

Overview

Total Customers

7043

Churned Customers

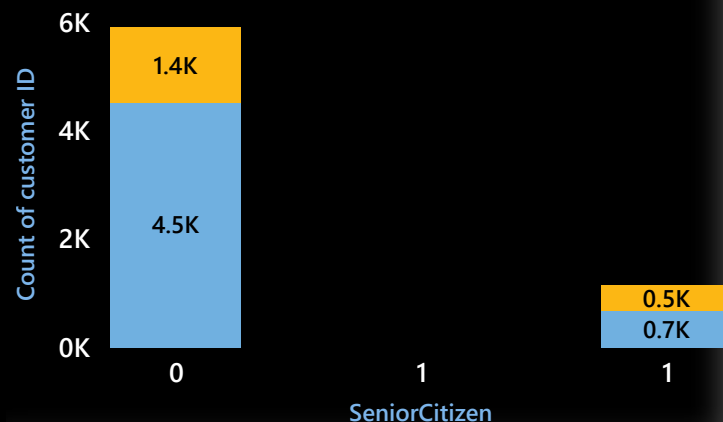
1869

Churn Rate

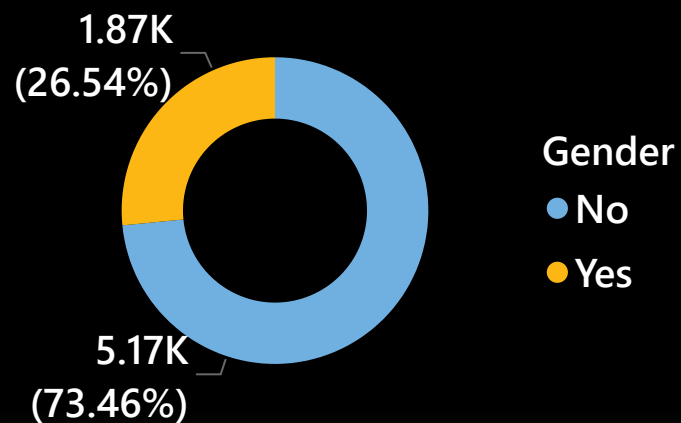
26.54%

Churn by Senior Citizen and Churn

Churn ● No ● Yes

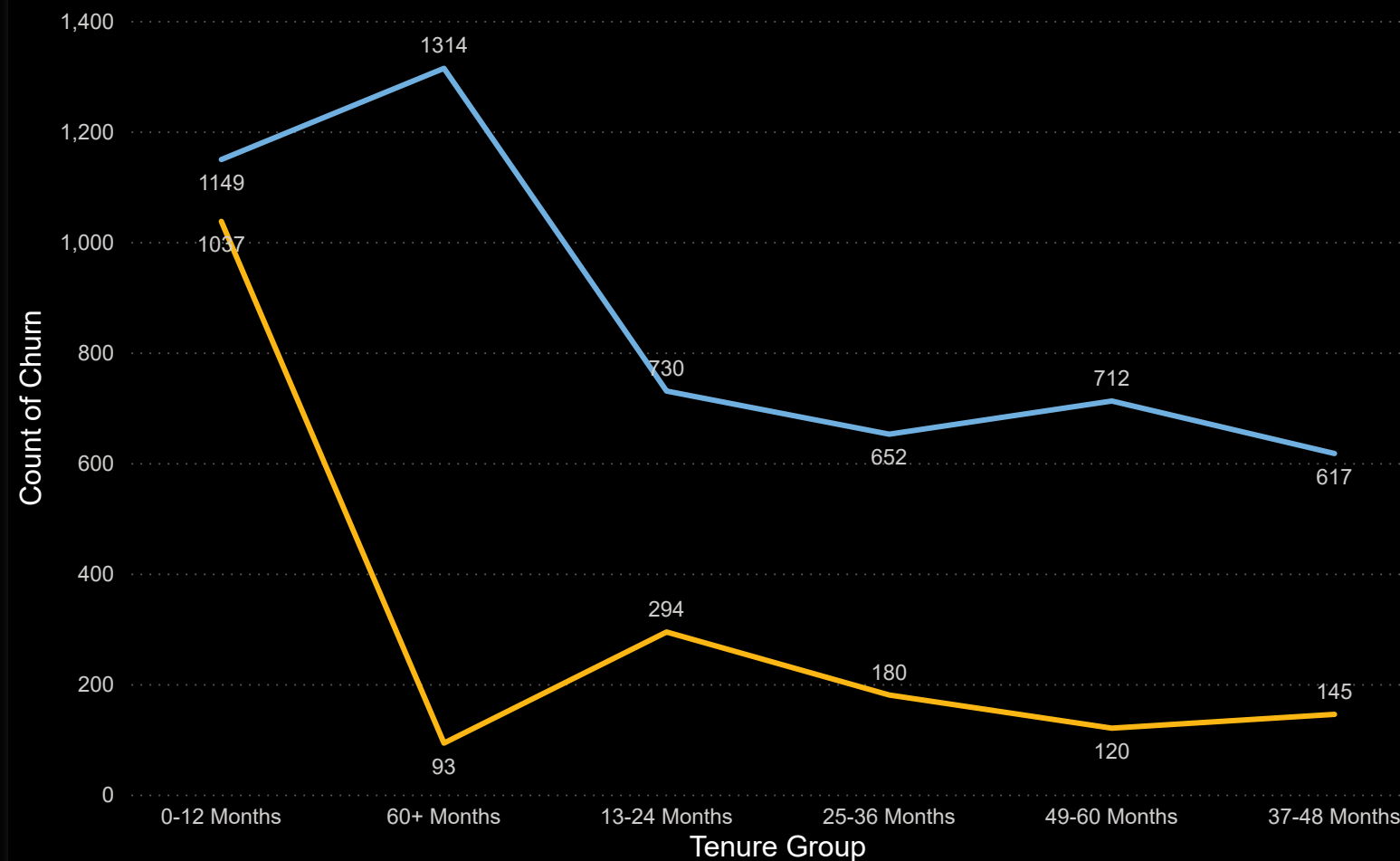


Churn by Customer



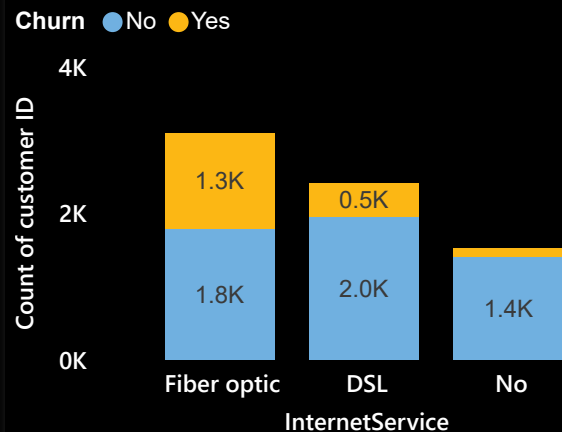
Count of Churn by Tenure Group and Churn

