

# Telco Churn Customers Overview

139.1K

Revenue loss

74.44

Avg Monthly Charges

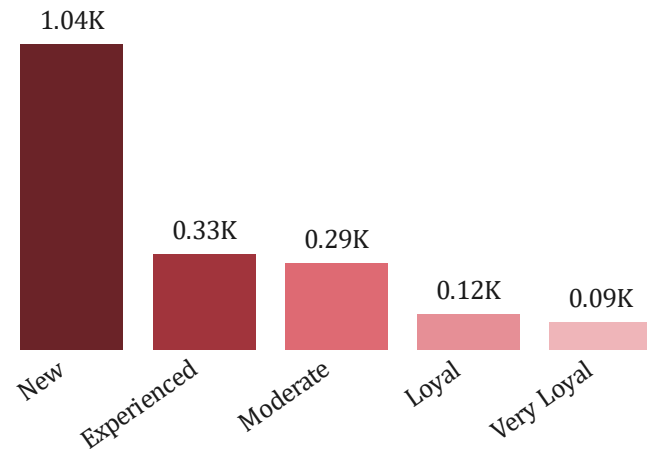
1.53K

Avg Charges/Customer

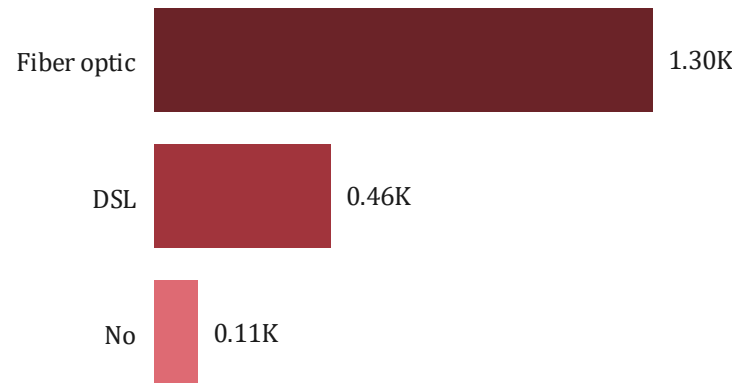
1,869

Churned Customers

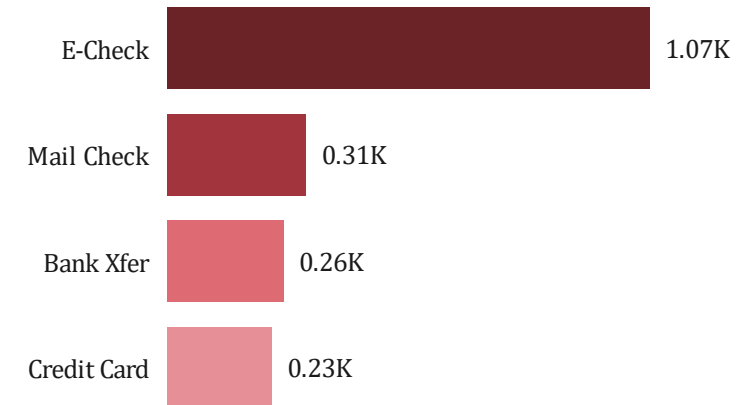
## Churn Rate by Tenure



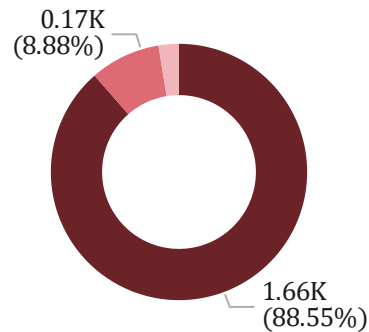
## Churn Rate by Service Provider



## Churn Rate by Payent Method

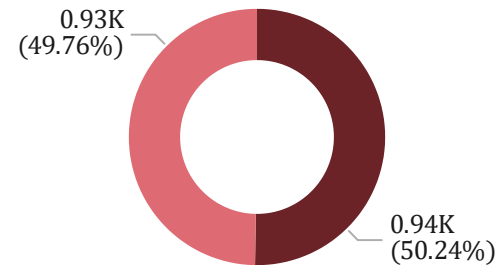


## Churn Rate by Contract Type



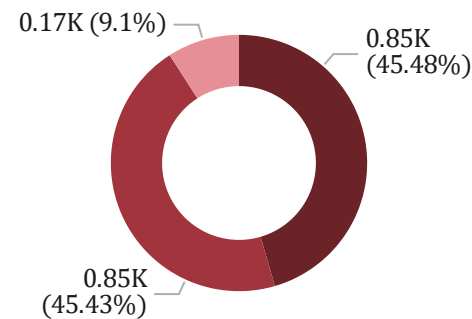
● Month-to-month ● One year ● Two year

## Churned Customers by Gender



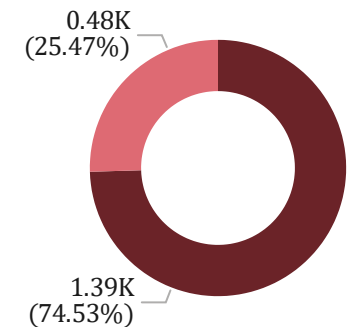
● Female ● Male

## Churn Rate by Multiple Lines



● Yes ● No ● No phone service

## Partners vs. citizen churn rate



● Partner ● Senior Citizen

