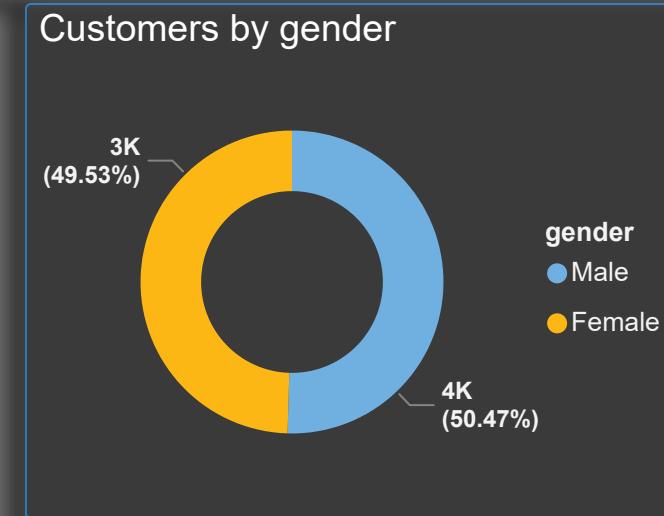
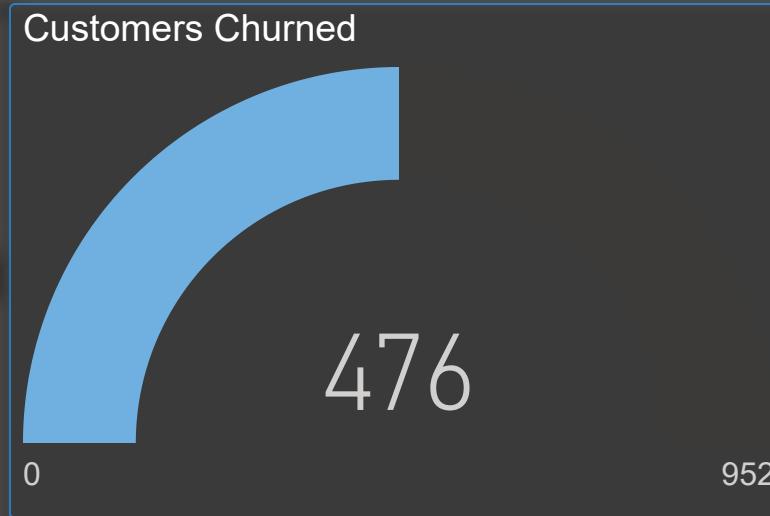


