

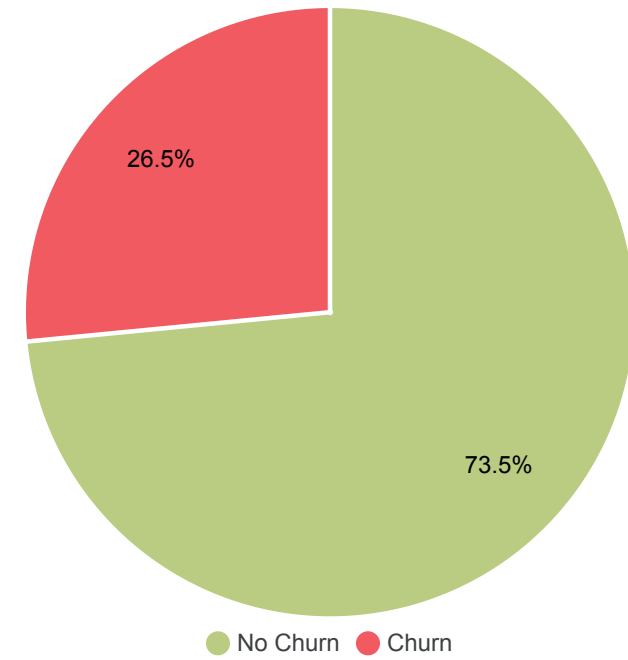
Select View

Understand current churn patterns

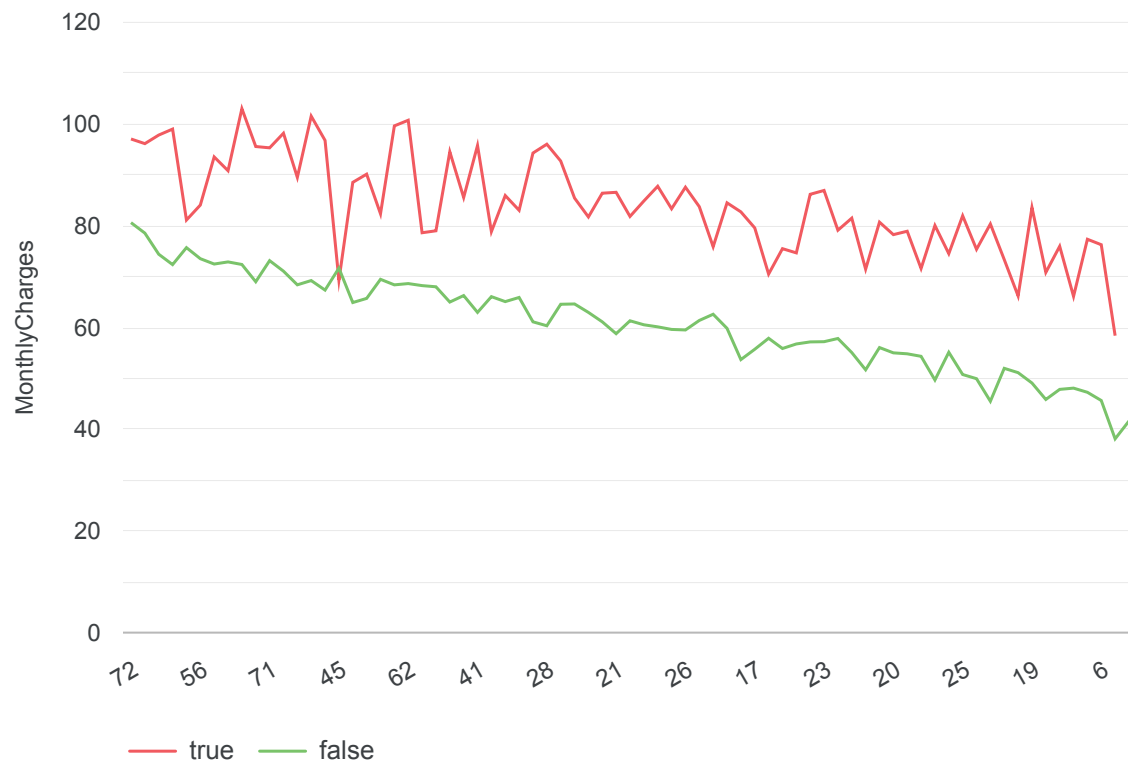
Which contract types are most likely to churn



