

7032

Total Customers

26.58

Churn Rate

1869

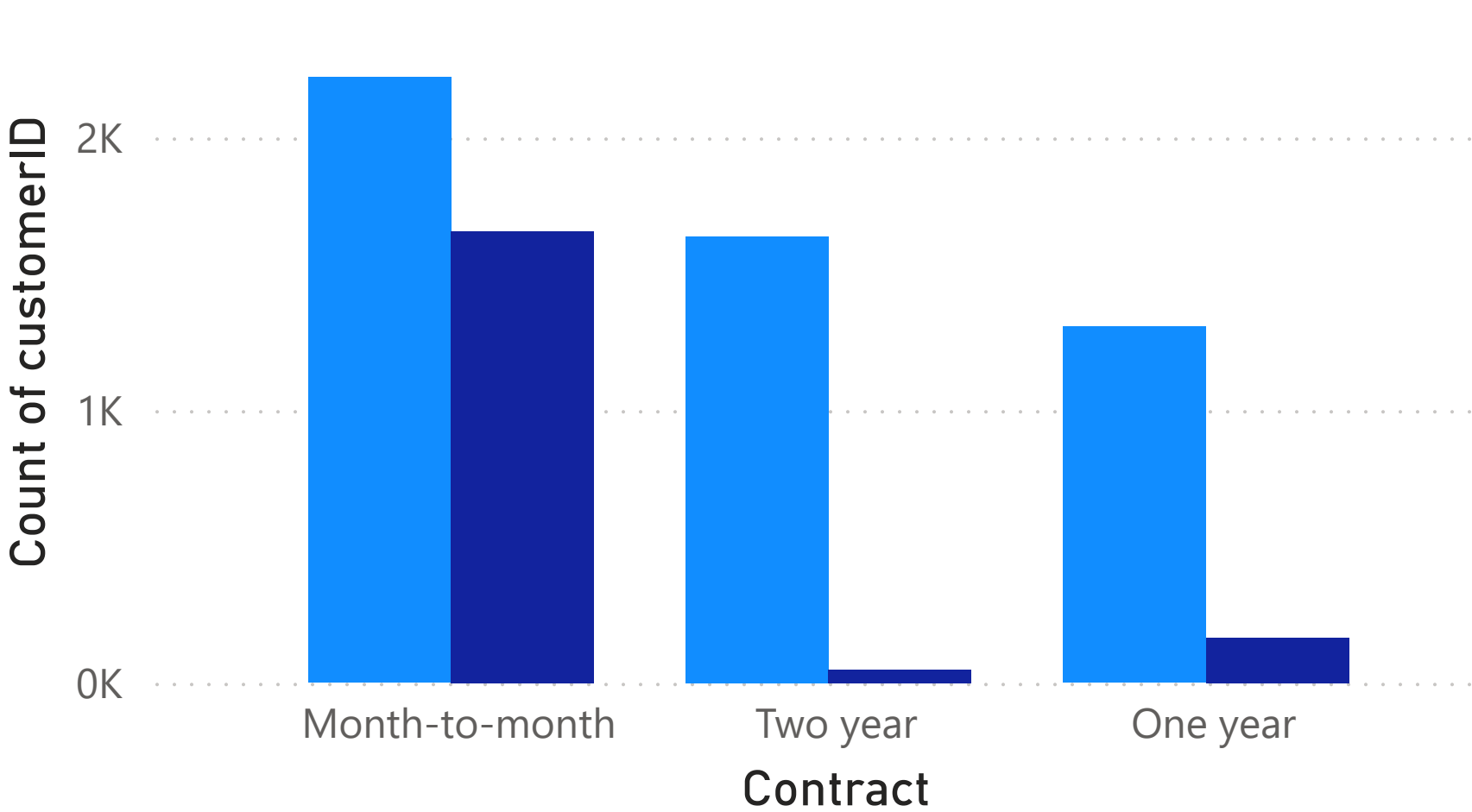
Churned Customers

Key Insights

- Month-to-Month contracts have the highest churn rates.
- New customers (<12 months tenure) are most likely to churn.
- Customers with higher Monthly Charges churn more frequently.

