

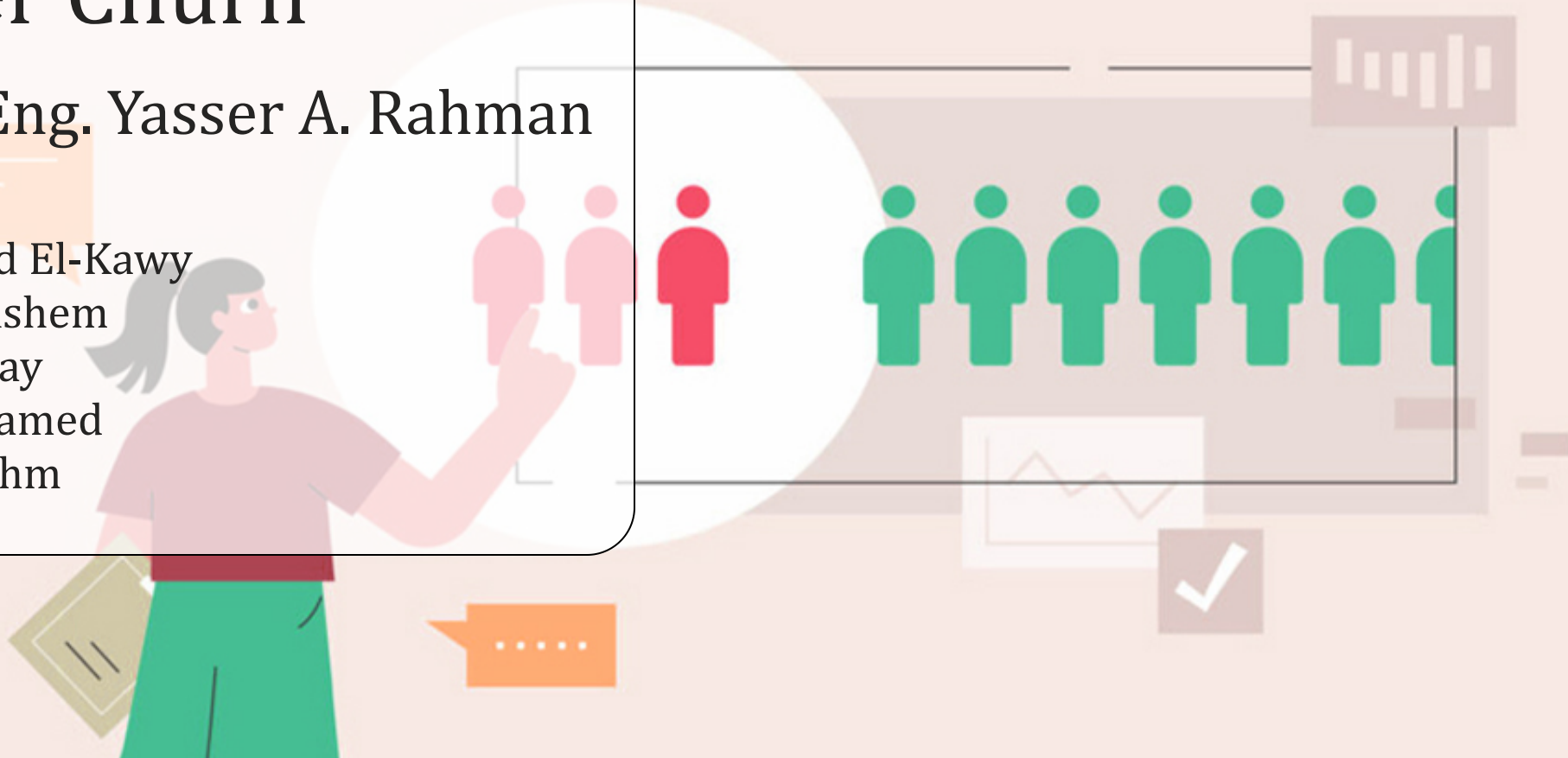
Customer Churn

Customer Churn

Instructor: Eng. Yasser A. Rahman

Made By:

