Customer Churn Overview

7043	0.27	32.37	64.76	1869	0.42	16.06M
Total Customers	Churn Rate	Avg Tenure	Avg Monthly Revenue	Churned Customers	Repeat Purchase Rate	Customer Lifetime Value

Payment Method ⌄

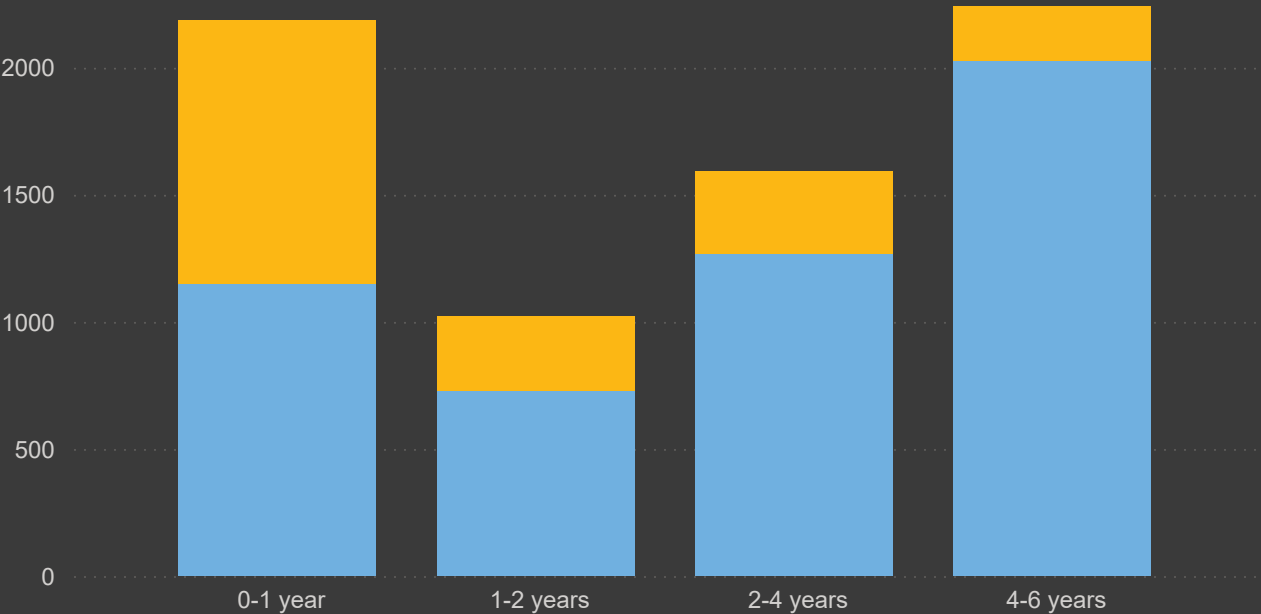| Bank transfer (automatic)	Credit card (automatic)	Electronic check	Mailed check