# Telco Retained Customers Overview

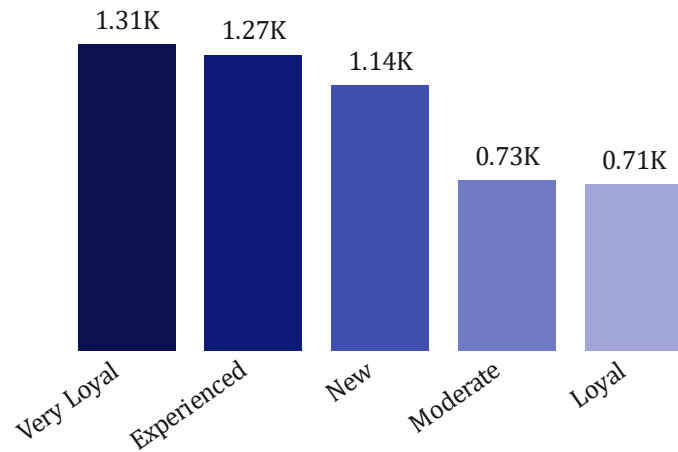
**316.5K**  
Monthly Revenue

**61.31**  
Avg Monthly Charges

**2.56K**  
Avg Charges/customer

**5,163**  
Retained Customers

### Retained Rate by Tenure



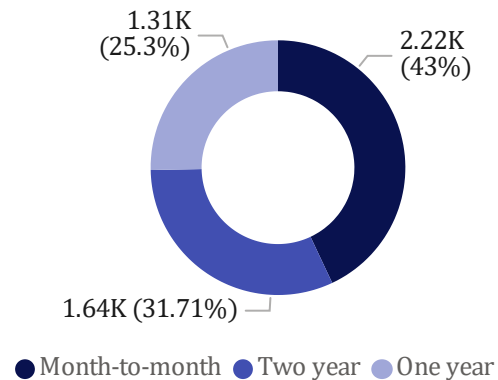
### Retained Rate by Service Provider



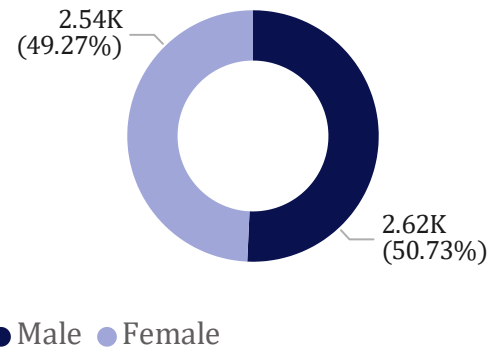
### Retained Rate by Payent Method



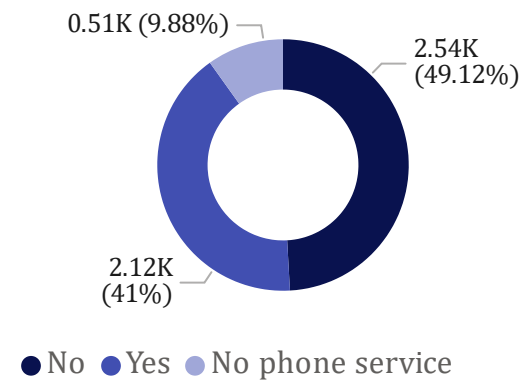
### Retained Rate by Contract Type



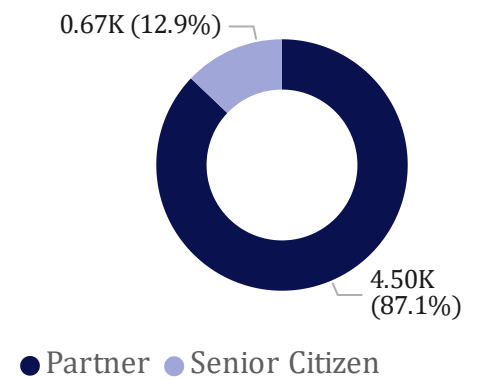
### Retained Rate by Gender



### Retained Rate by Multiple Lines



### Retained by Demographics



# General customer performance overview

7,032

Total Customers

13.19M

Total Retained Revenue

2.86M

Total Churned Revenue...

