1035 1409 0,75 374 0.27 **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 100% **Phone Ser...** • No • Yes **Monthly Charges Size** High 100 Churned True 374 Churn 200 Medium 50 100 Churned_Pr... 554 200 Female Male 100 DSL Fiber optic No 148,1% 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 146 (22,46%)(39,04%) 200 **CLTV** Low Total Charges Size High Churn Low Medium Medium High 0 Credit 144 (38,5%) 0 card Yes No 100 200 (autom... (autom... **Dependents** Payment Method Churn