Contract ⌄

Month-to-month	One year	Two year

Customer Count by Tenure Group

Churn ●No ●Yes

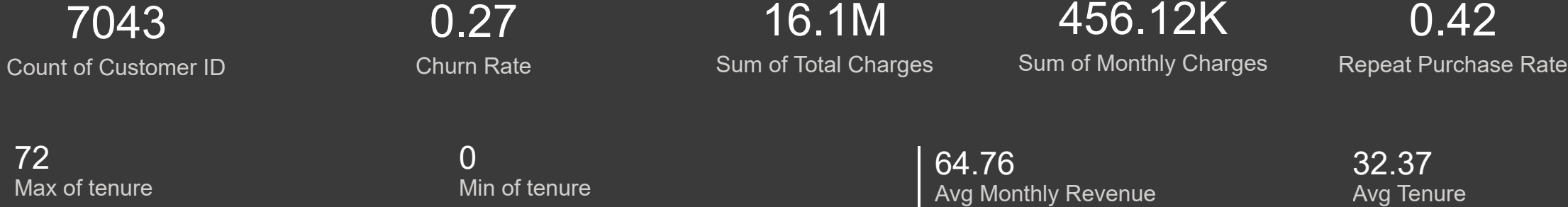## Churn by Monthly Charge Bin
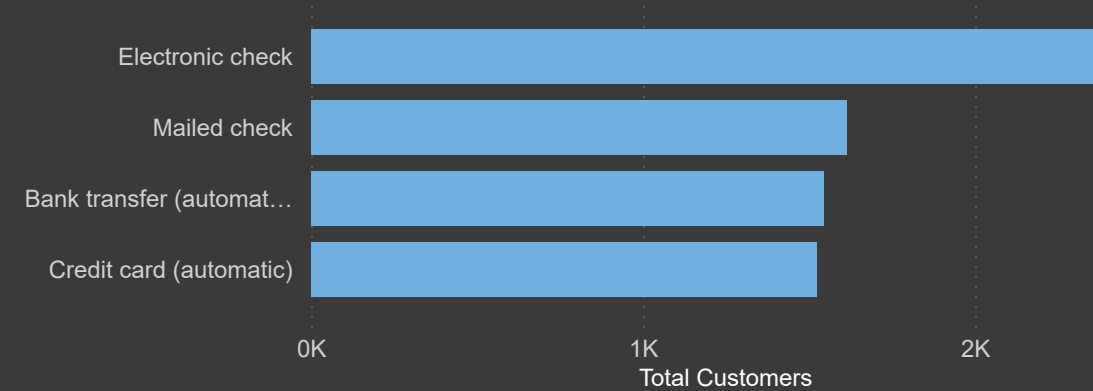
Churn ●No ●Yes

Charge Range
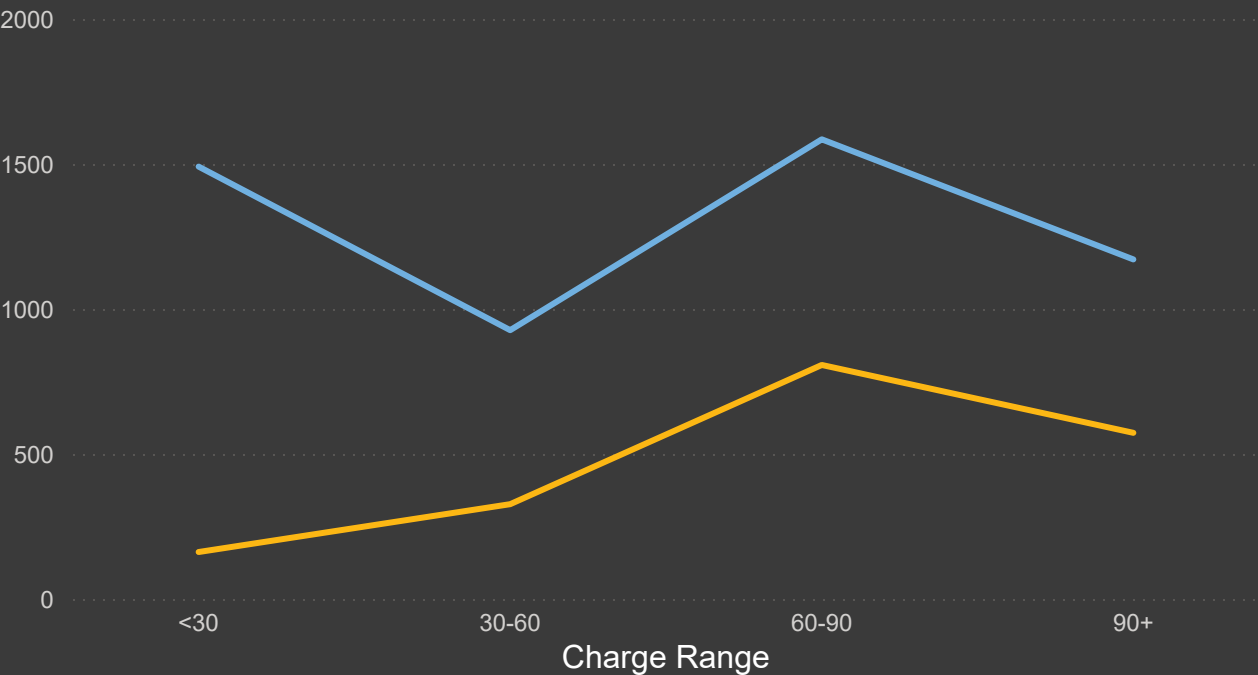
Key Insights:
Churn is highest among month-to-month customers with electronic check payments, low tech support, and fiber optic internet. Retained customers are more evenly distributed across these features.
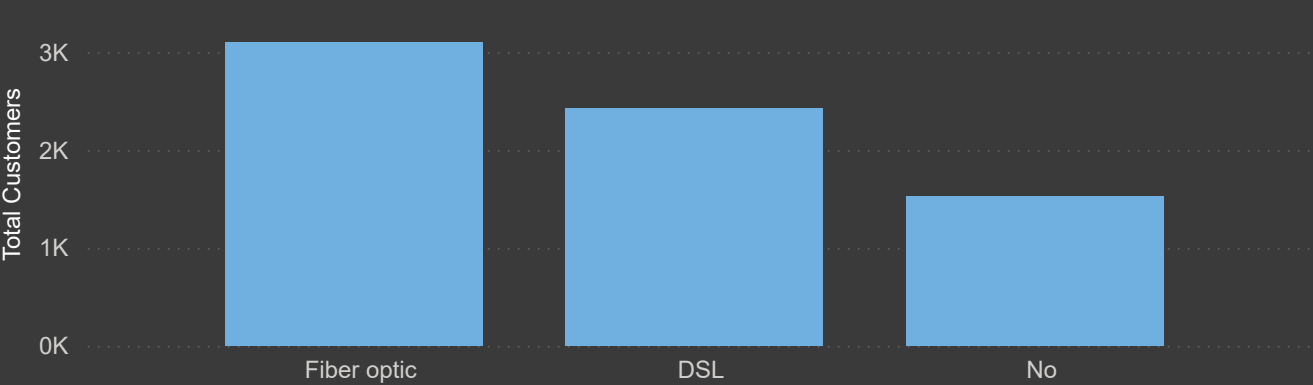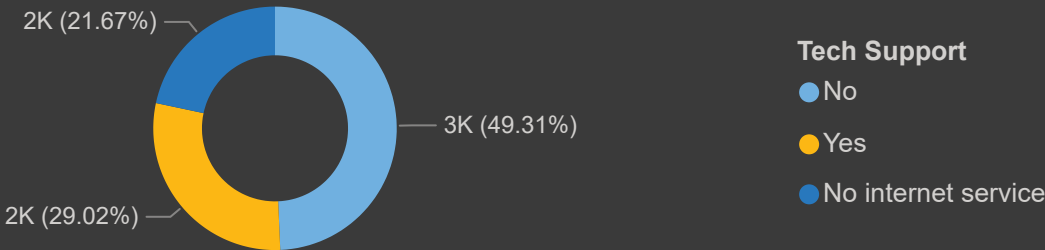
Churn Drivers