1. Mostafa Ali Abd El-Kawy
2. Mostafa Aly Hashem
3. Sayed El-Adaway
4. Karim Abd Elhamed
5. Mohamed Haithm



Total Customers

440.8K

Churners

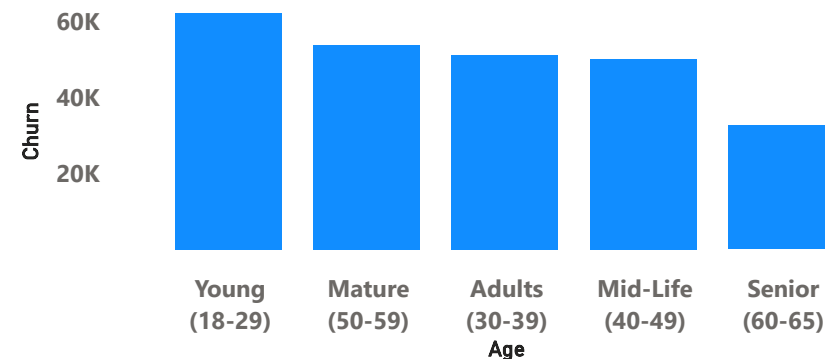
250.0K

Not Churners

190.8K

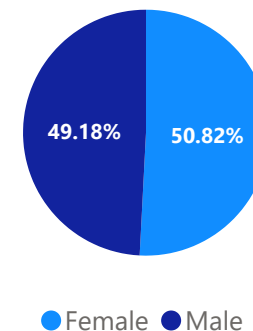
Churners By Age Group

Most Churners are in Young Section



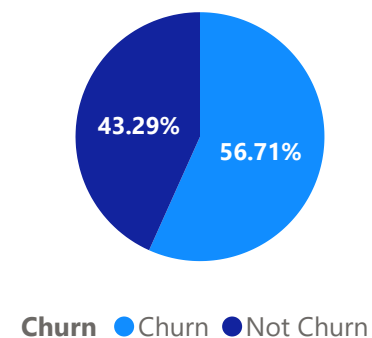
Churners By Gender

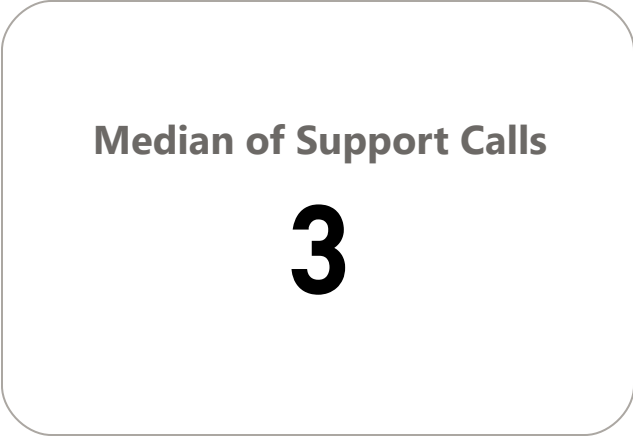
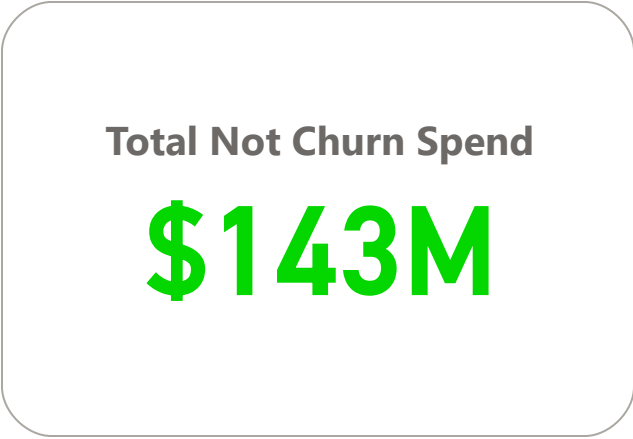
Most Churners are Females



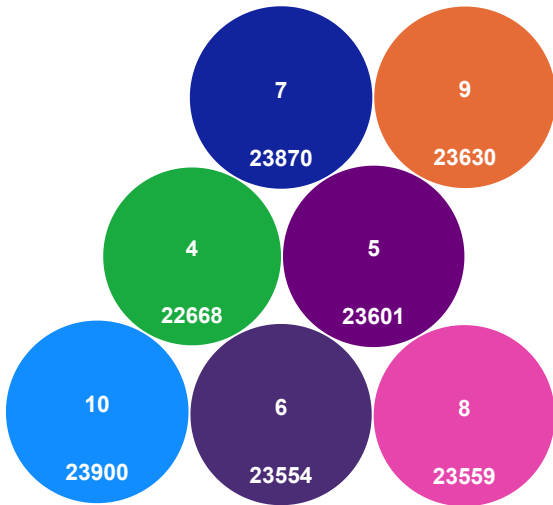
The percentage of churn increases as the number of calls increases.