Churn ● No ● Yes

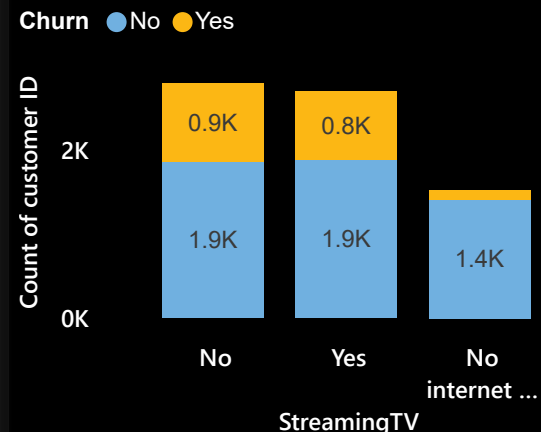


Service & Usage

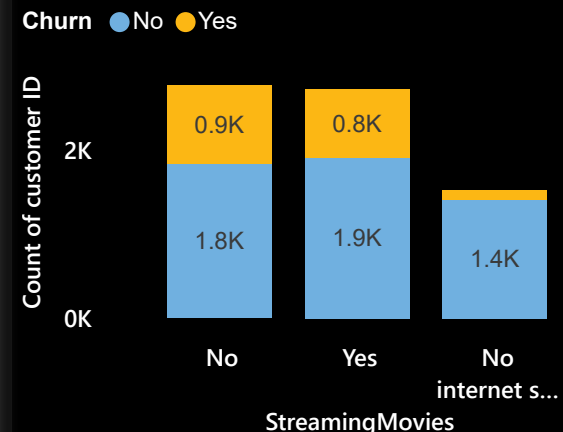
Churn by Internet Services



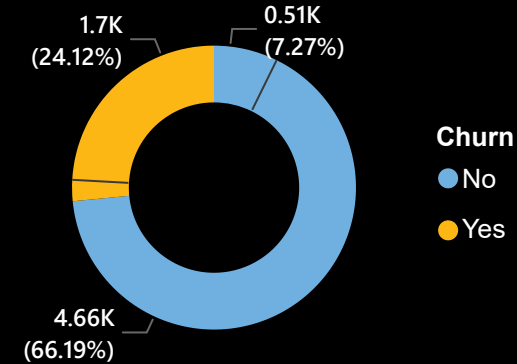
Churn by Streaming TV