7043
Count of Customer ID

0.27
Churn Rate

16.1M
Sum of Total Charges

456.12K
Sum of Monthly Charges

0.42
Repeat Purchase Rate

72
Max of tenure

0
Min of tenure

64.76
Avg Monthly Revenue

32.37
Avg Tenure

Service Distribution - Payment Method

Service Distribution - Internet Service

Service Distribution - Contract

Contract
- Month-to-month
- Two year
- One year

4K (55.02%)
2K (24.07%)
1K (20.91%)
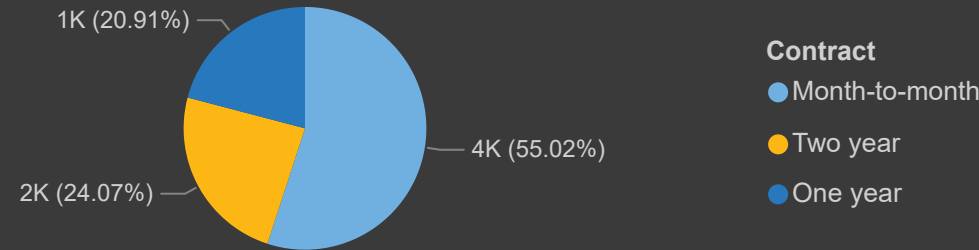
Service Distribution - Tech Support

Tech Support
- No
- Yes
- No internet service

3K (49.31%)
2K (29.02%)
2K (21.67%)

Business Recommendations
1. Bundle tech support with monthly plans   2. Offer discounts to reduce monthly churn   3. Promote auto-pay over electronic check