

Customer Demographics

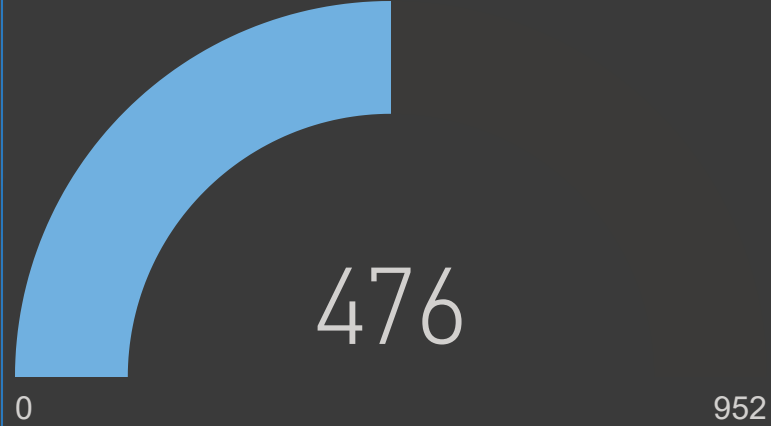
gender Count of GenderCount

Male	3549
Female	3483
Total	7032

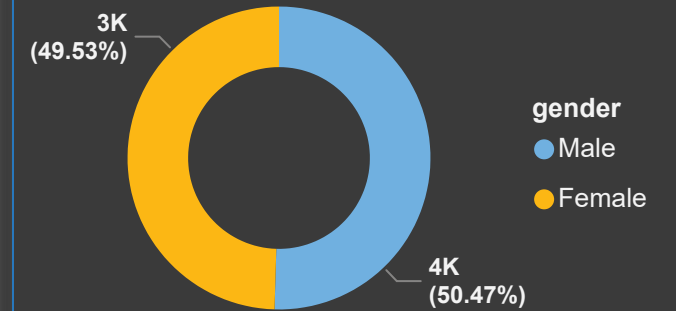
Count of customerID

7.032K

Customers Churned



Customers by gender



gender Count of SeniorCitizen

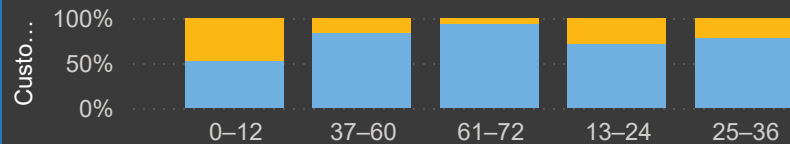
Female	3483
Male	3549
Total	7032

Sum of tenure

228K

Customers by TenureGroup and Churn

Churn ● No ● Yes



gender, S... ▼

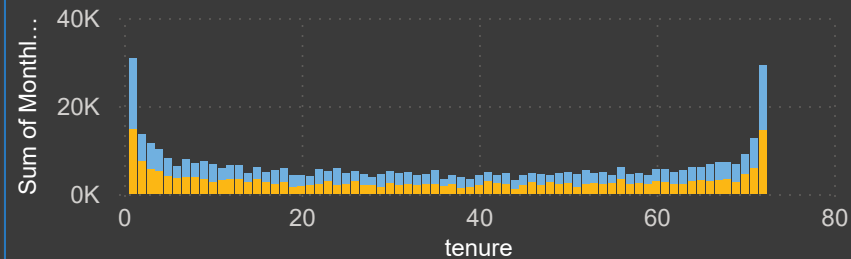
