

CHURN ANALYSIS - SUMMARY

6,418
Total Customers

411
New Joiners

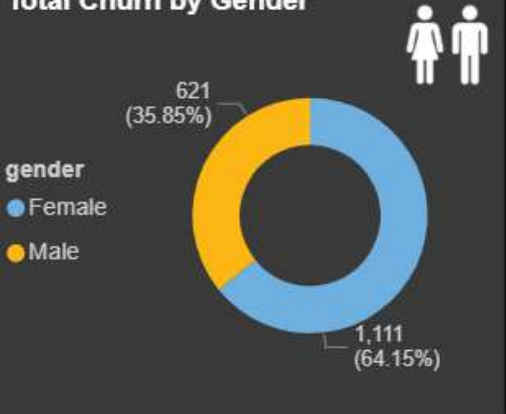
1,732
Total Churns

26.99%
Churn Rate

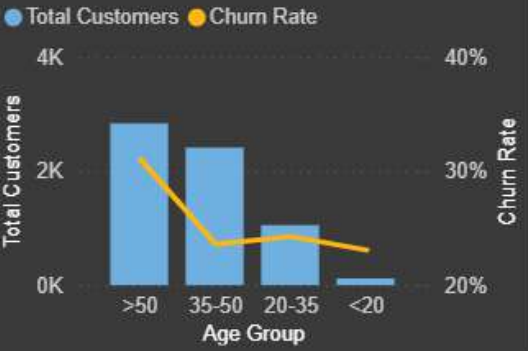
Monthly Charge Range
All

Married
☐ No
☐ Yes

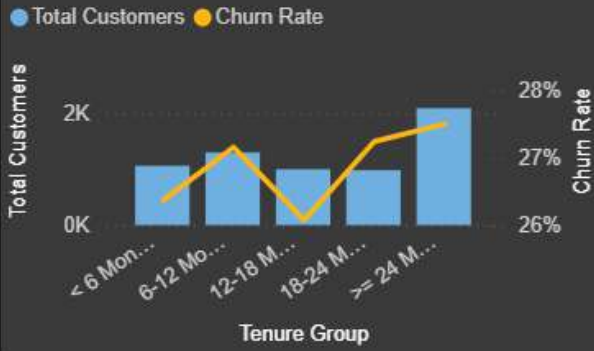
Total Churn by Gender



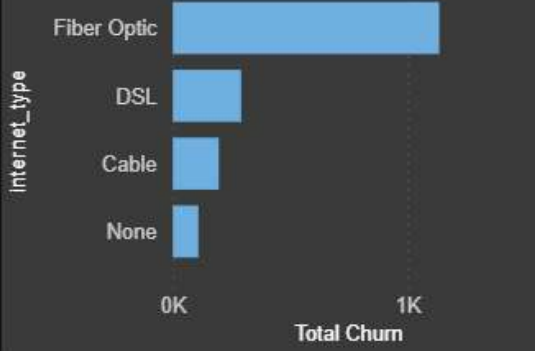
Customers and Churn Rate by Age Group



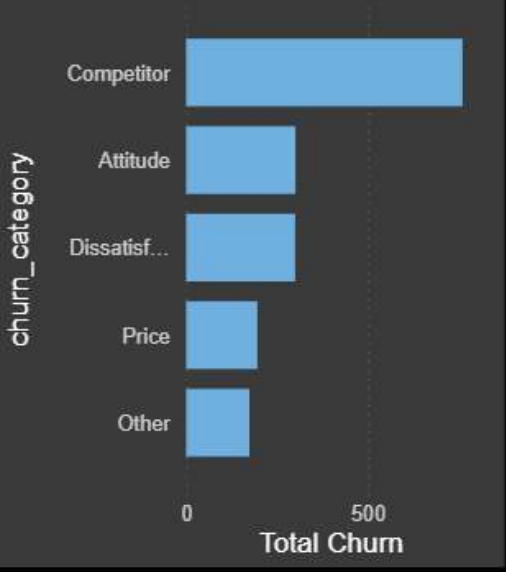
Customers and Churn Rate by Tenure Group



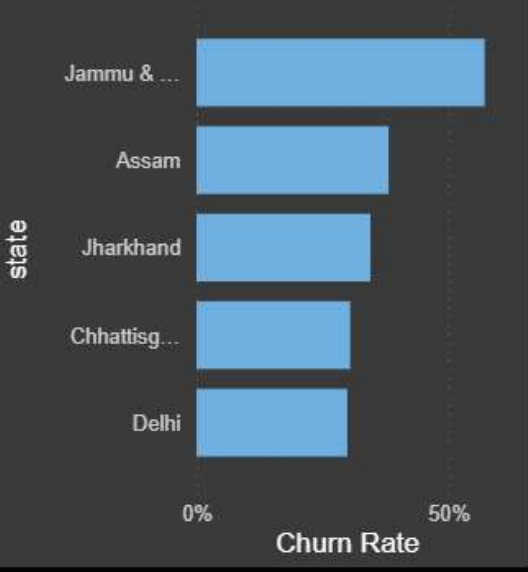
Total Churn by Internet Type



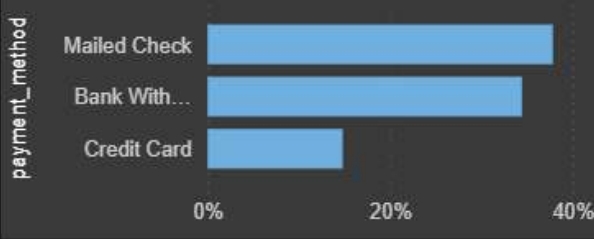
Total Churn by Churn Category



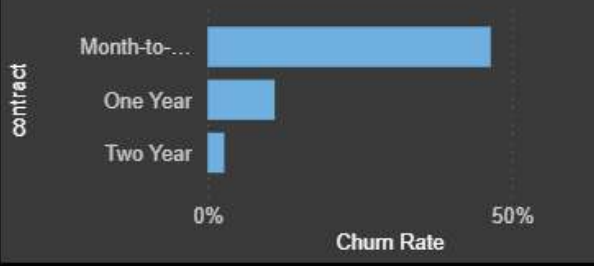
Churn Rate by State



Churn Rate by Payment Method



Churn Rate by Contract



Churn by Services

Services	No	Yes
device_protection_plan	71.02%	28.98%
internet_service	6.29%	93.71%
multiple_lines	54.79%	45.21%
online_backup	71.88%	28.12%
online_security	84.64%	15.36%
paperless_billing	25.40%	74.60%
phone_service	9.41%	90.59%
premium_support	83.49%	16.51%
streaming_movies	56.00%	44.00%
streaming_music	61.14%	38.86%
streaming_tv	50.70%	49.30%
Total	50.06%	49.94%