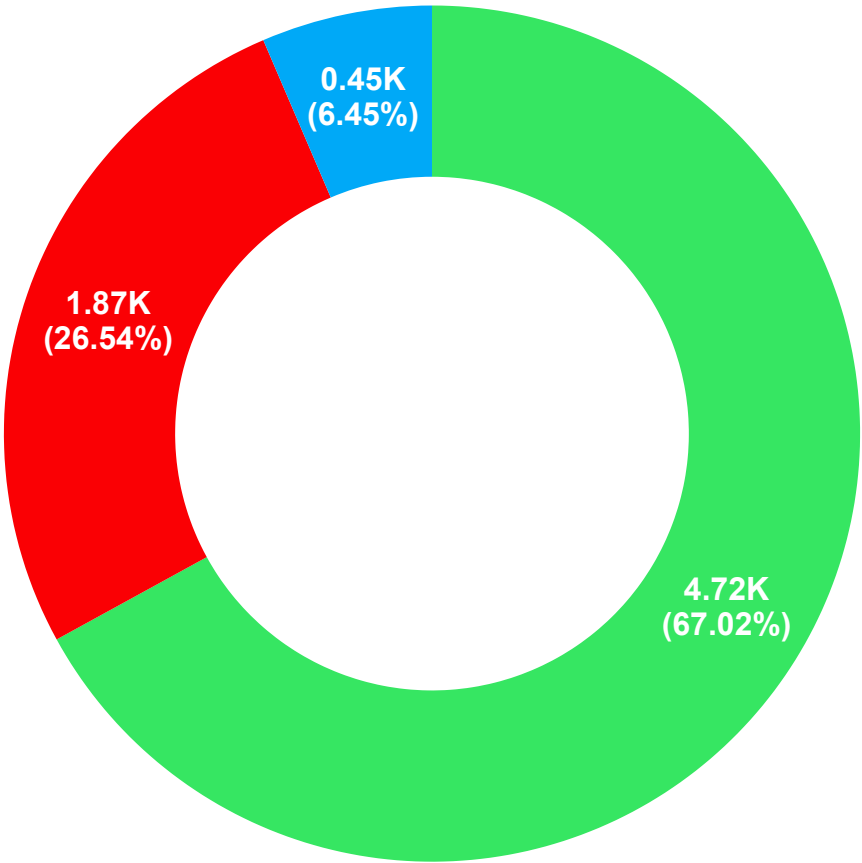


CHURN OVERVIEW:

Churn Overview:



Customer_Status

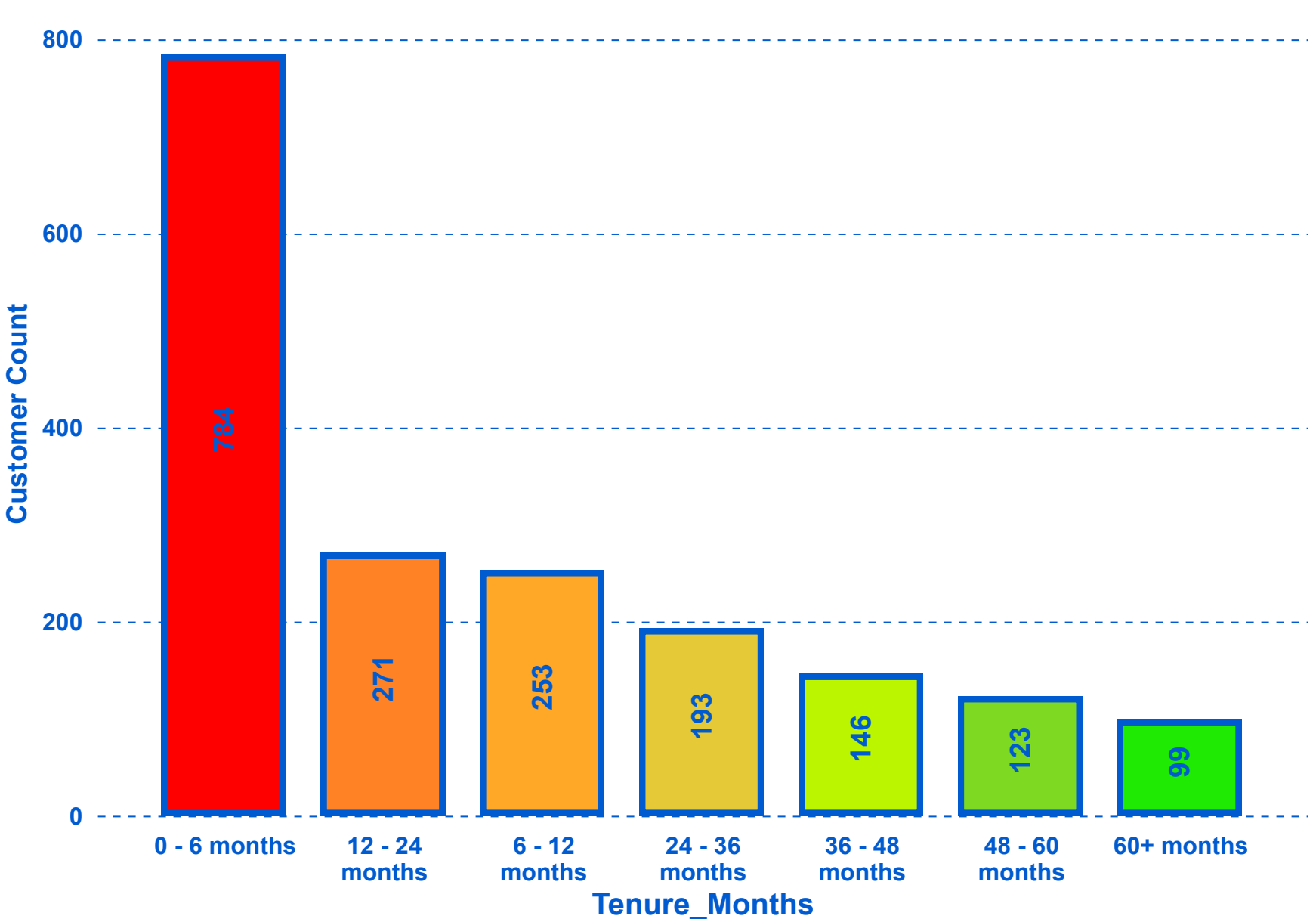
- Stayed
- Churned
- Joined

7.043K

Age	Contract
Elder People	Month-to-Month
Middle Age	One Year
Senior Citizens	Two Year
Young	
Gender	Marital Status
Female	No
Male	Yes

Tenure and Churn Analysis:

Tenure & Churn Analysis:



1.869K

Contract

Month-to-Month

One Year

Two Year

Age

Elder People

Middle Age

Senior Citizens

Young

Marital Status

No

Yes

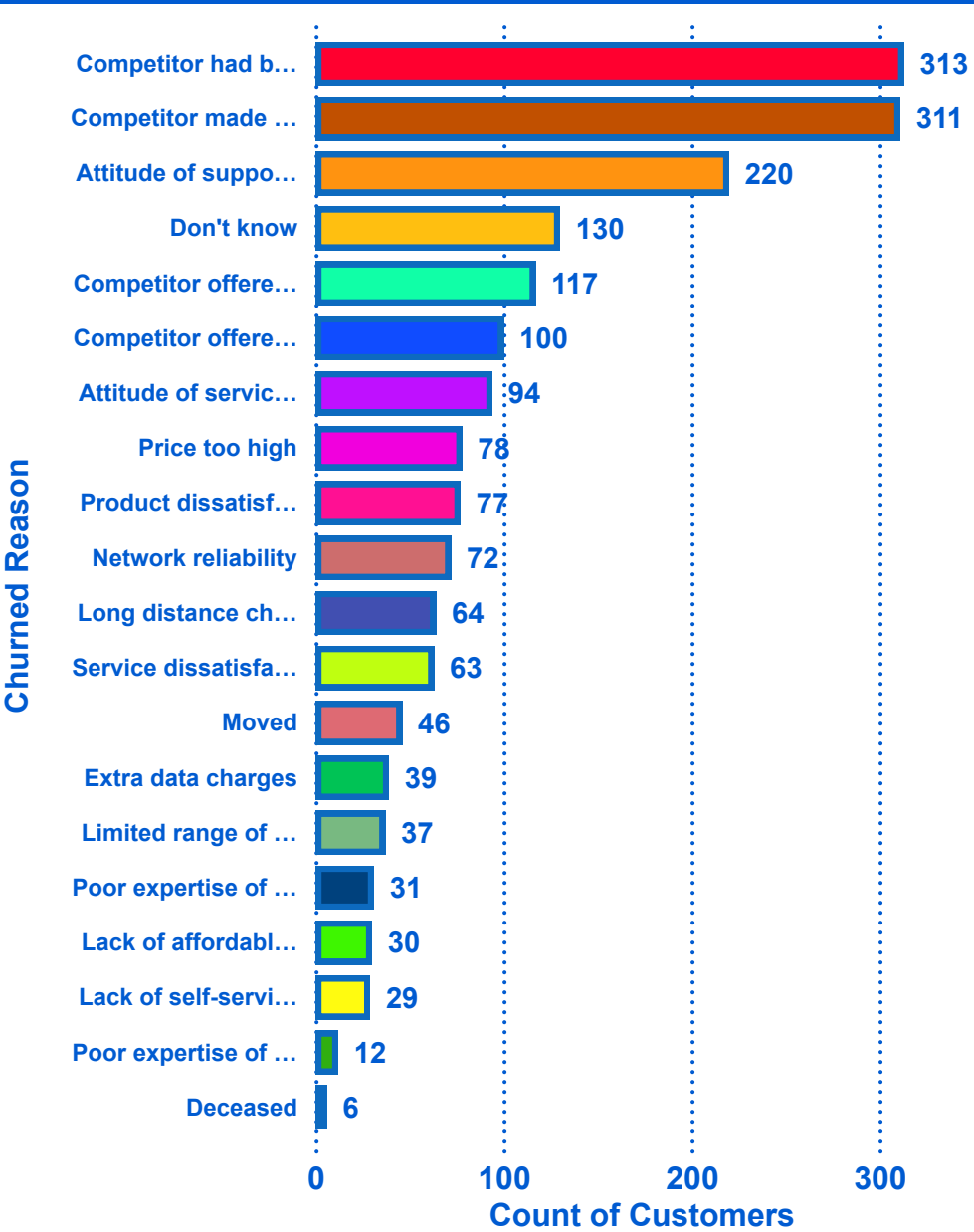
Gender

Female

Male

Churn Reasons and Financial Impact:

Count of churn reasons



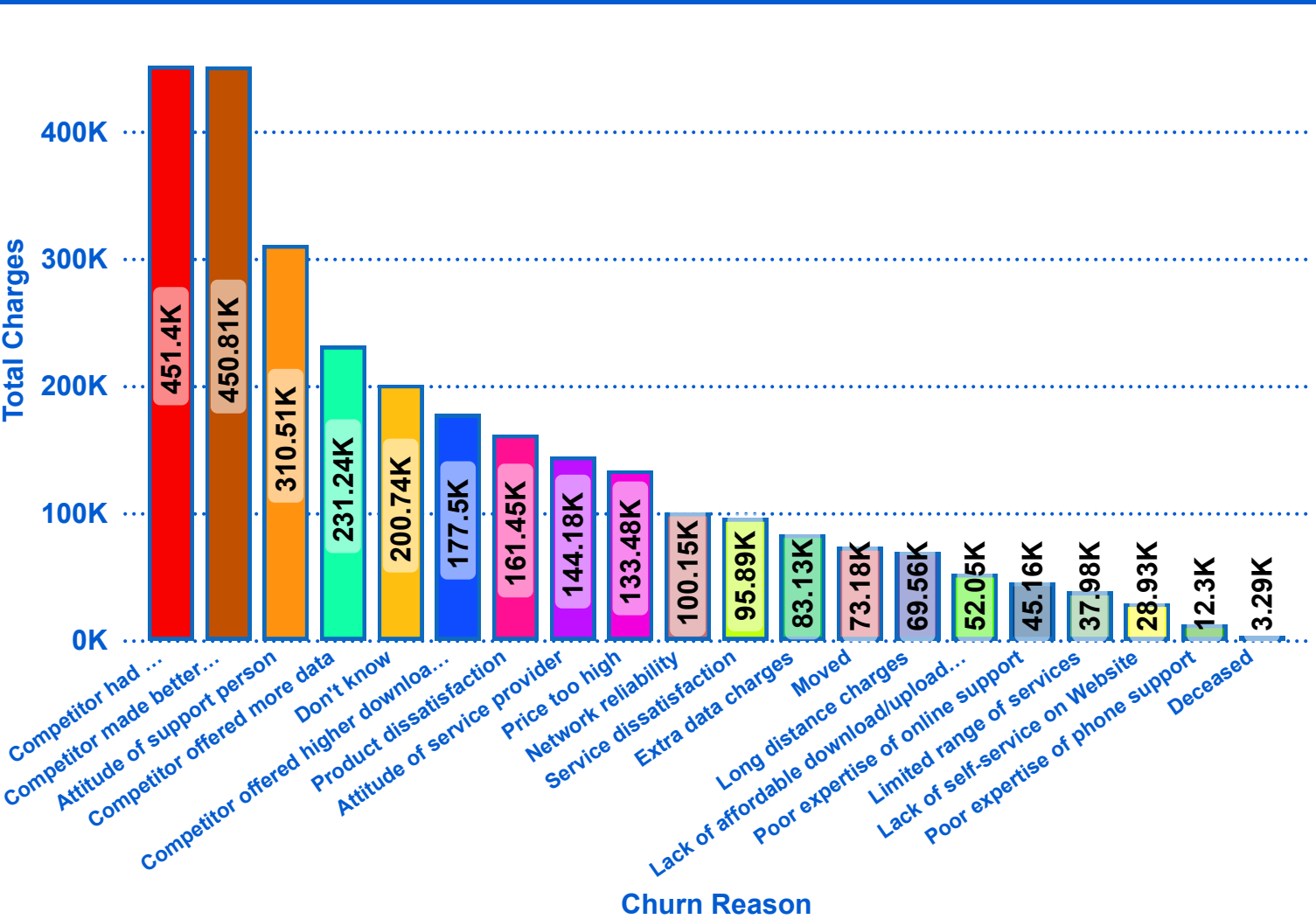
Gender

Female

Male

1.869K

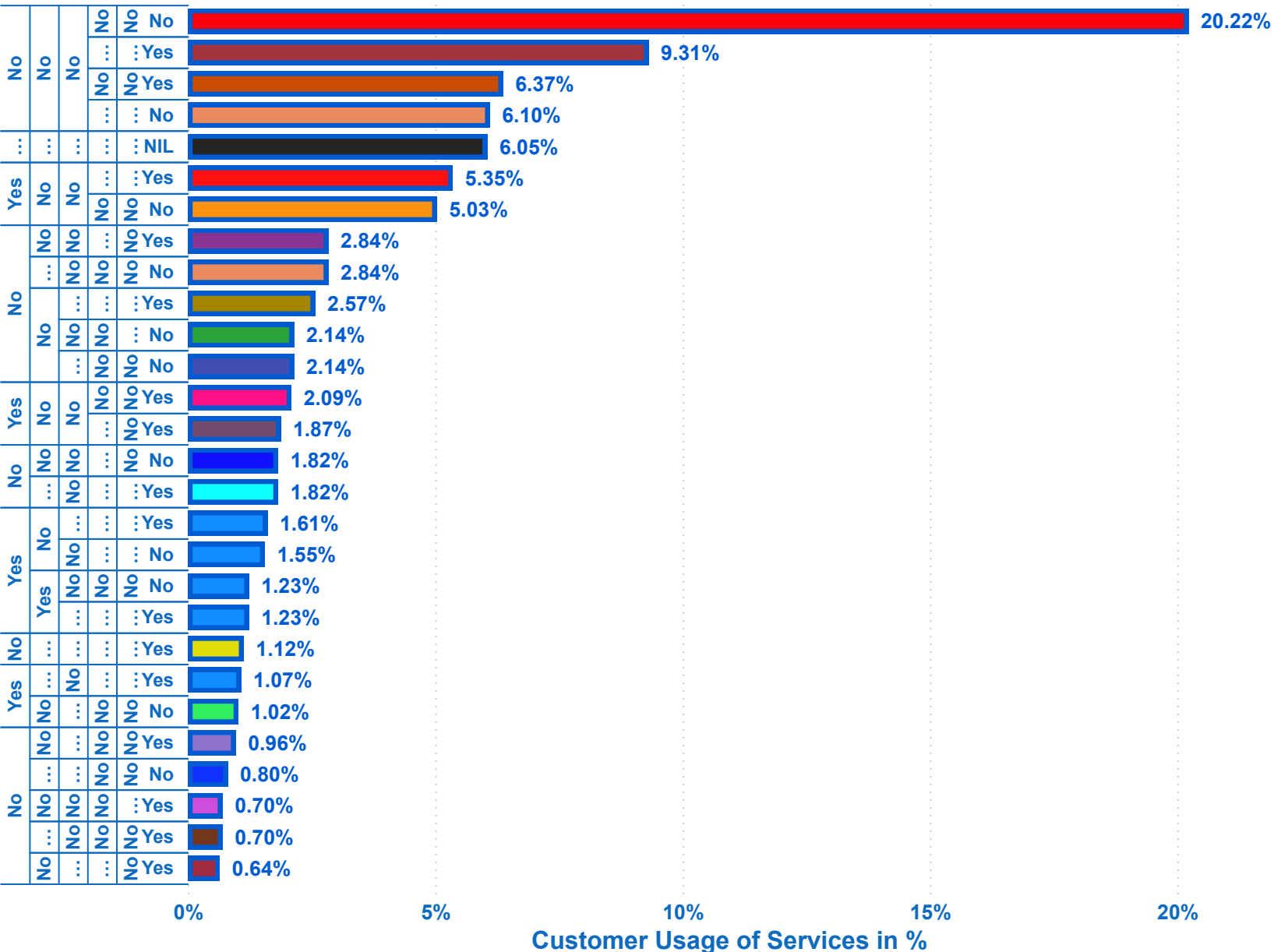
Revenue lost by churn reason



Impact of Online and Streaming Services on Churn:

Impact of Online and Streaming Services on Churn:

Online and Streaming services

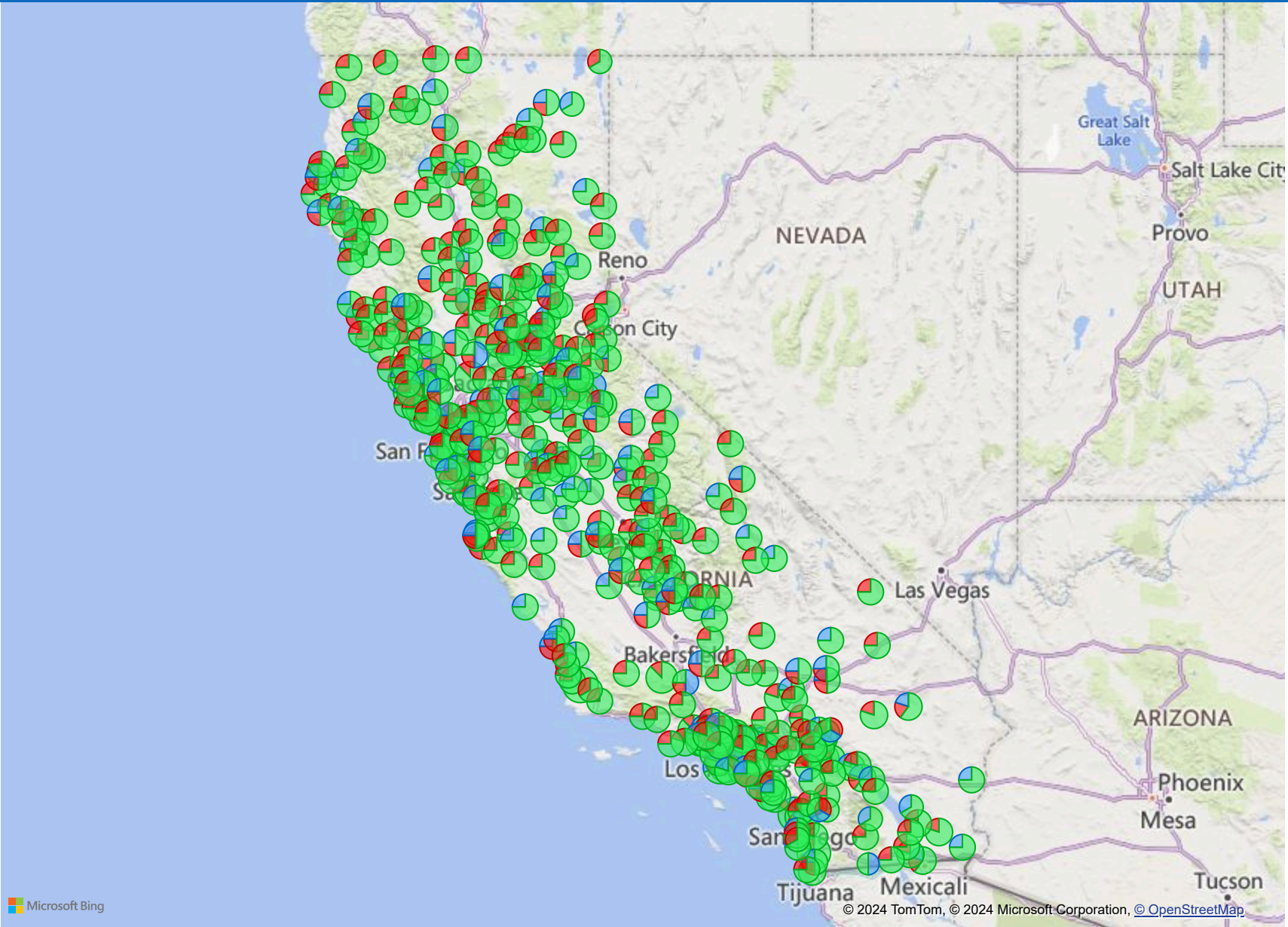


1.869K

Online_Backup	Online_Security	Premium_Tech_Support	Streaming
NIL	NIL	NIL	NIL
No	No	No	No
No	No	No	No
No	No	No	No
No	No	No	No
No	No	No	Yes
No	No	No	Yes
No	No	No	Yes
No	No	No	Yes
No	No	Yes	No
No	No	Yes	No
No	No	Yes	No
No	No	Yes	Yes
No	No	Yes	Yes
No	No	Yes	Yes
No	No	Yes	Yes
No	No	Yes	Yes
No	Yes	No	No
No	Yes	No	No
No	Yes	No	No
No	Yes	No	No
No	Yes	No	Yes
No	Yes	No	Yes
No	Yes	No	Yes
No	Yes	Yes	No

Geographical Mapping of Customer Status :

Geographical Mapping of Customer Status :



7.043K

Customer Status

- Churned
- Joined
- Stayed

City	Customer_Status	Count of Customer_ID
Los Angeles	Stayed	197
San Diego	Churned	185
San Diego	Stayed	93
San Jose	Stayed	81
Los Angeles	Churned	78
Sacramento	Stayed	76
San Francisco	Stayed	66
Fresno	Stayed	48
Long Beach	Stayed	43
Oakland	Stayed	34
Bakersfield	Stayed	33
Escondido	Stayed	32
San Francisco	Churned	31
San Jose	Churned	29
Stockton	Stayed	29
Fallbrook	Churned	26
Sacramento	Churned	26
Whittier	Stayed	23
Redlands	Stayed	22
Total		7043

Churn Distribution by Contract Type:

Customer Status:

Churned

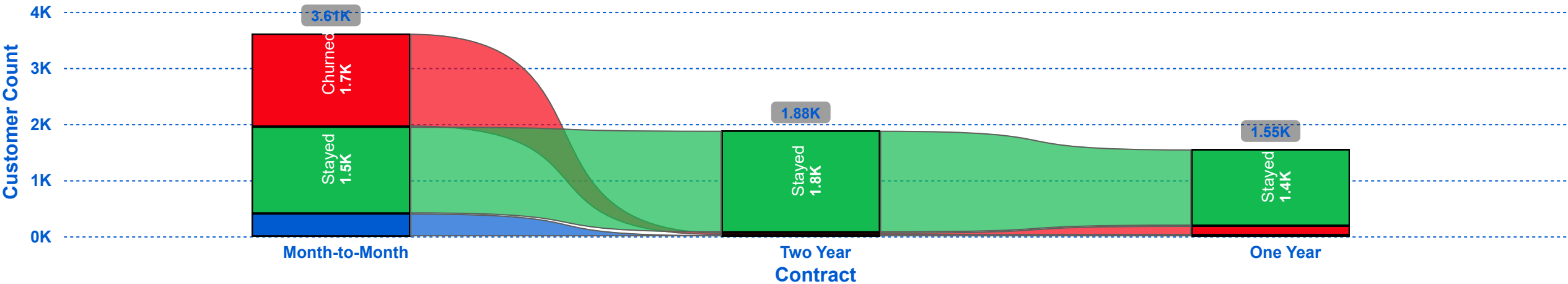
Joined

Stayed

7.043K

Churn Distribution by Contract Type:

Customer_Status ● Churned ● Joined ● Stayed

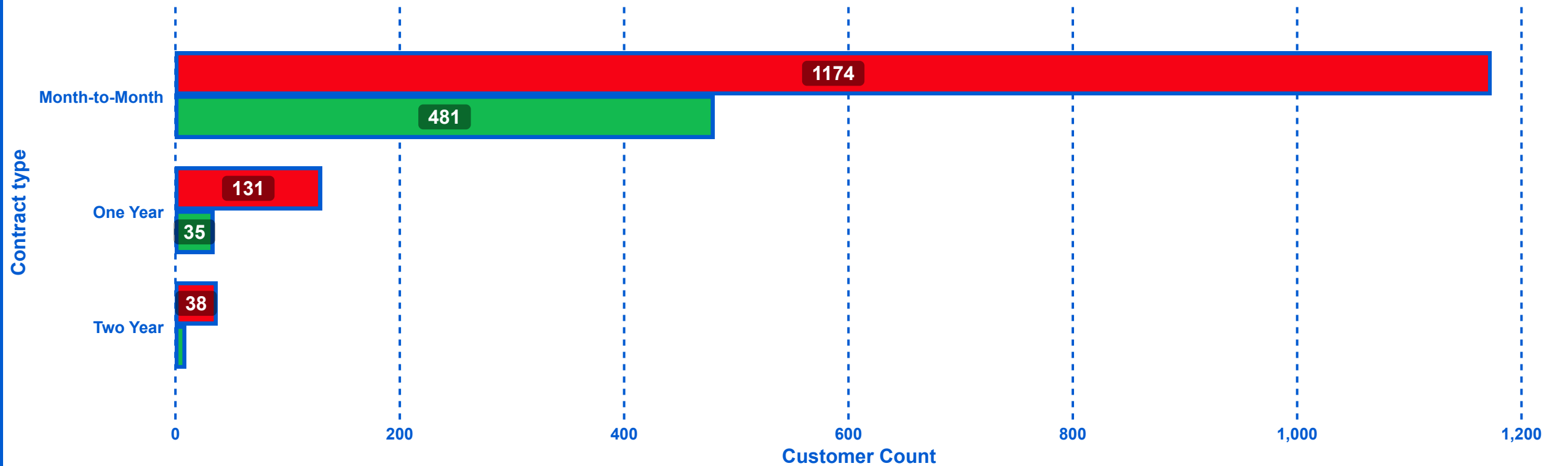


Contract	Customer_Status	Count of Customer_ID
Two Year	Stayed	1813
Month-to-Month	Churned	1655
Month-to-Month	Stayed	1547
One Year	Stayed	1360
Month-to-Month	Joined	408
Total		7043

High-Value Customers at Risk of Churning:

High-Value Customers at Risk of Churning:

High_Value_MC ● High-Value ● Regular



Contract	Count of Customer_ID	Average of Monthly_Charge
Two Year	48	86.78
One Year	166	85.05
Month-to-Month	1655	71.78
Total	1869	73.35

1.869K

