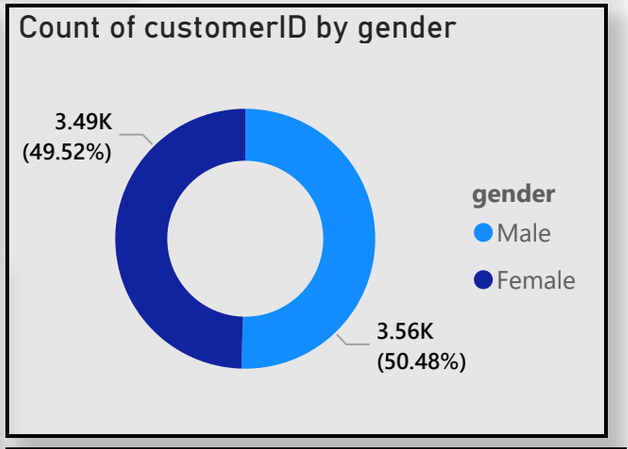
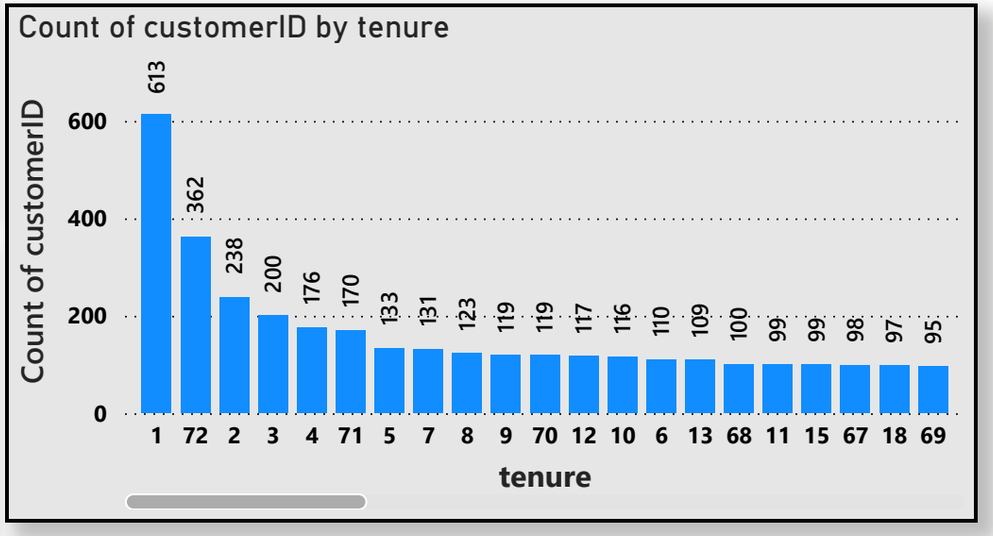
Customer Churn Analysis