☐ Female

☐ Male

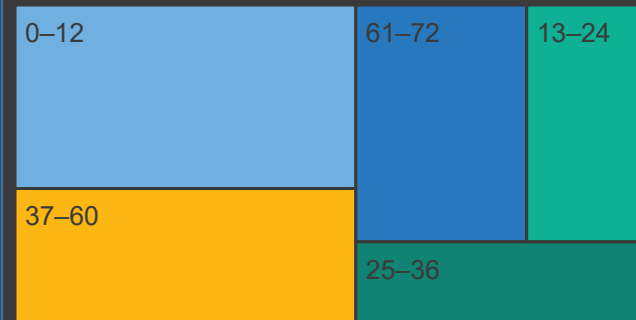


Sum of MonthlyCharges by tenure and gender

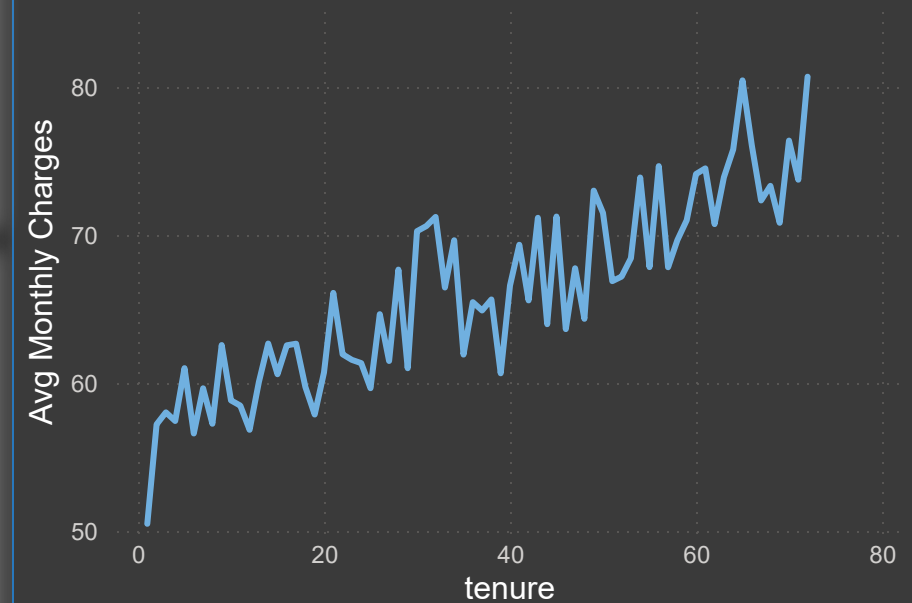
gender ● Female ● Male



Customers by TenureGroup



Avg Monthly Charges and Customers by tenure



Service-Subscription Patterns

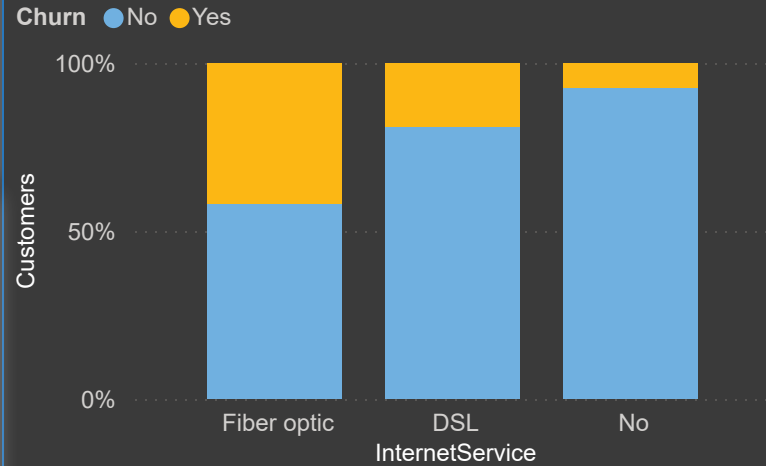
PhoneService Customers

<input type="checkbox"/> No	680
<input checked="" type="checkbox"/> DSL	680
<input checked="" type="checkbox"/> Yes	6352
Total	7032

