

# Telecom Churn Analysis

Total Customers

7043

Churned Customers

1869

Churn Rate

27%

Total Charges

16.06M

Average Tenure in  
Months

32.39

Insights

Graphics

Churned

Joined

Stayed

## Streaming

Customer Engagement Rate.

38.44%

TV Streaming

38.79%

Movie Streaming

35.33%

Music Streaming

## Additional Services

Customer Engagement Rate.

34.39%

Device Protection

78.33%

Internet Service

28.67%

Online Security

34.49%

Backup Online

29.02%

Premium Support

90.32%

Phone Service

67.37%

Unlimited Data

## Customer Profile

46.51

Avg Age

48.30%

Married

23%

Dep Count

Gender ● Male ● Female

49.52%



50.48%

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Insights

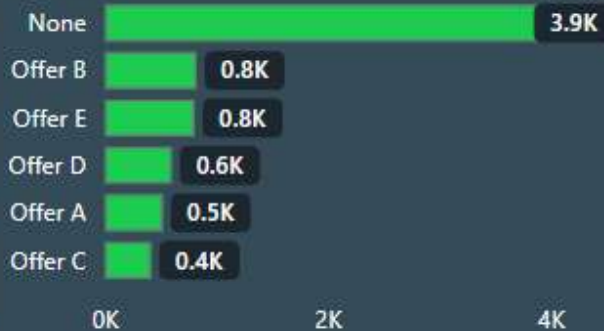
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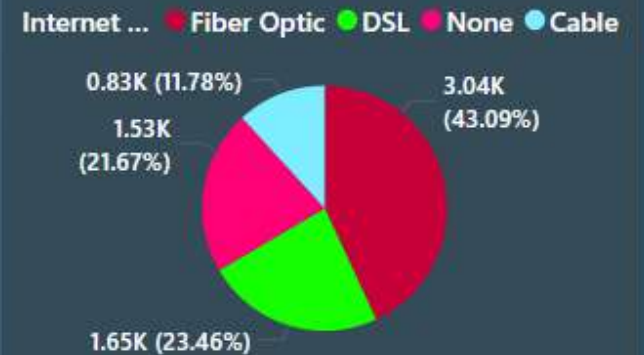
## Offer Preference



## Types of Contract



## Internet Type



## Offer Preference



## Customer's Location



## Multiple Lines