It seems the supporters are not successful in making the customer's problem go away

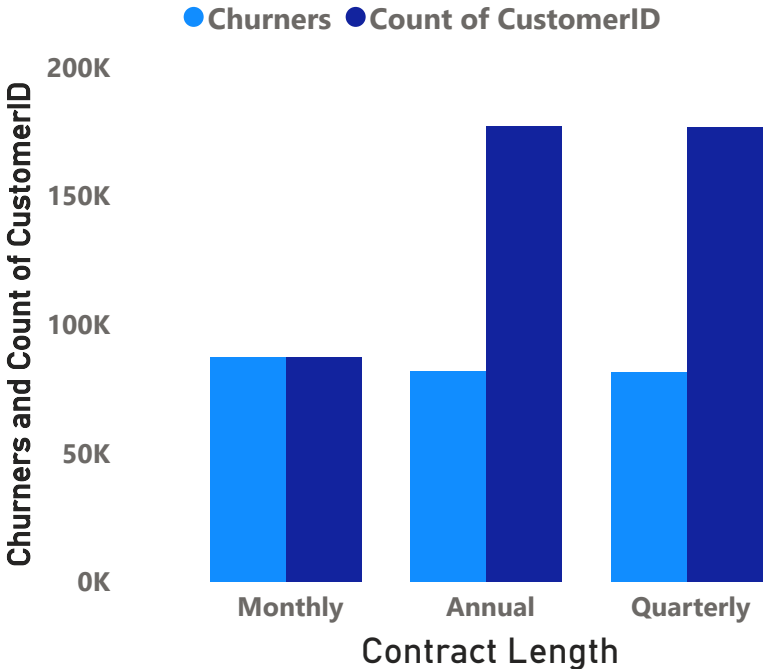




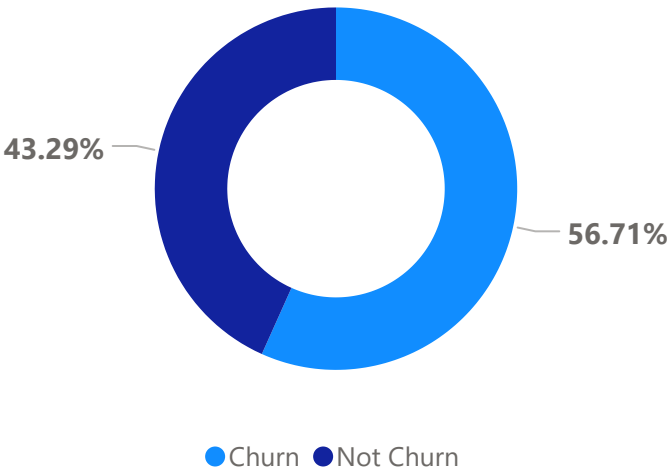
Churners by Support Calls



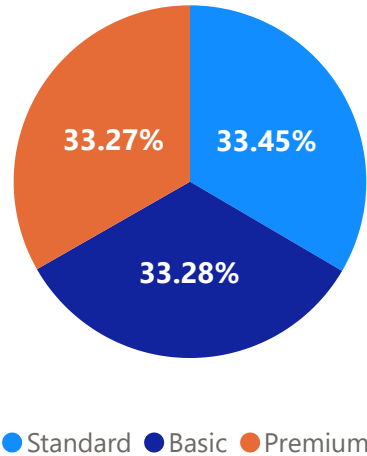
Churners and Count of CustomerID by Contract Length



