

Results

Proportion Test (2 Outcomes)

Binomial Test

	Level	Count	Total	Proportion	p
Churn	No	5174	7043	0.735	< .001
	Yes	1869	7043	0.265	< .001

Note. H<sub>a</sub> is proportion ≠ 0.5

Descriptives

Descriptives

	gender	Partner	SeniorCitizen	Dependents	PhoneService	MultipleLines	InternetService	OnlineSecurity	OnlineBackup	DeviceProtection	TechSupport	Streaming
Missing	0	0	0	0	0	0	0	0	0	0	0	0

Frequencies

Frequencies of gender

gender	Counts	% of Total	Cumulative %
Female	3488	49.5 %	49.5 %
Male	3555	50.5 %	100.0 %

Frequencies of Partner

Partner	Counts	% of Total	Cumulative %
No	3641	51.7 %	51.7 %
Yes	3402	48.3 %	100.0 %

Frequencies of SeniorCitizen

SeniorCitizen	Counts	% of Total	Cumulative %
0	5901	83.8 %	83.8 %
1	1142	16.2 %	100.0 %

Frequencies of Dependents

Dependents	Counts	% of Total	Cumulative %
No	4933	70.0 %	70.0 %
Yes	2110	30.0 %	100.0 %

Frequencies of PhoneService

PhoneService	Counts	% of Total	Cumulative %
No	682	9.7 %	9.7 %
Yes	6361	90.3 %	100.0 %

Frequencies of MultipleLines

MultipleLines	Counts	% of Total	Cumulative %
No	3390	48.1 %	48.1 %
No phone service	682	9.7 %	57.8 %
Yes	2971	42.2 %	100.0 %

Frequencies of InternetService

InternetService	Counts	% of Total	Cumulative %
DSL	2421	34.4 %	34.4 %
Fiber optic	3096	44.0 %	78.3 %
No	1526	21.7 %	100.0 %

Frequencies of OnlineSecurity

OnlineSecurity	Counts	% of Total	Cumulative %
No	3498	49.7 %	49.7 %
No internet service	1526	21.7 %	71.3 %
Yes	2019	28.7 %	100.0 %

Frequencies of OnlineBackup

OnlineBackup	Counts	% of Total	Cumulative %
No	3088	43.8 %	43.8 %
No internet service	1526	21.7 %	65.5 %
Yes	2429	34.5 %	100.0 %

Frequencies of DeviceProtection

DeviceProtection	Counts	% of Total	Cumulative %
No	3095	43.9 %	43.9 %
No internet service	1526	21.7 %	65.6 %
Yes	2422	34.4 %	100.0 %

Frequencies of TechSupport

TechSupport	Counts	% of Total	Cumulative %
No	3473	49.3 %	49.3 %
No internet service	1526	21.7 %	71.0 %
Yes	2044	29.0 %	100.0 %

Frequencies of StreamingTV

StreamingTV	Counts	% of Total	Cumulative %
No	2810	39.9 %	39.9 %
No internet service	1526	21.7 %	61.6 %
Yes	2707	38.4 %	100.0 %

Frequencies of StreamingMovies

StreamingMovies	Counts	% of Total	Cumulative %
No	2785	39.5 %	39.5 %
No internet service	1526	21.7 %	61.2 %
Yes	2732	38.8 %	100.0 %

Frequencies of Contract

Contract	Counts	% of Total	Cumulative %
Month-to-month	3875	55.0 %	55.0 %
One year	1473	20.9 %	75.9 %
Two year	1695	24.1 %	100.0 %

Frequencies of PaperlessBilling

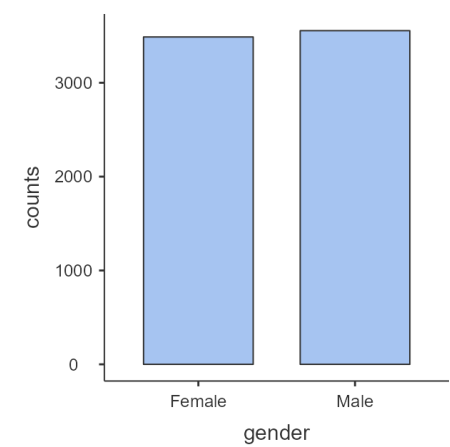
PaperlessBilling	Counts	% of Total	Cumulative %
No	2872	40.8 %	40.8 %
Yes	4171	59.2 %	100.0 %

Frequencies of PaymentMethod

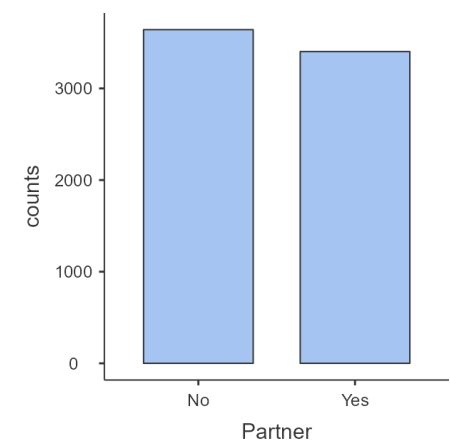
PaymentMethod	Counts	% of Total	Cumulative %
Bank transfer (automatic)	1544	21.9 %	21.9 %
Credit card (automatic)	1522	21.6 %	43.5 %
Electronic check	2365	33.6 %	77.1 %
Mailed check	1612	22.9 %	100.0 %