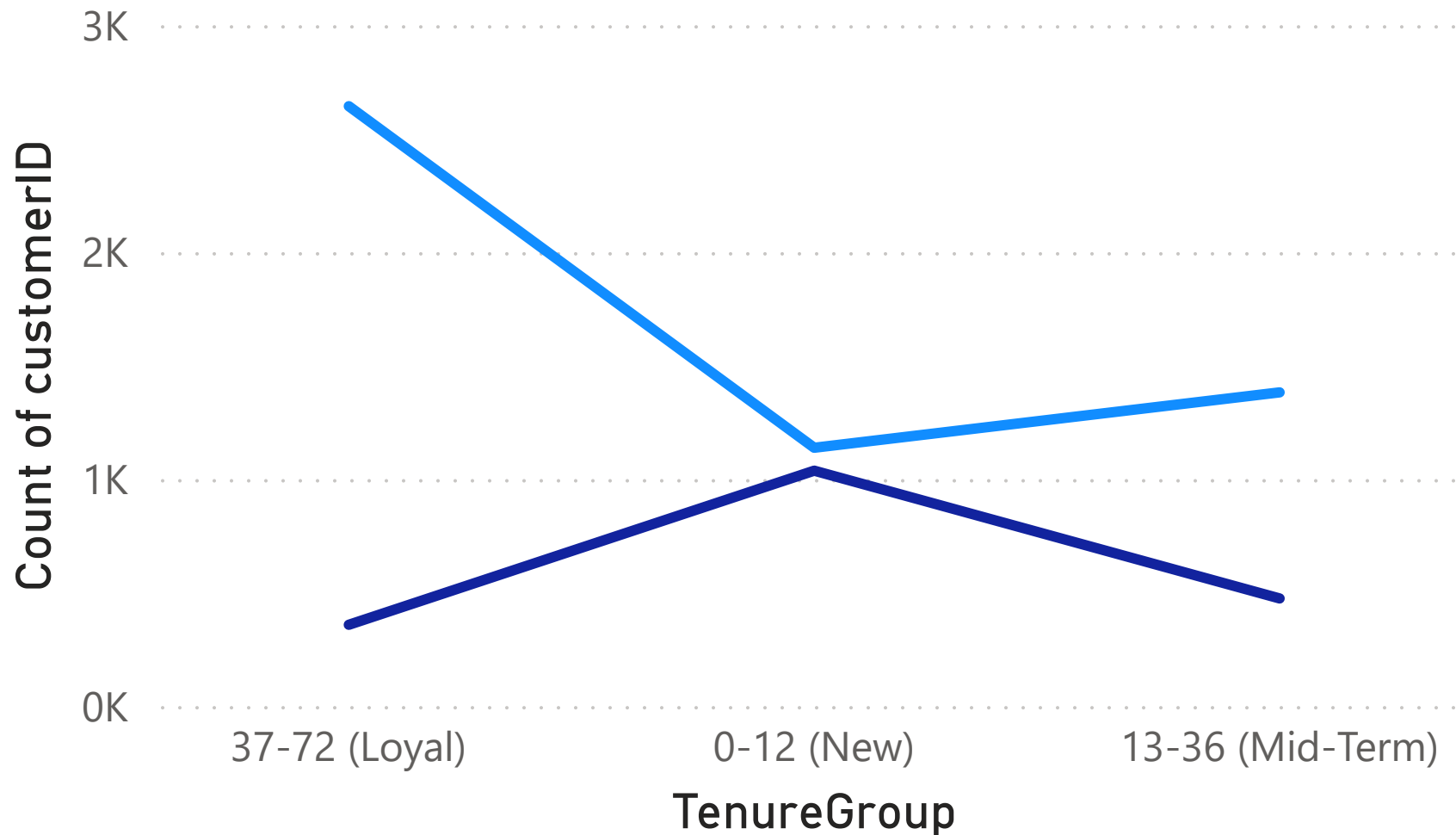
Count of customerID by Contract and Churn

