

Customer Churn Analysis



1. Customer Demographics Analysis

0.27

Churn Rate Numeric

7043

TotalCustomers

1869

Churned Customers

64.76

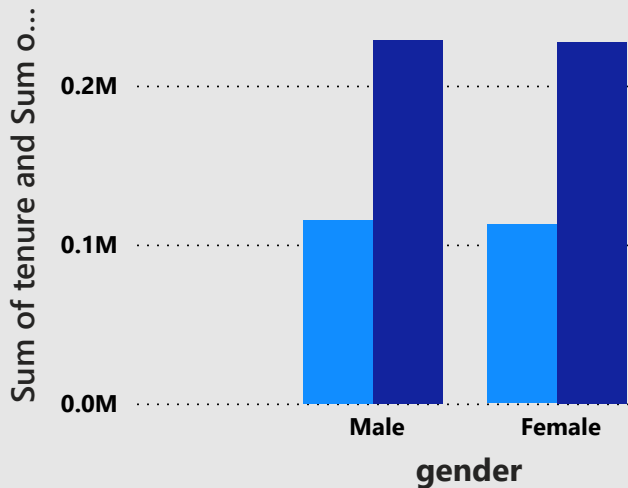
Average of MonthlyChar...

32.37

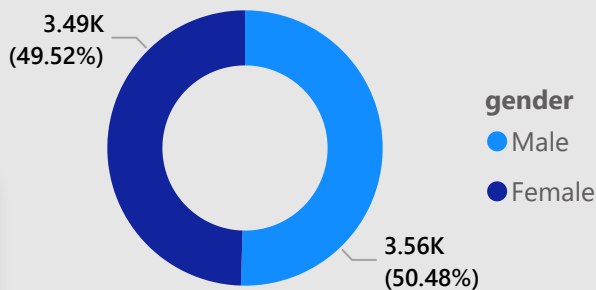
Average of tenure

Sum of tenure and Sum of MonthlyCharges by gender

Sum of tenure Sum of MonthlyCharges

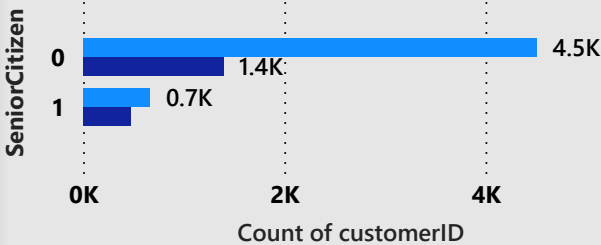


Count of customerID by gender

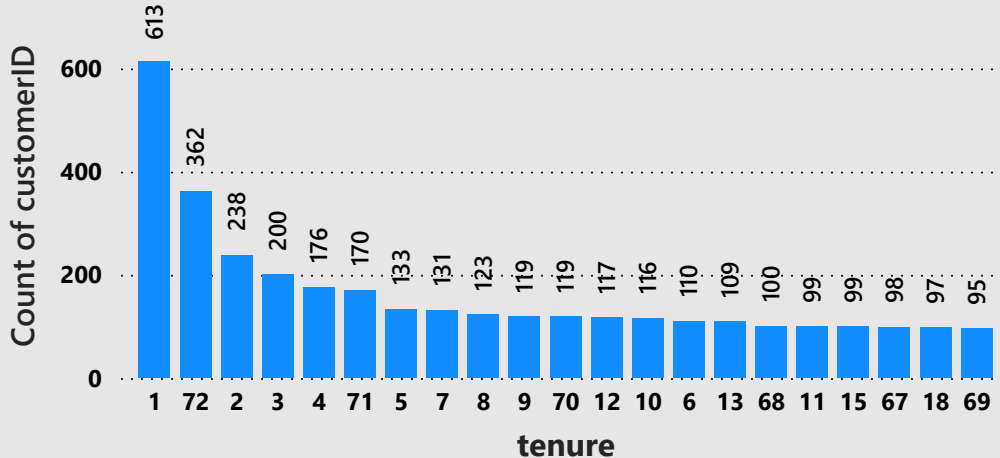


