

Telecom Customer Churn Analysis

Q&A

Key influencers Top segments

What influences Churn to be Yes ?

When...

...the likelihood of Churn being Yes increases by

Contract is Month-to-month

6.30x

Month-to-month had the highest Count of Churn at 3,875, followed by Two year at 1,685 and One year at 1,472.

Month-to-month accounted for 55.11% of Count of Churn.

Yes had 3,393 Count of Churn and No had 3,639.

7032

Total Customers

26.58%

churn_percentage

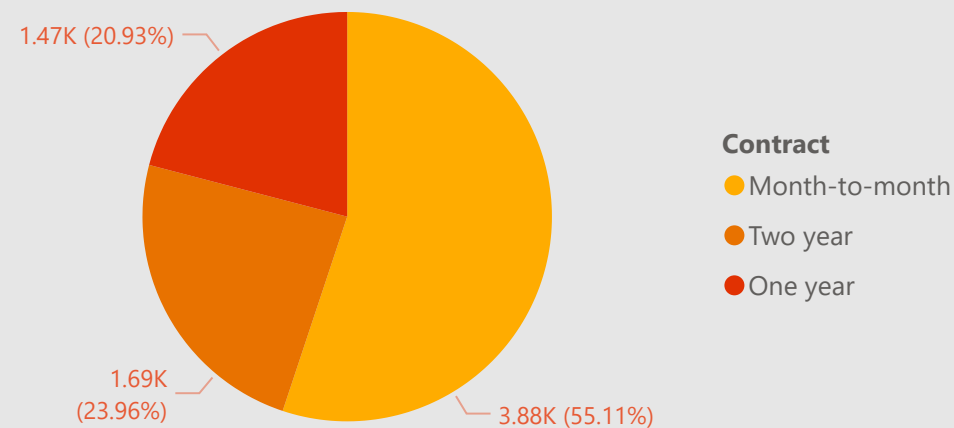
64.80

Average of MonthlyCharges

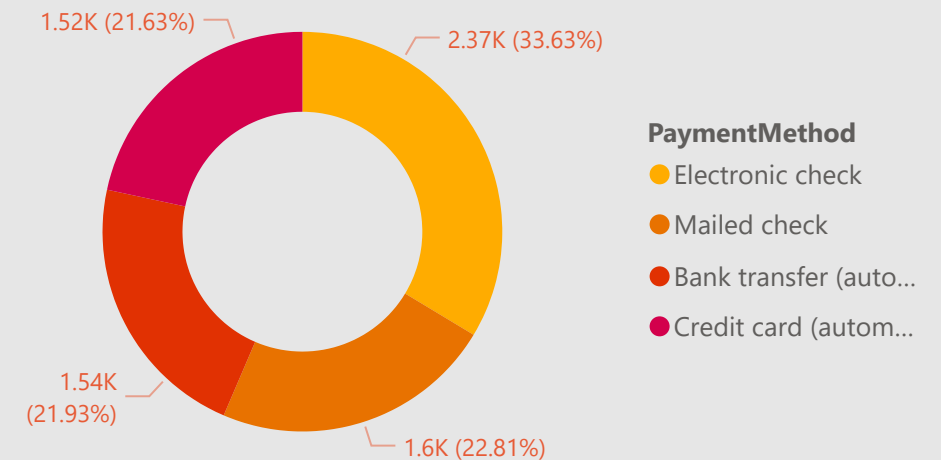
2.28K

Average of TotalCharges

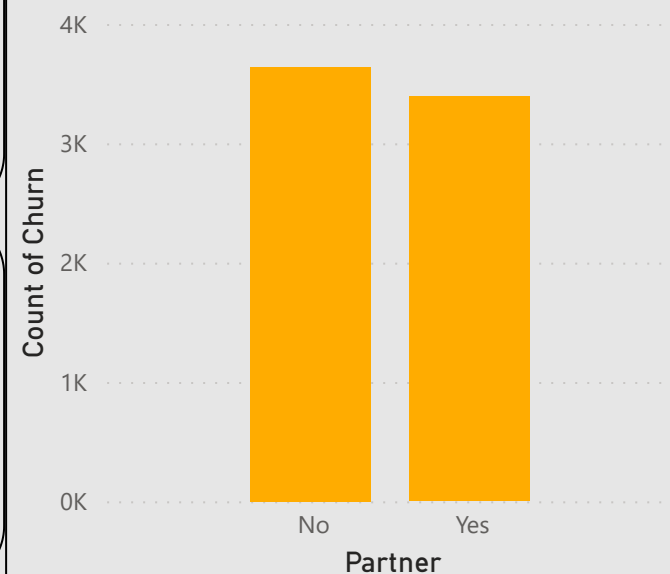
Count of Churn by Contract



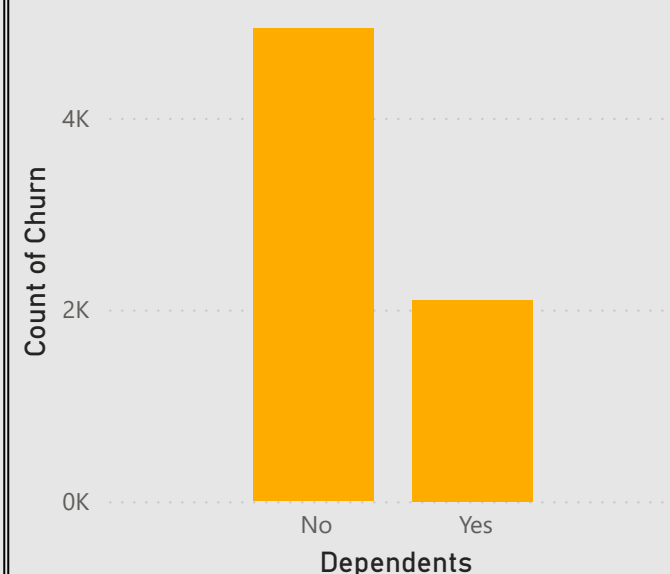
Count of Churn by PaymentMethod



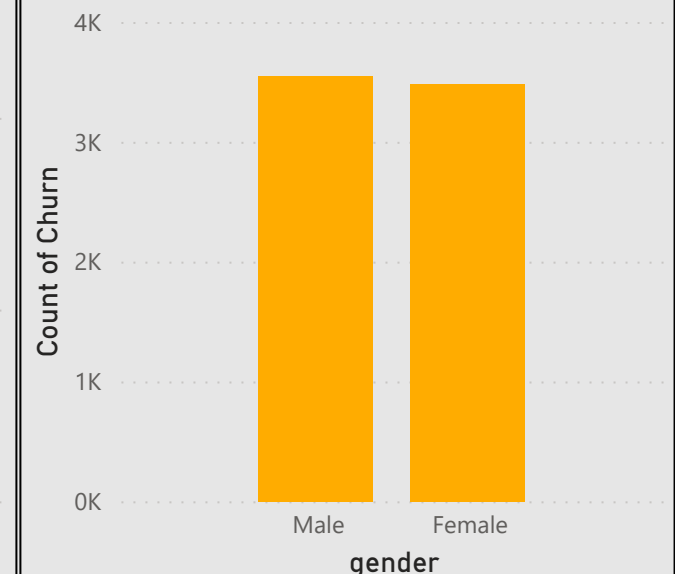
Count of Churn by Partner



Count of Churn by Dependents



Count of Churn by gender





Churn ▾

■ Select all

■ No

■ Yes

CustomerId Churn Contract

15565701	No	Month-to-month
15565706	No	Two year
15565779	No	One year
15565796	No	Month-to-month
15565806	No	Month-to-month
15565878	No	Month-to-month
15565891	No	Month-to-month
15566030	No	Month-to-month
15566091	No	One year
15566111	No	Month-to-month
15566156	No	Two year
15566211	No	One year
15566251	No	Two year
15566253	No	Two year
15566269	No	Two year
15566292	No	Month-to-month

InternetService Churn_Customer

DSL	459
Fiber optic	1297
No	113
Total	1869

Churn Count of Dependents Count of Partner

Yes	1869	1869
No	5163	5163
Total	7032	7032

Contract had the greatest influence on Churn being 'Yes'.
When Contract was Month-to-month the probability of Churn being 'Yes' increased by 6.30 times.

Contract

Month-to-month

Dependents



Key influencers Top segments

What influences Churn to be Yes ?

When...

Contract is Month-to-month

...the likelihood of Churn being Yes increases by

6.30x