Churn ● No ● Yes



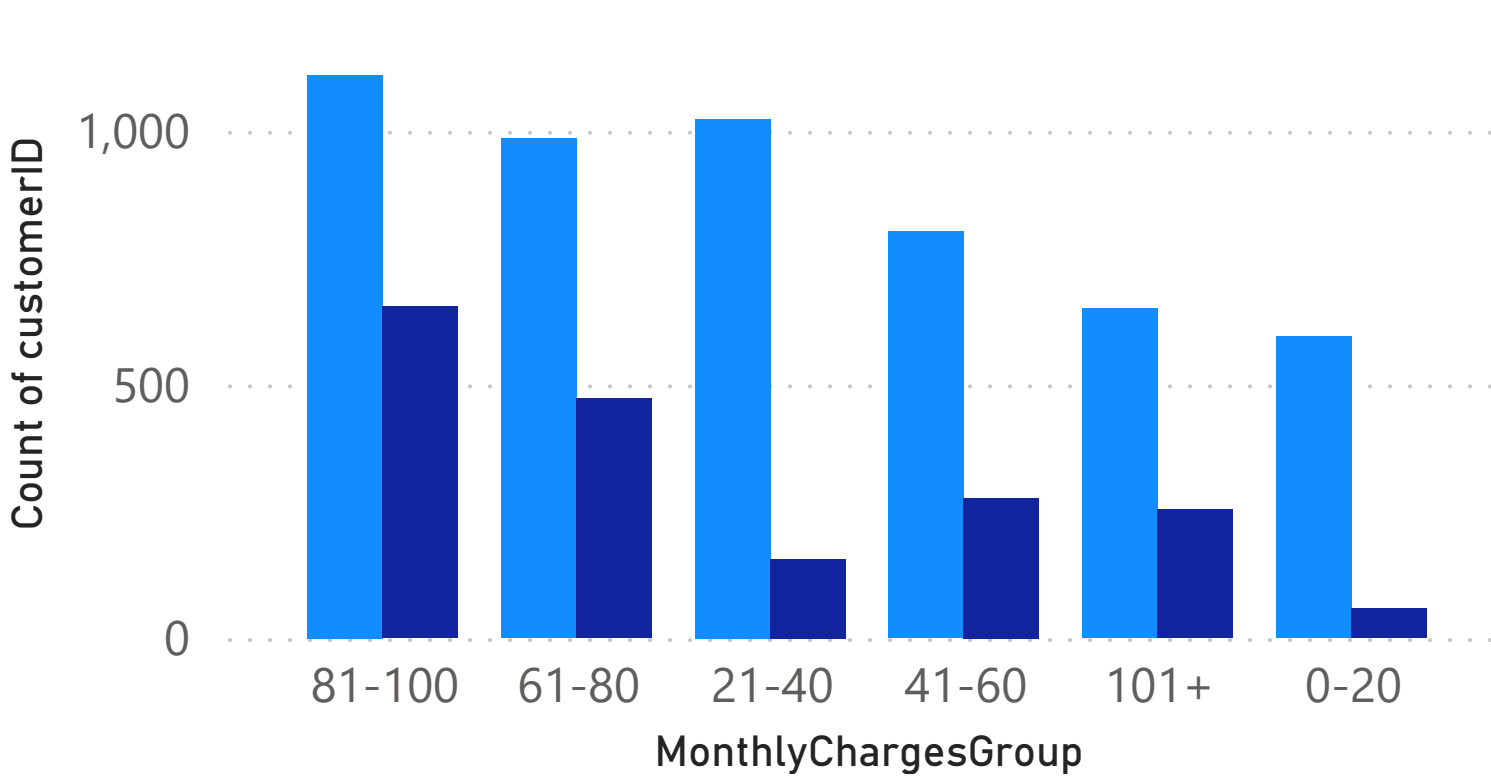
Count of customerID by TenureGroup and Churn