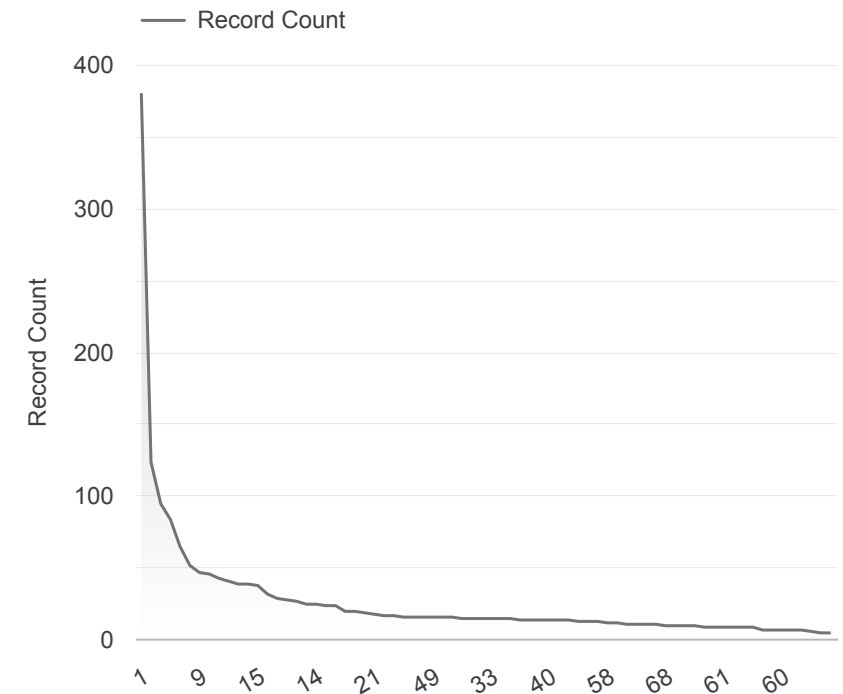
Customer Churn Distribution



Do long-term customers pay more or less on average



Churn Trend Over Customer Tenure

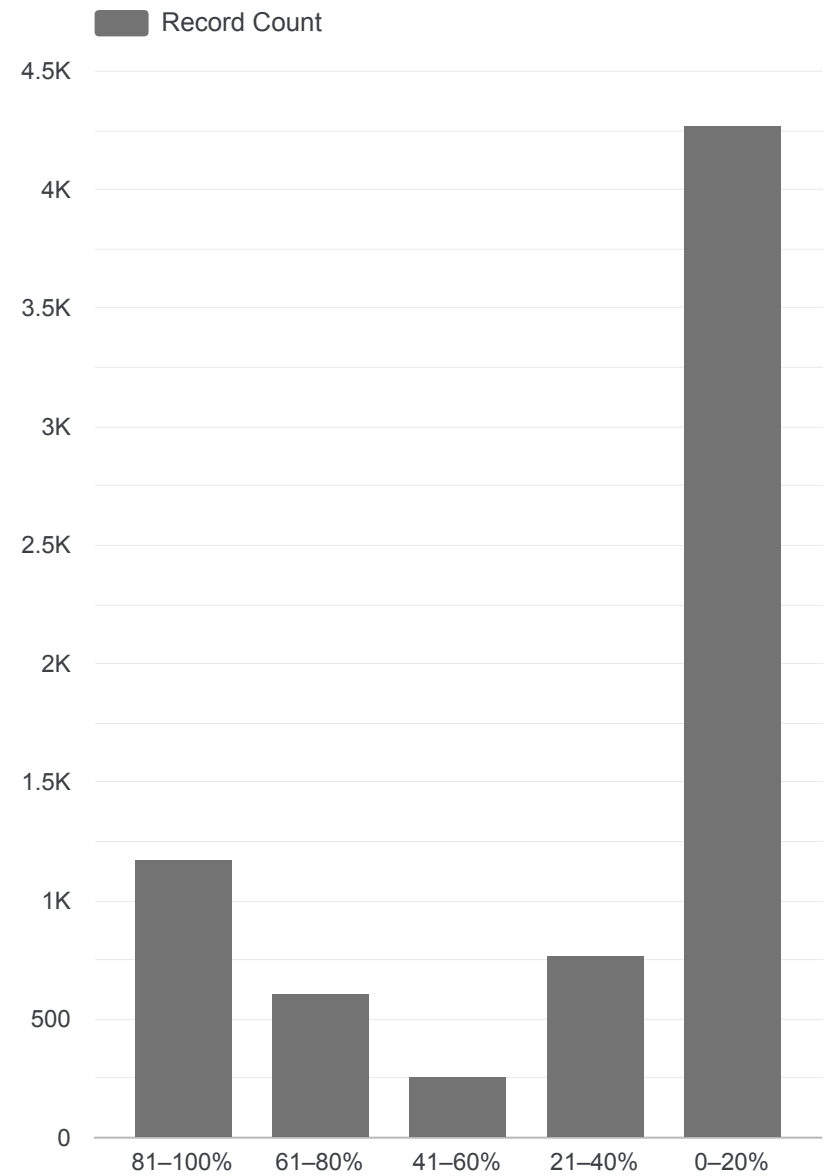


Act on churn risk using ML predictions

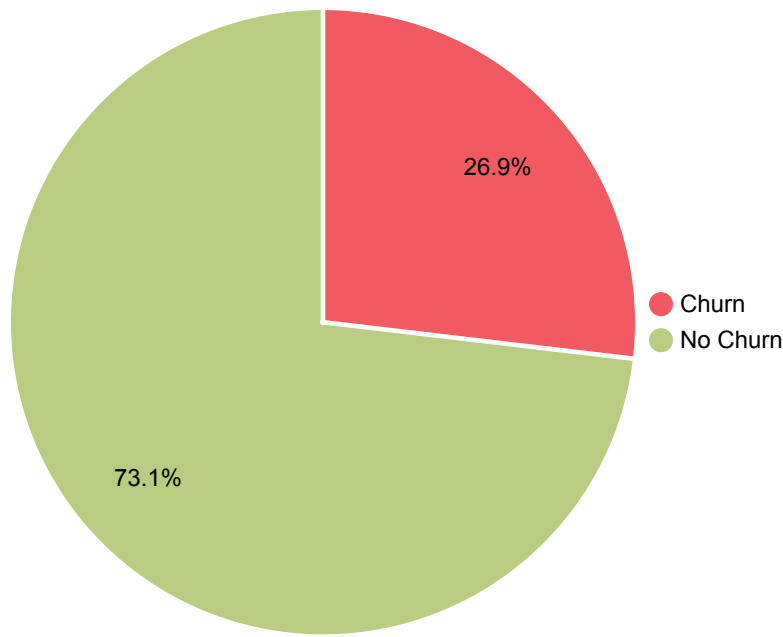
Total Customers Evaluated

Record Count
7,043

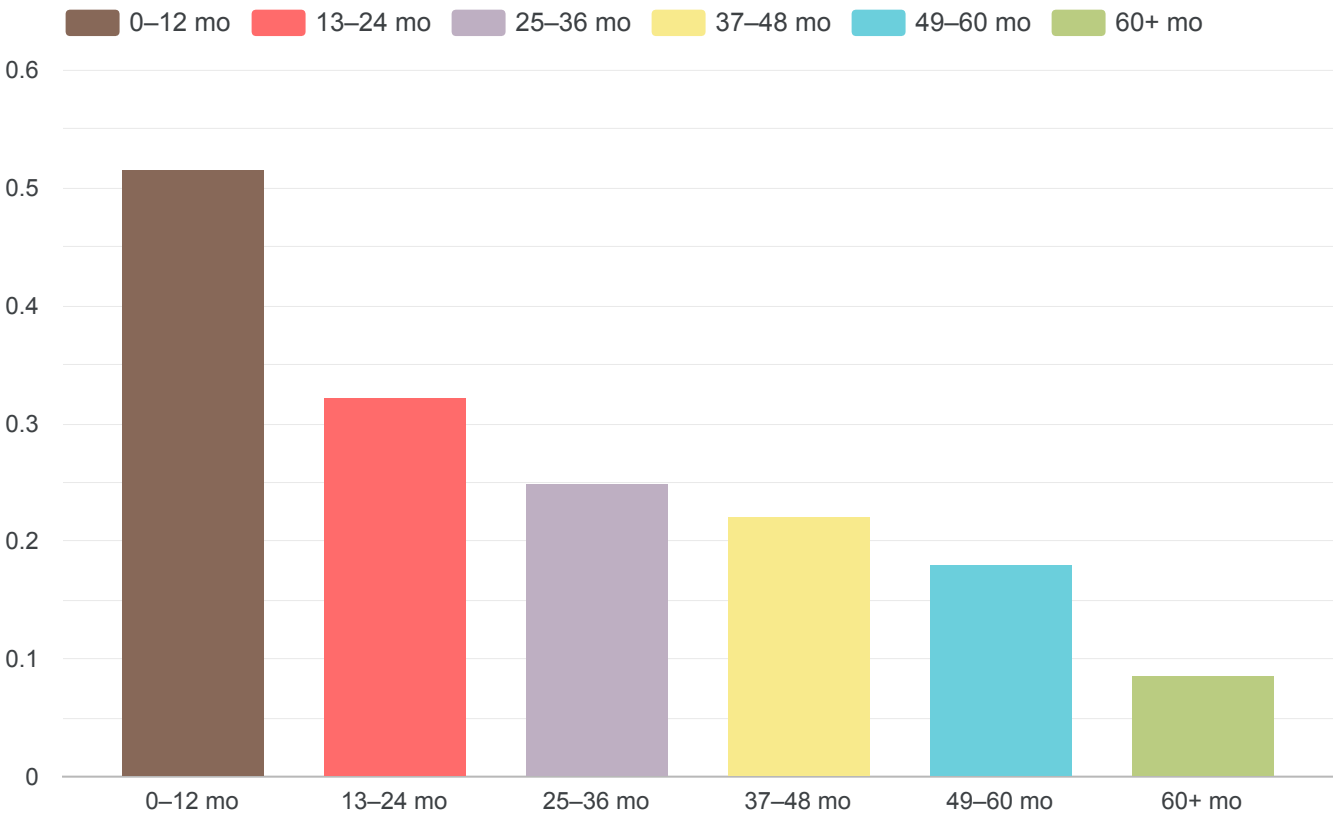
Churn Risk Distribution



Churn vs No Churn



Tenure vs Churn Risk



Churn Drivers & At-Risk Customers

Top Predictors of Customer Churn

Importance

MonthlyCharges	0.15
TotalCharges	0.14
Contract	0.135
tenure	0.125
TechSupport	0.07
OnlineSecurity	0.07
PaymentMethod	0.045
OnlineBackup	0.035
Dependents	0.03
DeviceProtection	0.03

Risk Segment Explorer Table