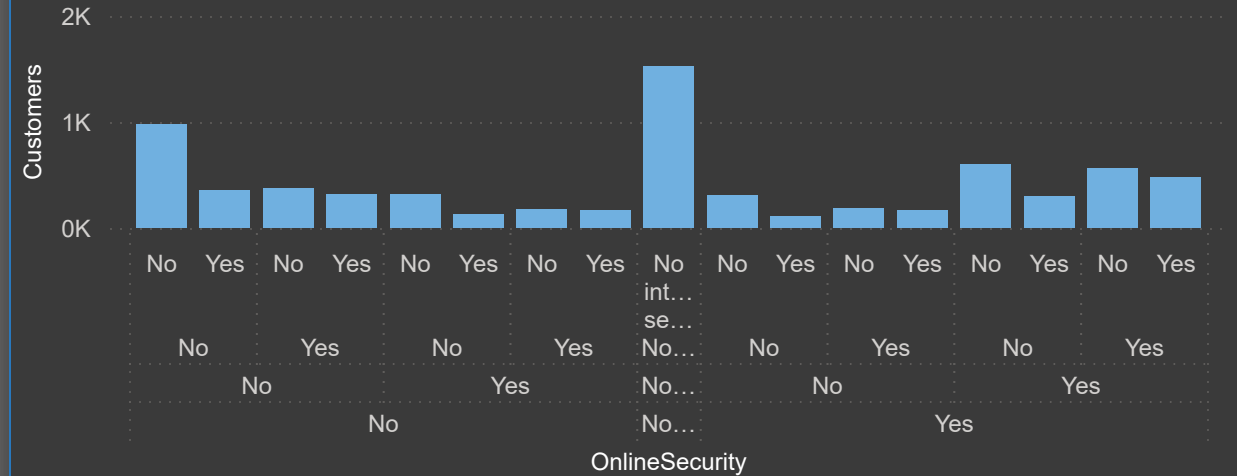
InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

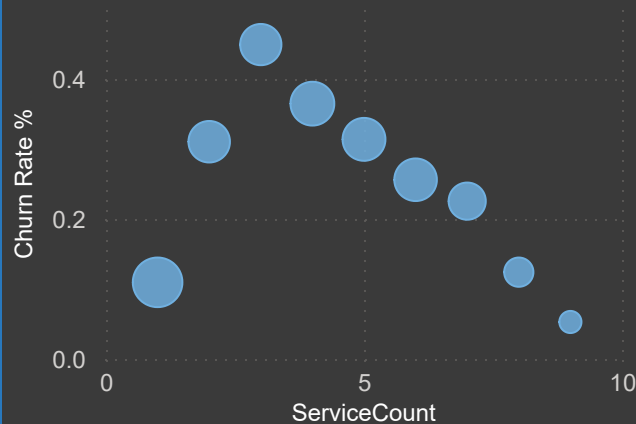
Customers and Churn Rate % by InternetService and Churn



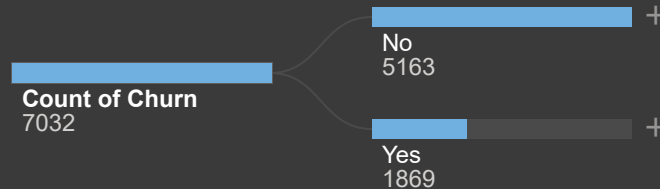
Customers by StreamingTV, StreamingMovies, OnlineBackup and OnlineSecurity



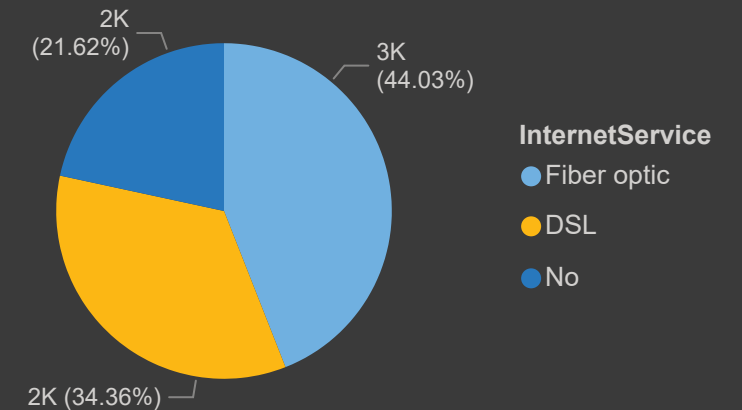
Churn Rate % and Customers by ServiceCount