Plots

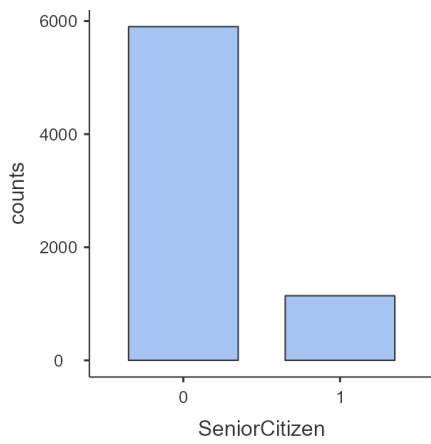
gender



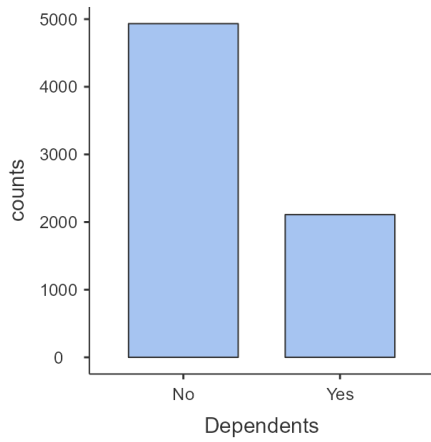
Partner



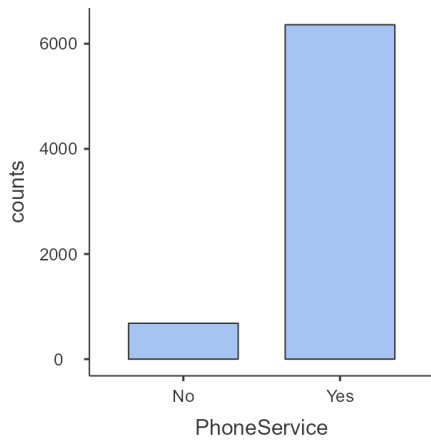
SeniorCitizen



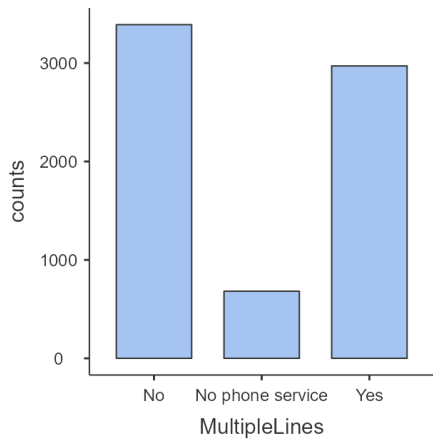
**Dependents**



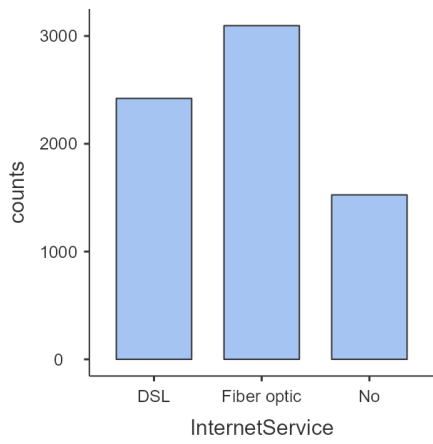
**PhoneService**



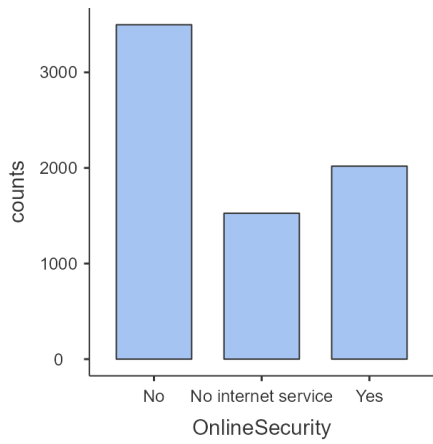
**MultipleLines**



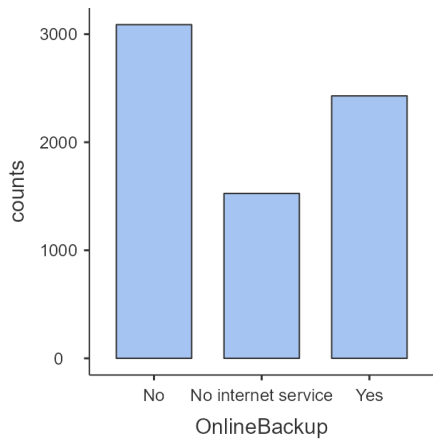
InternetService



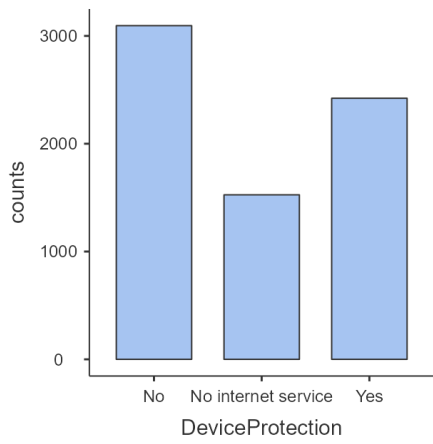
OnlineSecurity



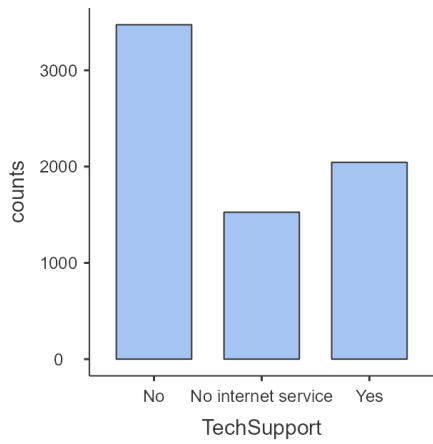
OnlineBackup



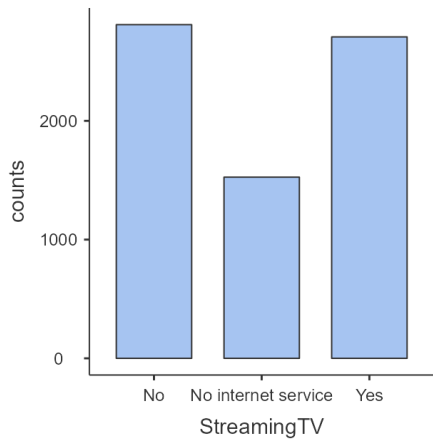