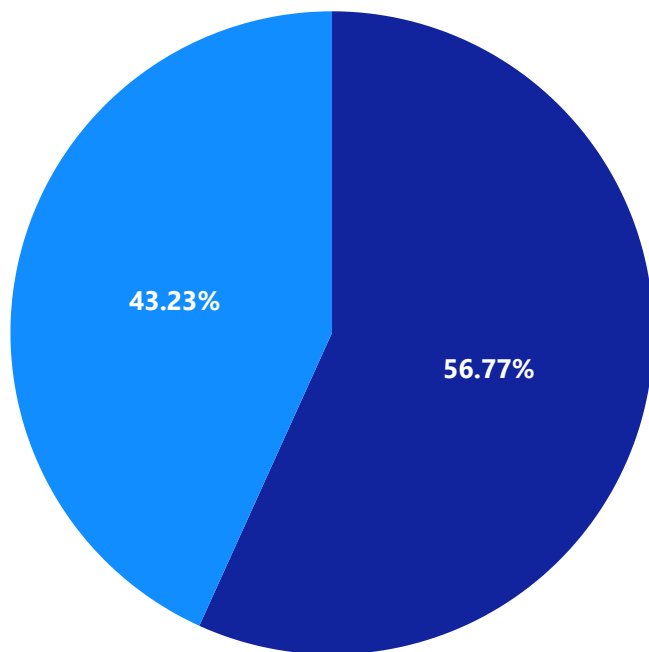
Customer Churn Percentage



Churners by Subscription Type

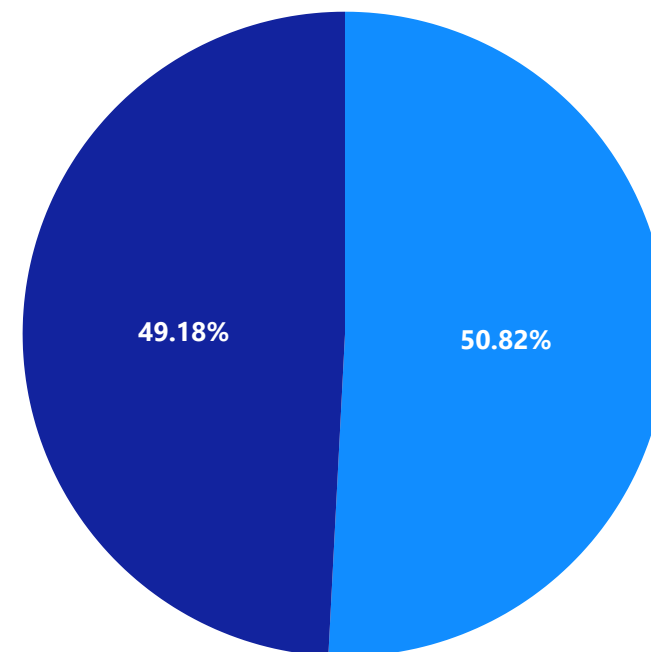


Customers Gender



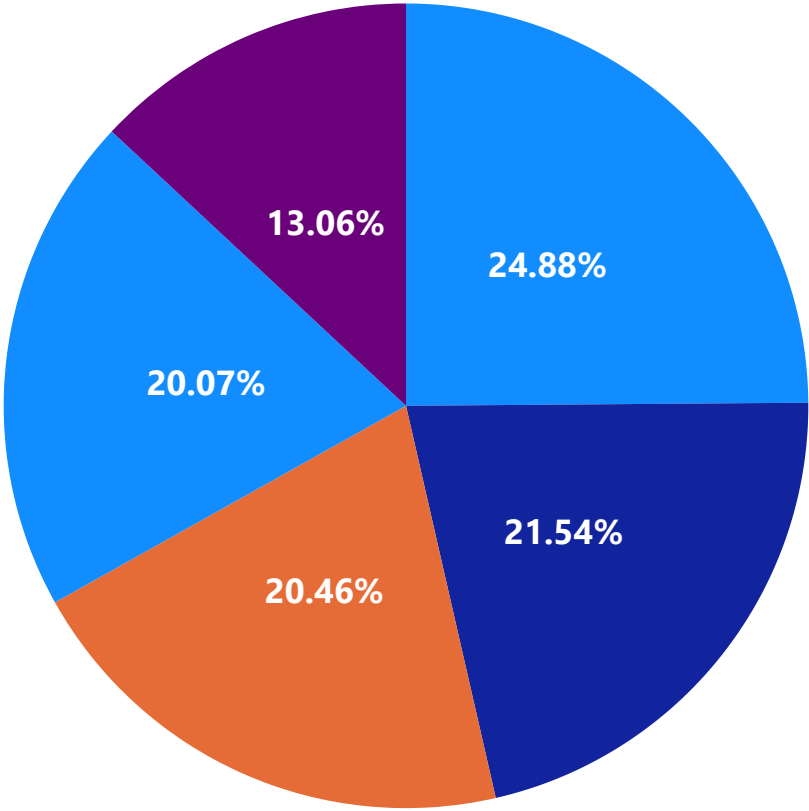