Churn

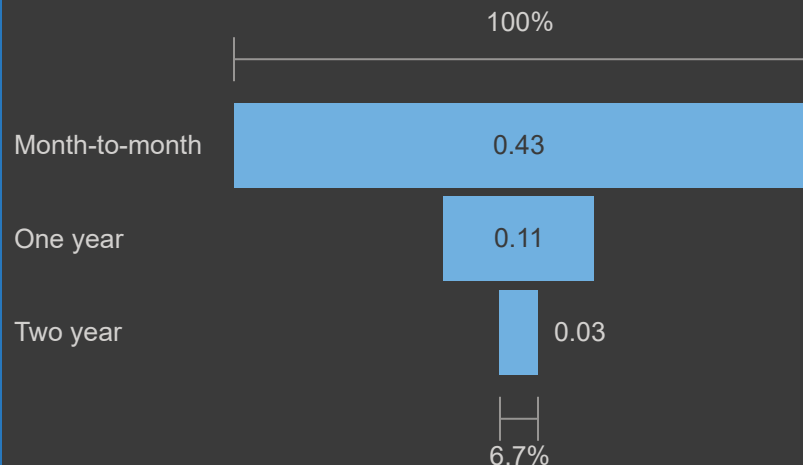


Customers by InternetService

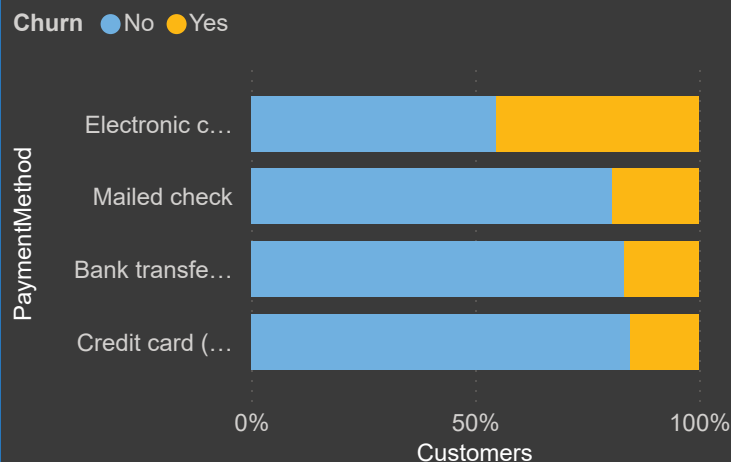


Contract & Billing Insights

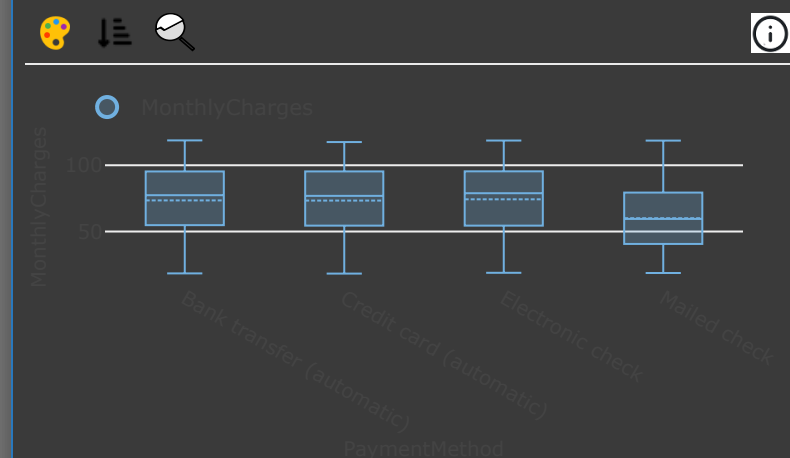
Churn Rate % by Contract



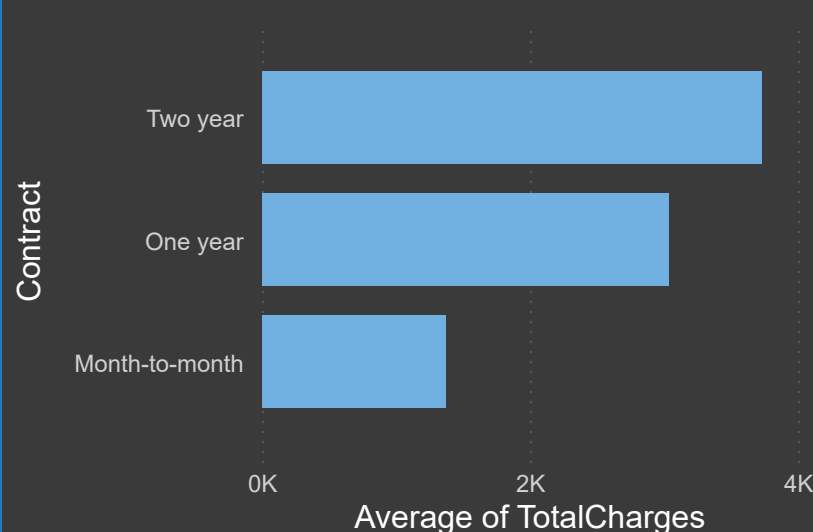
Customers by PaymentMethod and Churn



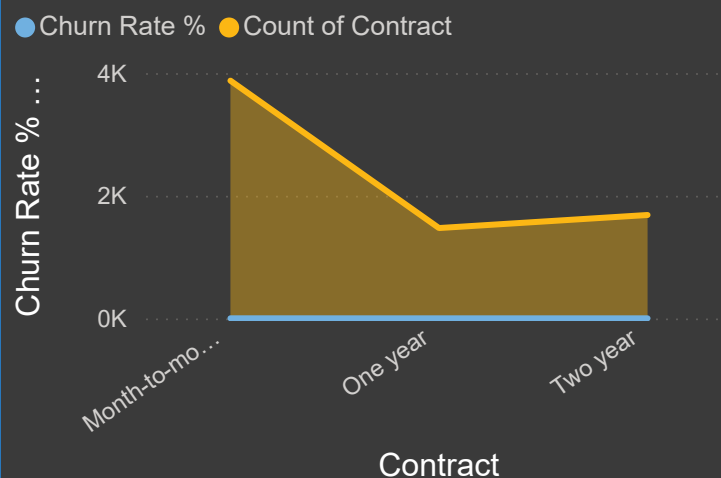
PaymentMethod and MonthlyCharges