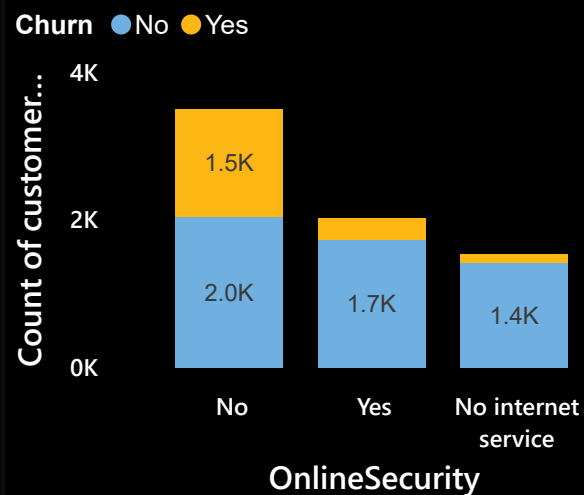
Churn by Streaming Movies



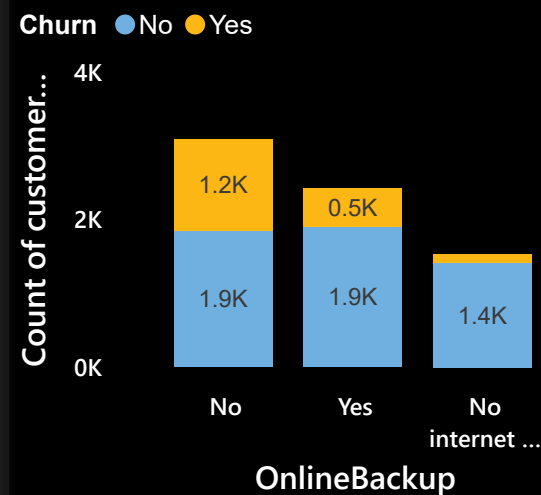
Churn by Phone Services



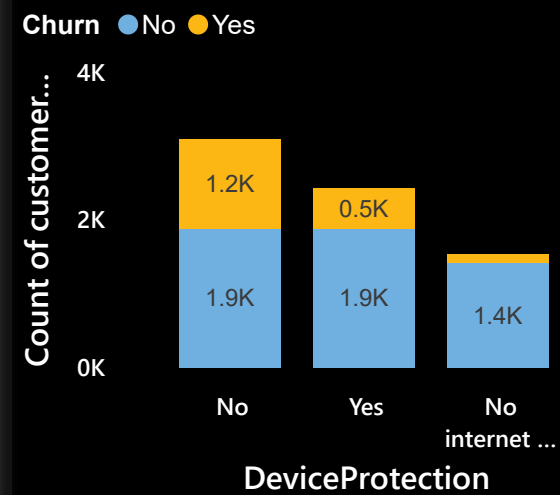
Churn by Online Security