Count of customerID by SeniorCitizen and Churn

Churn No Yes

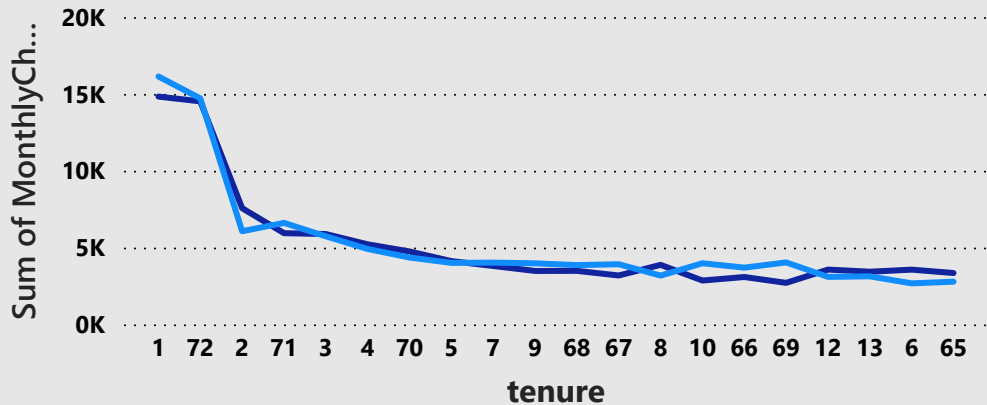


Count of customerID by tenure



Sum of MonthlyCharges by tenure and gender

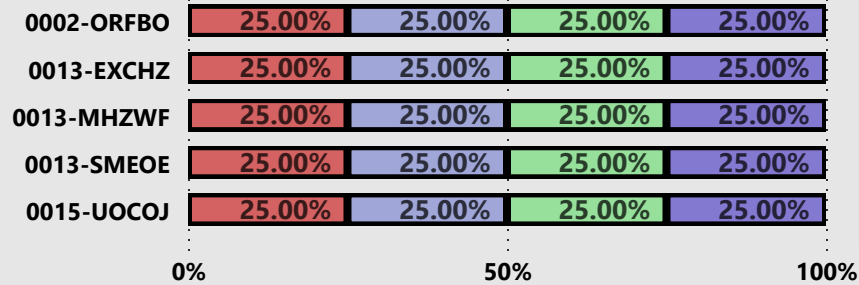
gender Female Male



2. Service Subscription Analysis

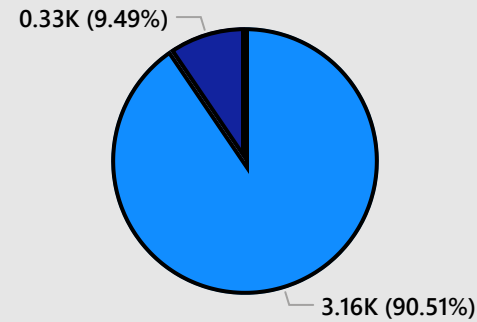
Most Common Add-on Services among Churned Customers

Count of OnlineSec... Count of Tech... Count of Stre... Count of Str...



