

Telco Customer Churn Analysis

Overview

7043

Total Customer

1869

Churned Customers

26.54%

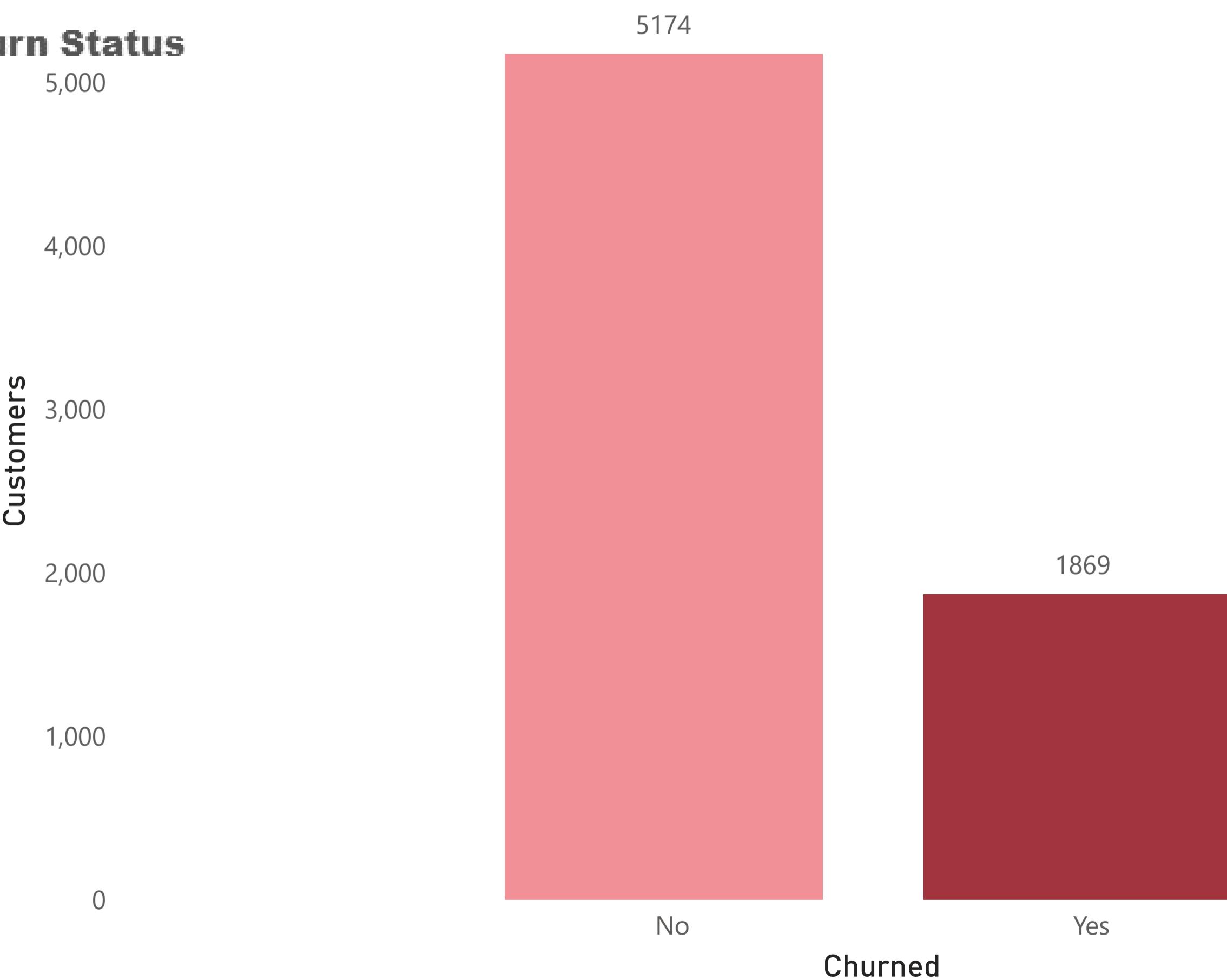
Churn Rate

Demographic

Tenure Analysis

Churn Analysis

