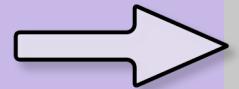


# Customer Churn Analysis

## 1. Customer Demographics Analysis



0.27

Churn Rate Numeric

7043

TotalCustomers

1869

Churned Customers

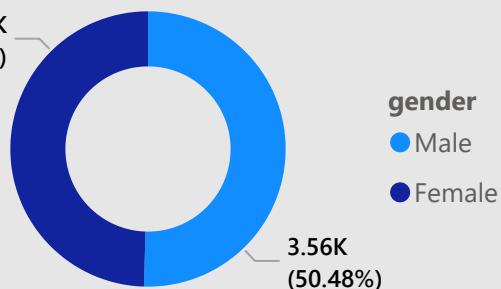
64.76

Average of MonthlyChar...

32.37

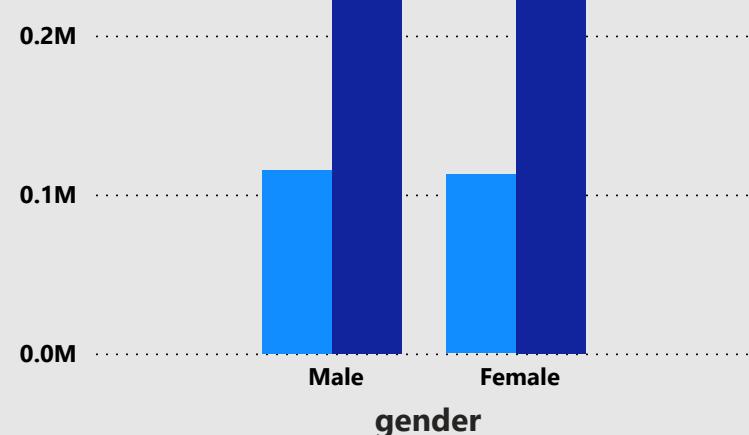
Average of tenure

Count of customerID by gender



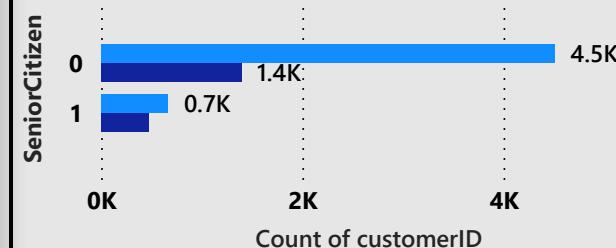
Sum of tenure and Sum of MonthlyCharges by gender