Churn Probability Bucket		gender ▾
1.	0–20%	2,200
2.	81–100%	530
3.	21–40%	355
4.	61–80%	329
5.	41–60%	141

Avg churn prob by segment

InternetService / PaymentMethod / Churn_Probability					
			1		0
Contract	2	3	0	1	2
0	0.64	0.54	0.52	0.5	0.42
1	0.29	0.23	0.23	0.21	0.12
2	0.11	0.09	0.11	0.06	0.06

Top 50Risky Customers

	customerID	tenure	MonthlyCharges	Churn_Probability	High Risk ▾	Record Count
1.	5277-ZLOOR	2	85.55	1	High Risk	1
2.	7120-RFMVS	1	84.5	1	High Risk	1
3.	0362-ZBZWJ	36	84.9	1	High Risk	1
4.	7660-HDPJV	1	69.2	1	High Risk	1
5.	4110-PFEUZ	1	69.55	1	High Risk	1
6.	0511-JTEOY	1	71.1	1	High Risk	1
7.	0495-RVCBF	1	79.7	1	High Risk	1
8.	2672-HUYVI	6	91.1	1	High Risk	1
9.	2004-OCQXK	1	81.95	1	High Risk	1
10.	3765-JXVKY	1	74.7	1	High Risk	1
11.	1143-NMNQJ	2	85.7	1	High Risk	1
12.	1569-TTNYJ	5	78.75	1	High Risk	1
13.	2608-BHKFN	4	70.05	1	High Risk	1
14.	4415-IJZTP	1	74.5	1	High Risk	1
15.	5192-EBGOV	1	85.7	1	High Risk	1
16.	9248-OJYKK	1	76.45	1	High Risk	1
17.	9600-NAXZN	43	101.4	1	High Risk	1
18.	1000-AJSLD	1	20.1	1	High Risk	1
19.	4910-GMJOT	1	94.6	1	High Risk	1
20.	1602-IJQQE	4	75.35	1	High Risk	1
21.	4892-VLANZ	1	19.8	1	High Risk	1
22.	8149-RSOUN	1	93.85	1	High Risk	1
23.	0887-HJGAR	1	45.7	1	High Risk	1
24.	5519-NPHVG	12	94.2	1	High Risk	1
25.	7825-GKX...	1	45.8	1	High Risk	1
26.	1723-HKXJQ	42	101.75	1	High Risk	1
27.	3091-FYHKI	1	35.45	1	High Risk	1
28.	5707-APW7C	1	90.6	1	High Risk	1

1 - 50 / 50

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