● Male ● Female

Churners Gender



● Female ● Male

Churners By Age Groups

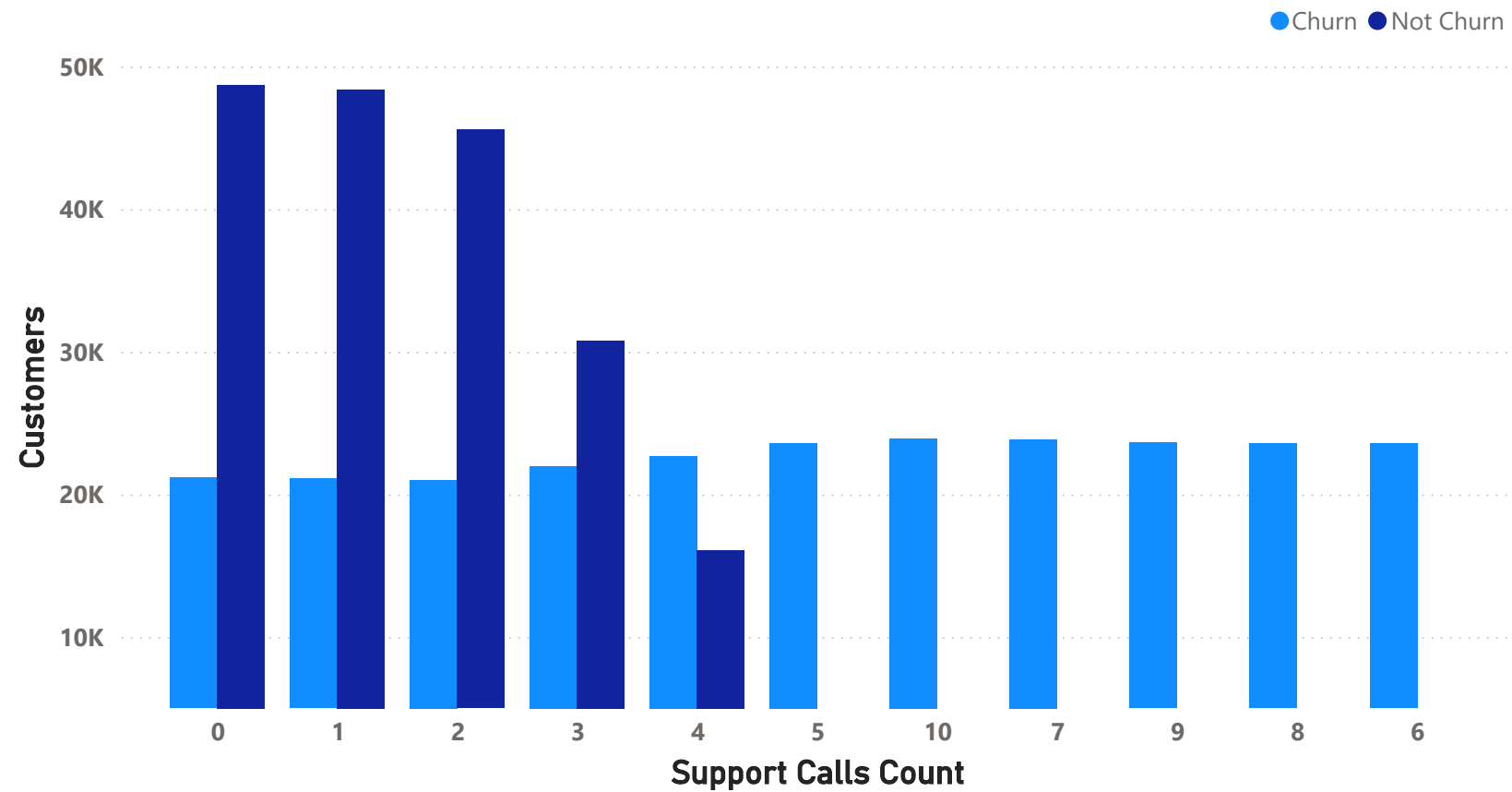


- Young (18-29)
- Mature (50-59)
- Adults (30-39)
- Mid-Life (40-49)
- Senior (60-65)