Customer Demographics

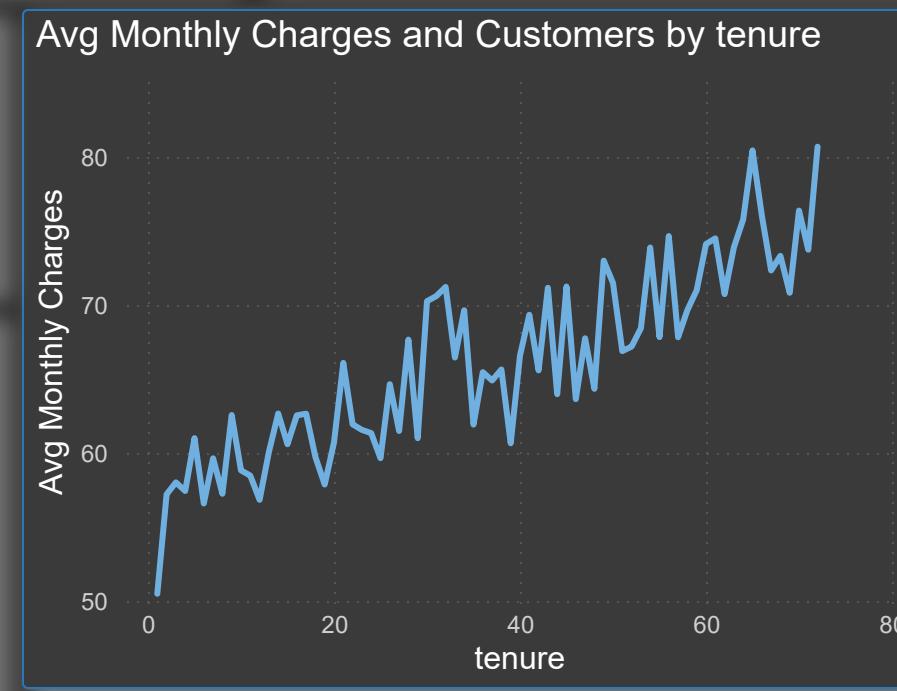
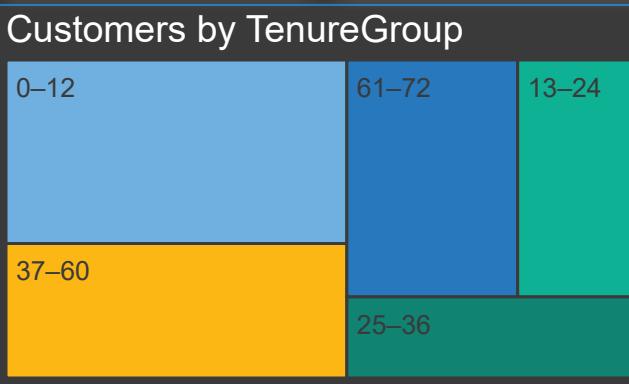
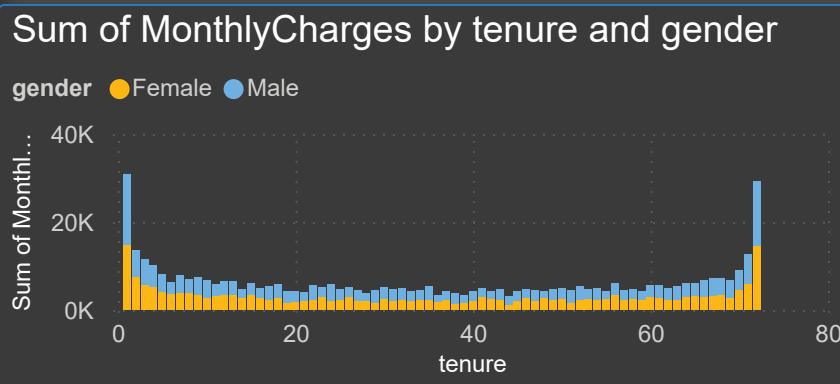
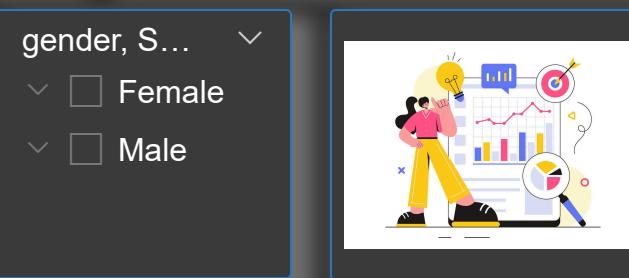
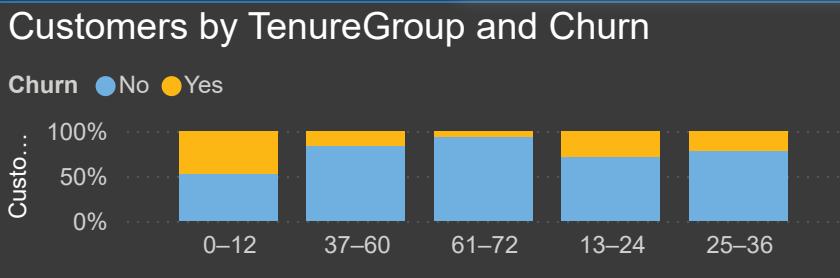
gender	Count of G	Count
Male	3549	
Female	3483	
Total	7032	

Count of customerID
7.032K



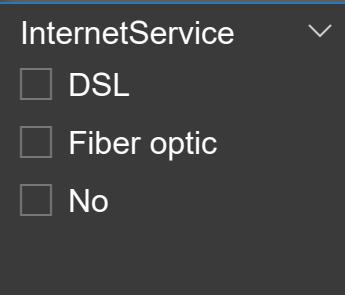
gender	Count of SeniorCitizen
Female	3483
Male	3549
Total	7032

