




Churn Analysis



3,555



3,488



1,142

Device Protection

2,422

Internet Service

5,517

Multiple Lines

2,971

Online Backup

2,429

Online Security

2,019

Phone Service

6,361

Streaming Movies

2,732

Streaming TV

2,707

Tech Support

2,044

Paperless Billing

4,171

Churn Proportion

No

5174

Yes

1869

Senior Citizen

Senior Citizen

1,142

Device Protection

466

Internet Service

1,090

Multiple Lines

665

Online Backup

476

Online Security

282

Average Tenure (Months)

33.30

Phone Service

1,038

Streaming Movies

595

Streaming TV

572

Tech Support

260

Paperless Billing

876

Churn Proportion

No

666

Yes

476

· Internet and Phone Services are most opted services by the Senior Citizens

· Churn rate is 41% for this group

· People without dependents contribute to churn to a greater extent

· Most Preferred Payment method is Electronic Check

Dependents

No

1051

Yes

91

Payment Method

Electronic check	Bank transfer (automatic)	M... <div>233</div>
	Credit card (automatic)	
594	221	94

Youngsters

Youngsters

5,901

Device Protection

1,956

Internet Service

4,427

Multiple Lines

2,306

Online Backup

1,953

Online Security

1,737

Average Tenure (Months)

32.19

Phone Service

5,323

Streaming Movies

2,137

Streaming TV

2,135

Tech Support

1,784

Paperless Billing

3,295

Churn Proportion

No

4508

Yes

1393

· Phone Services, Internet Service and Paperless Billing are the most opted services

· Churn rate is 23% for this group

· Most Preferred Payment method is Electronic Check and Mailed Check

· People who have churned has average tenure of 16 months

Dependents

No

3882

Yes

2019

Payment Method

Electronic check	Bank transfer (automatic)
1771	1311
Mailed check	Credit card (automatic)
1518	1301