● Sum of tenure ● Sum of MonthlyCharges

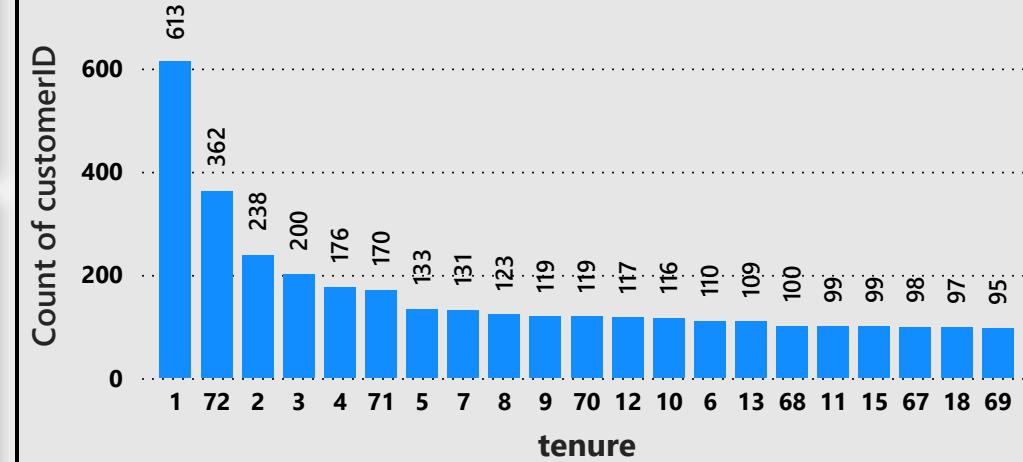


Count of customerID by SeniorCitizen and Churn

Churn ● No ● Yes

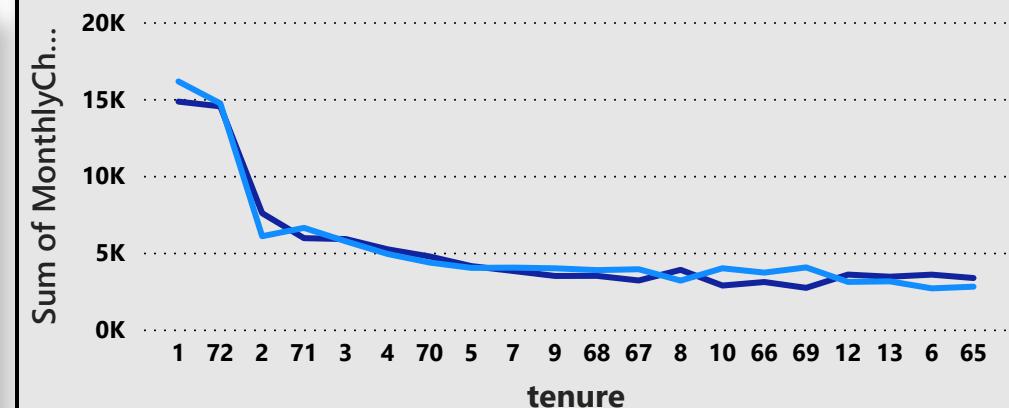


Count of customerID by tenure

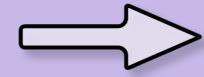
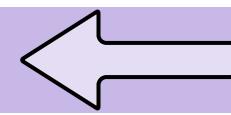


Sum of MonthlyCharges by tenure and gender

gender ● Female ● Male



## 2. Service Subscription Analysis



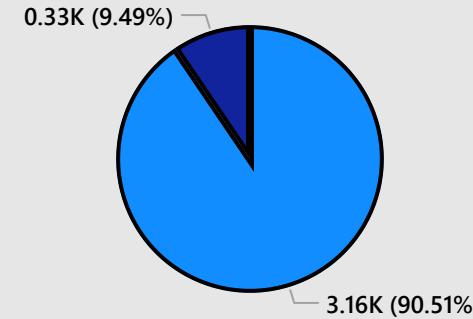
### Most Common Add-on Services among Churned Customers

Count of OnlineSecurity  
Count of TechSupport  
Count of StreamTV  
Count of StreamingMovies



