

# Telco Customer Churn Analysis



Overview



Demographic



Tenure Analysis



Churn Analysis

7043

Total Customer

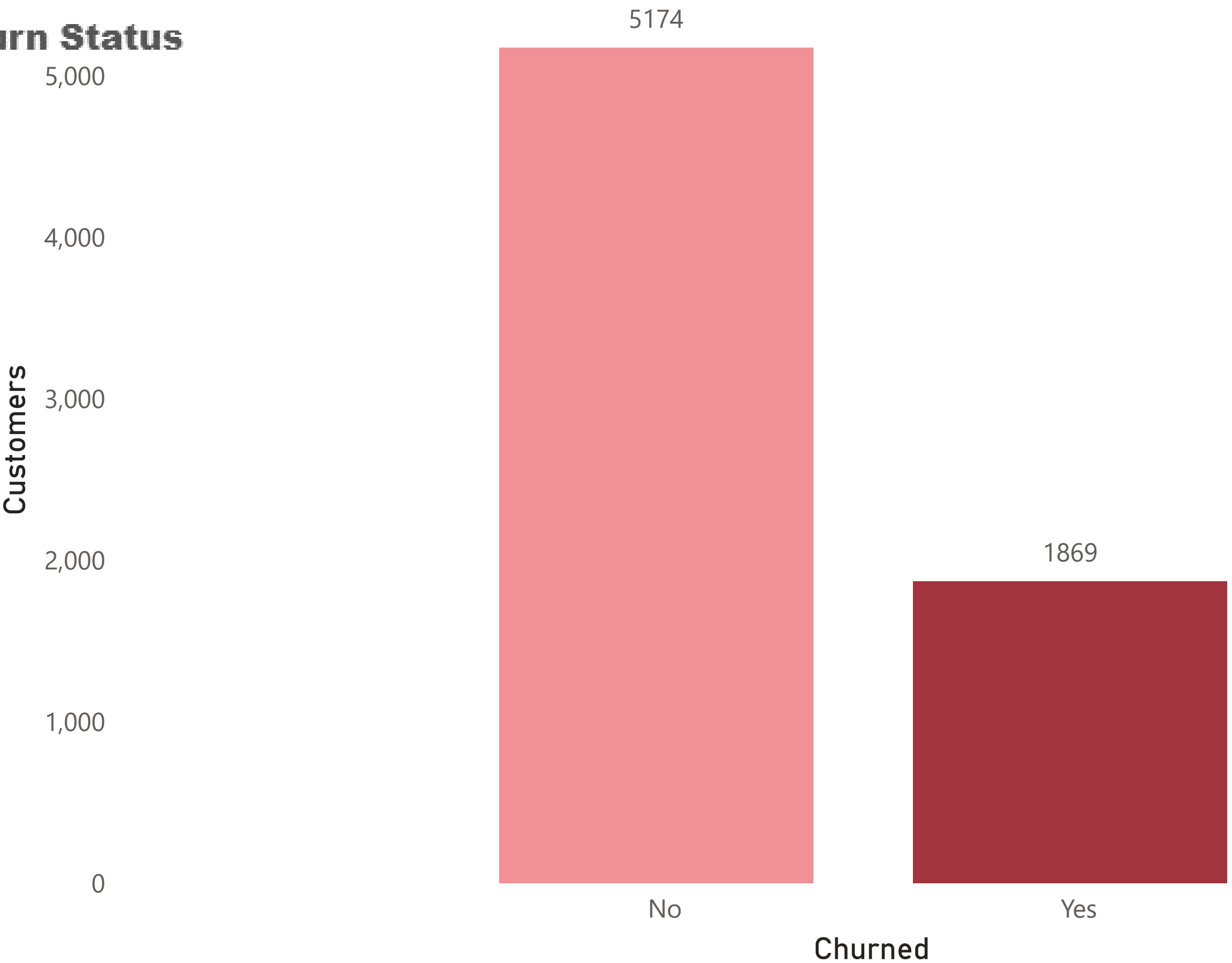
1869

Churned Customers

26.54%

Churn Rate

## Customer Churn Status



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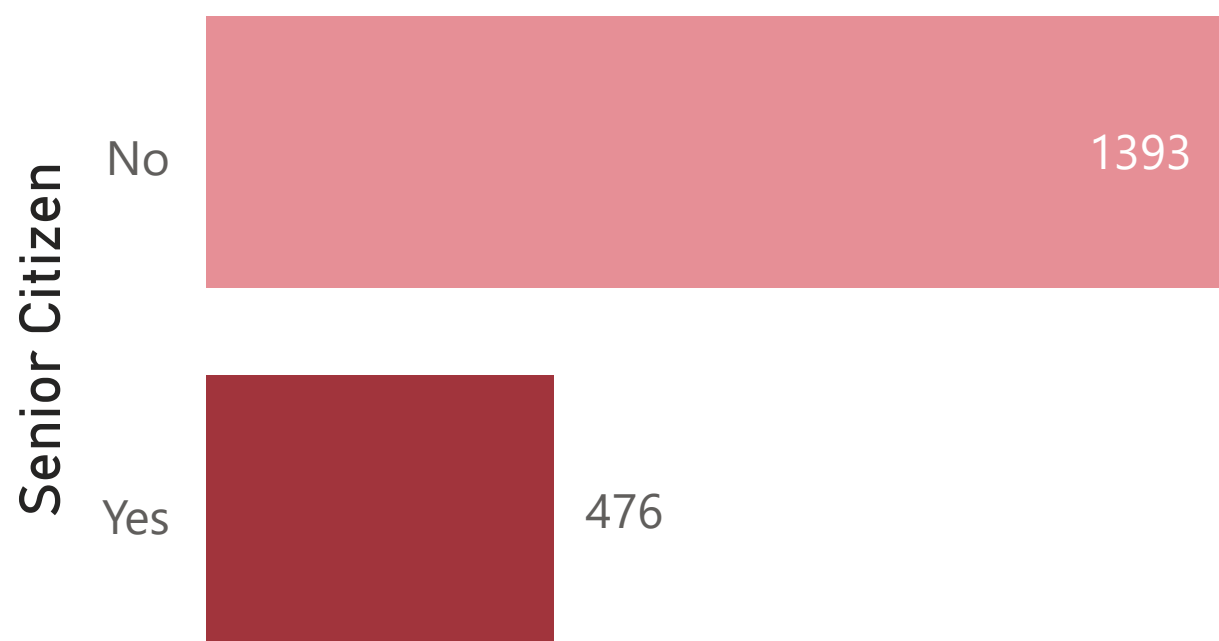
1869

