Churn Label ~ Tenure **CHURN ANALYSIS - QUICK SUMMARY** Yes All 6687 1796 26.86% Tenure bin Gender **DEMOGRAPHIC** 992 **Total Users** Churn Pct. Total churners 50% 83.52% 288 **Payment Method CONTRACT** Senior citizen ● Female ● Male Credit ... Direct Debit 1-2 2-3 5-6 6-7 0-1 Year AVG monthly charge Why did user churn? 36.80 Competitor 110 303 297 Churn Category 69 35 26 Dissatisfaction 60 **AVG Total Charge** Attitude 203 Paper ... 761.42 28 37 Price 61 Other 123 200 400 600 800 **PHONE SERVICES** Number of churner **Contract Type AVG Calling Time (min)** 2,000 Subscription to unlimited data plan 200 182 Did they use international calling services? 1,500 150 1,000 100 500 80.35% Did they use Device protection & Online backup services? 50 Yes ● No No Yes International Call Local Call