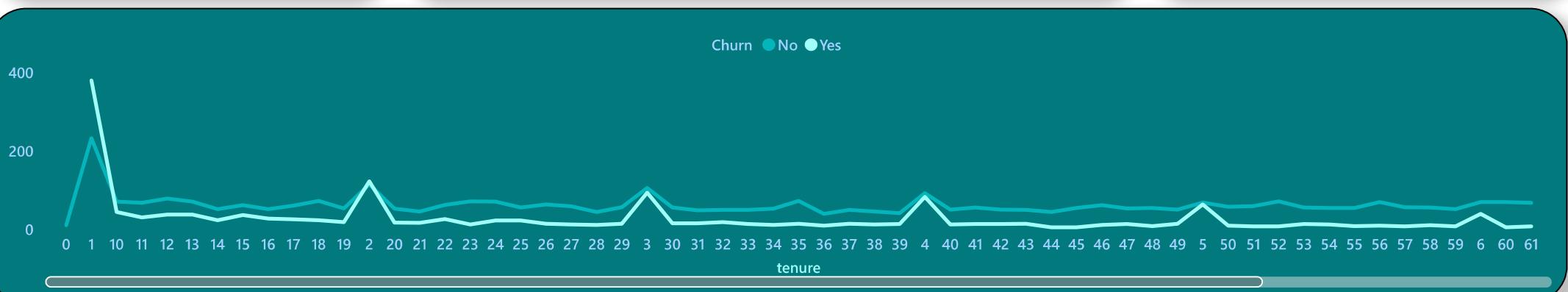
No. of Customers

1869

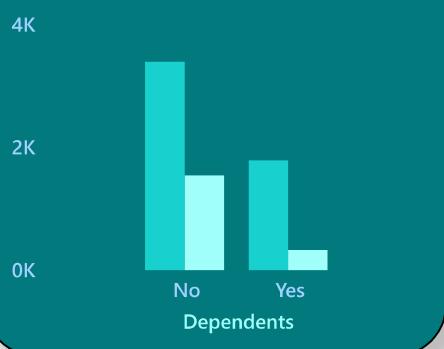
No. of customers who have left the services

