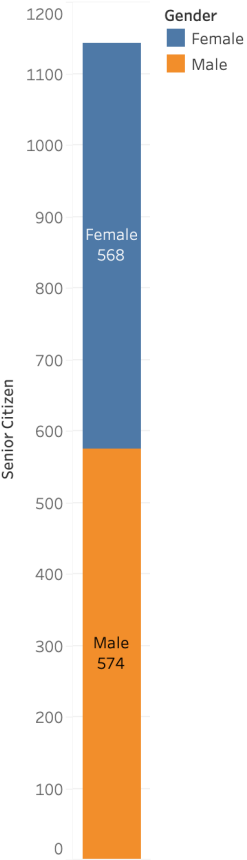


MidTerm2_Payal_Chavan_CV A

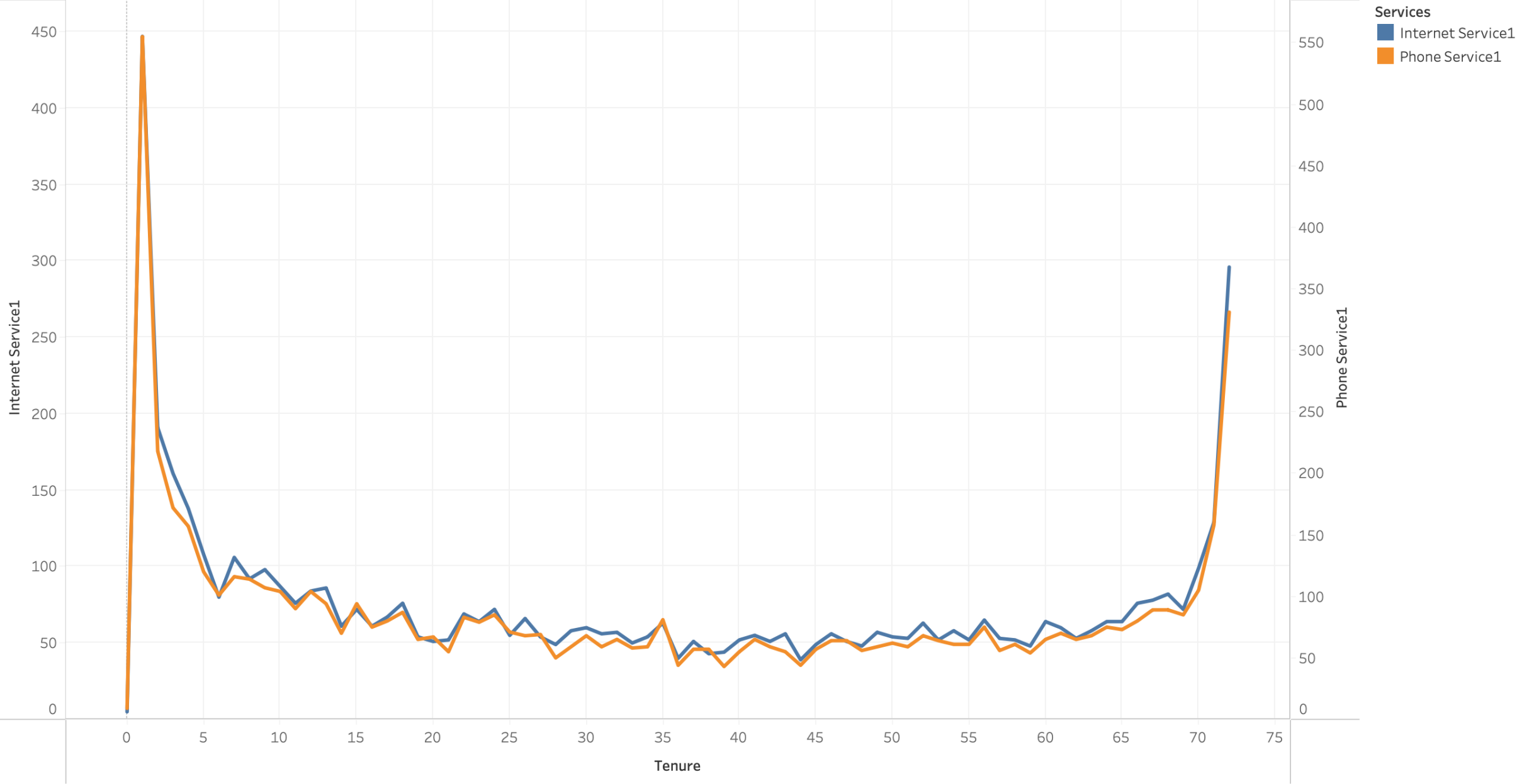
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Customer
Gender &
Senior
Citizen Dis-
tribution



