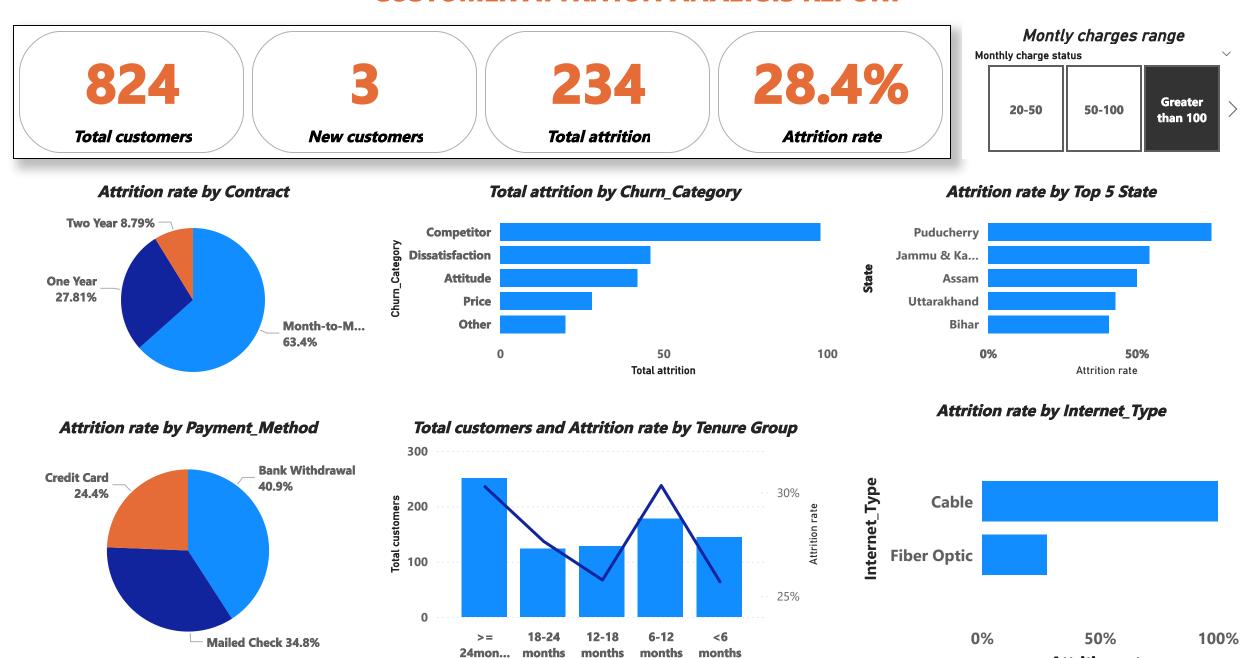
### **CUSTOMER ATTRITION ANALYSIS REPORT**

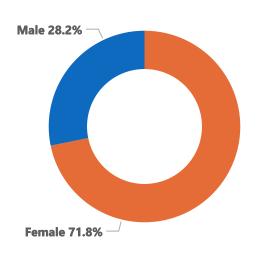


Tenure Group

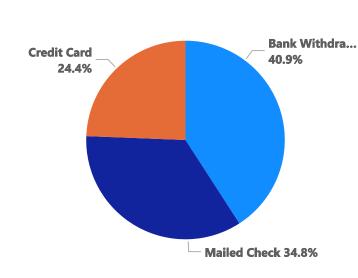
**Attrition rate** 

## **CUSTOMER ATTRITION ANALYSIS REPORT**

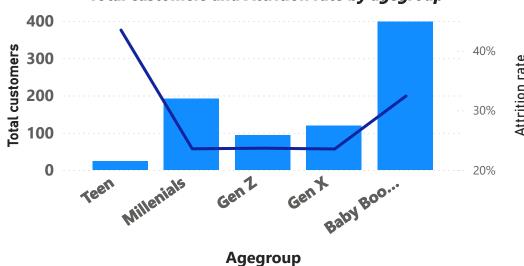
#### Total attrition by Gender



# Attrition rate by Payment\_Method



#### Total customers and Attrition rate by agegroup



#### **Total customers and Attrition rate by Tenure Group**



# Montly charges range



#### Attrition status per service

| Services          | No                  | Yes                 |
|-------------------|---------------------|---------------------|
| Unlimited_Data    | 12.8%               | 87.2%               |
| Streaming_TV      | 0.4%                | 99.6%               |
| Streaming_Music   | <mark>2</mark> 5.6% | <b>74.4</b> %       |
| Streaming_Movies  | 1.7%                | 98.3%               |
| Premium_Support   | <mark>61.5</mark> % | <mark>3</mark> 8.5% |
| Phone_Service     |                     | 100.0%              |
| Paperless_Billing | <b>1</b> 5.8%       | 84.2%               |
| Online_Security   | <mark>71.4</mark> % | 28.6%               |
| Online_Backup     | <mark>34</mark> .2% | 65.8%               |