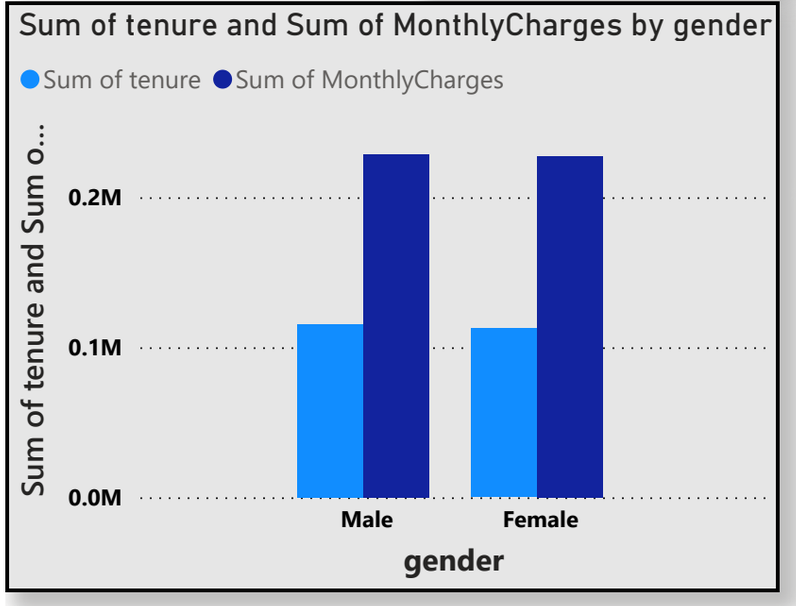
1. Customer Demographics Analysis

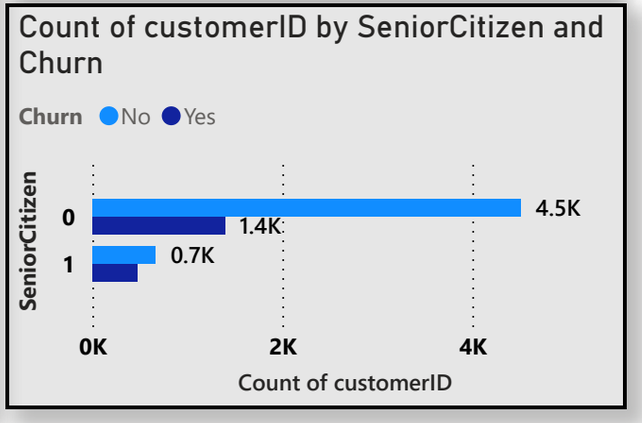
0.27	7043	1869
Churn Rate Numeric	TotalCustomers	Churned Customers

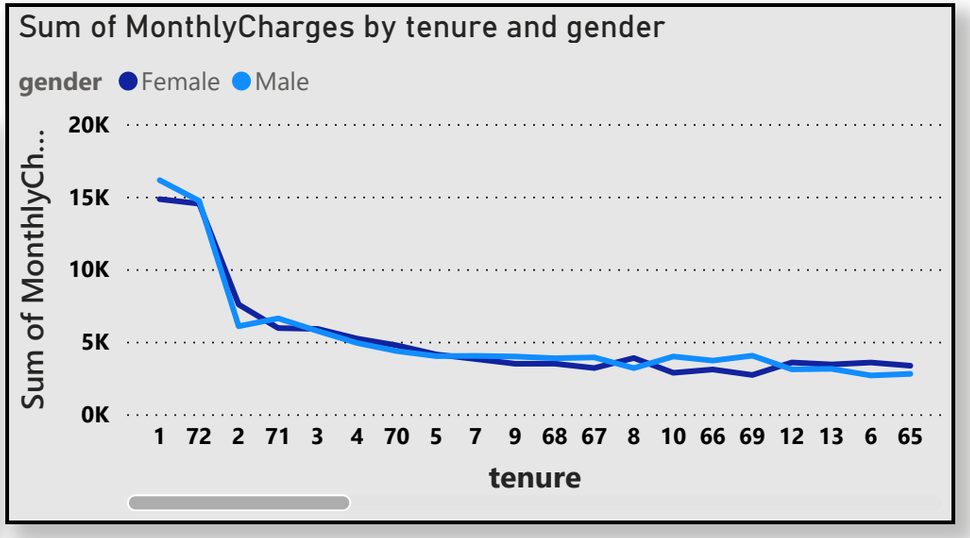
64.76	32.37
Average of MonthlyChar...	Average of tenure