Customer Churn Status



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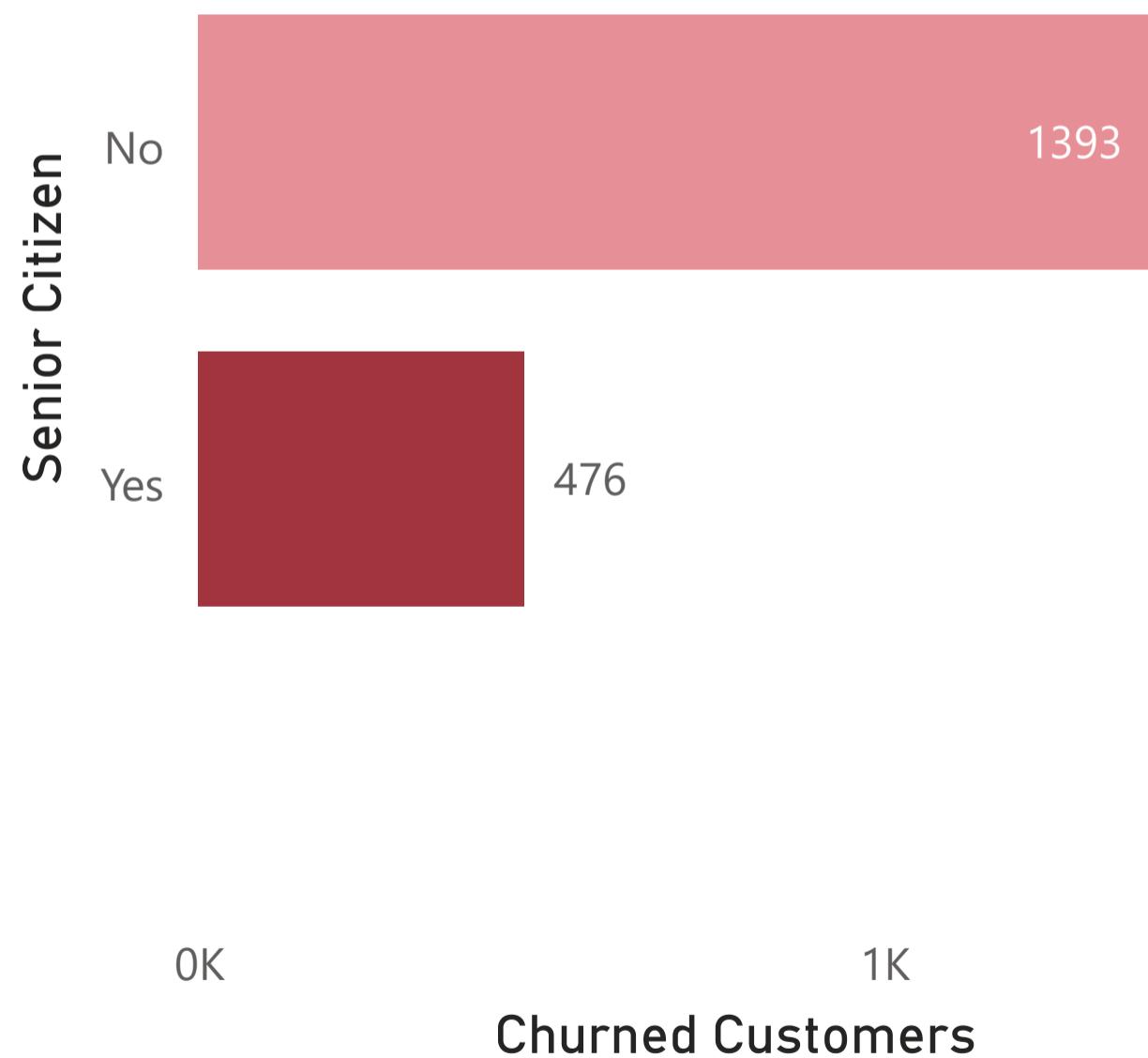
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Churn Rate