3

Avg. Customers Support Calls

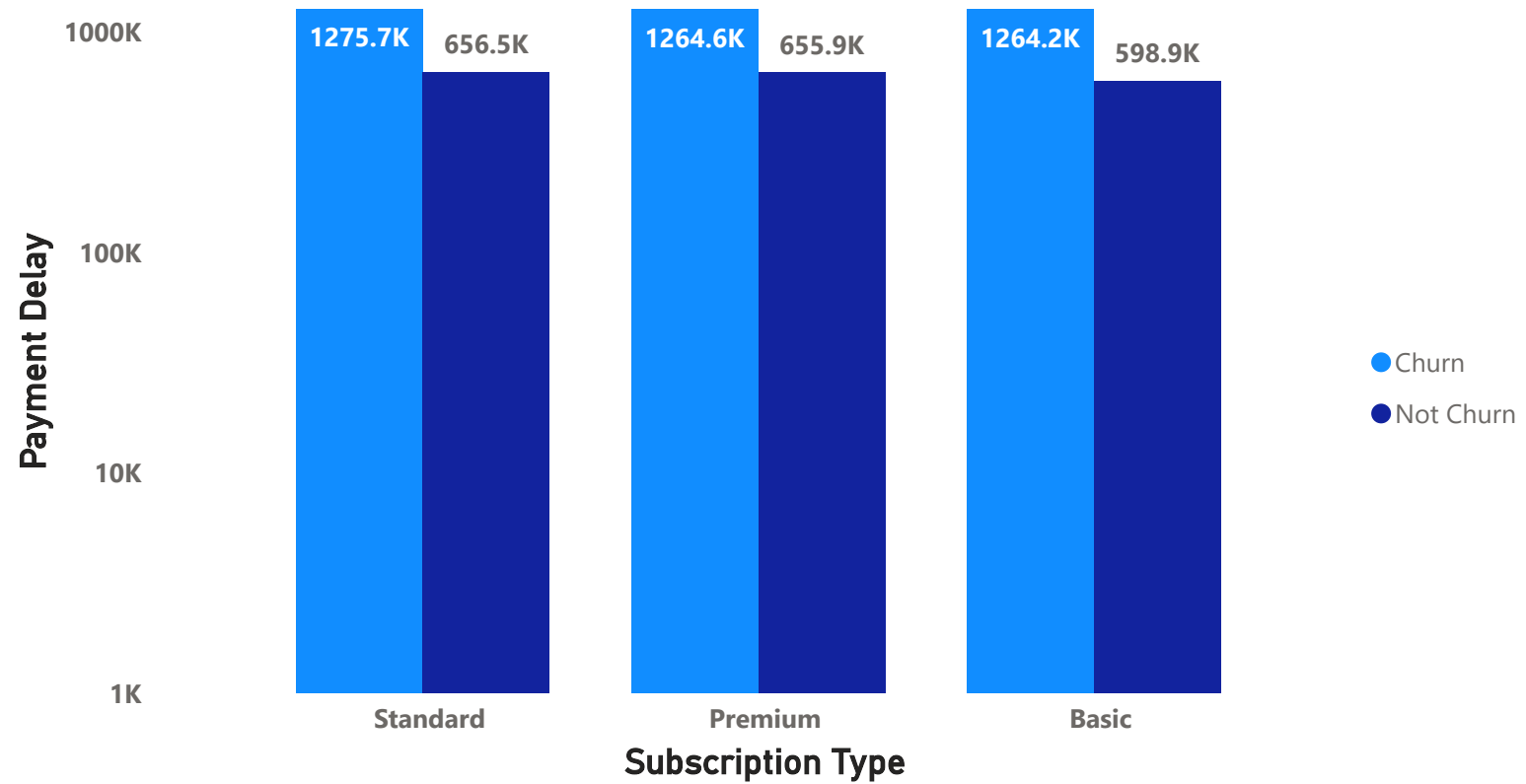
Count of CustomerID by Support Calls and Churn



