



Telco Customer Churn Report Analysis

8 Categories of services

Total of 26,780 services rendered



6,361 Phone Service



2,971 Multiple Lines



5,517 Internet Service



2,019 Online Security



2,429 Online Backup



2,422 Device Protection



2,044 Tech Support



2,707 Streaming Tv



2,732 Streaming Movies

Total Customers

7,043

Total Churned

1,869

Total Retained

5,174

Cust...

Churned

Retained

Total ...

1

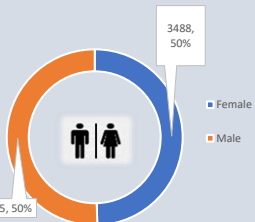
2

Gen...

Female

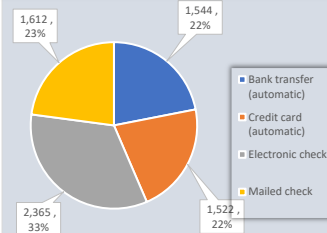
Male

Gender



Payment Method

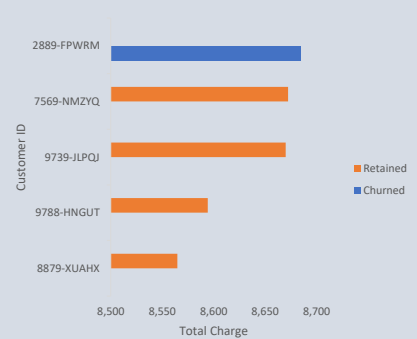
Electronic check accounts for the highest means of payment



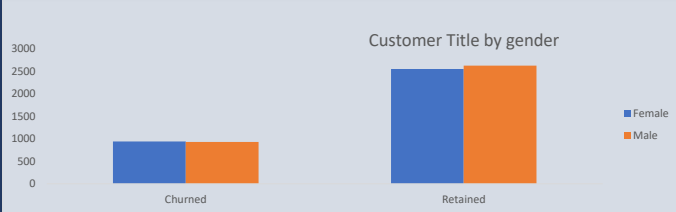
Top 5 Customers with Highest Total Charges

4 out of the 5 are retained customers

Top 5 with highest total charges



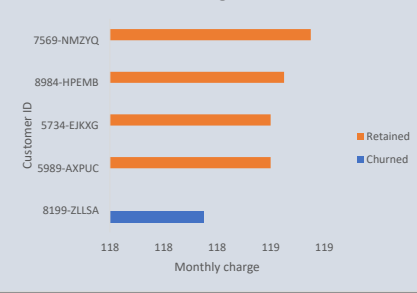
Customer Status by Gender



Top 5 Customers with Highest Monthly Charges

4 out of the 5 are retained customers

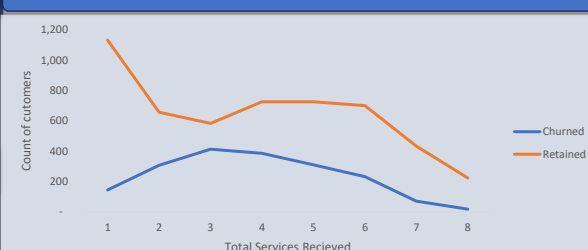
top 5 customers with highest monthly Charge



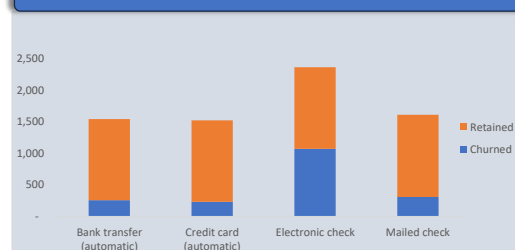
Total services received by customers
Only 238 of the total customers got all 8 categories



Distribution of Total services by customer Category



Distribution of Payment method by customer Category



Customer Category by Tenure

0-9 had almost same amount of churned and retained customers. 70-79 had more of retained and little of churned