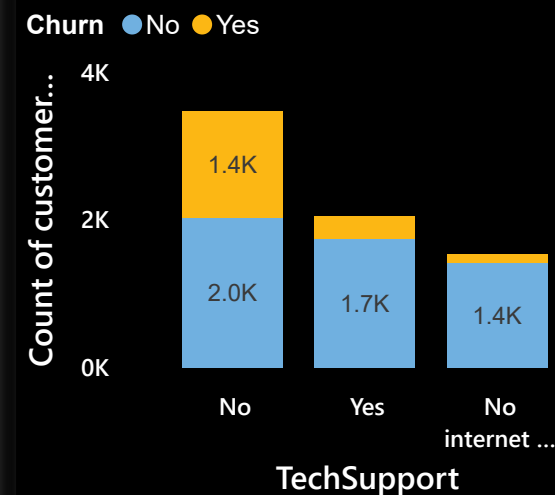
Churn by Online Backup

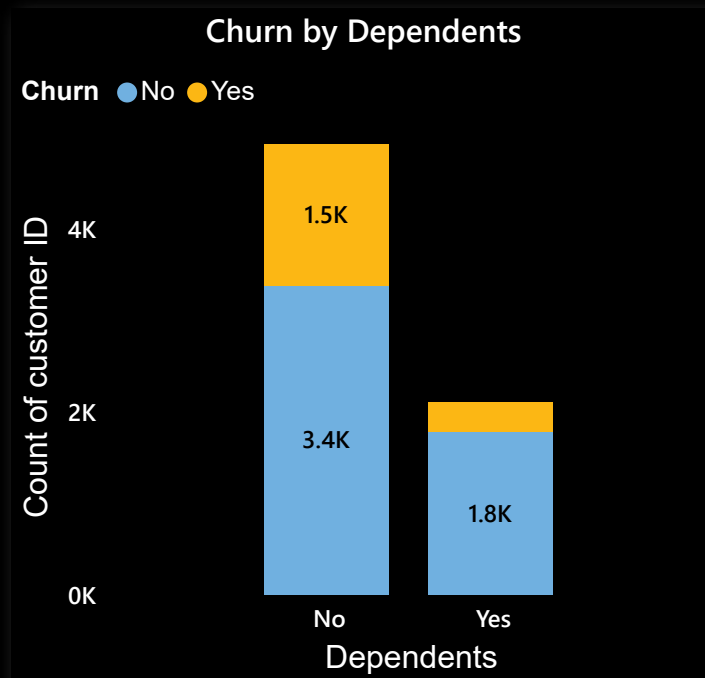
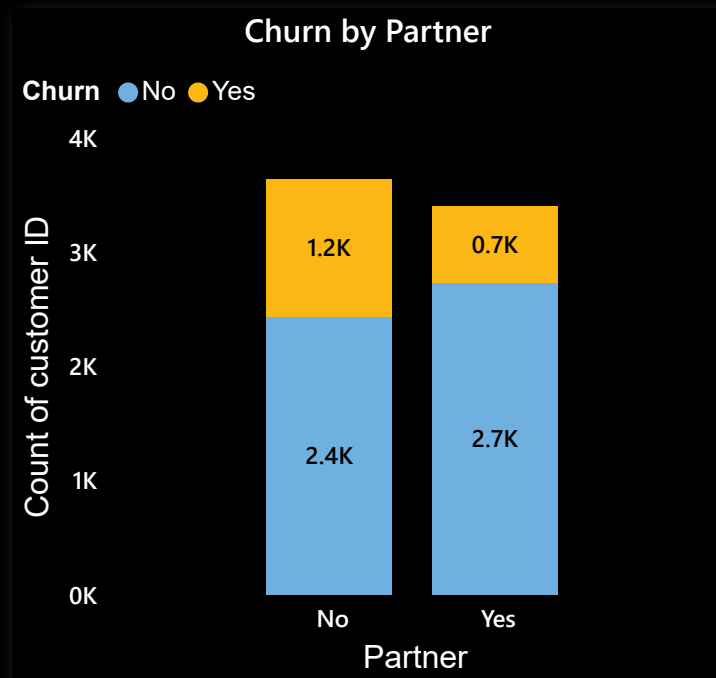
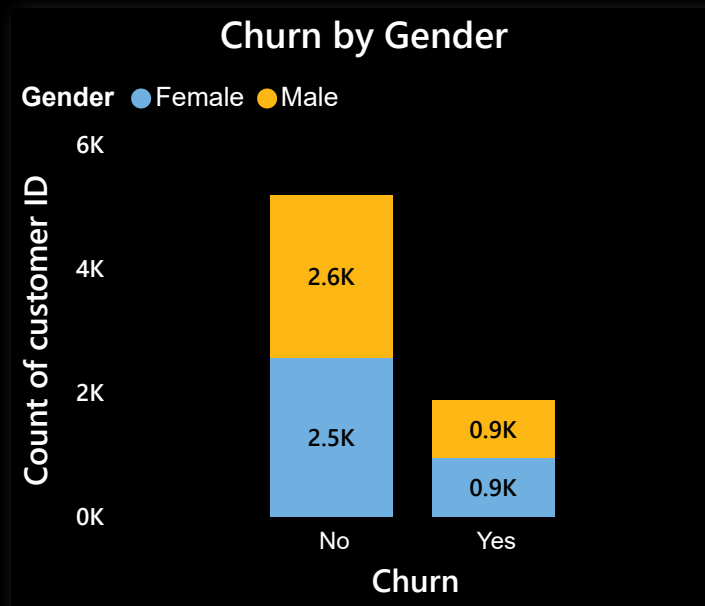
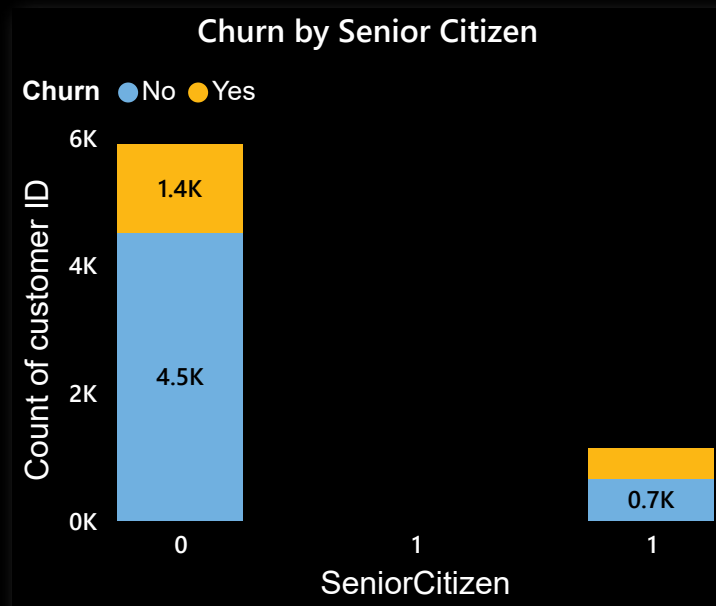