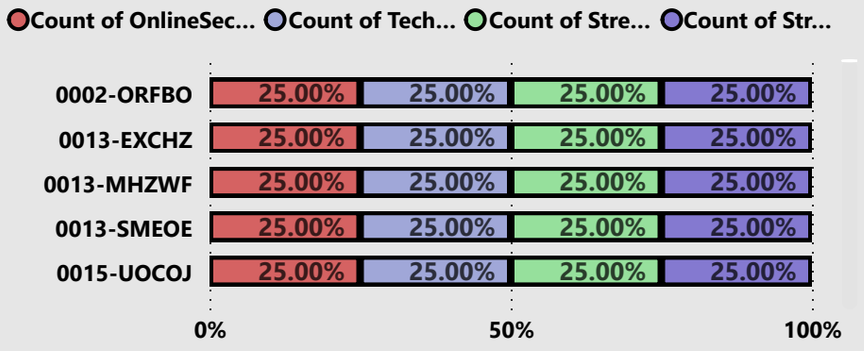




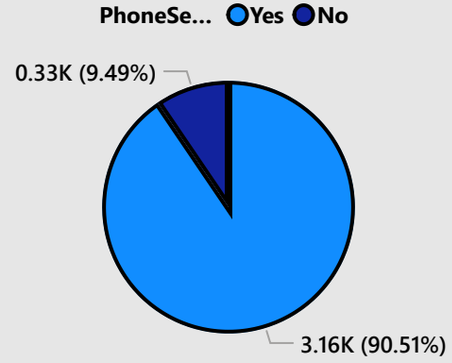


2. Service Subscription Analysis

Most Common Add-on Services among Churned Customers



Count of customerID by PhoneService



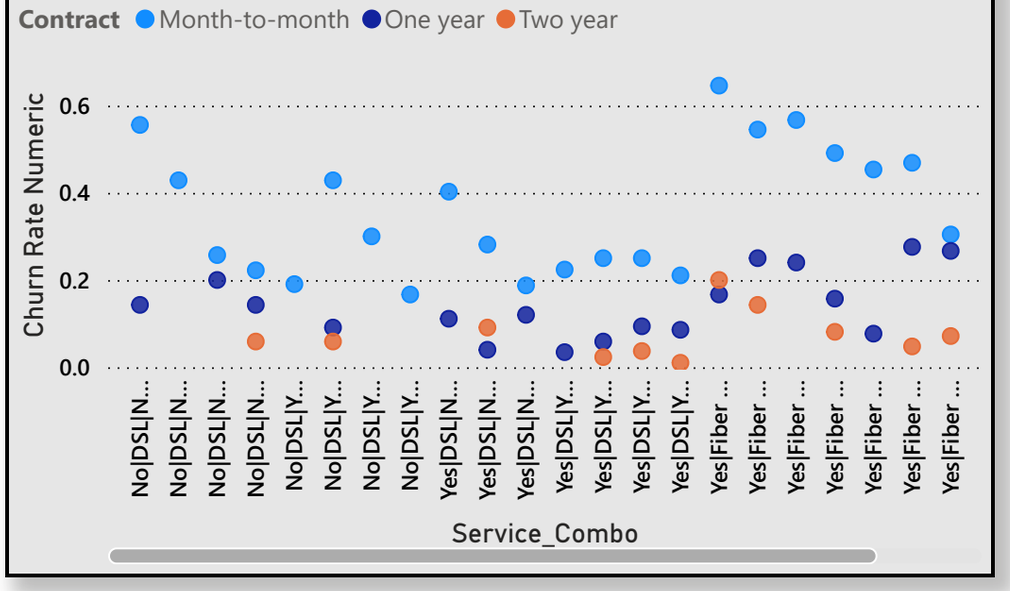
gender: Female

SeniorCitizen: All

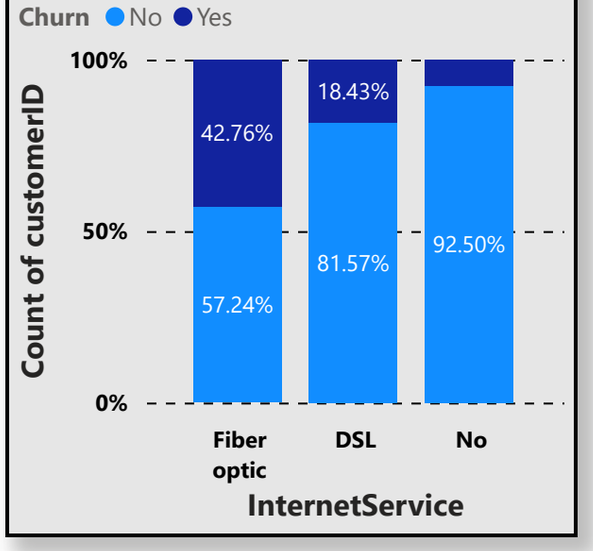
Contract
- Month-to-month
- One year
- Two year