Count of customerID by PhoneService

PhoneSe... Yes No



gender

Female

SeniorCitizen

All

Contract

Month-to-month

One year

Two year

InternetService

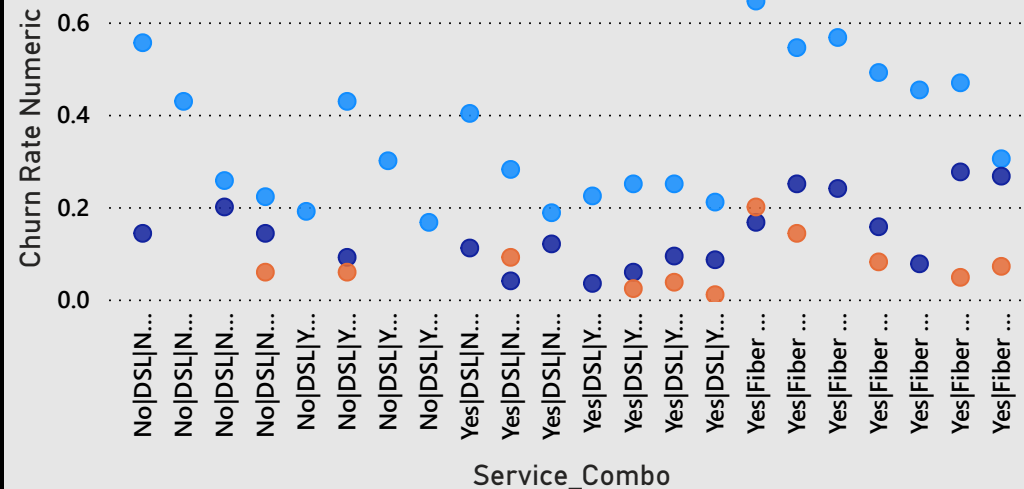
DSL

Fiber optic

No

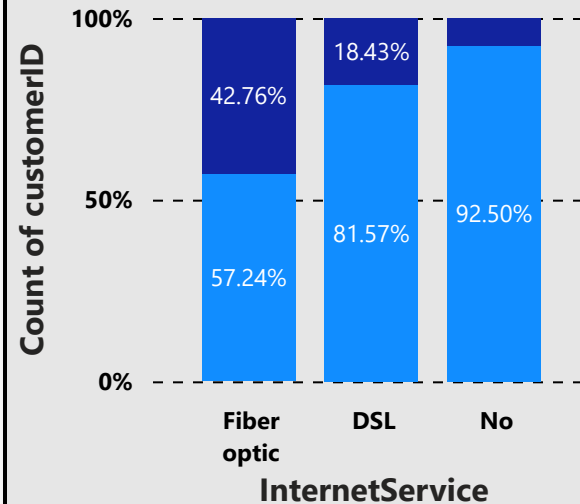
Churn Rate Numeric by Contract and Service_Combo

Contract Month-to-month One year Two year



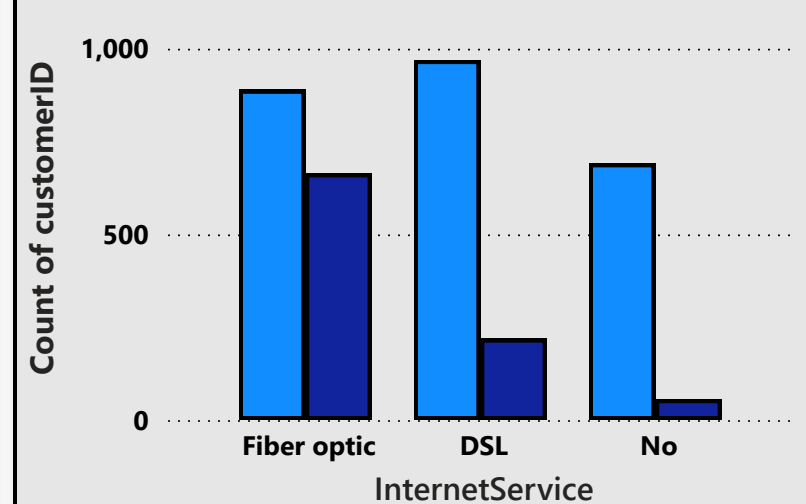
Count of customerID by InternetService and Churn

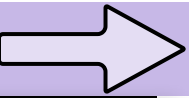
Churn No Yes



Count of customerID by InternetService and Churn

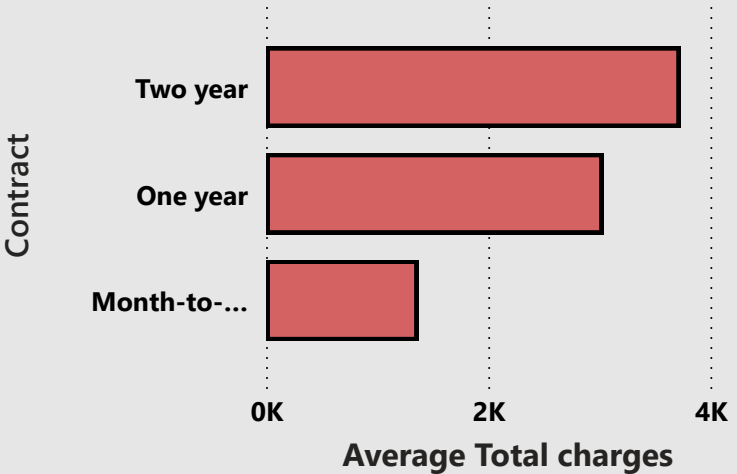
Churn No Yes





3. Contract & Billing Insights

Average Total charges by Contract



Churn Rate Numeric by Contract



2.28K

Average of TotalCharg...