26.54

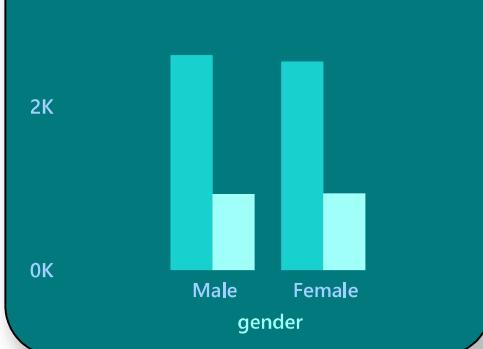
Churn rate



Churn ● No ● Yes



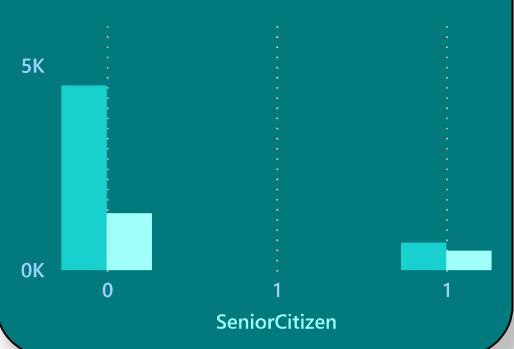
Churn ● No ● Yes



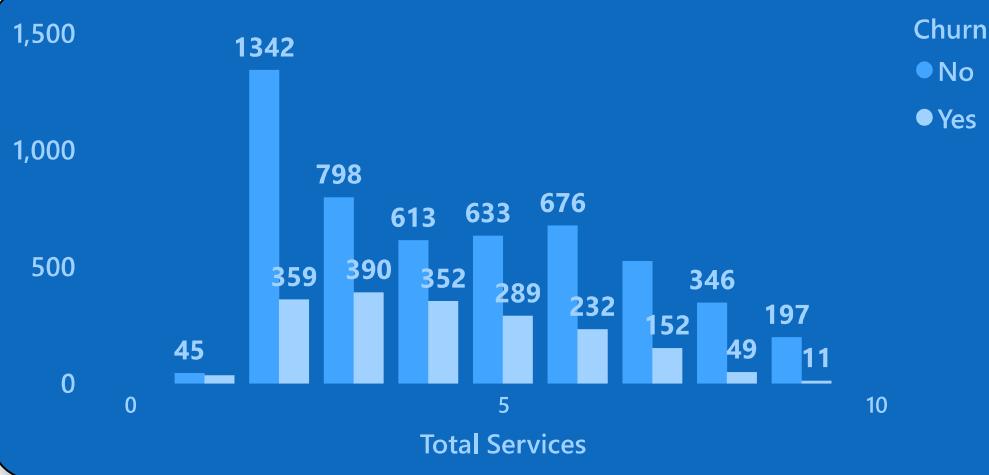
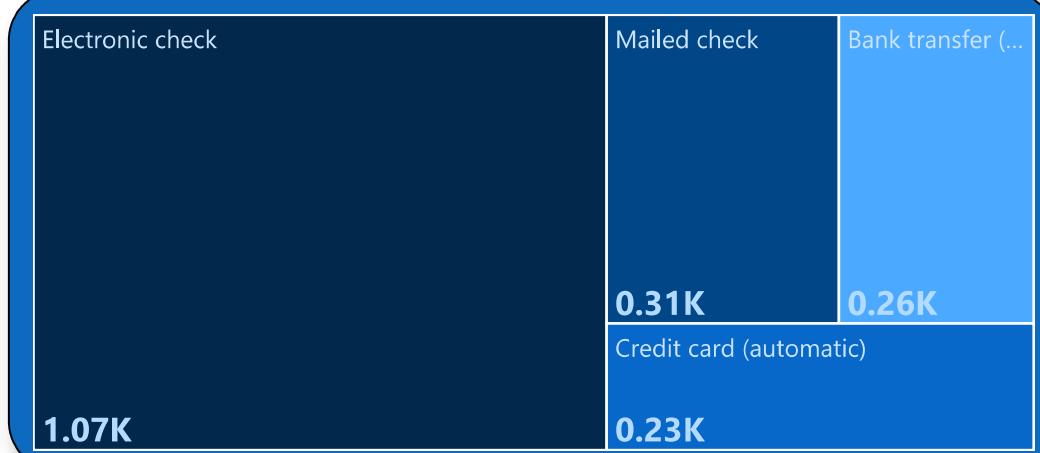
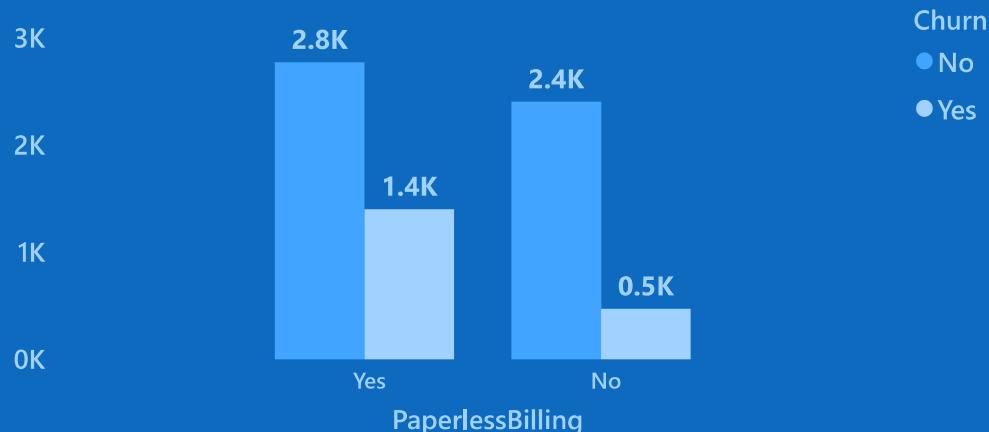
Churn ● No ● Yes