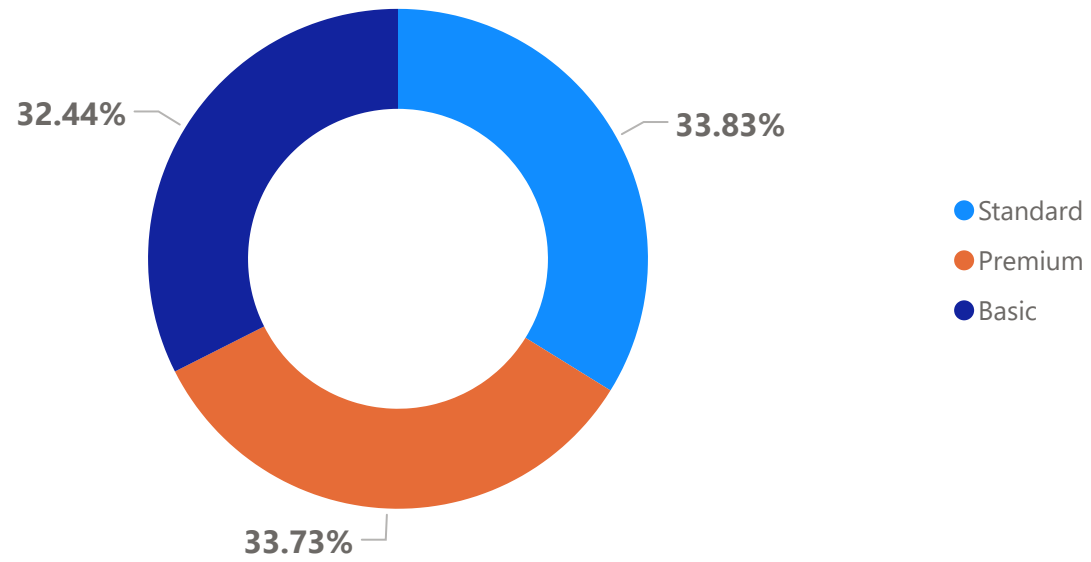
12.97

Average of Payment Delay

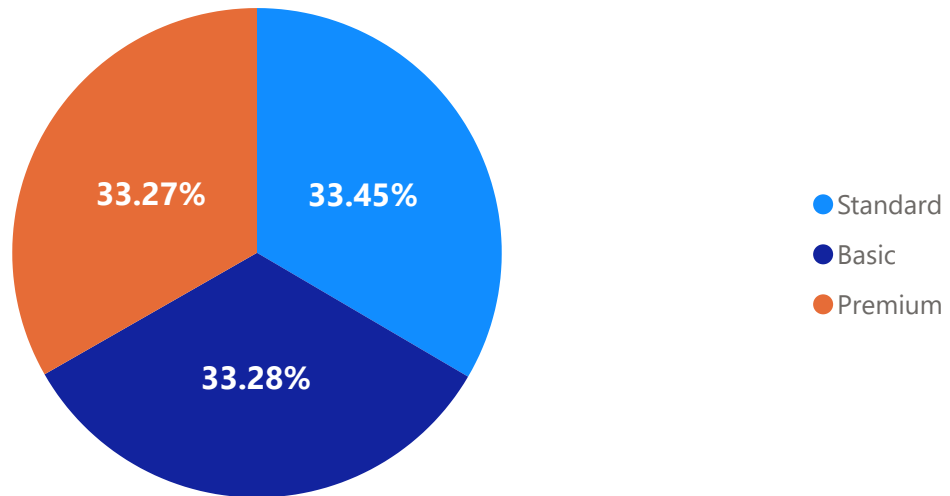
Payment Delay by Subscription Type and Churn