64.76

Average of MonthlyC...

7043

Count of Churn

1869

Churned Customers

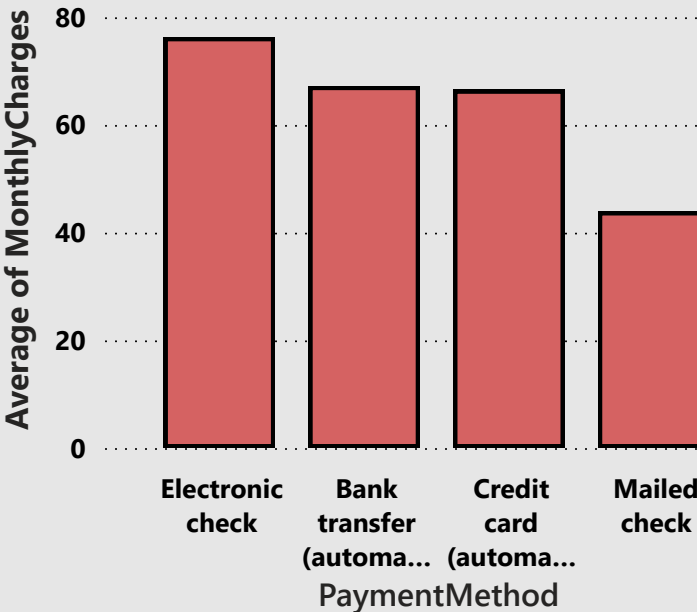
Contract

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

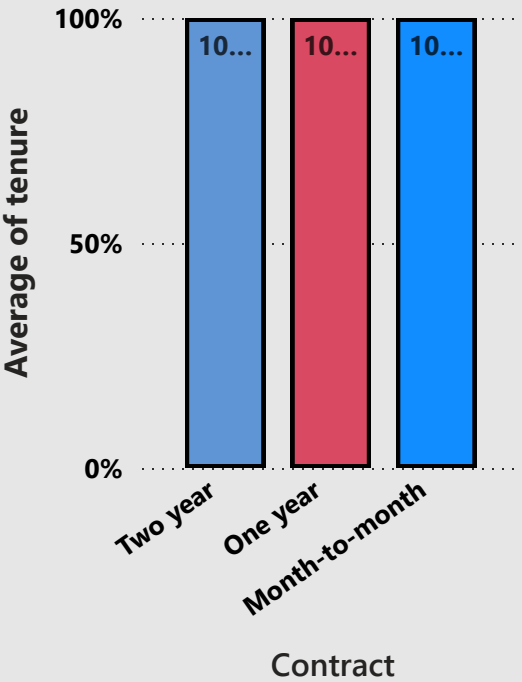
PaymentMethod

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

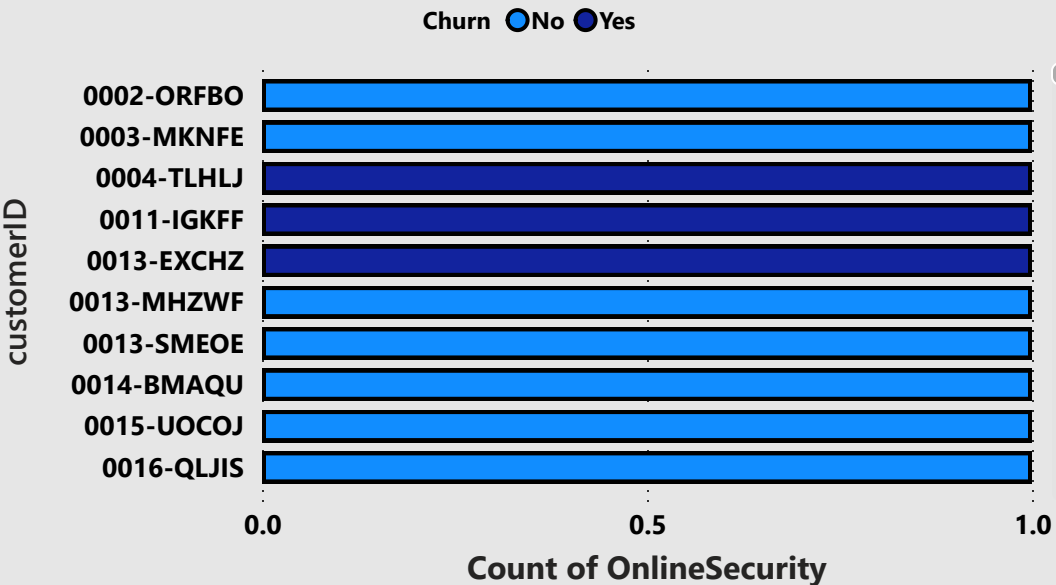
Average of MonthlyCharges by PaymentMethod