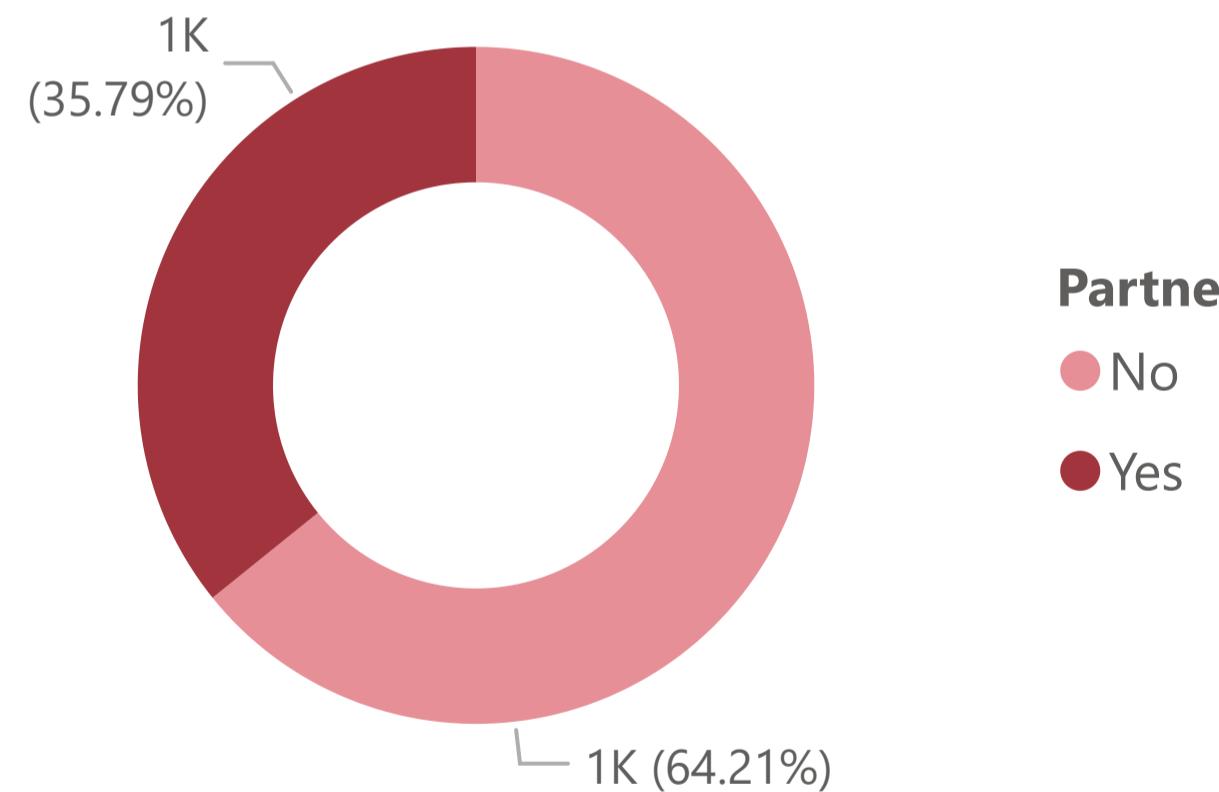
Tenure Analysis

Churn Analysis

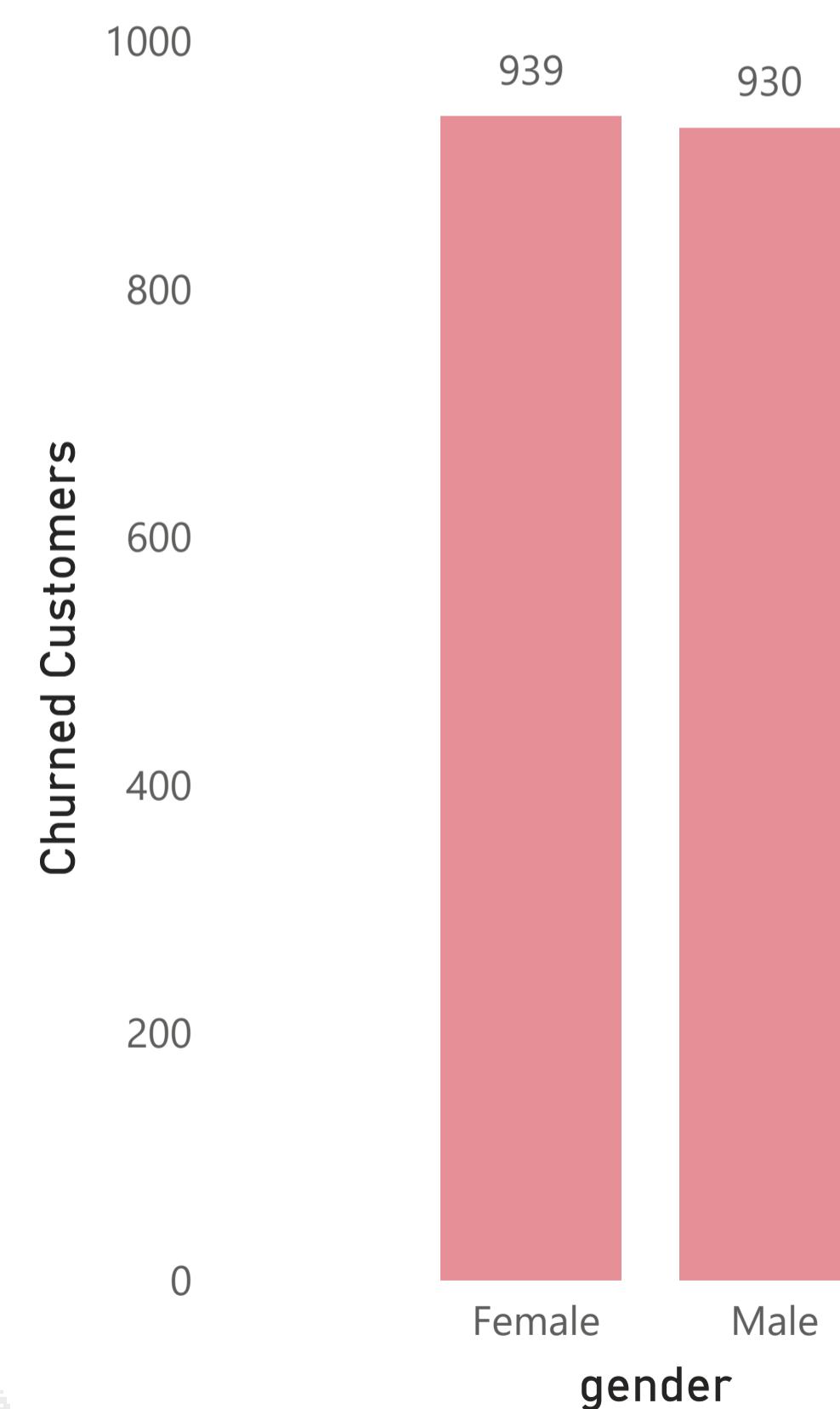
Senior Citizen Churn Status



Partner Churn Status



Gender Churn Status