### Count of customerID by PhoneService

PhoneService  
Yes  
No



gender  
Female

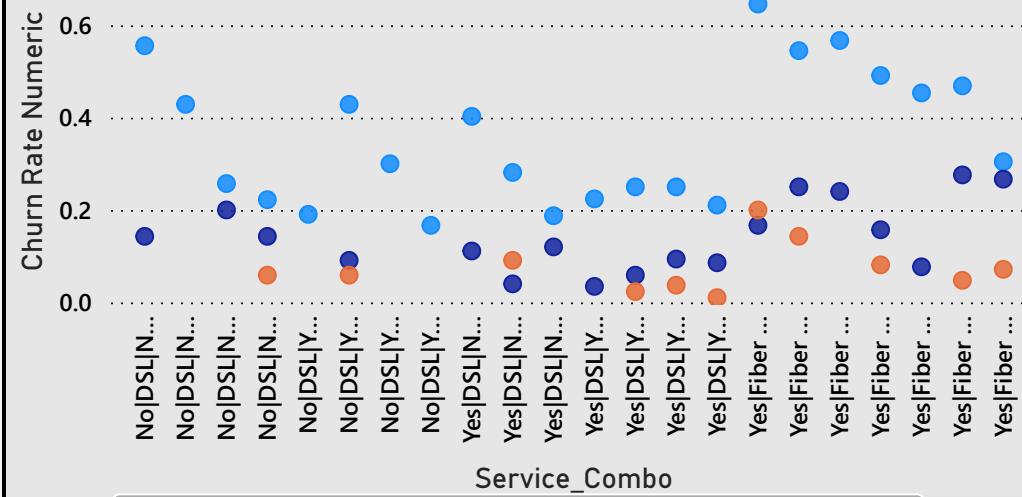
SeniorCitizen  
All

Contract  
Month-to-month  
One year  
Two year

InternetService  
DSL  
Fiber optic  
No

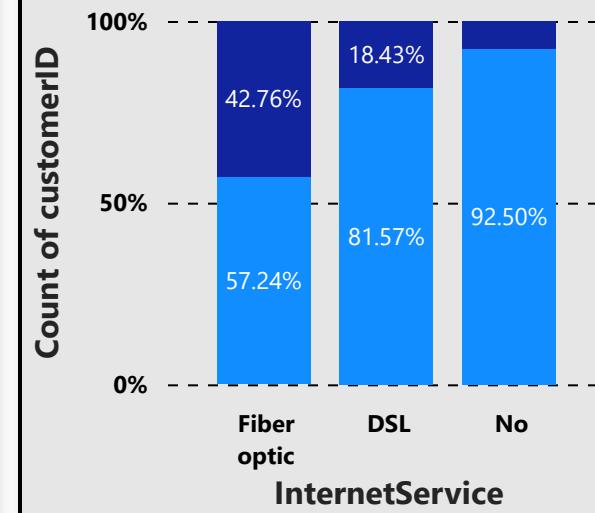
### Churn Rate Numeric by Contract and Service\_Combo

Contract  
Month-to-month  
One year  
Two year



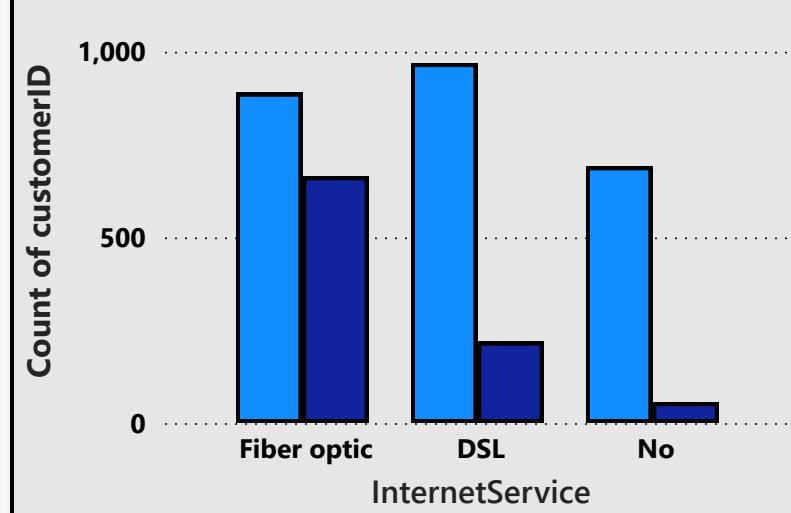
### Count of customerID by InternetService and Churn