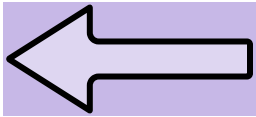


Average of tenure by Contract



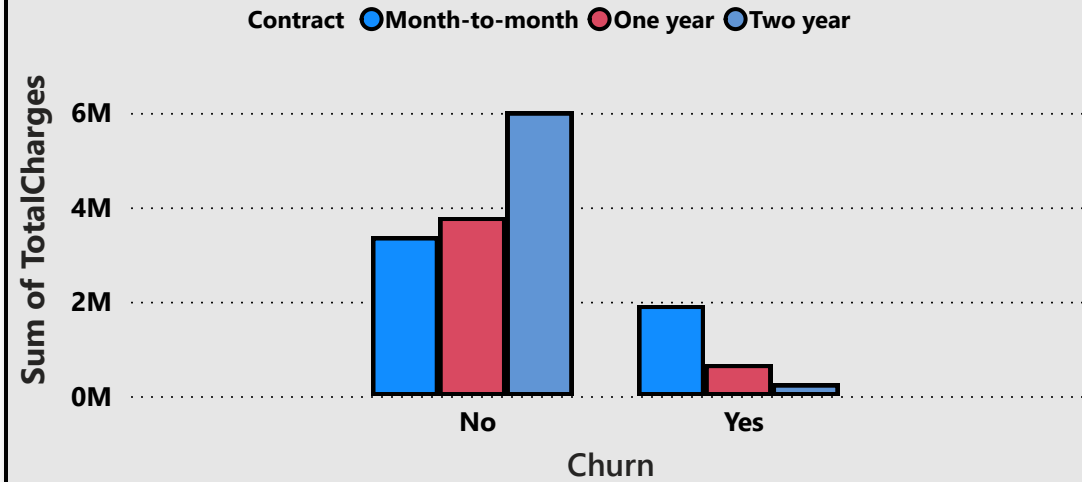
Count of OnlineSecurity by customerID and Churn