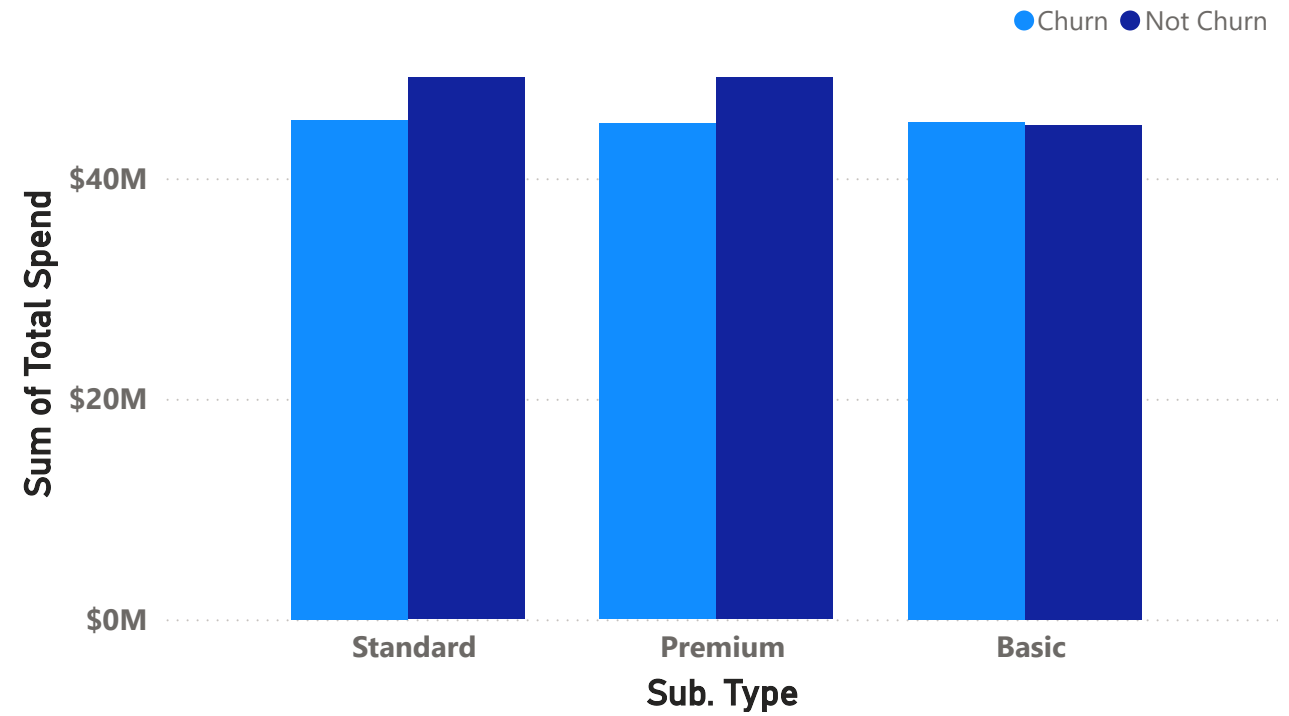
Payment Delay by Subscription Type



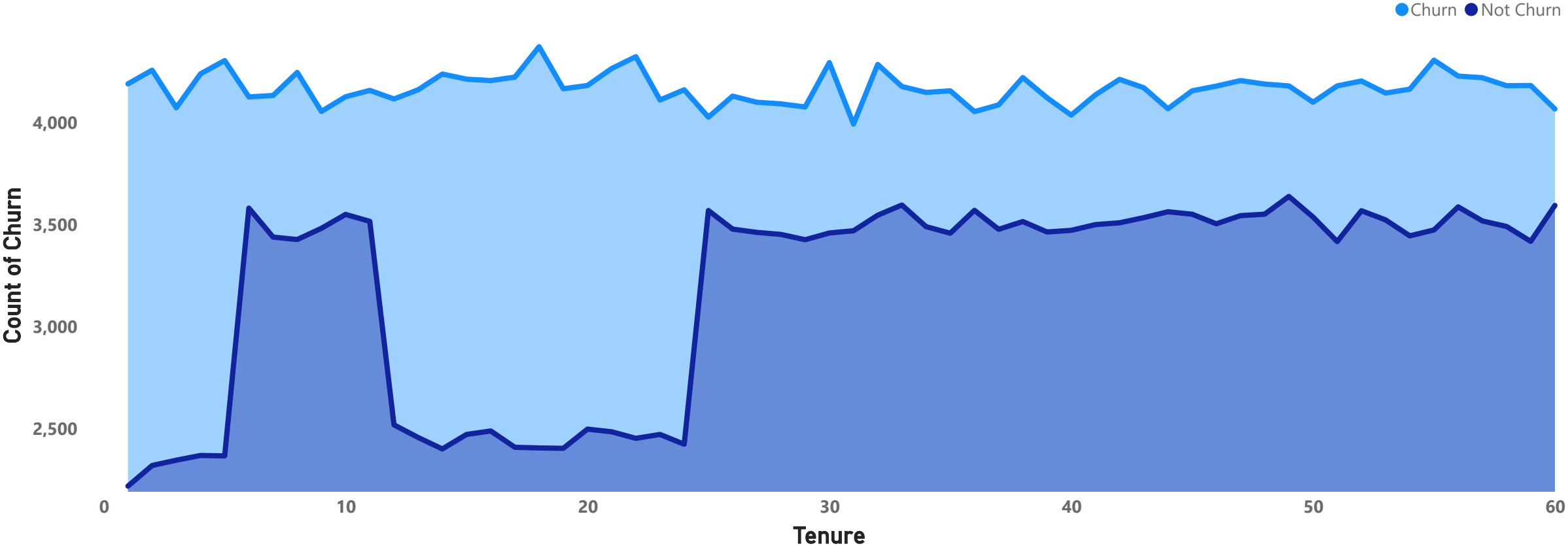
Churners by Subscription Type



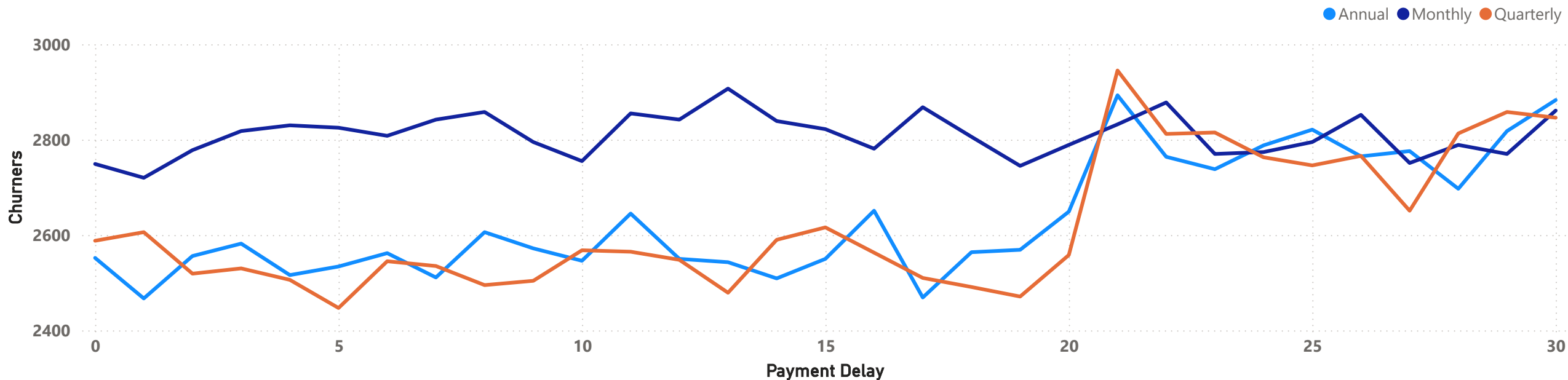
Sum of Total Spend by Subscription Type and Churn



Count of Churn by Tenure and Churn



Churners by Payment Delay and Contract Length



Churners by Last Interaction and Age (Bins)

