

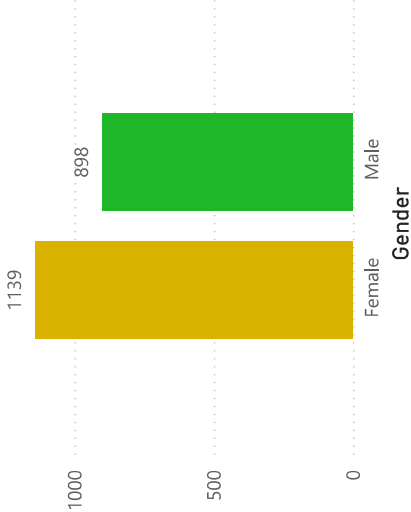
Sample Size:

10000

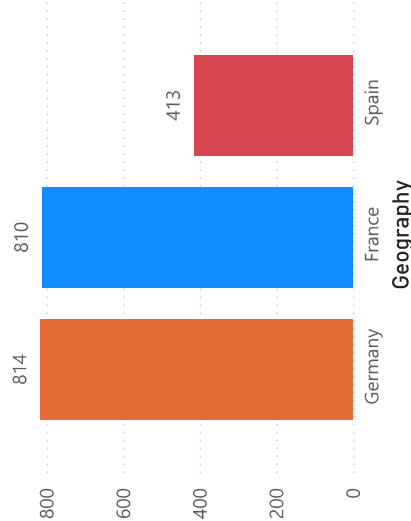
Number of Customers
Who Left:

2037

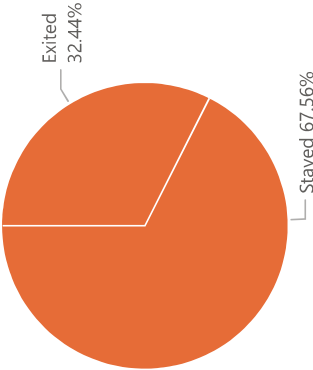
Customers who Left by Gender



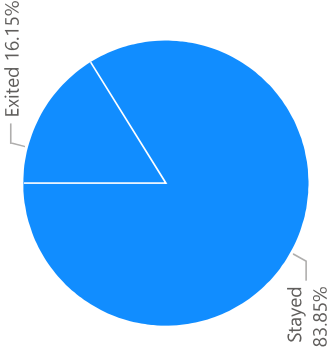
Customers who Left by Country



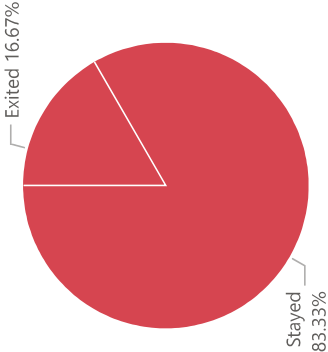
German Churn Rate



French Churn Rate



Spanish Churn Rate



Conclusion

In conclusion, this analysis shows discrepancies in the churn rate between the three countries in the sample and between the genders. Further analysis should be conducted into the marketing material and care for the German population and the Female population. Our competitors could be outperforming us with these groups or we are underservicing them.