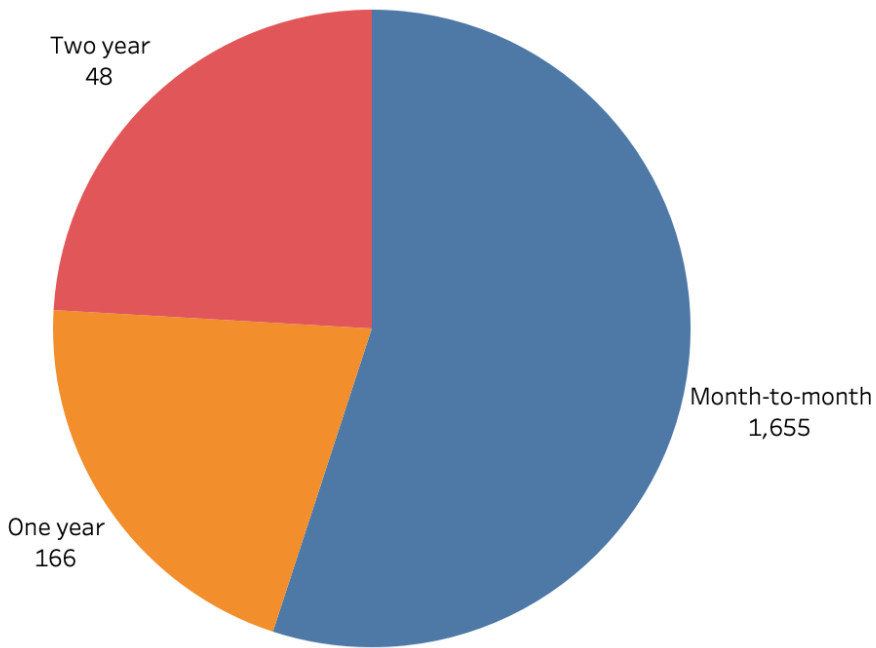
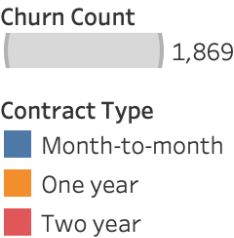
The above stacked bar shows the distribution of customers by gender & senior citizen status. The senior male distribution is 574 and the senior female distribution is 568. Hence, we can infer that there are more number of senior female customers than senior male customers in our dataset.

