**Objectives**

**1. Overview:**

* What’s our churn rate and revenue lost from it?
* How long, on average, have your customers been with your service (tenure)? Is there any pattern between tenure and churn?
* Is Payment method effect on churn customers?
* What’s most contract type customers churn from?
* What’s gender most churn?

**2. Customer Behavior:**

* How does age impact churn (Senior citizens)?
* Do partnered customers show higher loyalty?
* How does having dependents impact churn?
* What do customers prefer tenure?

**3. Services:**

* For each service, what is customer behavior for churn?
* How do monthly charges affect churn?
* How does Internet Service type impact churn?
* How does tenure affect revenue loss?