Telco Customer Churn Total Customer = 7,403 Payment Method Customer Churn vs Contract of Customer 3000 ■ Bank transfer 2220 **Customer Segment** (automatic) 1647 2000 1307 ■ Credit card No 1655 (automatic) 16% 1,715,120 1000 50 50 Š. Yes ■ Electronic check % % 0 1,883,2 ■ SeniorCitizen ■ NonSeniorCitizen Month-to-month Mailed check One year Two year Revenue by Contract **Monthly Charges** Churn vs Tenure vs Monthly Contract \$70 67 \$4,000 \$3,000 67 66 3,098 2,606 150 2,248 Thousands \$65 61 61 Charges \$2,000 100 \$60 \$1,000 50 \$-\$55 Month-to-month One year Two year Month-to-month One year Two year 1 122334455667 6 1728395061 ■ Female ■ Male ■ Female ■ Male Yes Revenue from Internet Service Internet Service by Customer Churn vs Tenure \$6,000 \$5,000 \$4,000 \$3,000 \$2,000 \$1,000 \$0 4,917 2000 400 No. of Customer 1500 2,531 300 5,007 1000 505 500 200 DSL Fiber optic 100 No Female Male Female Male 0 ■ Female ■ Male DSL Fiber optic No 40 60 80 20 Tenure Churn Gender **Partner Dependents** Yes — No Female Male No Yes No Yes No Yes