Churn ● No ● Yes



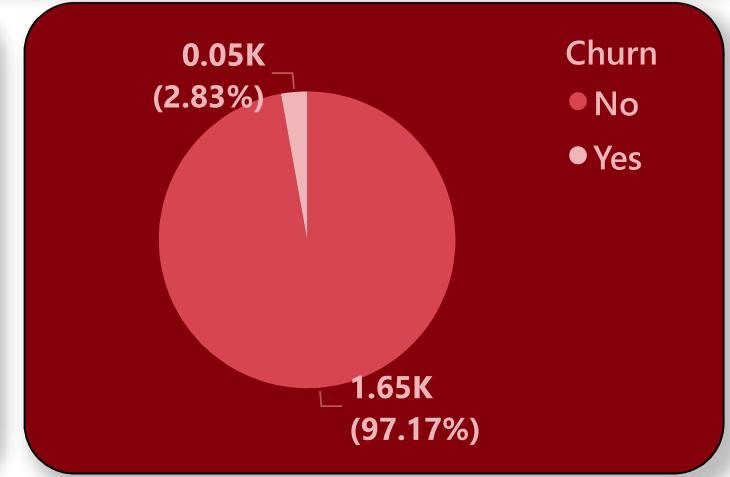
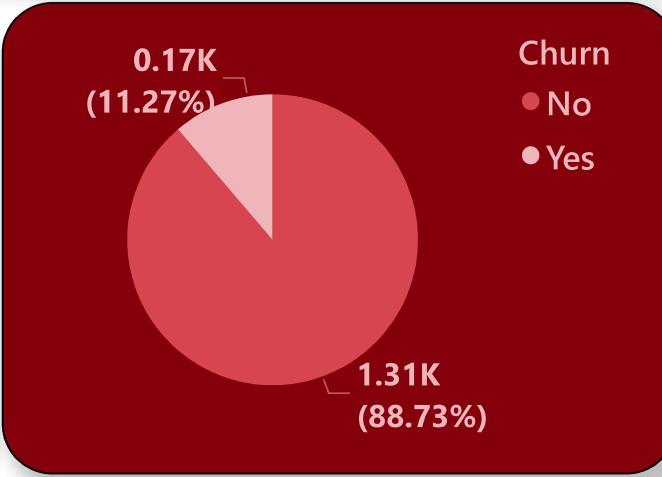
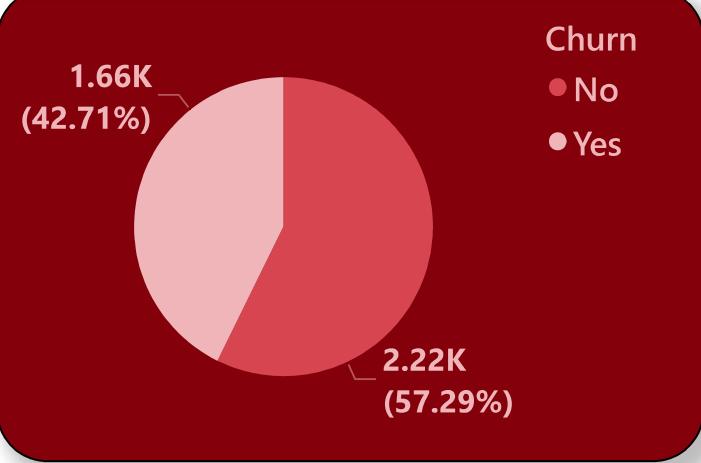
# CHURN ANALYSIS ON THE BASIS OF MODE OF PAYMENT



**456.12K**  
Sum of MonthlyCharges

**16.06M**  
Sum of TotalCharges

## CHURN ANALYSIS ON THE BASIS OF CONTRACT TENURE



Month-to-month

1.66K

One year

0.17K  
Two year  
0.05K

## CHURN ANALYSIS ON THE BASIS OF PHONE SERVICE & MULTIPLE LINES SERVICES

### Gender

Female

Male

### Contract

Month-to-m...

One year

Two year

### Dependents

No

Yes

### Partner

No

Yes

**6361**

Phone Service Churn Count

**2971**

Multiple Lines Churn Count

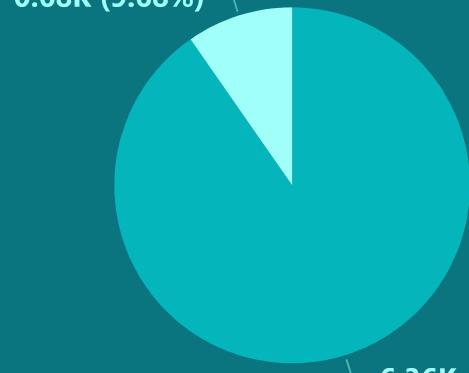
**90.32**

Phone Service Churn Rate

**38.79**

Multiple Lines Churn Rate

0.68K (9.68%)

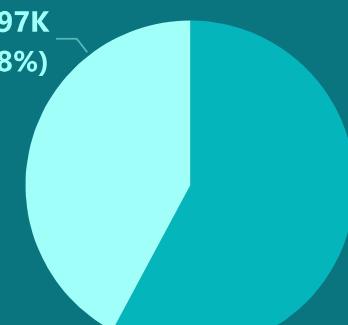


Phone Service Churn

●1

●0

2.97K  
(42.18%)