InternetService
- DSL
- Fiber optic
- No

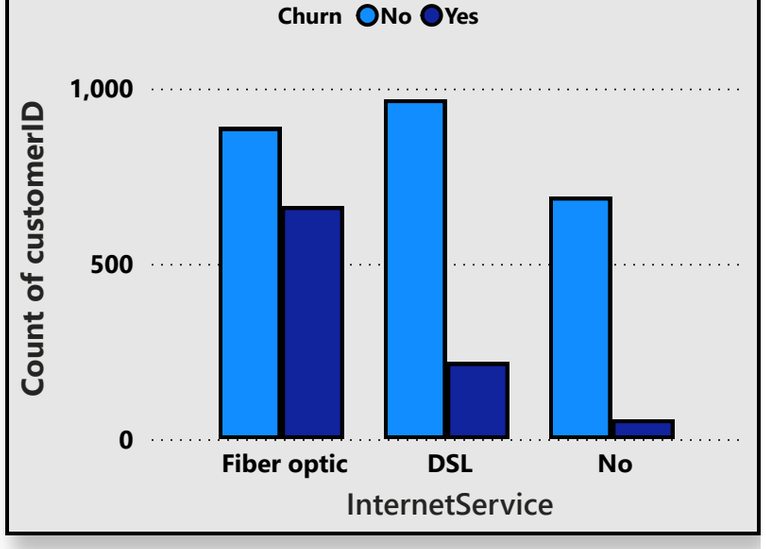
Churn Rate Numeric by Contract and Service_Combo



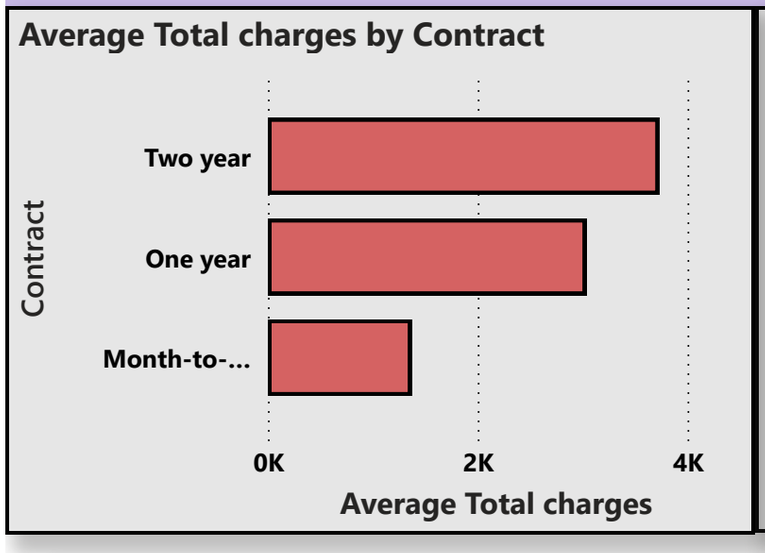
Count of customerID by InternetService and Churn

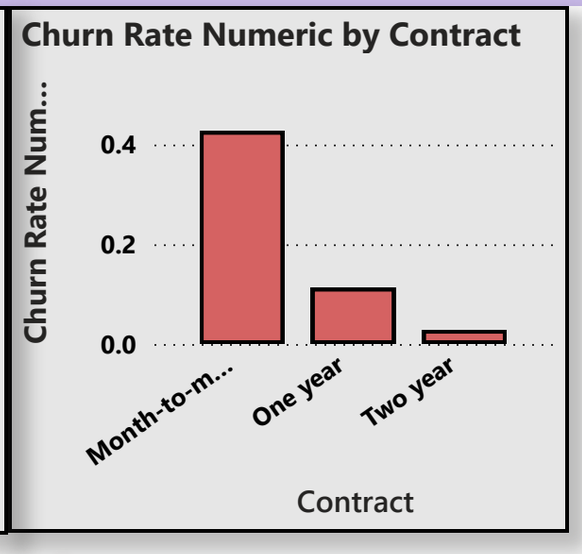


Count of customerID by InternetService and Churn



3. Contract & Billing Insights





2.28K
Average of TotalCharg...

