252 0,36 0,69 396 144 Number of non-churned customers Number of 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 144 Churn 200 Churn Medium 50 100 Churned_Pr... 219 0 200 Female Male 100 DSL Fiber optic No 152,1% 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 Churn High Low Medium Medium 0 Credit 144 (38,5%) 0 transfer card Yes No 100 200 (autom... (autom... **Dependents** Payment Method Churn