Churned Customers

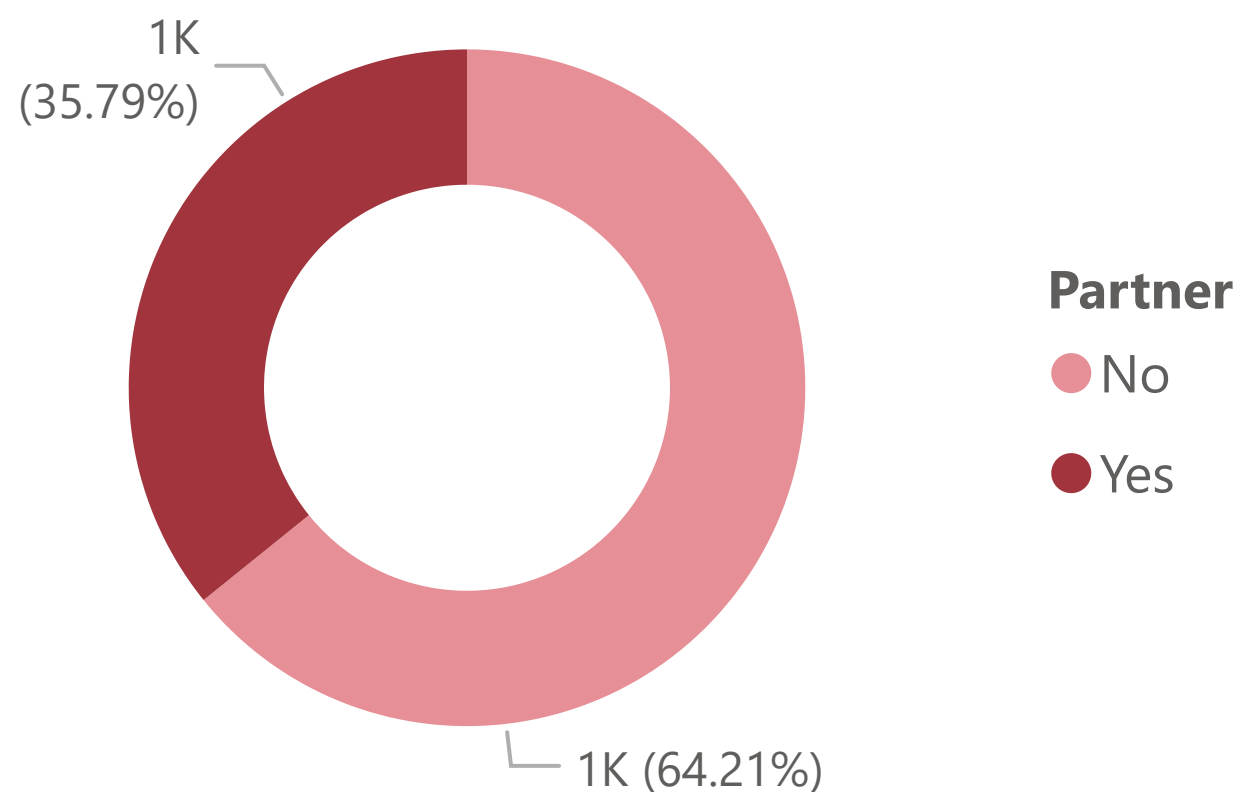
26.54%

Churn Rate

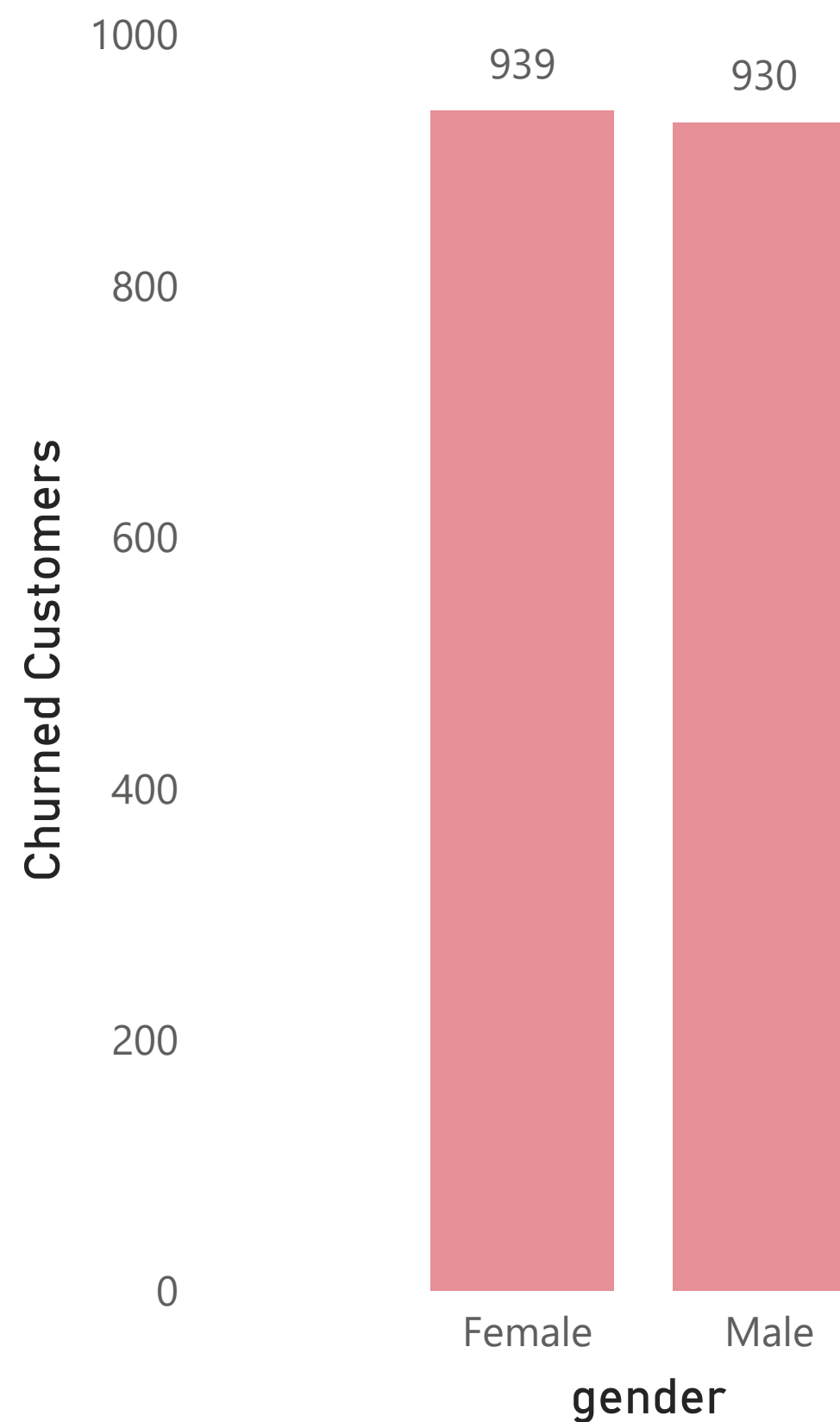