Churn by Device Protection



Churn by Tech Support





Customer Demographics

Gender	
Female	Male

Senior Citizen	
0	1

Partner	
No	Yes

Dependents	
No	Yes

Financial Impact

Average Monthly Charges

64.76

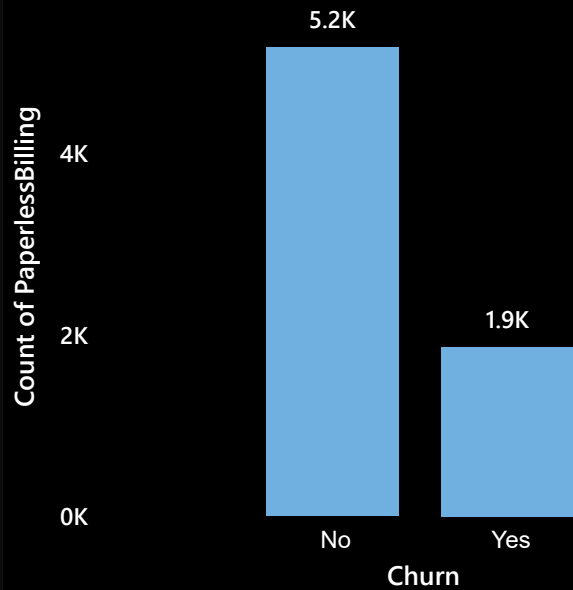
Bank transfer
(automatic)

Credit card
(automatic)