Sum of tenure
228K

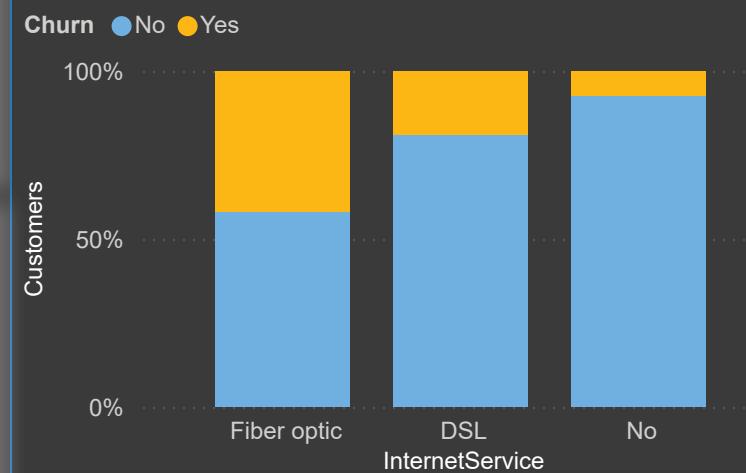


Service-Subscription Patterns

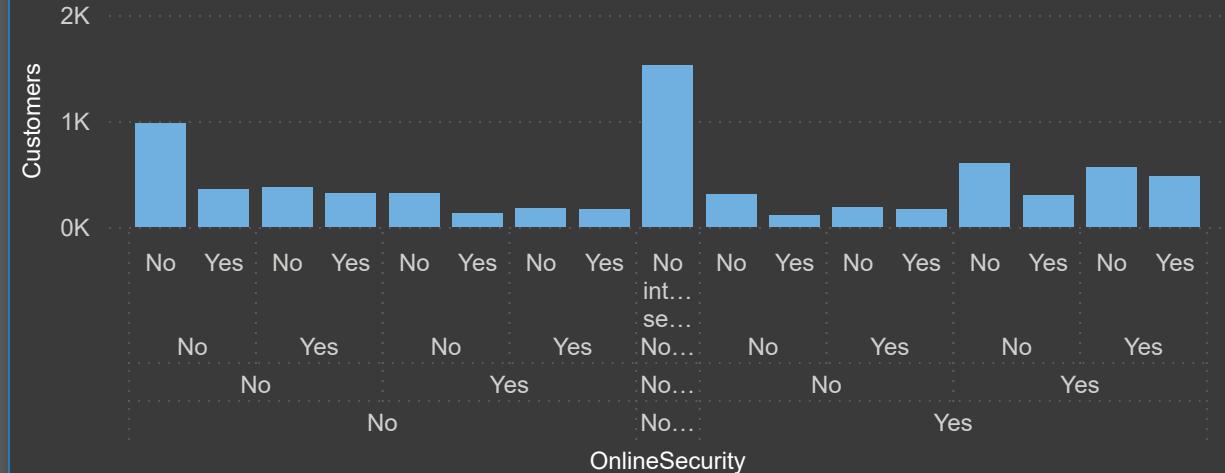
PhoneService	Customers
No	680
DSL	680
Yes	6352
Total	7032



