

# CHURN ANALYSIS - QUICK SUMMARY

Churn Label

Yes

Tenure

All

6687

Total Users

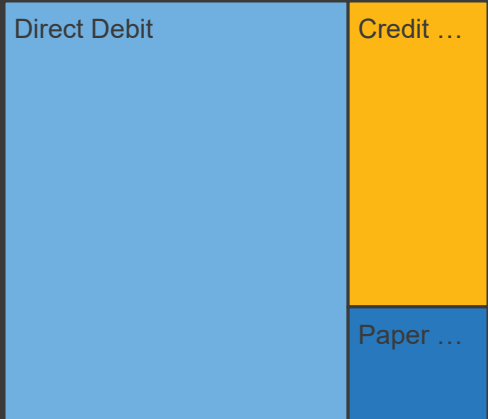
1796

Total churners

26.86%

Churn Pct.

## Payment Method



## CONTRACT

AVG monthly charge

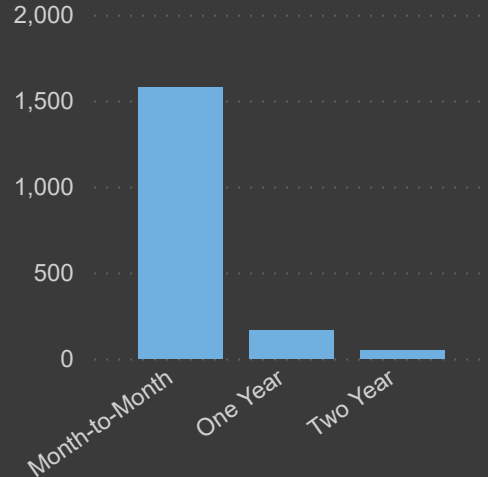
36.80

AVG Total Charge

761.42

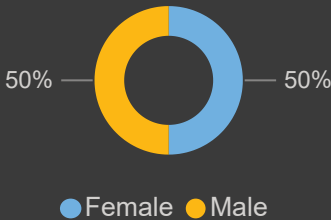
## PHONE SERVICES

## Contract Type

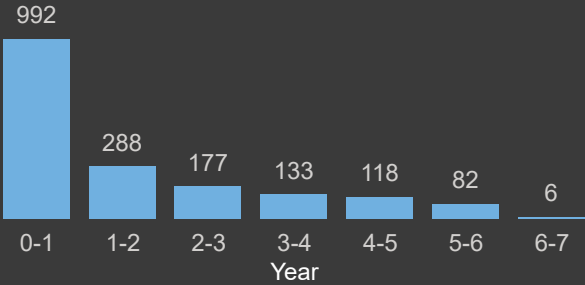


## DEMOGRAPHIC

### Gender



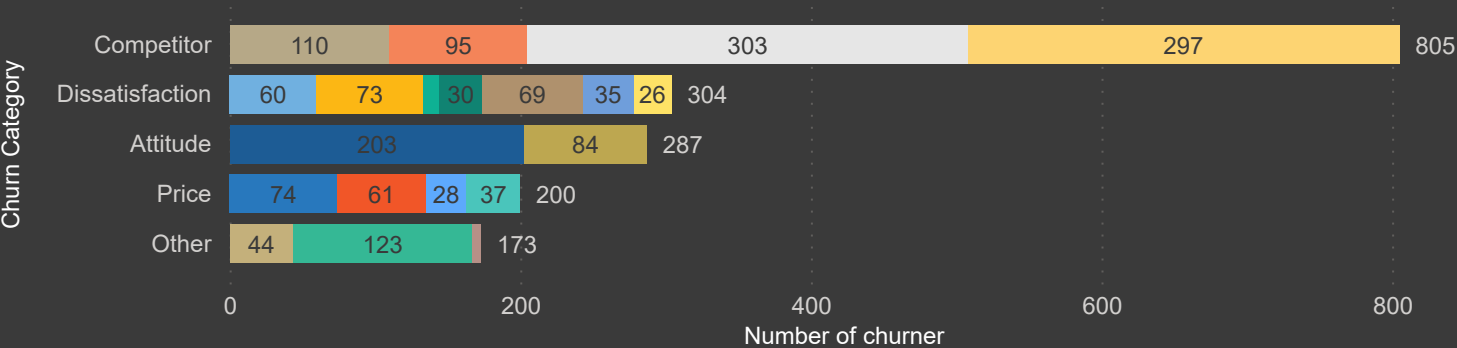
### Tenure bin



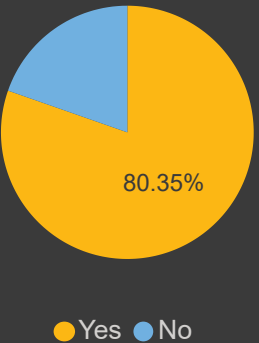
83.52%

Senior citizen

## Why did user churn?



## Subscription to unlimited data plan



## Did they use international calling services?



## Did they use Device protection & Online backup services?



## AVG Calling Time (min)

