

CHURN USER OVERVIEW

6687
Total users

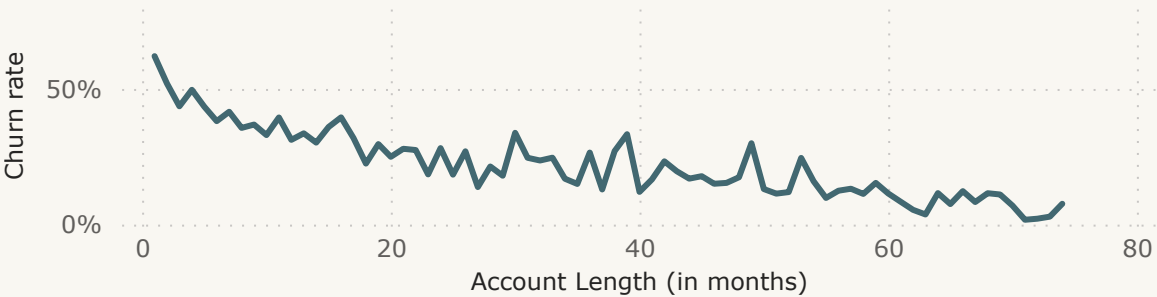
1796
Total churners

26.86%
Churn rate

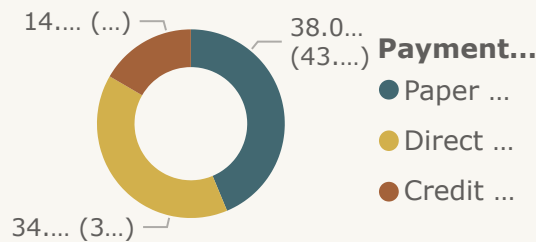
761.42
Avg total charges of churn user

36.80
Avg Monthly Charge

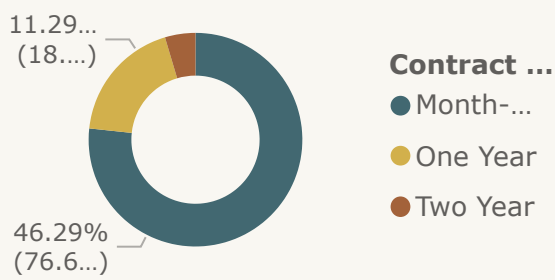
Churn rate by Account Length (in months)



Churn rate by Payment Method

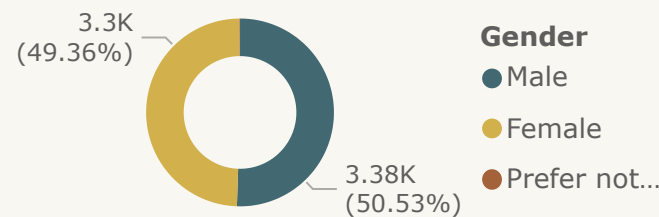


Churn rate by Contract Type

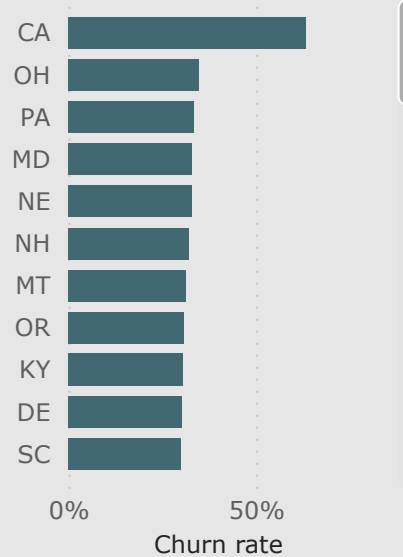


DEMOGRAPHIC

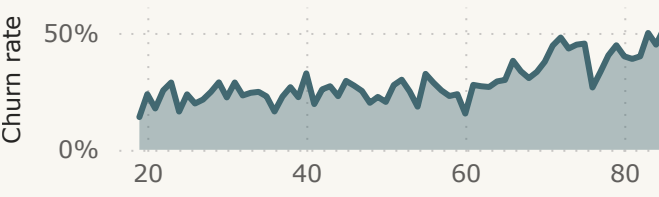
Customers by Gender



Churn rate by State



Churn rate by Age



Why did user churn?