Churn  
No  
Yes

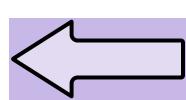


### Count of customerID by InternetService and Churn

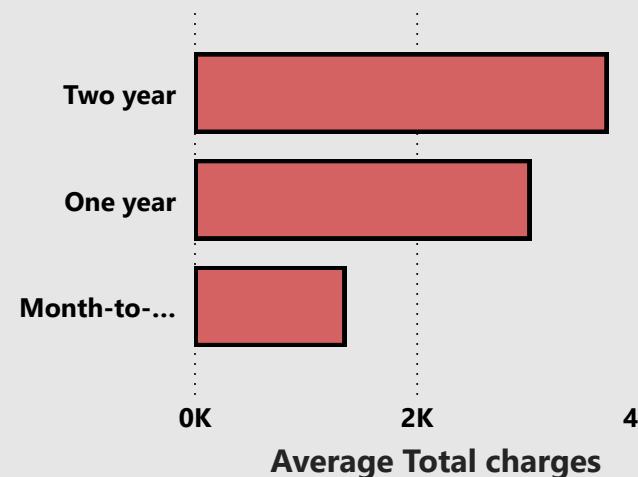
Churn  
No  
Yes



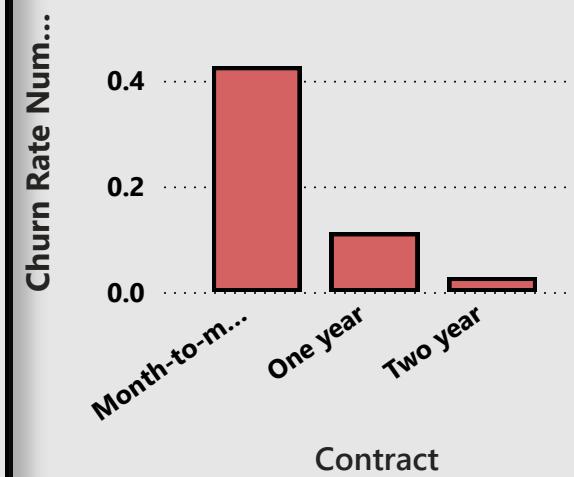
### 3. Contract & Billing Insights



Average Total charges by Contract



Churn Rate Numeric by Contract



**2.28K**

Average of TotalCharg...

**64.76**

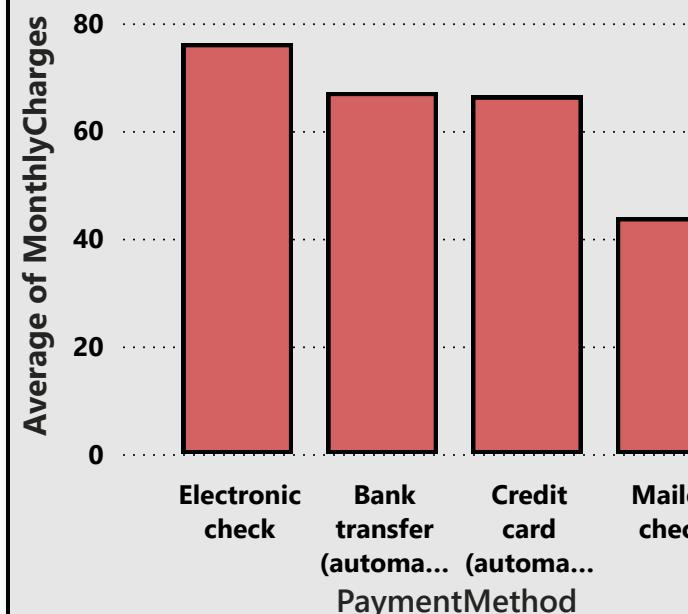
Average of MonthlyCh...