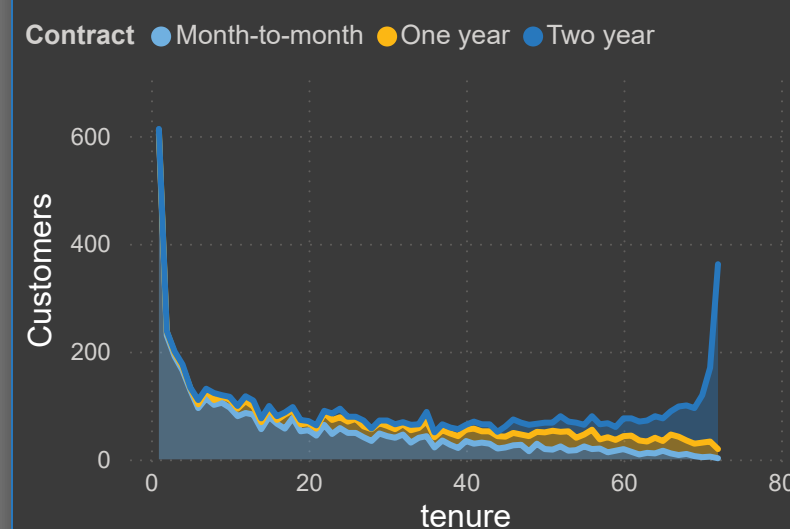
Average of TotalCharges by Contract



Churn Rate % and Count of Contract by Contract



Customers by tenure and Contract



Churn Drivers & Predicted Impact

Churn Rate %

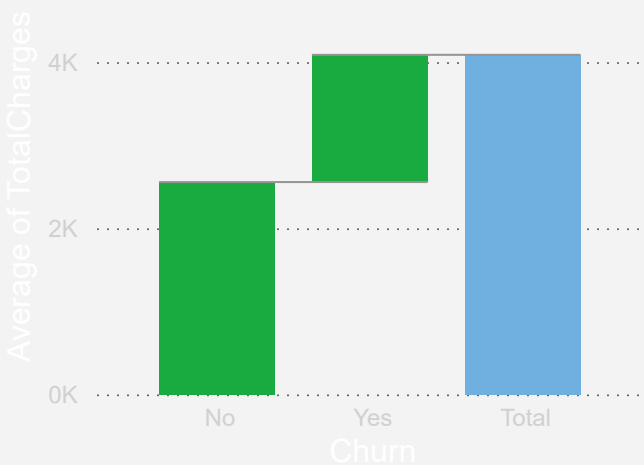
0.27

Sum of TotalCharges

16.06M

Average of TotalCharges by Churn

● Increase ● Decrease ● Total

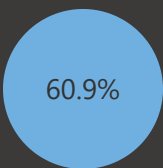