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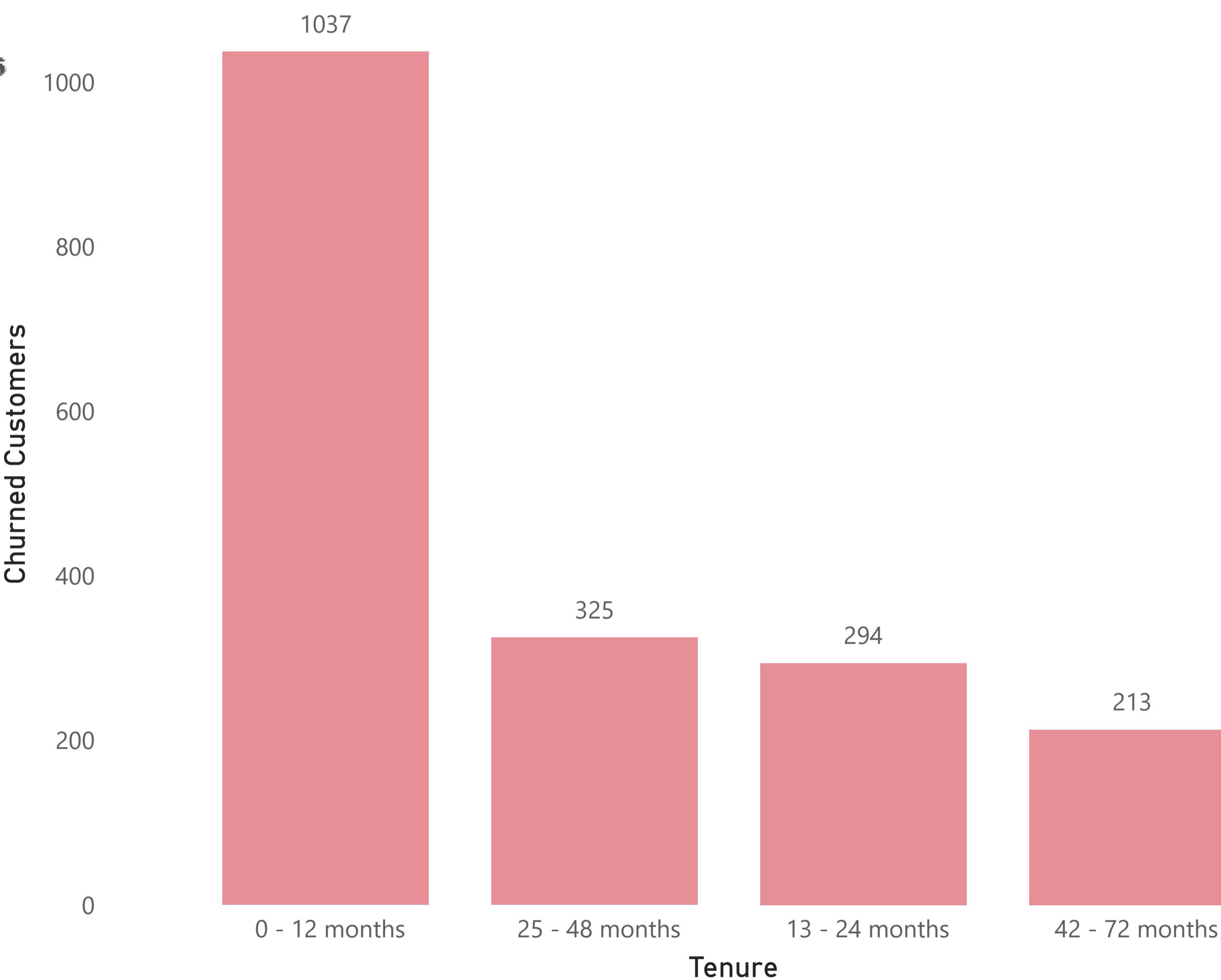
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Tenure Churned Status