**7043**

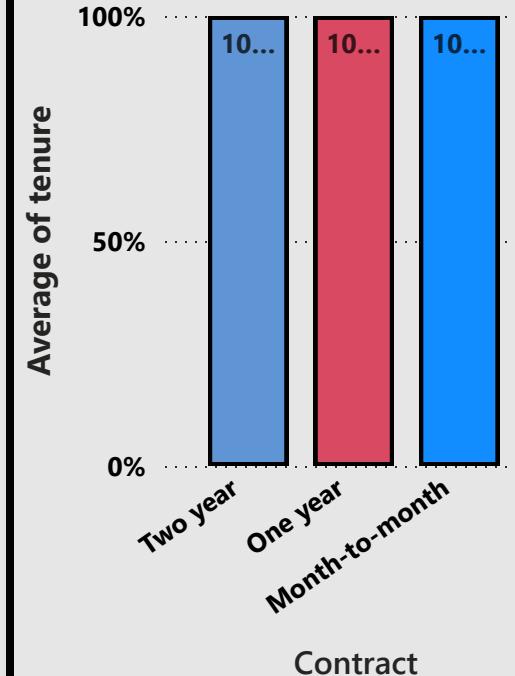
Count of Churn

Contract

Average of MonthlyCharges by PaymentMethod



Average of tenure by Contract



**1869**

Churned Customers

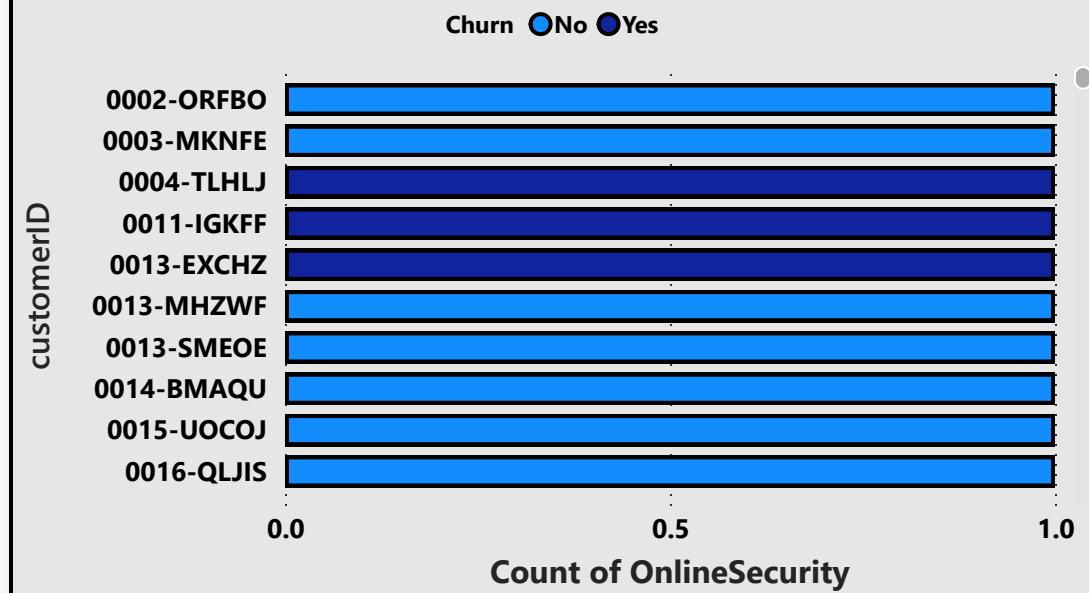
Contract

- Month-to-month
- One year
- Two year

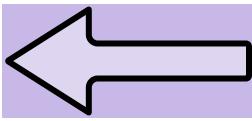
PaymentMethod

- Bank transfer (auto...)
- Credit card (auto...)
- Electronic check
- Mailed check