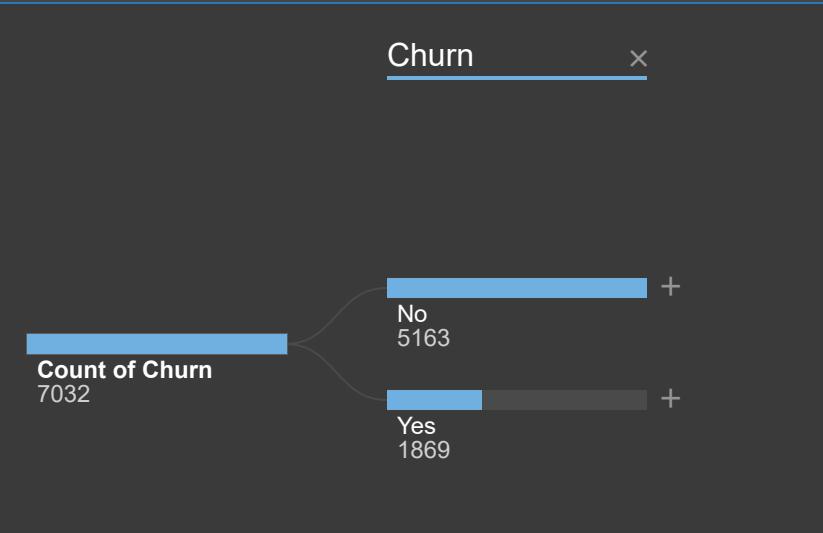
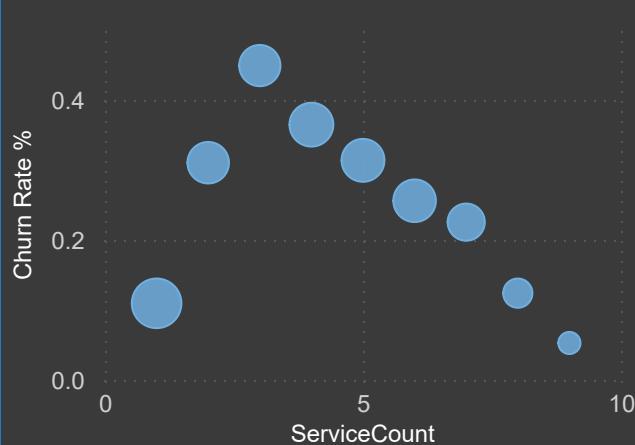
Customers and Churn Rate % by InternetService and Churn



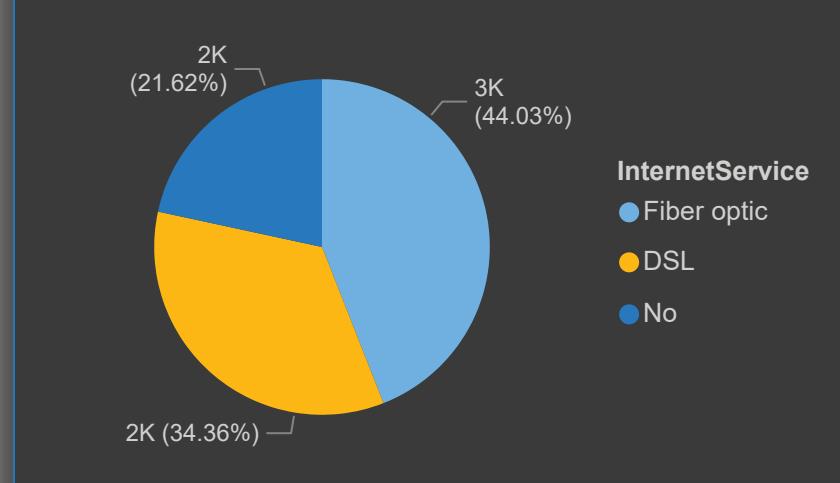
Customers by StreamingTV, StreamingMovies, OnlineBackup and OnlineSecurity