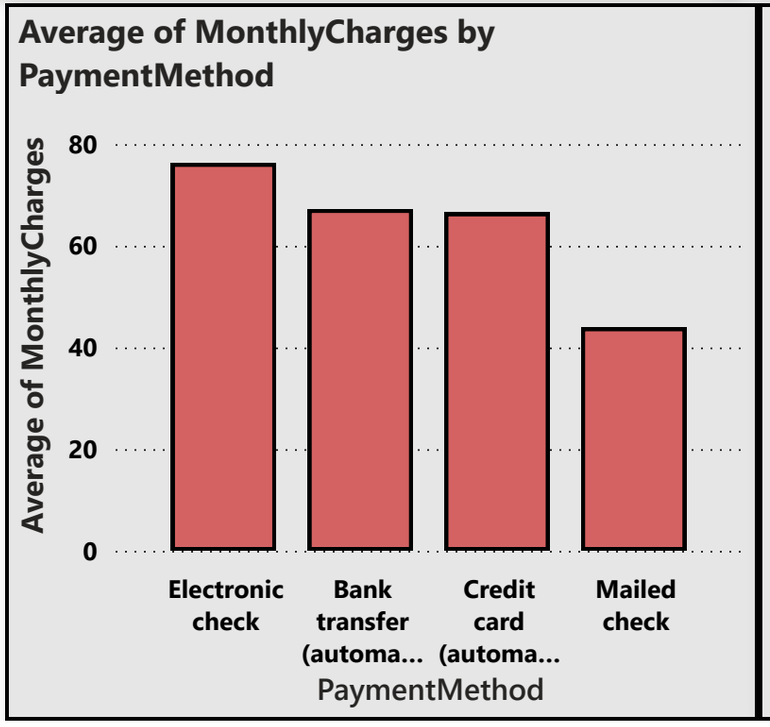
64.76
Average of MonthlyC...