Service Subscription Analysis



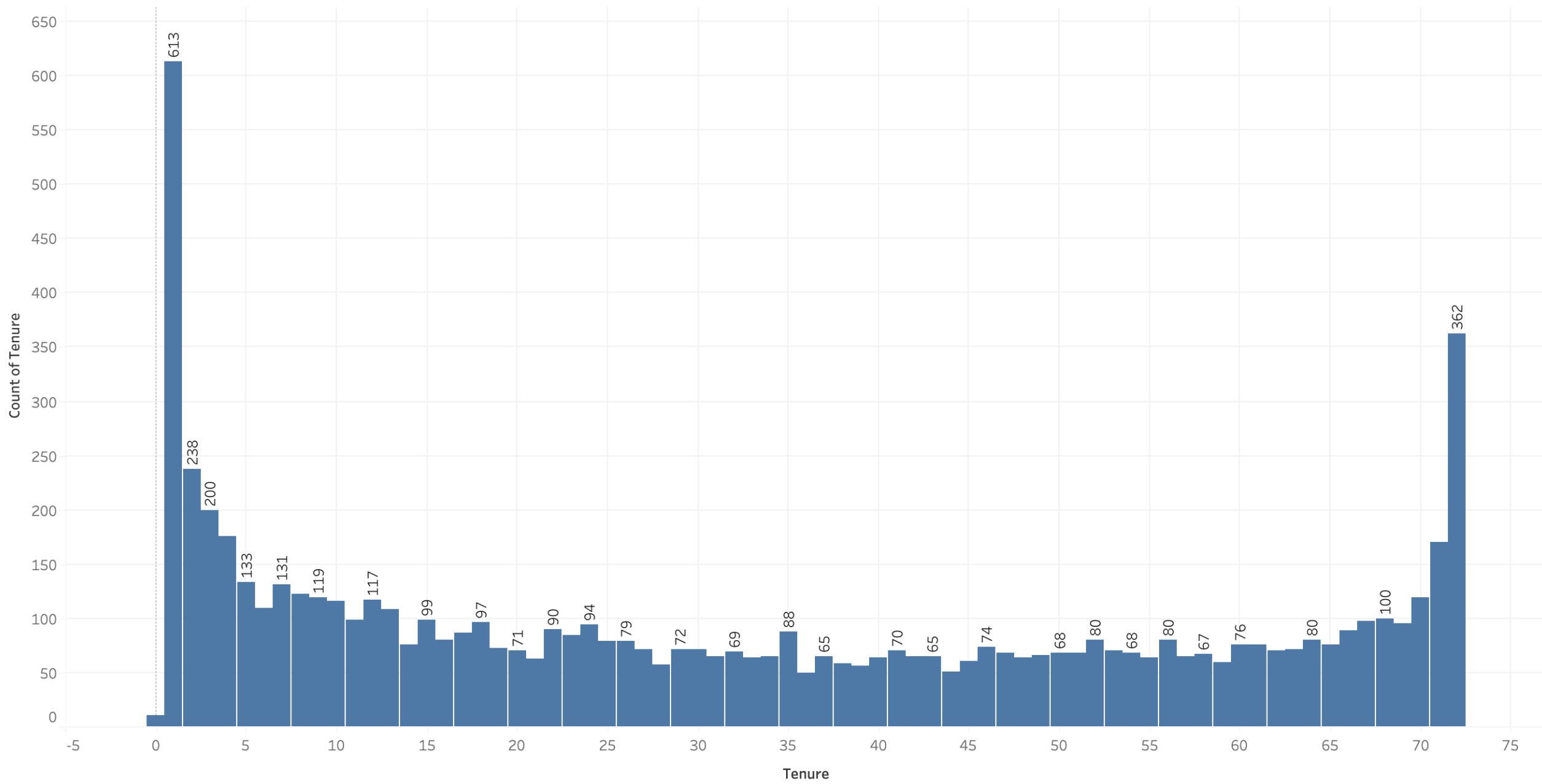
From the multi-line series graph we can see that internet and phone subscriptions follow similar trends with respect to tenure. We see maximum subscriptions in the 0-5 month tenure and also in the 70-75 month tenure. We see the lowest subscription rates in the 35-60 month tenure period. Phone service subscriptions see slightly lower rates for the same tenure as compared to internet services.

