

CHURN ANALYSIS - QUICK SUMMARY

Churn Label
Yes

Tenure
All

6687

Total Users

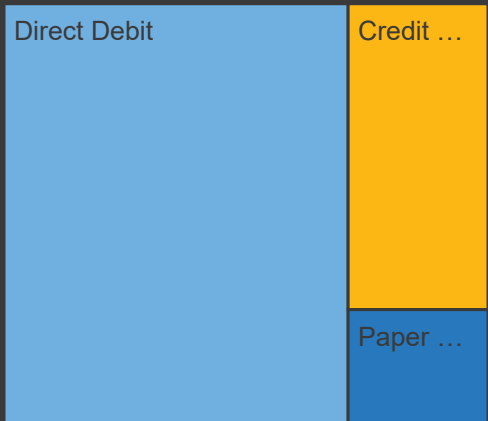
1796

Total churners

26.86%

Churn Pct.

Payment Method



CONTRACT

AVG monthly charge

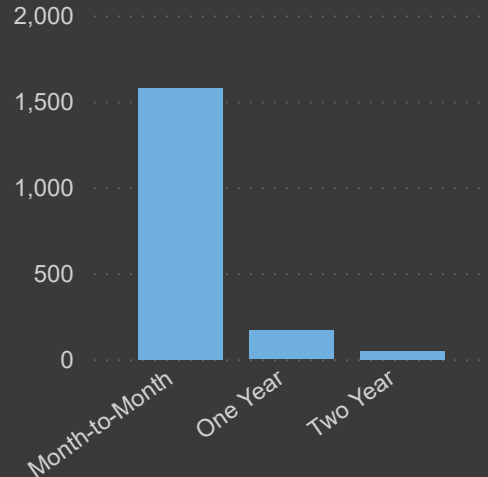
36.80

AVG Total Charge

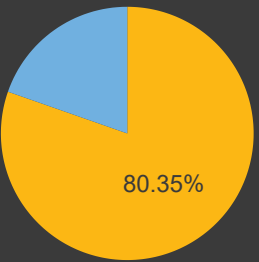
761.42

PHONE SERVICES

Contract Type



Subscription to unlimited data plan



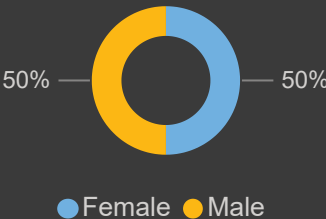
Yes No

DEMOGRAPHIC

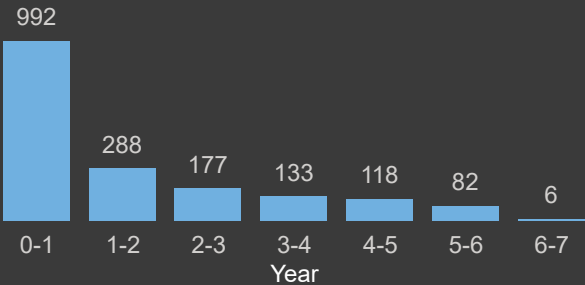
83.52%

Senior citizen

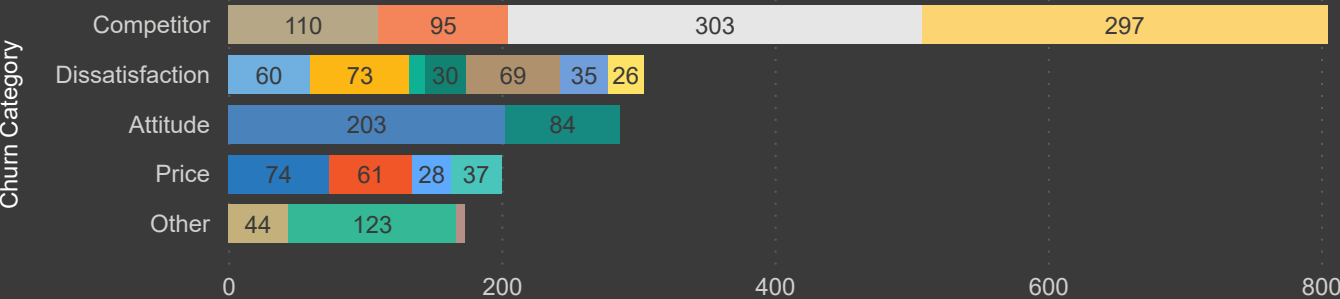
Gender



Tenure bin



Why did user churn?



Did they use international calling services?



Did they use Device protection & Online backup services?



No Yes

AVG Calling Time (min)

