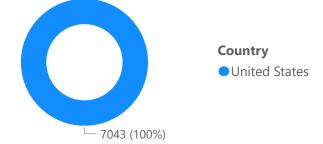
# **Demographics**

7043

Number of Unique Customers

## Split Customer by Country



1129
Distinct Cities

1652

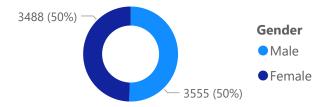
# Split Customer by State



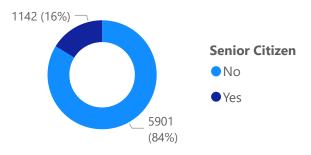
└─ 7043 (100%)

Distinct Zip Codes

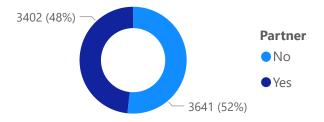
# Count of CustomerID by Gender



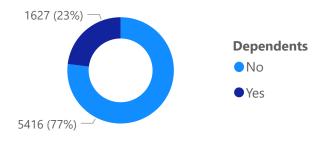
# Count of CustomerID by Senior Citizen



## Count of CustomerID by Partner



### Count of CustomerID by Dependents



#### **Services** Count of CustomerID by Tenure Months Count of CustomerID by Phone Service 682 (10%) 600 Count of CustomerID 200 Count of CustomerID by Monthly Charges 0 20 60 80 Tenure Months Count of CustomerID by Internet Service Count of CustomerID by Contract Count of CustomerID 1526 (22%) 1473 (21%) Contract 20 Month-to-month Two year 3875 (55%) 0 One year 1695 (24%) 100 Monthly Charges 2421 (34%) — Count of CustomerID by Total Charges Count of CustomerID by Payment Method Count of CustomerID by Multiple Lines Count of CustomerID 682 (10%) 1522 (22%) **Payment Method** 2365 (34%) • Electronic check Mailed check Bank transfer (automatic) 1544 (22%)

Credit card (automatic)

— 1612 (23%)

0

0K

**Phone Service** 

**Internet Service** 

**Multiple Lines** 

No phone ...

No

Yes

• Fiber optic

DSL

No

Yes No

6361 (90%)

3096

(44%)

3390

(48%)

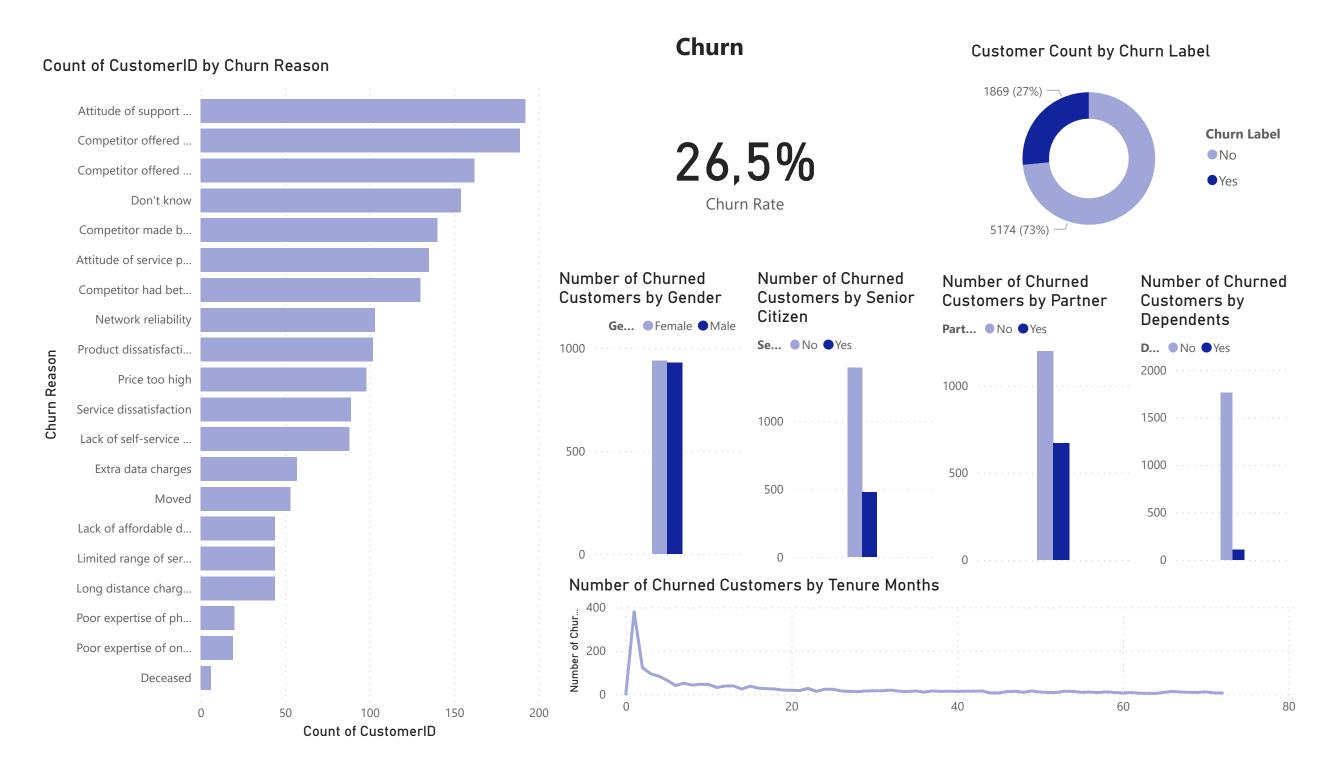
2971

(42%)

10K

5K

Total Charges

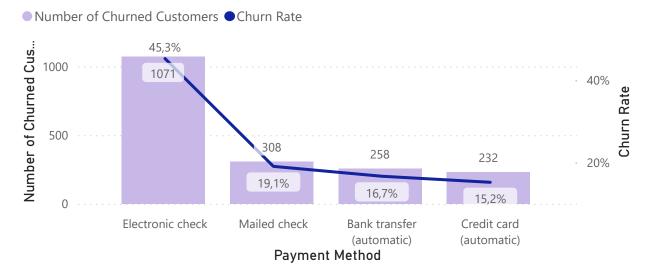


# **Churn Rates**

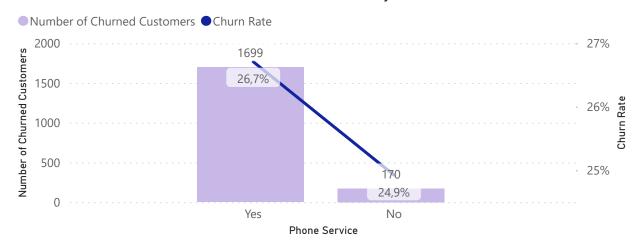
26,5%

Churn Rate

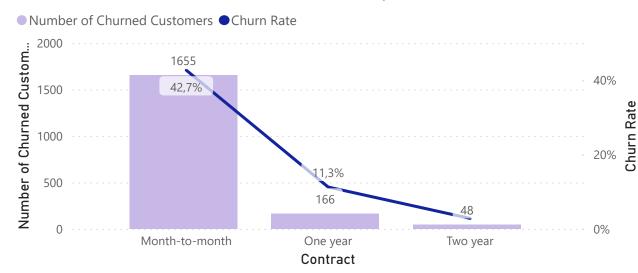
#### Number of Churned Customers and Churn Rate by Payment Method



#### Number of Churned Customers and Churn Rate by Phone Service



### Number of Churned Customers and Churn Rate by Contract



#### Number of Churned Customers and Churn Rate by Internet Service