Key influencers Top segments



When is Churn more likely to be ?

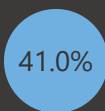
We found 3 segments and ranked them by % Churn is Yes and population size. Sel...



Segment 1

% Churn is Yes

60.9%



Segment 2

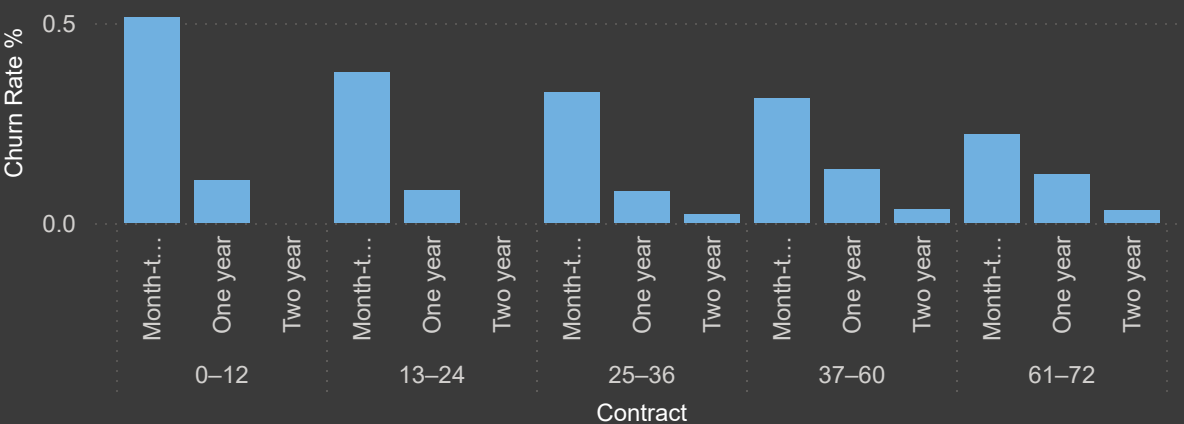
41.0%



Segment 3

32.2%

Churn Rate % by TenureGroup and Contract



💡 Contract ×