Churn ● No ● Yes

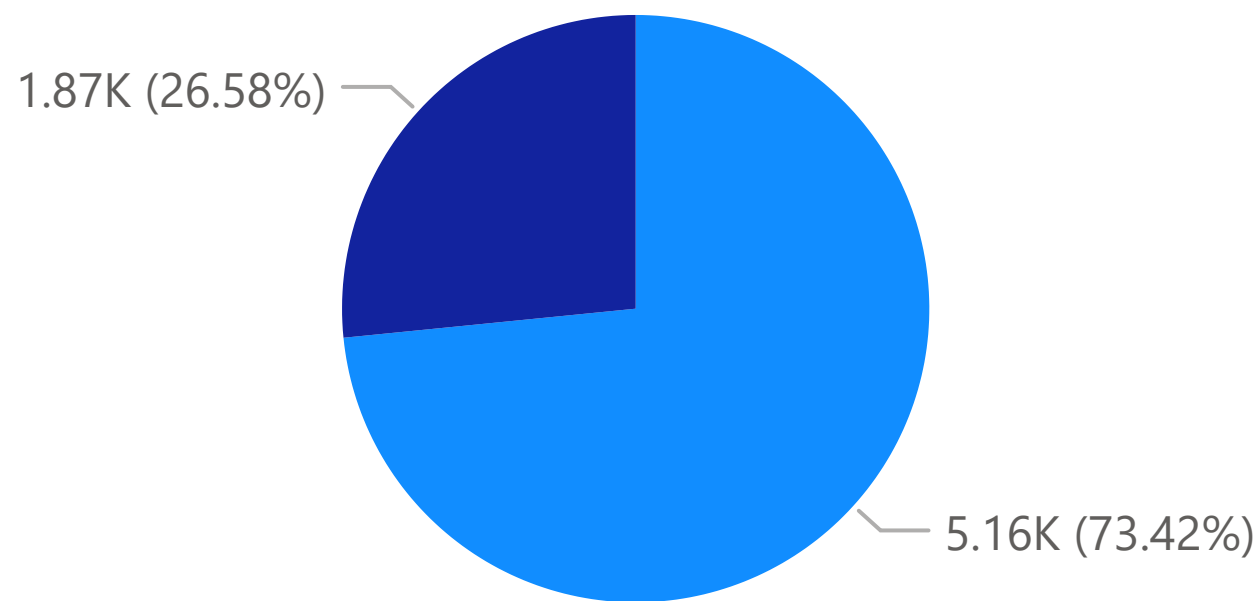


Count of customerID by MonthlyChargesGroup and Churn

Churn ● No ● Yes

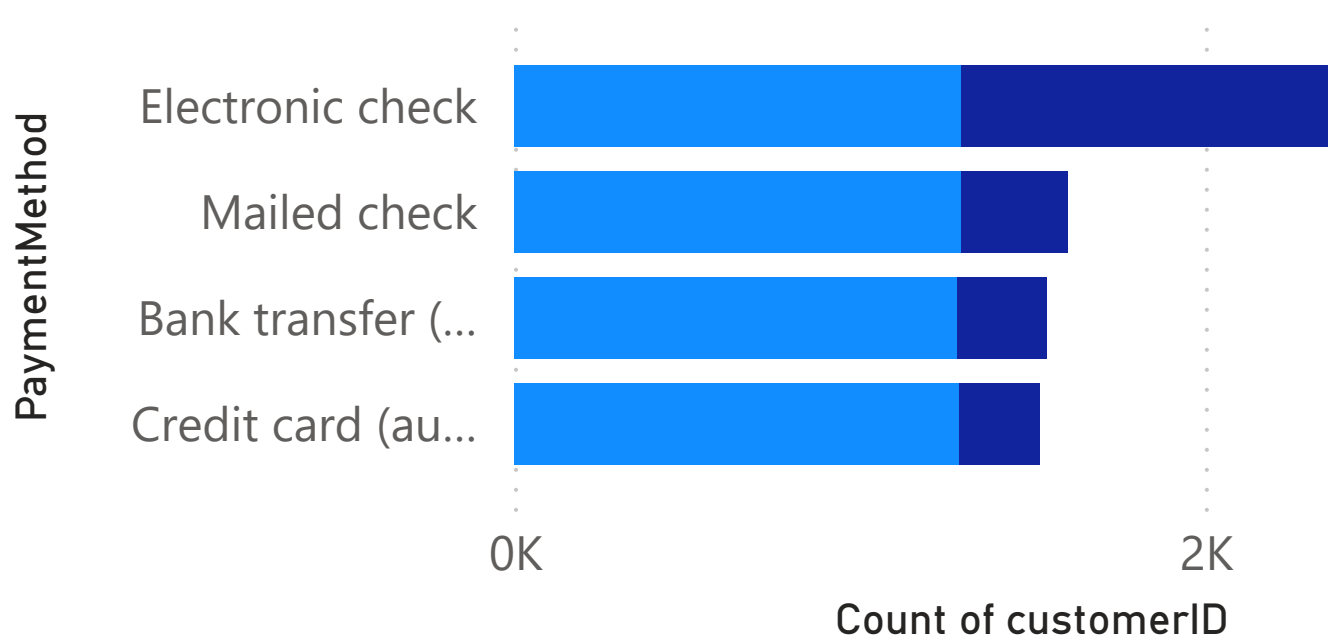


Count of gender by Churn



Count of customerID by PaymentMethod and Churn

Churn ● No ● Yes



PaymentMethod

- ☐ Bank transfer (automatic)
- ☐ Credit card (automatic)
- ☐ Electronic check

InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year