Churn Rate % and Customers by ServiceCount

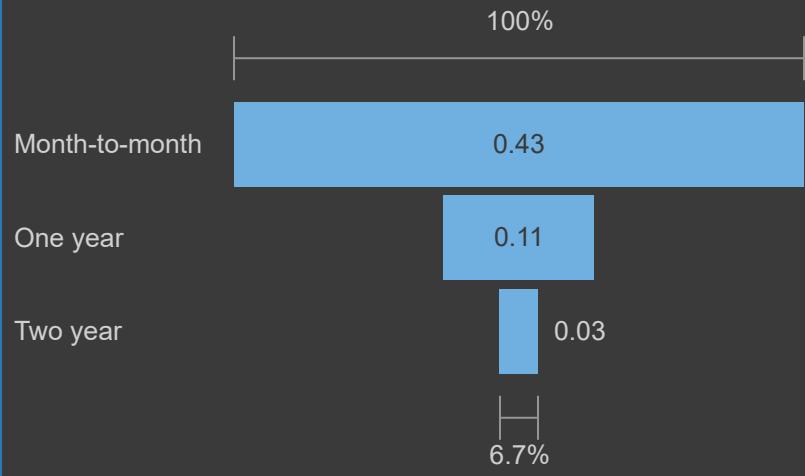


Customers by InternetService

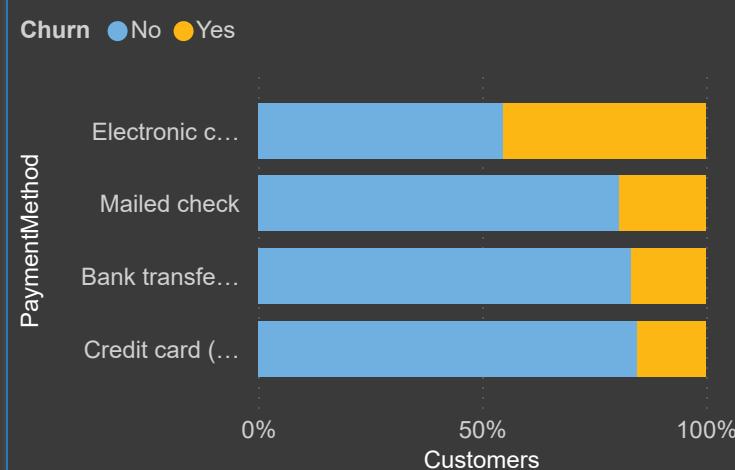


Contract & Billing Insights

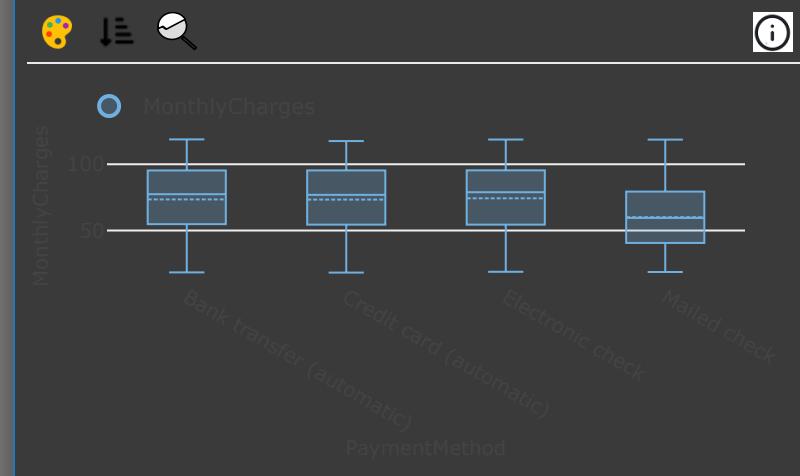
Churn Rate % by Contract



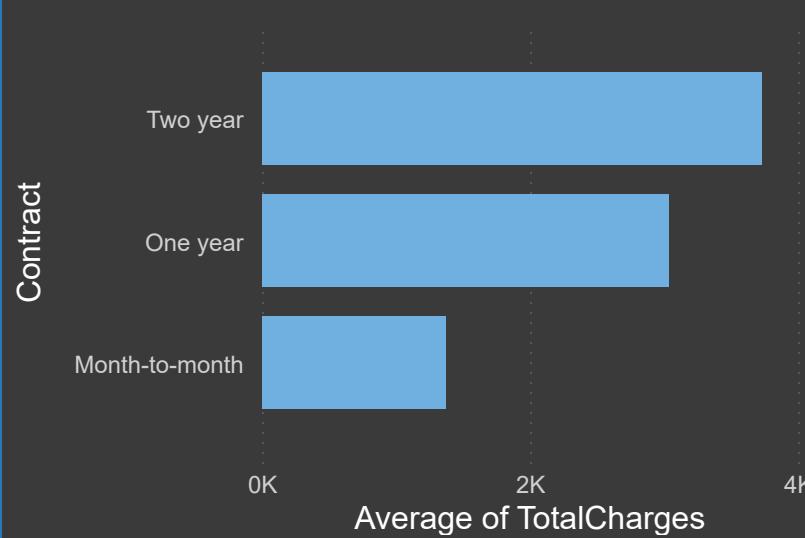
Customers by PaymentMethod and Churn



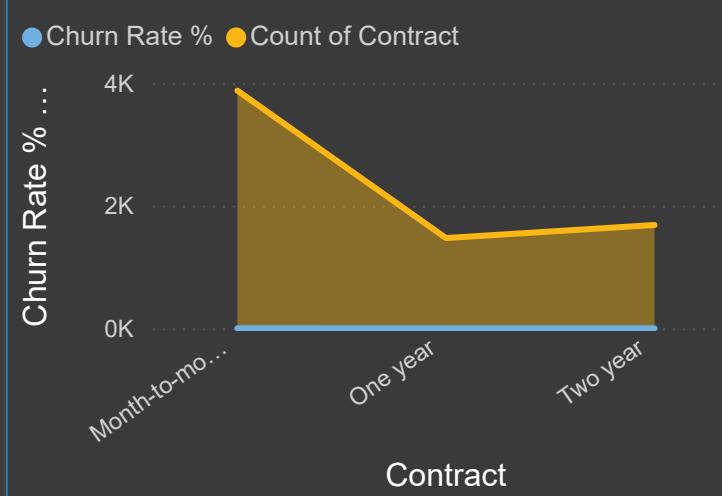
PaymentMethod and MonthlyCharges



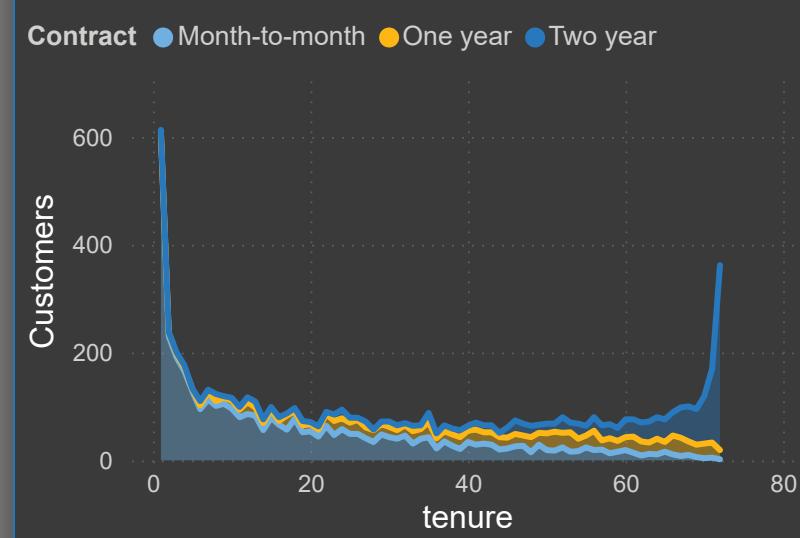
Average of TotalCharges by Contract



Churn Rate % and Count of Contract by Contract