Churn Rate by Contract Type



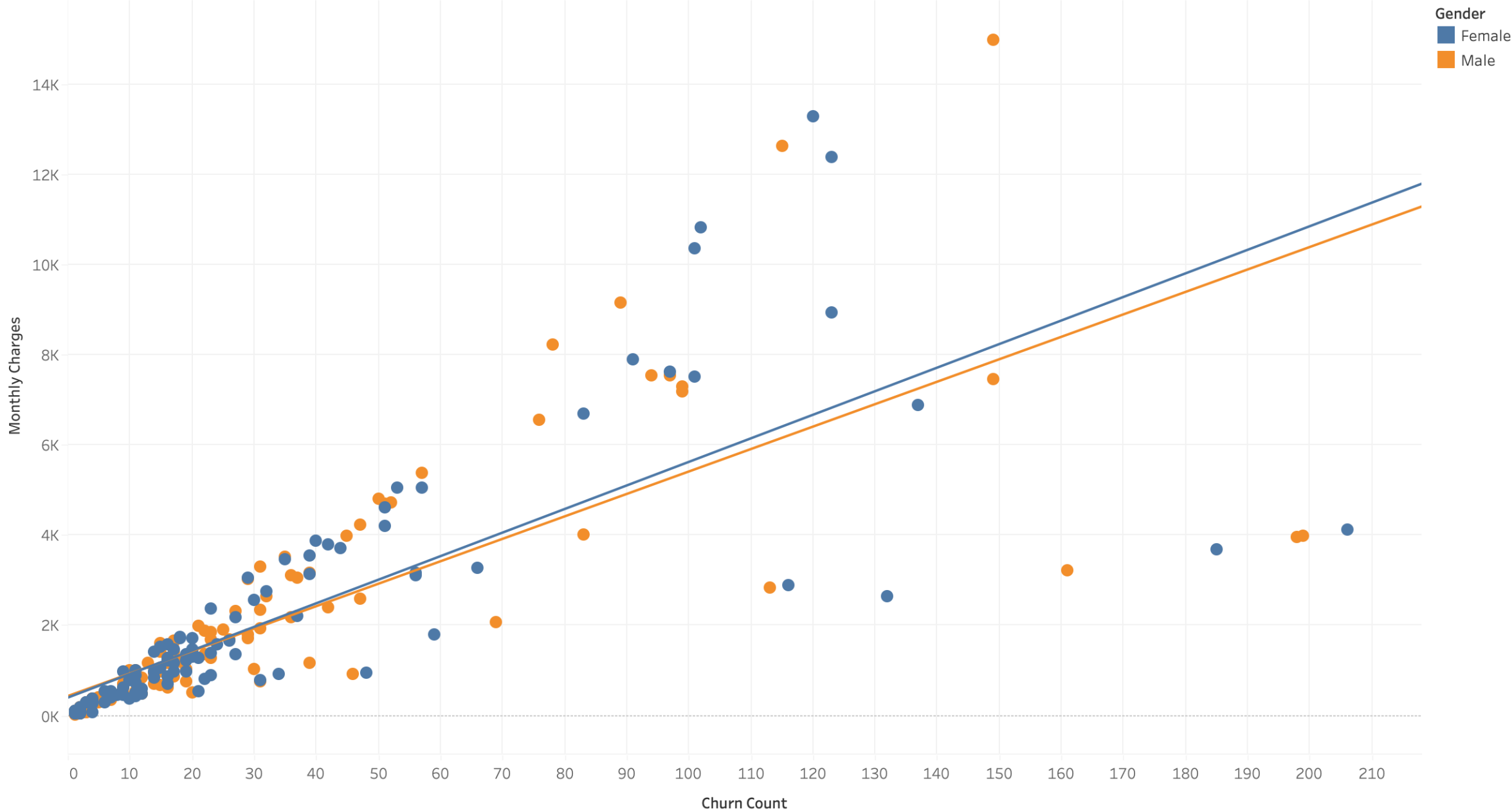
From the pie charts above we can see that Month-to-Month contracts have the highest proportion of churn rates among contract types. One-year contracts seem to have the lowest churn rates of 166. Therefore we can infer that One-year contracts are the most useful in terms of retaining customers over a longer period of time.