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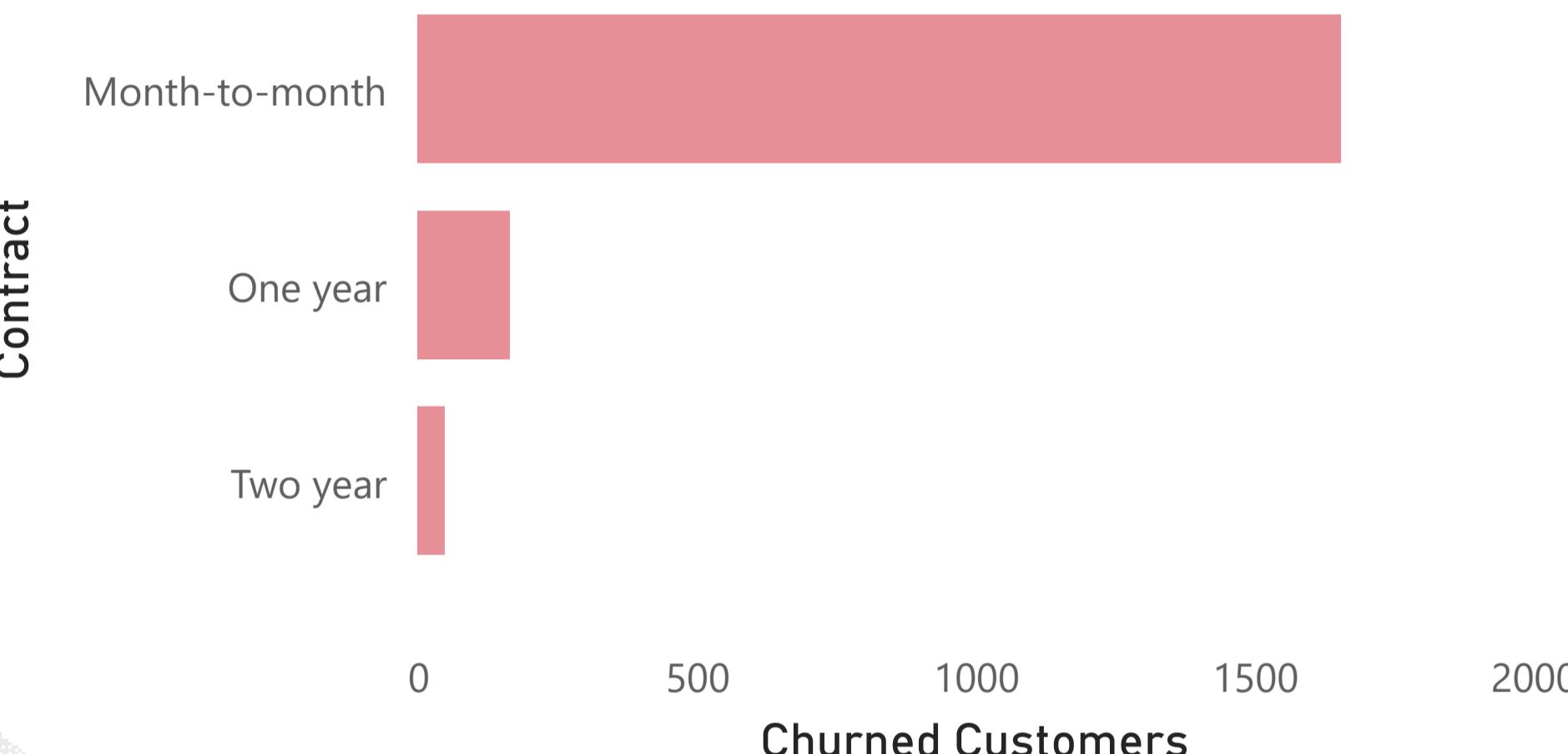
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