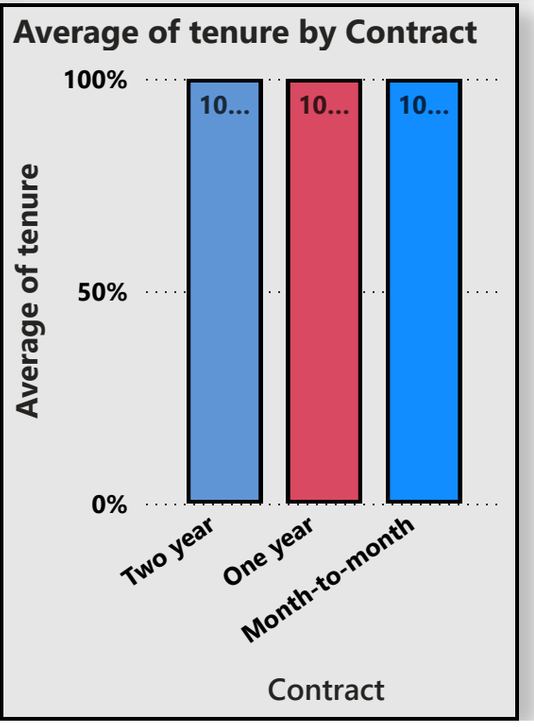
7043
Count of Churn

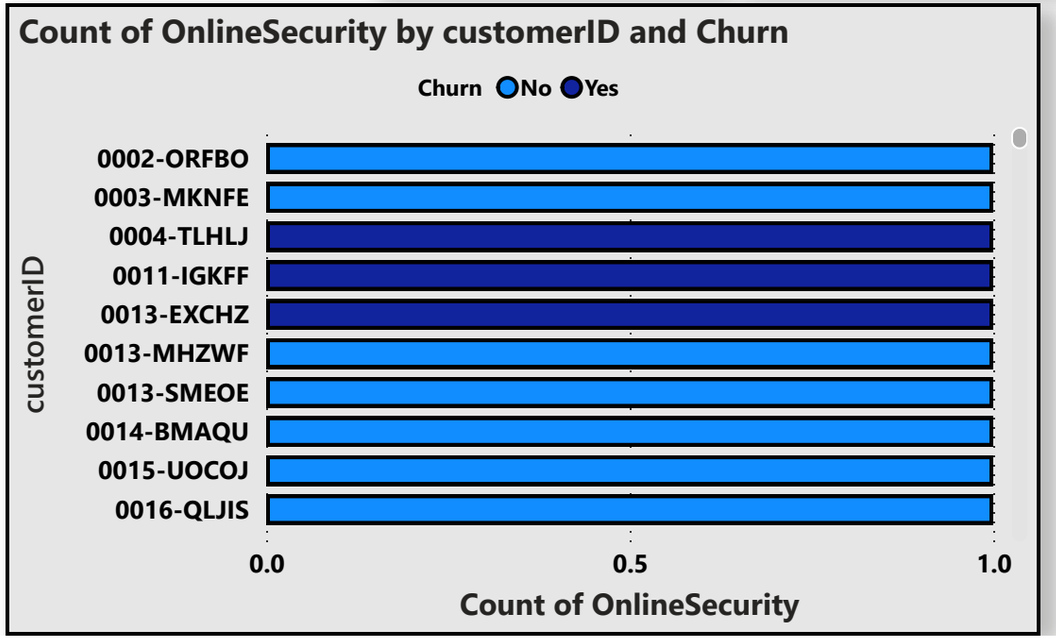
1869
Churned Customers

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

PaymentMethod
- Bank transfer (au...
- Credit card (auto...
- Electronic check
- Mailed check

