

## Telco Customer Churn Analysis

Churn Rate

**27%**

Total Customers

**7k**

Total Monthly Charges

**\$456k**

Total Charges

**\$16,056**

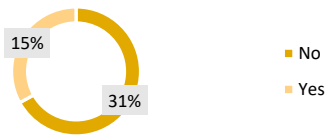
Streaming TV	churn rate
No	34%
No internet service	7%
Yes	30%

Online Backup	churn rate
No	40%
No internet service	7%
Yes	22%

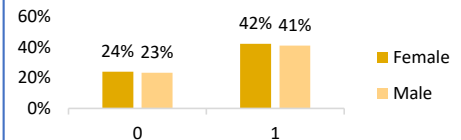
Internet Service	churn rate
DSL	19%
Fiber optic	42%
No	7%

Multiple lines	churn rate
No	25%
No phone service	25%
Yes	29%

Dependents by churn rate



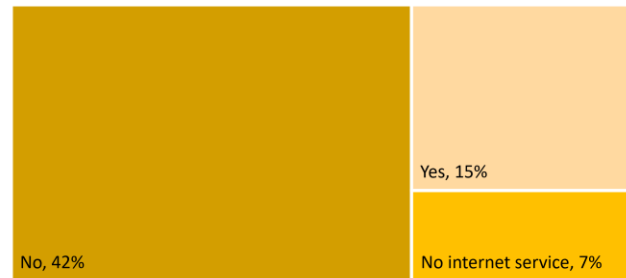
Senior Citizen by Avg.churn rate



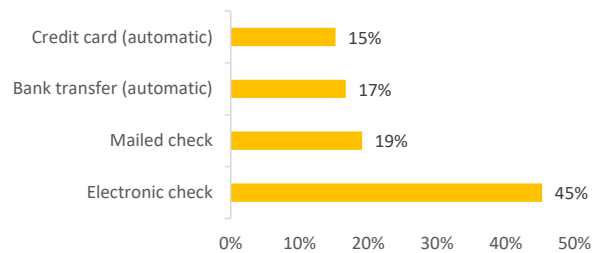
### INSIGHT

- 1; Customers making payment through Electronic check have higher risk of churning.
- 2; Customers with No tech support have 42% rate of churning
- 3; Gender, partners and Dependents data have minimal effect in the churning

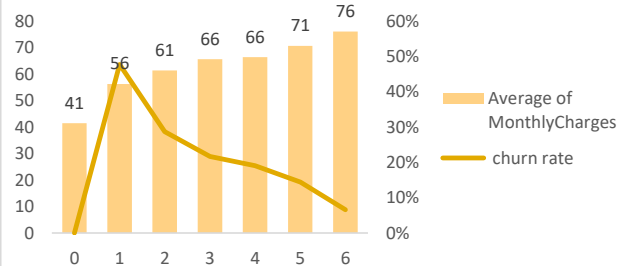
Tech Support by Churn rate



Payment method by Churn rate



Tenure in years by Churn rate





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