Customers by tenure and Contract



Churn Drivers & Predicted Impact

Churn Rate %

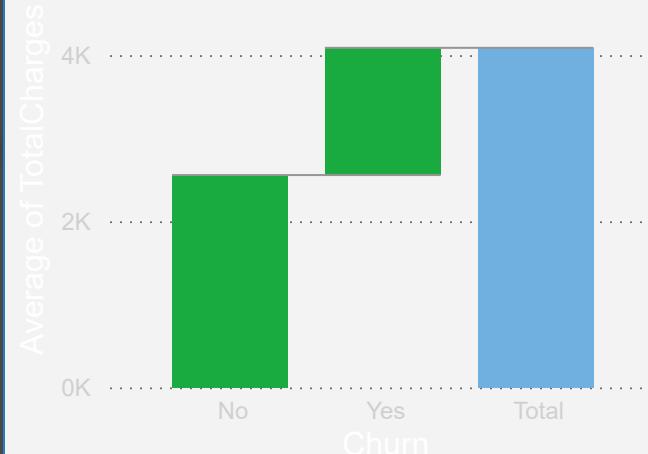
0.27

Sum of TotalCharges

16.06M

Average of TotalCharges by Churn

● Increase ● Decrease ● Total



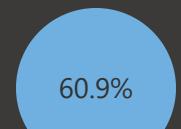
Churn Rate % by TenureGroup and Contract



Key influencers Top segments

When is Churn more likely to be ?

We found 3 segments and ranked them by % Churn is Yes and population size. Sel...



Contract

Count of Churn
7032

Month-to-month
3875

Two year
1685

One year
1472