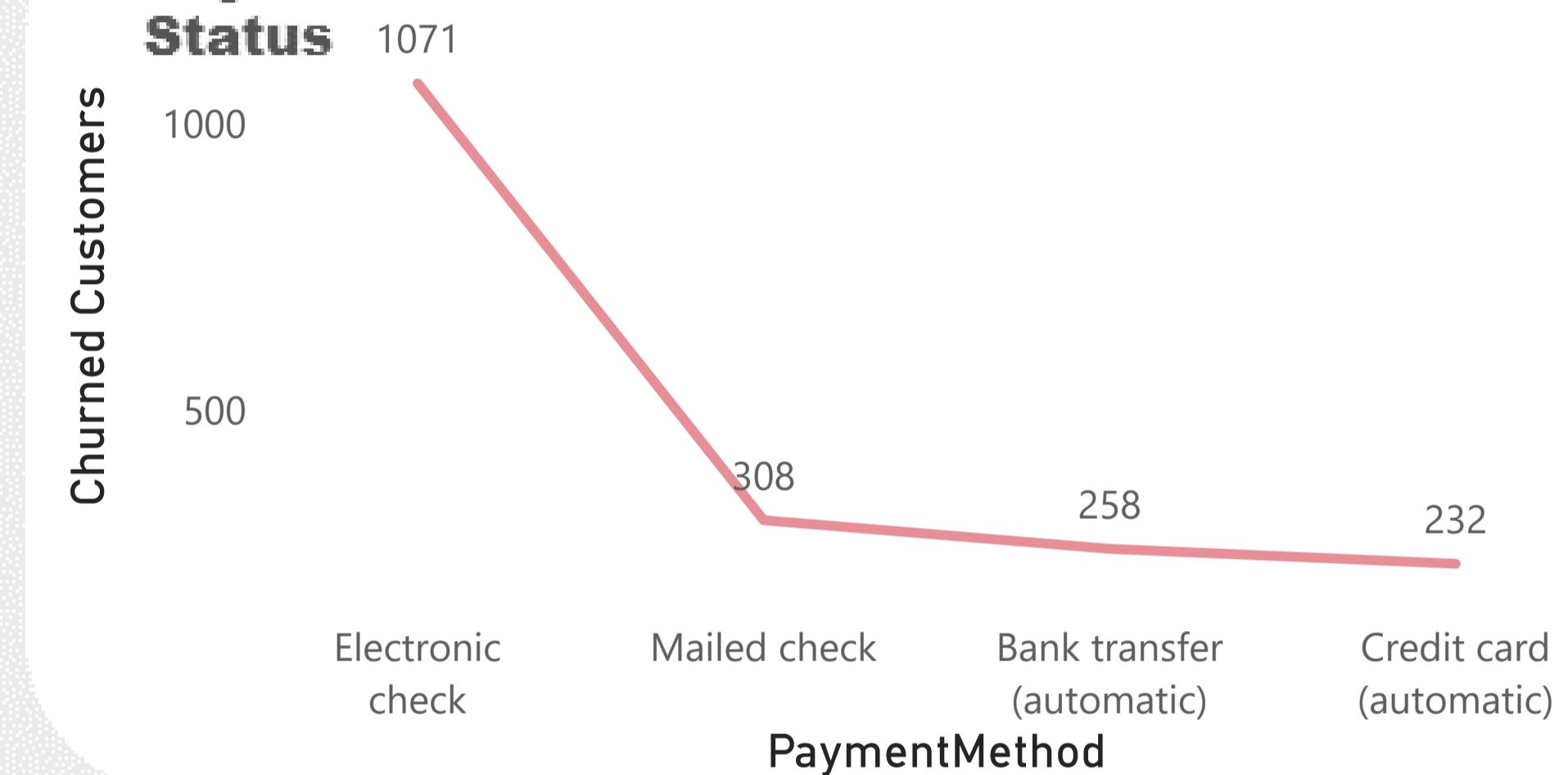
Tenure Analysis

Churn Analysis

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.