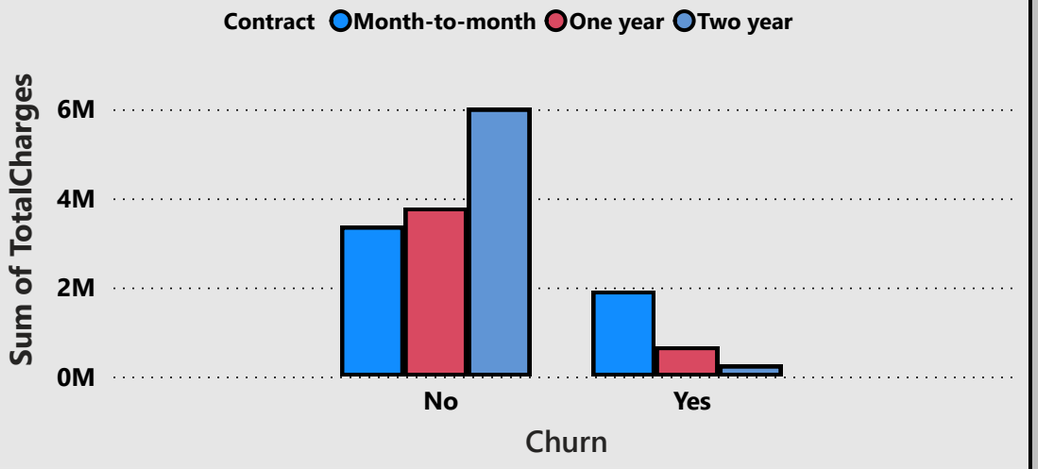




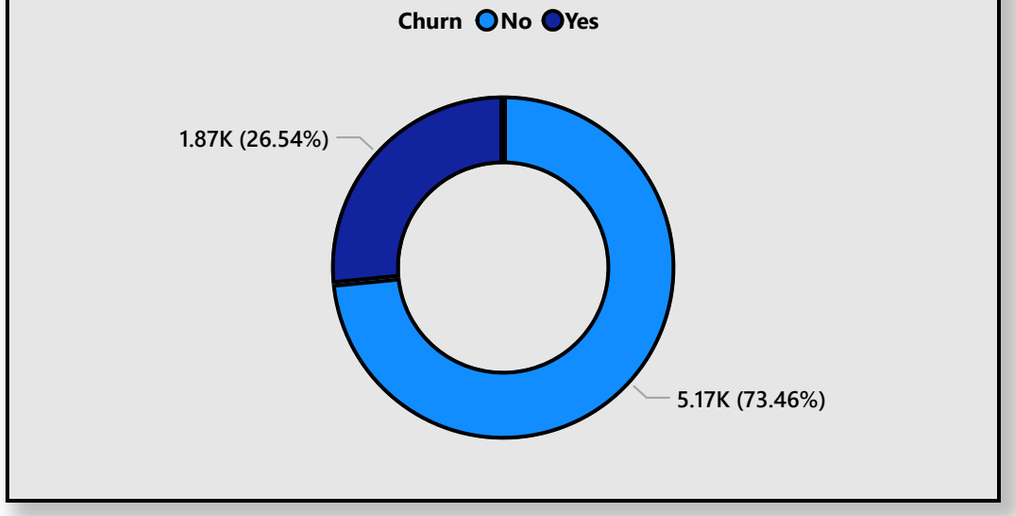


4. Churn Prediction & Key Drivers

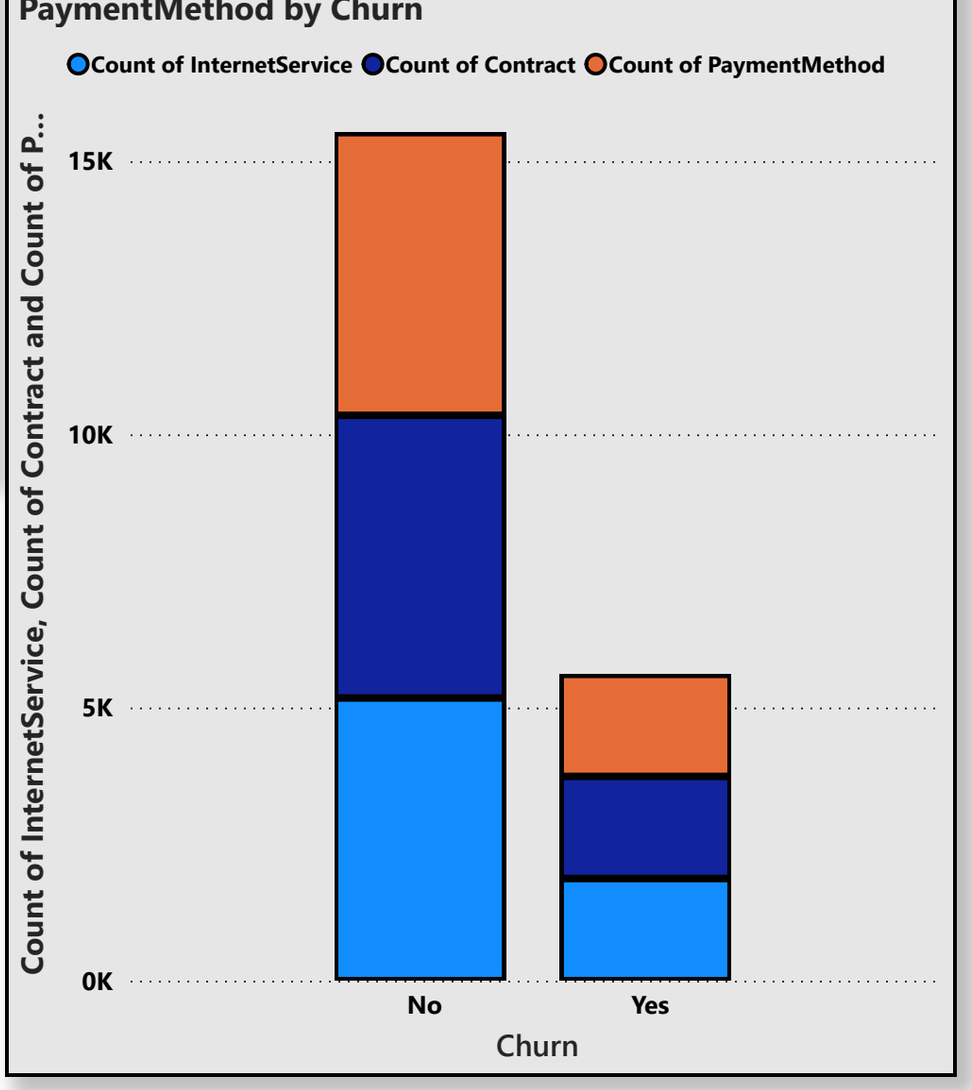
Sum of TotalCharges by Churn and Contract



Count of customerID by Churn



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



0.27

Churn Rate
Numeric