



Key Customer Churn Metrics

7043

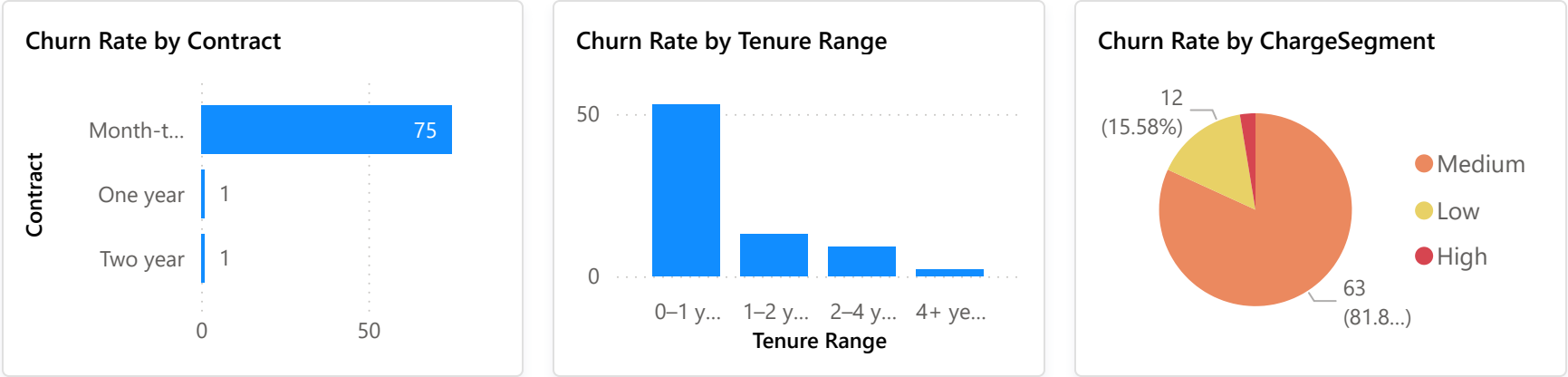
TotalCustomers

1869

ChurnedCustomers

26.54

ChurnRate



- Customers with **Month-to-Month contracts** have the highest churn rate
- Customers with **no Tech Support** are more likely to leave
- **Electronic Check** payment method has a significantly higher churn rate
- Churn is highest among customers in their **first year of service**
- Customers with **higher monthly charges** also show higher churn

InternetService

DSL

TechSupport

0

PaymentMethod

Electronic check

Gender

Female