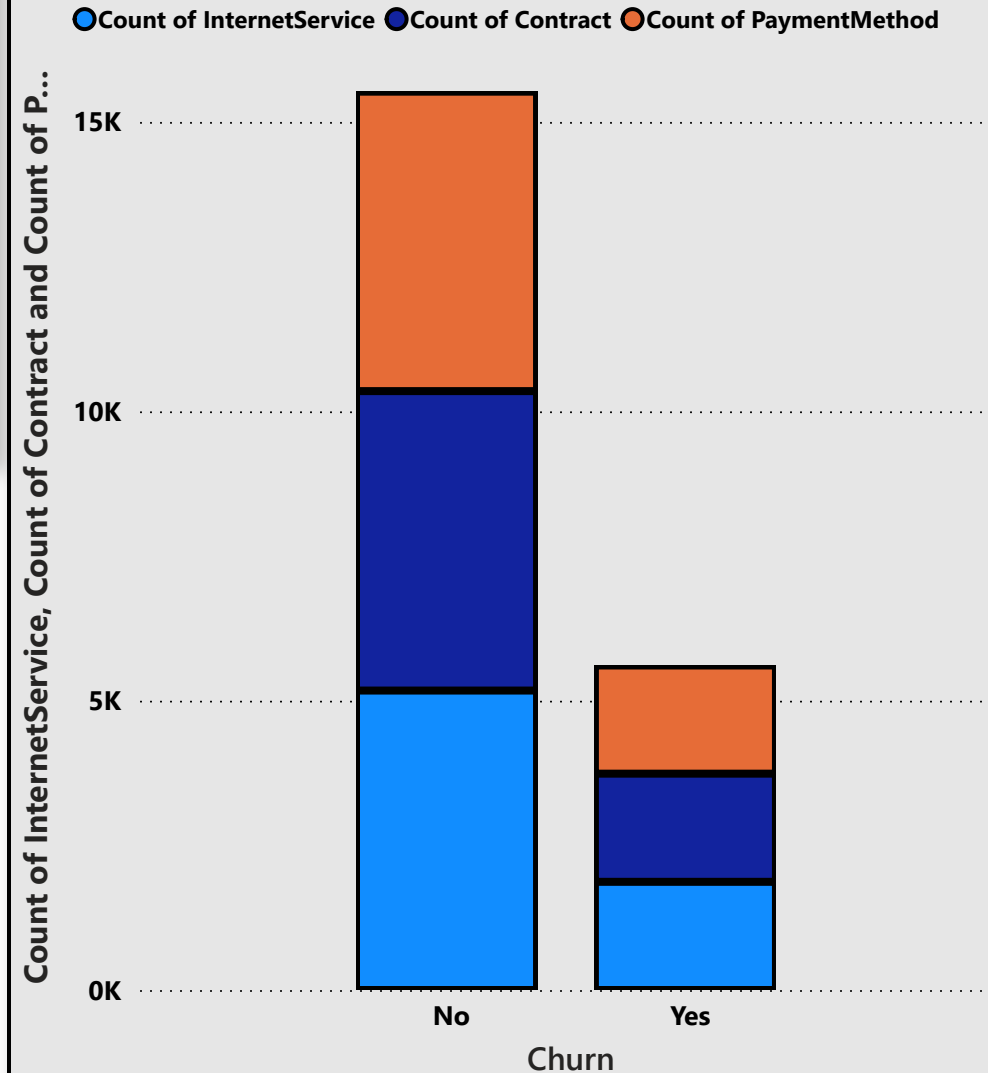


4. Churn Prediction & Key Drivers

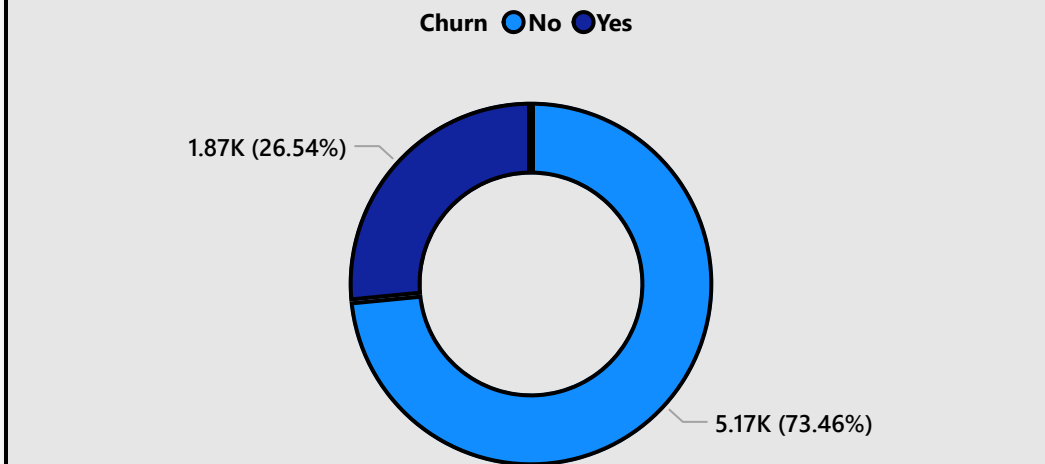
Sum of TotalCharges by Churn and Contract



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



Count of customerID by Churn



0.27

Churn Rate
Numeric