## Senior Citizen Churn Status



## Partner Churn Status



## Gender Churn Status



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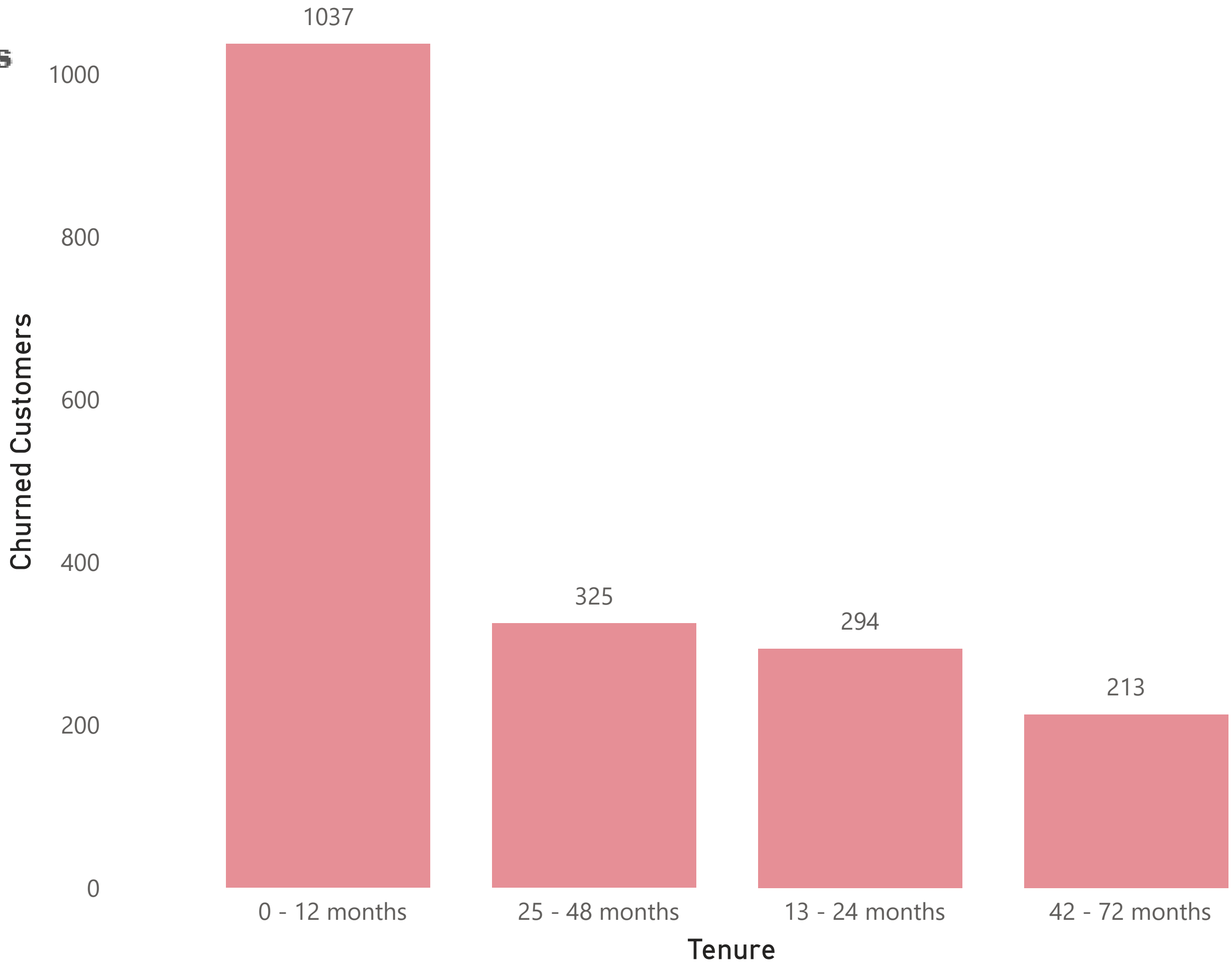
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## Tenure Churned Status