Electronic check

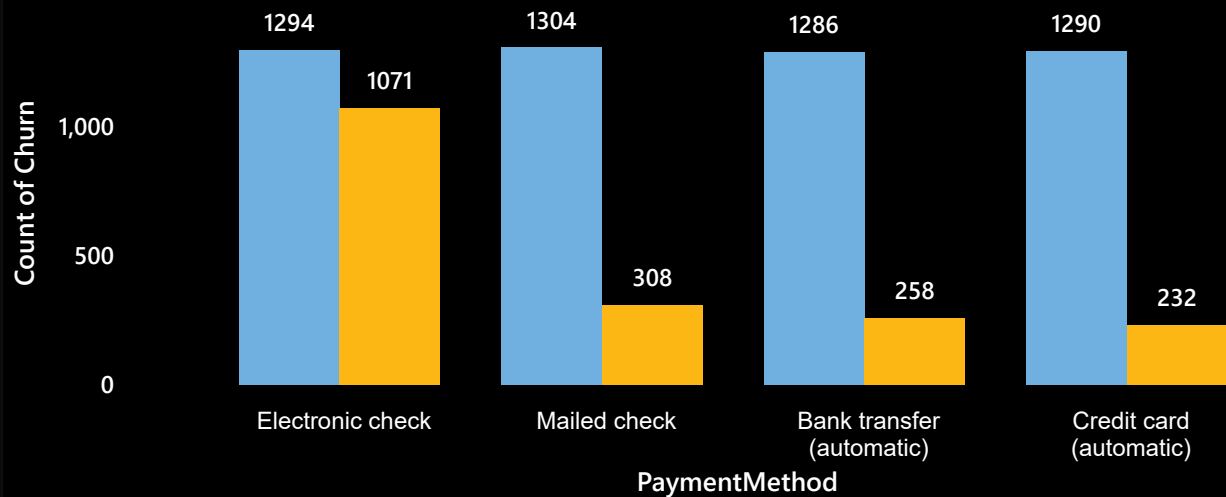
Mailed check

Churn by Paperless Billing



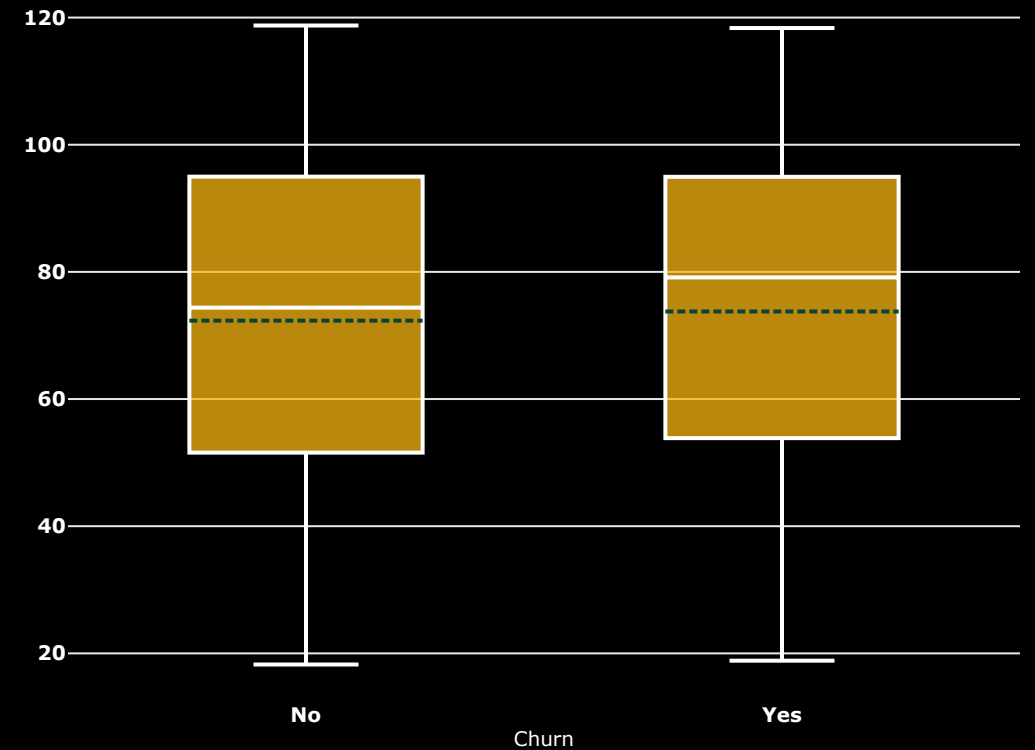