Count of OnlineSecurity by customerID and Churn

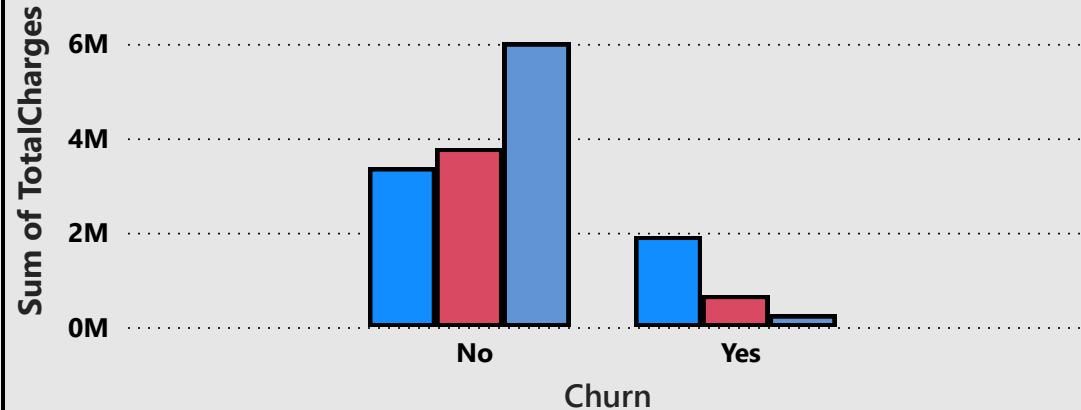


## 4. Churn Prediction & Key Drivers



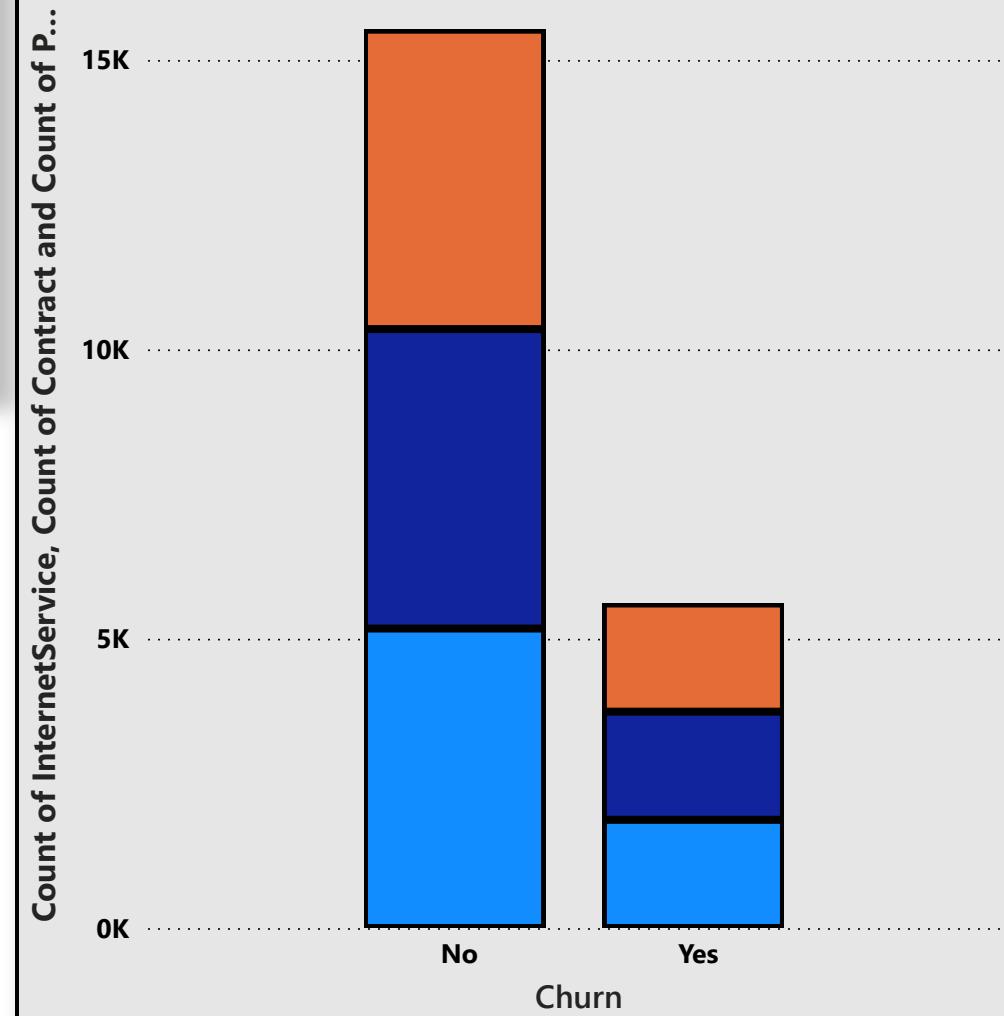
Sum of TotalCharges by Churn and Contract

Contract ● Month-to-month ● One year ● Two year



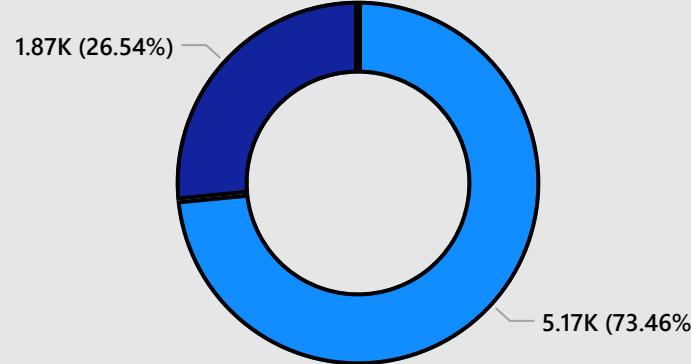
Count of InternetService, Count of Contract and Count of PaymentMethod by Churn

● Count of InternetService ● Count of Contract ● Count of PaymentMethod



Count of customerID by Churn

Churn ● No ● Yes



0.27

Churn Rate  
Numeric