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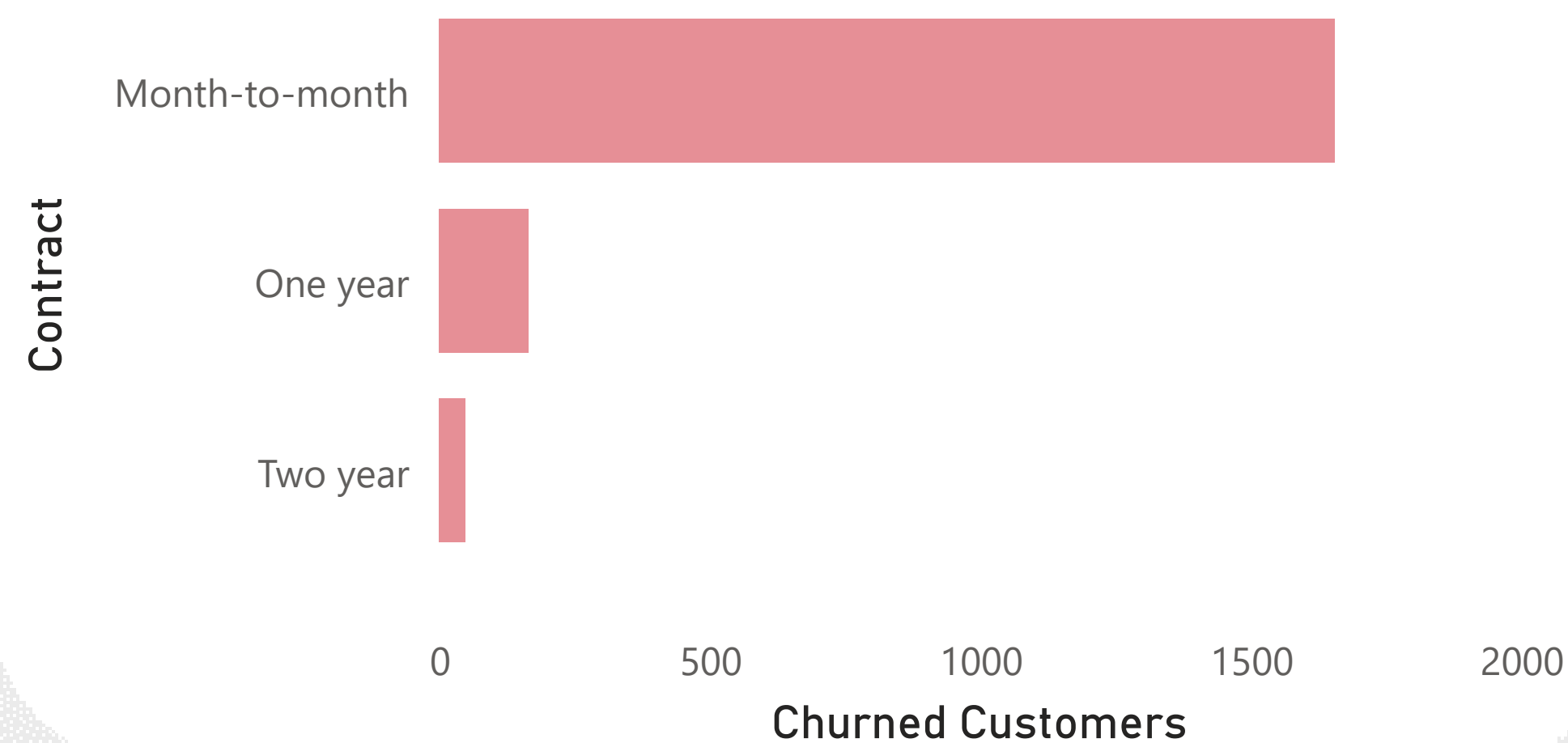
1869