Customer Tenure Analysis



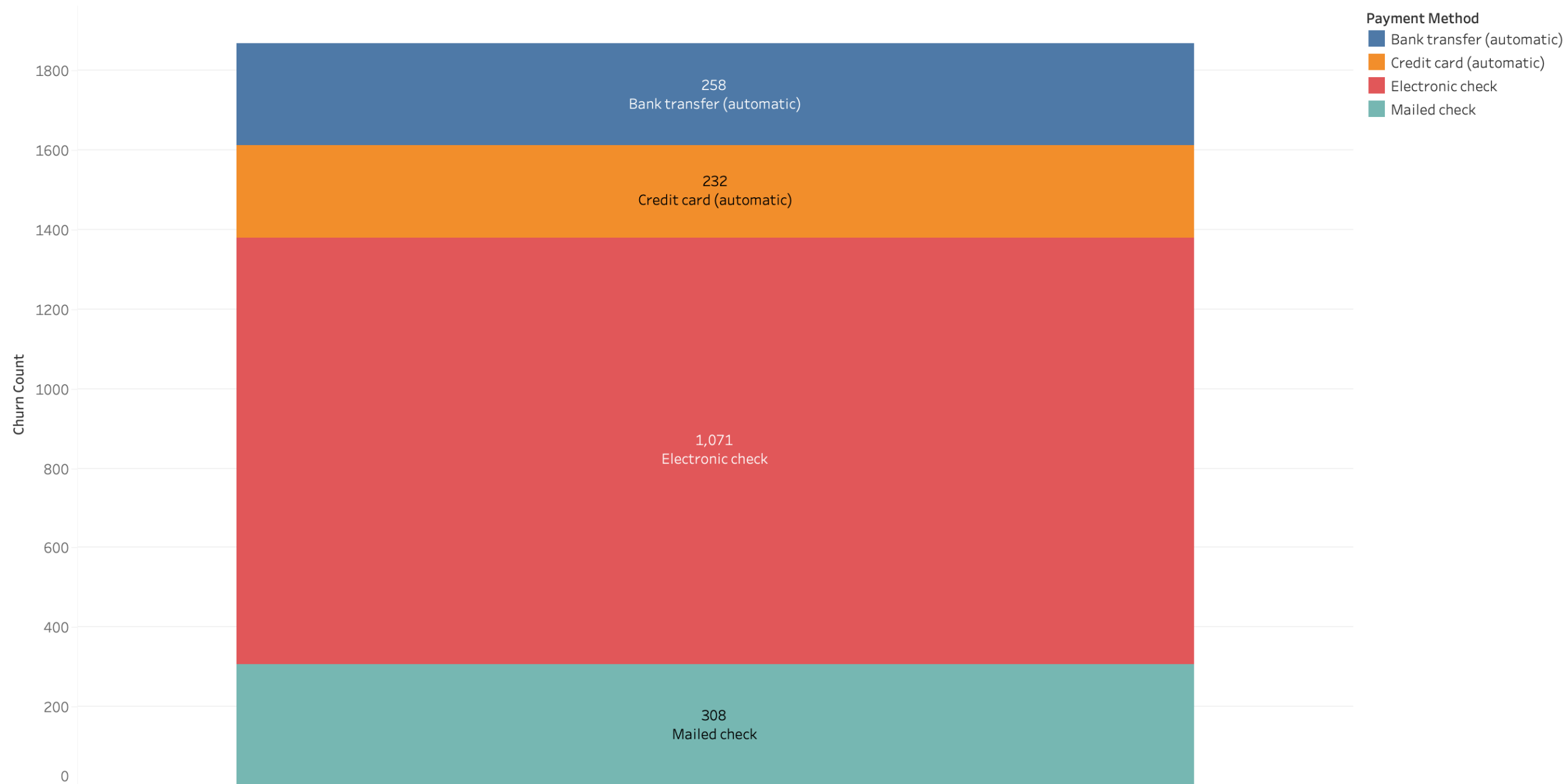
From the histogram it is evident that the largest proportion of customers have subscribed to a 0-5 month tenure. We see a gradual decline in subscriptions as the tenure increases. However we see a significant increase in the count of subsciptions for tenures greater than 65. The tenure between 30-65 months seems to be the worst performing segment here.

Monthly Charges & Churn Relationship



From the scatter plot we can see that males are more likely to terminate their service as compared to females. Besides this, the relationship between monthly charges and churn count does not seem to be linear and may depend on several factors like their type and tenure of subscription.

