

# Telecom Customer Churn Analytics

## Project Introduction

### What is user Churn?

- 7043 Customers - > 27% churned
- > 48% churned within 1st year
  - > 14% churned after 5 years
  - > 6% churned after 7 years

Total profit of churned users accounts for **18%** of the total profit

customerID gender SeniorCitizen  
Partner Tenure **Phone Service**  
MultipleLines Internet Service  
**Online Security** Online Backup  
DeviceProtection  
**Tech Support** Streaming TV  
StreamingMovies Contract  
Paperless Billing **payment method**  
Monthly Charges Total Charges Churn



"Why do customers leave and how to reduce customer churn?"