Multiple Lines

●0

●1

## CHURN ANALYSIS ON THE BASIS OF INTERNET & ONLINE SECURITY SERVICES

Gender



**5517**

Internet Churn Count

**3545**

Online Security Churn Count

Contract



**78.33**

Internet Churn Rate

**50.33**

Online Security Churn Rate

Dependents

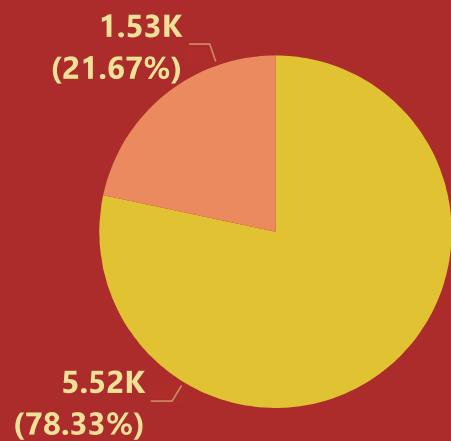


Partner



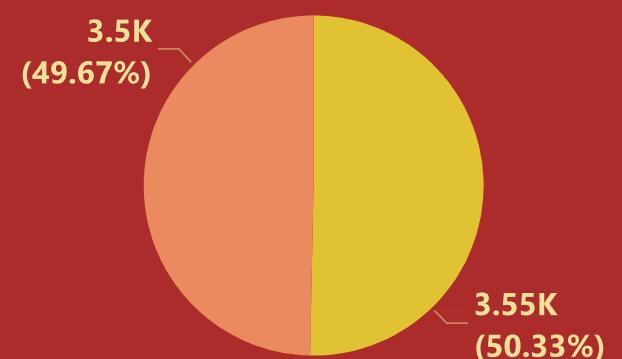
Internet

- 1
- 0



OnlineSecurity

- 1
- 0



## CHURN ANALYSIS ON THE BASIS OF ONLINE BACKUP & DEVICE PROTECTION SERVICES

Gender

Female

Male

**2429**

Online Backup Churn Count

**2422**

Device Protection Churn Count

Contract

Month-to-m...

One year

Two year

**34.49**

Online Backup Churn Rate

**34.39**

Device Protection Churn Rate

Dependents

No

Yes

OnlineBackup

● 0

● 1

2.43K  
(34.49%)

4.61K (65.51%)

Partner

No

Yes

DeviceProtection

● 0

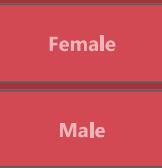
● 1

2.42K  
(34.39%)

4.62K  
(65.61%)

# CHURN ANALYSIS ON THE BASIS OF TECH SUPPORT & STREAMING TV SERVICES

Gender



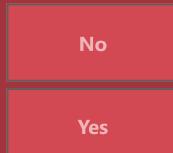
Contract



Dependents



Partner



**2044**

Tech Support Churn Count

**2707**

Streaming TV Churn Count

**29.02**

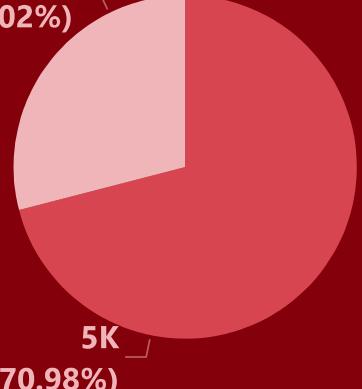
Tech Support Churn Rate

**38.44**

Streaming TV Churn Rate

2.04K  
(29.02%)

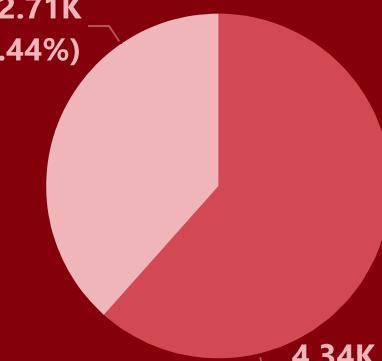
TechSupport  
● 0  
● 1



2.71K  
(38.44%)

StreamingTV  
● 0  
● 1

4.34K  
(61.56%)



## CHURN ANALYSIS ON THE BASIS OF TECH SUPPORT & STREAMING TV SERVICES

Gender

Female

Male

2732

Streaming Movies Churn Count

Contract

Month-to-mo...

One year

Two year

38.79

Streaming Movies Churn Rate

Dependents

No

Yes

StreamingMovies

● 0

● 1

2.73K (38.79%)

4.31K (61.21%)

Partner

No

Yes