73.42%

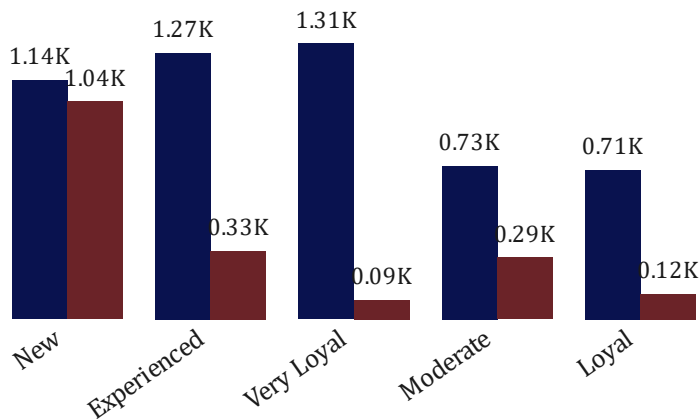
Retained Rate %

26.58%

Churn Rate %

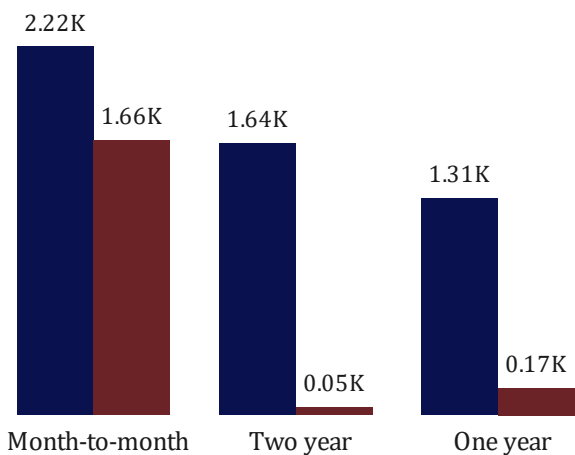
### Churn vs Retained by Tenure Group

● No ● Yes



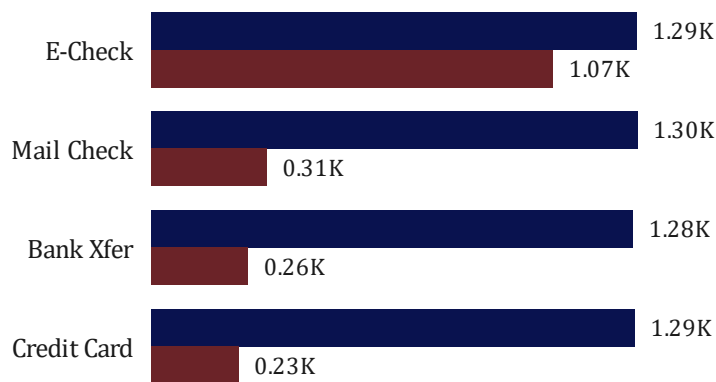
### Churn vs Retained by Contract Type

● No ● Yes

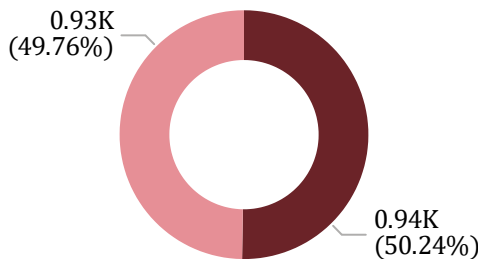


### Churn vs Retained by Payment Method

● No ● Yes

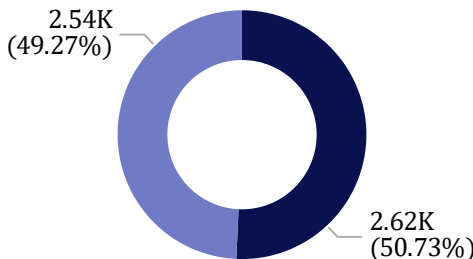


### Churn Customers by Gender



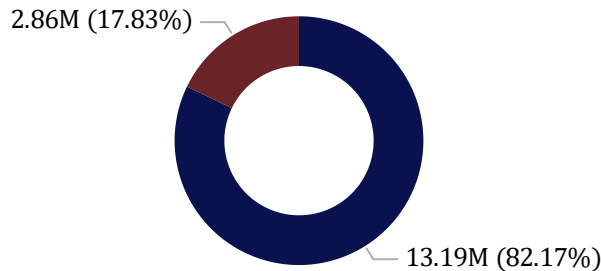
● Female ● Male

### Retained Customers by Gender



● Male ● Female

### Revenue Comparison



● Retained ● Churned