Churn by Payment Method

Churn ● No ● Yes



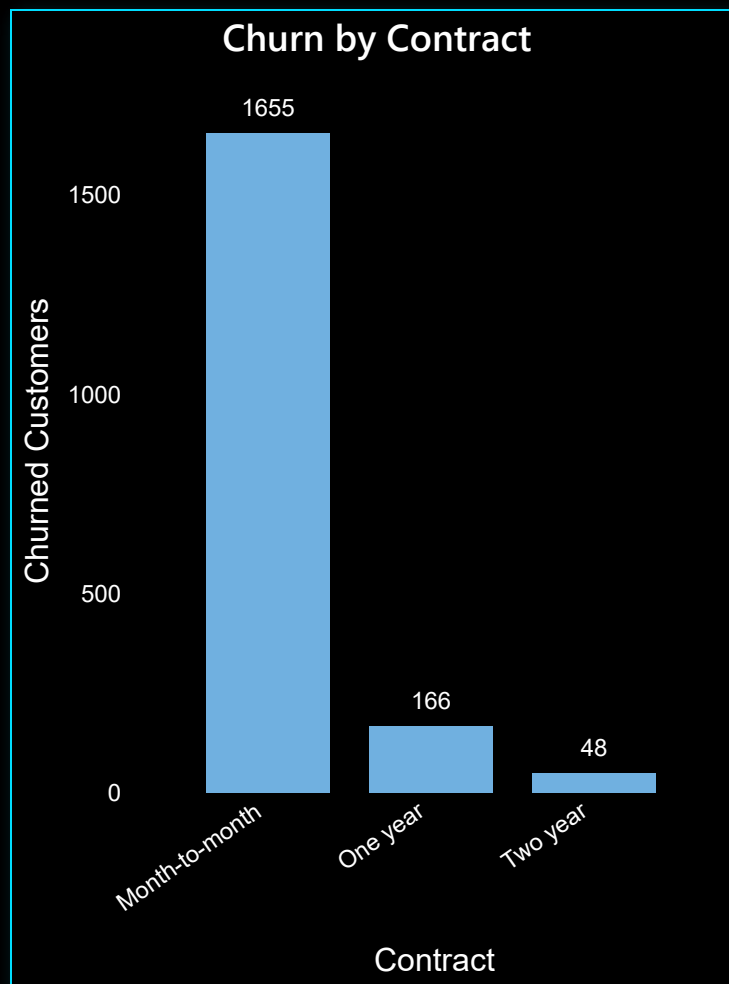
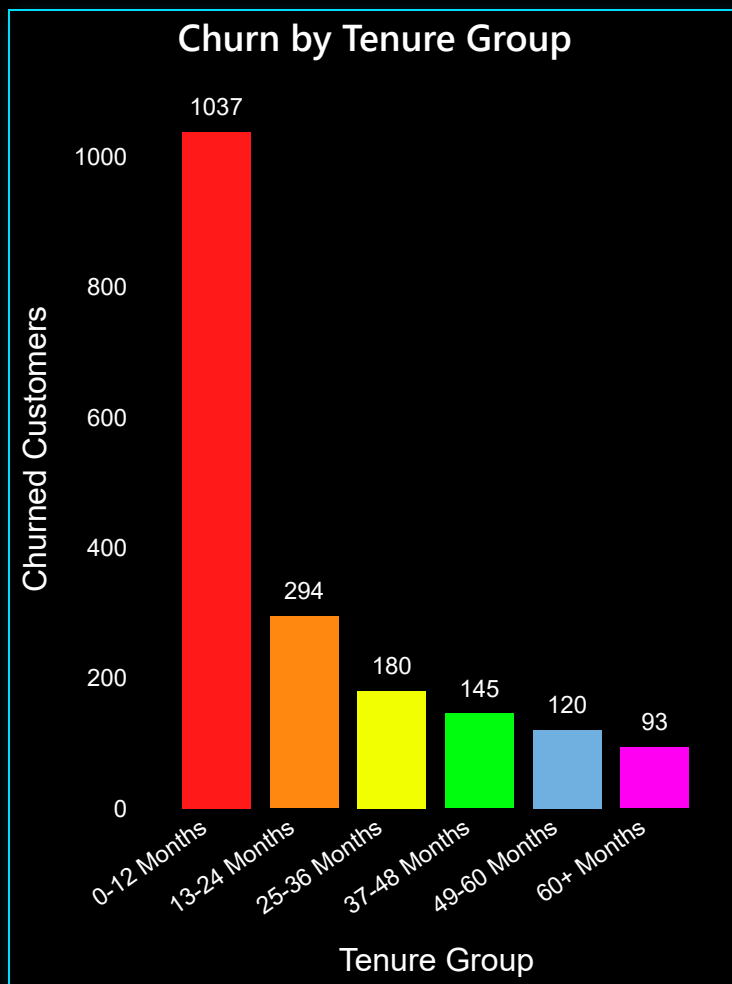
Monthly Charges by Churn