Churned Customers

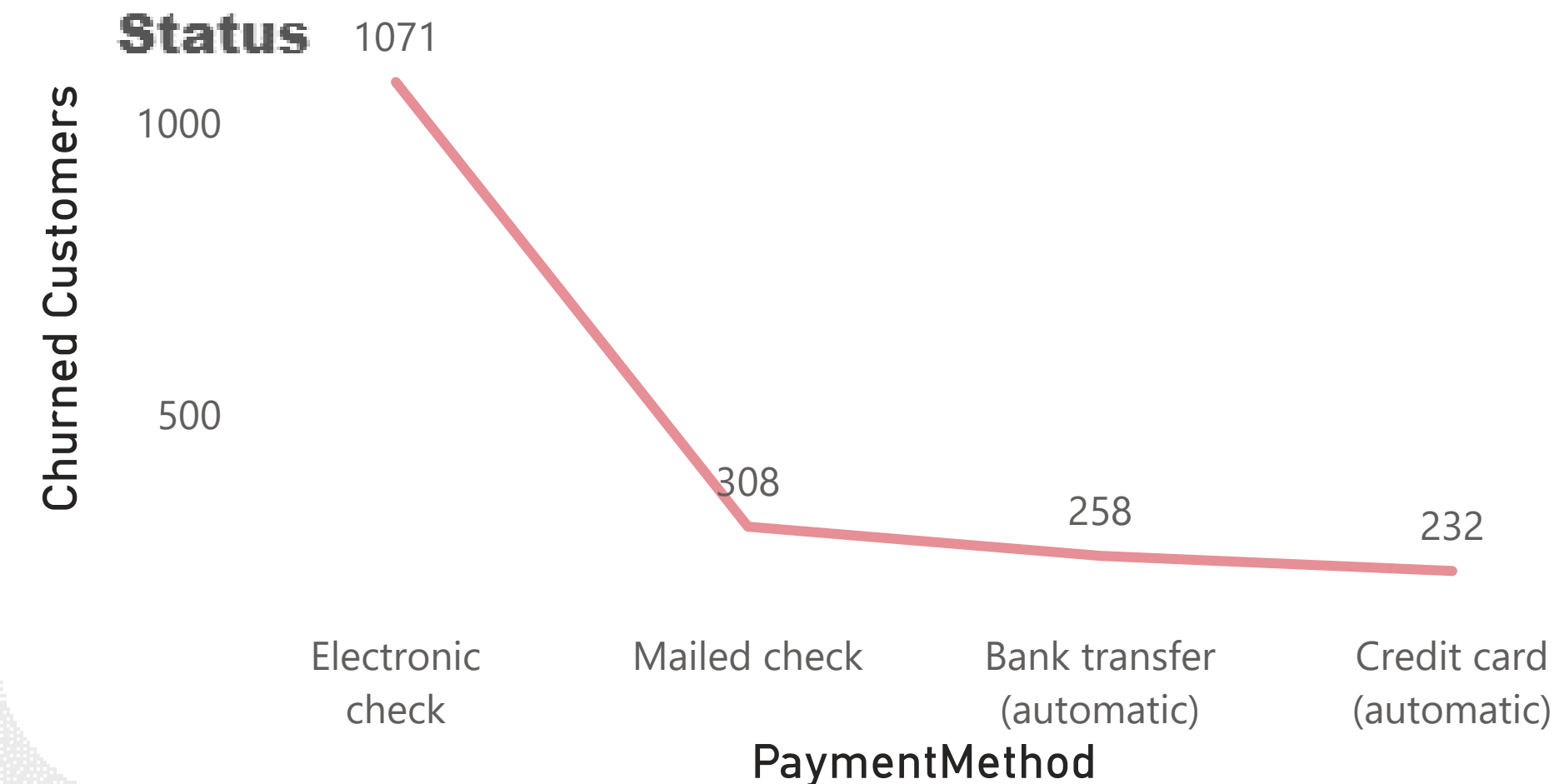
26.54%

Churn Rate

## Contract Churned Status



## Payment Method Churned Status



## Churned Customers

Contract	Bank transfer (automatic)	Credit card (automatic)	Electronic check	Mailed check
Month-to-month	34.13%	32.78%	53.73%	31.58%
One year	9.72%	10.30%	18.44%	6.82%
Two year	3.37%	2.24%	7.74%	0.79%

\*People who use "Electronic check" and renew their subscriptions "Month-to-month" have the highest churn rates, hence the deep red color.