264 0,12 0,87 300 **Number of Customers** Number of non-churned customers Number of churned customers Churn Percentage Churn Prediction Accuracy Churn by Gender and Senior Citizen Churn by Internet Service and Phone Churn by Monthly Charges and Contract Customers that churned vs predicted Service **Contract** ● Month-to-mo... ● One year ● Two year Senior Ci... ● No ● Yes **Phone Ser...** • No • Yes 100% **Monthly Charges Size** High 100 Churned True 36 Churn 200 Churn Medium 50 100 Churned_Pr... 27 200 Female Male 100 DSL Fiber optic No 75% Gender Churn Internet Service Churn by Partner and Dependents Churn by Payment Method and Paperless Churn by Tenure Months Length and Churn by CLTV **Total Charges** Billing **Partner** ● No ● Yes **Paperless ...** ● No ● Yes **Tenure Mo...** ● Long ● Medium ● Short 18 (2,94%)(4,81%) **CLTV** Low Total Charges Size Churn High Low Medium Medium 0 Credit ¹ 7 (1,87%) 0 card Yes No 200 100 (autom... (autom... **Dependents** Payment Method Churn