● MonthlyCharges



Churn Risk & Insights

Churn Rate
26.54%



High-Risk Customer Segments			
Contract	InternetService	PaymentMethod	Churn
Month-to-month	DSL	Bank transfer (automatic)	Yes
Month-to-month	DSL	Credit card (automatic)	Yes
Month-to-month	DSL	Electronic check	Yes
Month-to-month	DSL	Mailed check	Yes
One year	DSL	Bank transfer (automatic)	Yes
One year	DSL	Credit card (automatic)	Yes
One year	DSL	Electronic check	Yes
One year	DSL	Mailed check	Yes
Two year	DSL	Bank transfer (automatic)	Yes
Two year	DSL	Credit card (automatic)	Yes
Two year	DSL	Electronic check	Yes
Month-to-month	Fiber optic	Bank transfer (automatic)	Yes
Month-to-month	Fiber optic	Credit card (automatic)	Yes
Month-to-month	Fiber optic	Electronic check	Yes
Month-to-month	Fiber optic	Mailed check	Yes
One year	Fiber optic	Bank transfer (automatic)	Yes
One year	Fiber optic	Credit card (automatic)	Yes
One year	Fiber optic	Electronic check	Yes
One year	Fiber optic	Mailed check	Yes
Two year	Fiber optic	Bank transfer (automatic)	Yes
Two year	Fiber optic	Credit card (automatic)	Yes
Two year	Fiber optic	Electronic check	Yes
Two year	Fiber optic	Mailed check	Yes
Month-to-month	No	Bank transfer (automatic)	Yes
Month-to-month	No	Credit card (automatic)	Yes
Total			