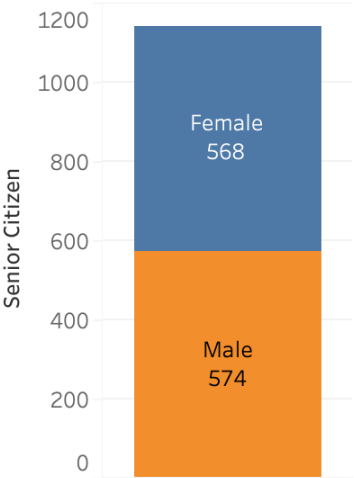
Payment Method & Churn Analysis



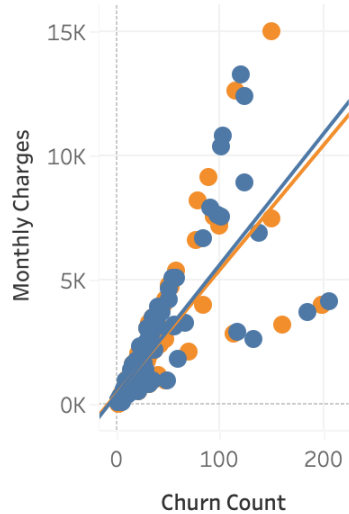
The stacked bar chart shows the Churn Count for various payment methods. Electronic check has the highest churn count of 1071. The second highest churn count is of mailed check having count of 308.

Customer Analysis for Subscriptions

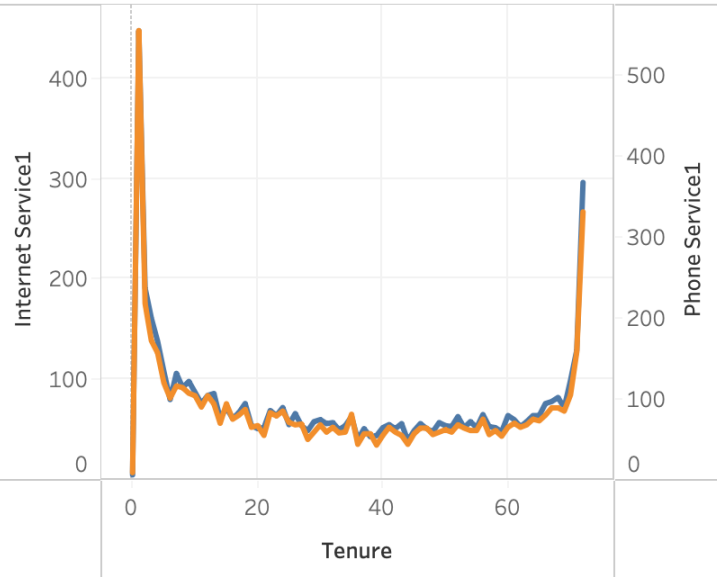
Customer Gender & Senior Citizen Distribution



Monthly Charges & Churn Relationship

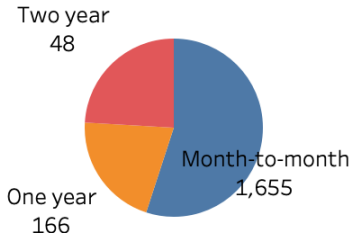


Service Subscription Analysis

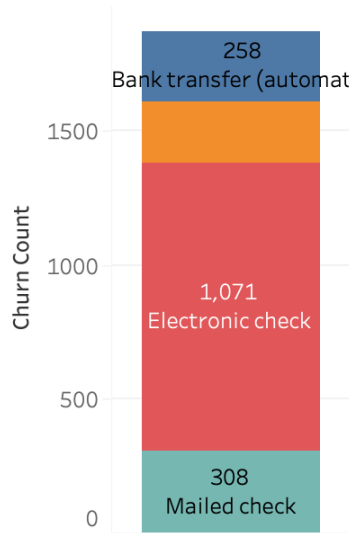


- Gender**
- Female
 - Male
- Services**
- Internet Service1
 - Phone Service1
- Contract Type**
- Month-to-month
 - One year
 - Two year
- Churn Count**
- 1,869
- Payment Method**
- Bank transfer (automat..
 - Credit card (automati..
 - Electronic check
 - Mailed check

Churn Rate by Contract Type



Payment Method & Churn Analysis



Customer Tenure Analysis