**DeviceProtection**



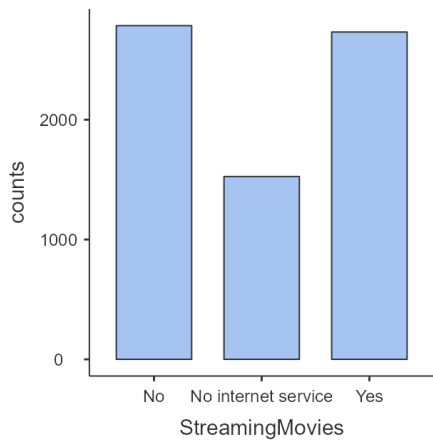
**TechSupport**



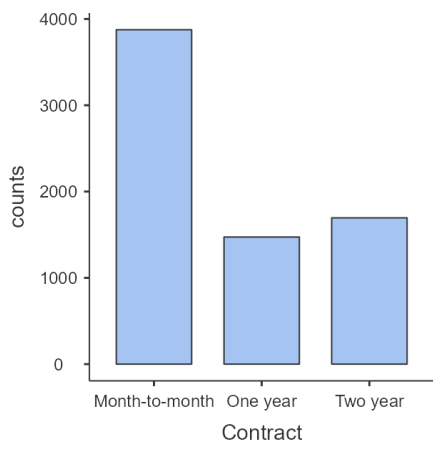
**StreamingTV**



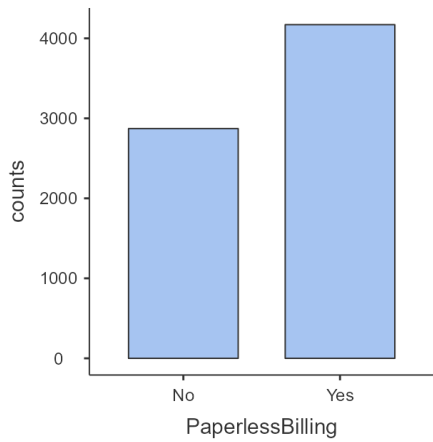
**StreamingMovies**



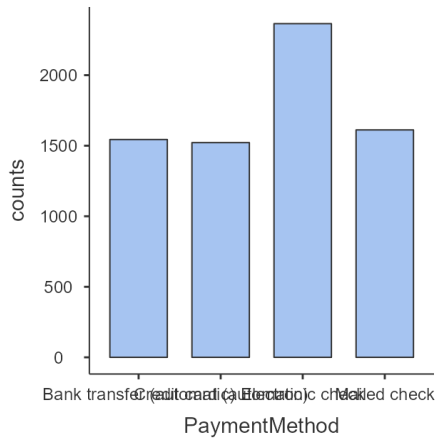
**Contract**



**PaperlessBilling**



PaymentMethod



References

[1] The jamovi project (2024). *jamovi*. (Version 2.5) [Computer Software]. Retrieved from <https://www.jamovi.org>.

[2] R Core Team (2023). *R: A Language and environment for statistical computing*. (Version 4.3) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from CRAN snapshot 2024-01-09).