



# Zip Zap Zoom Telecoms

## Customer Churn Analysis



7,032

Total Customers



3,549

Males



3,483

Females

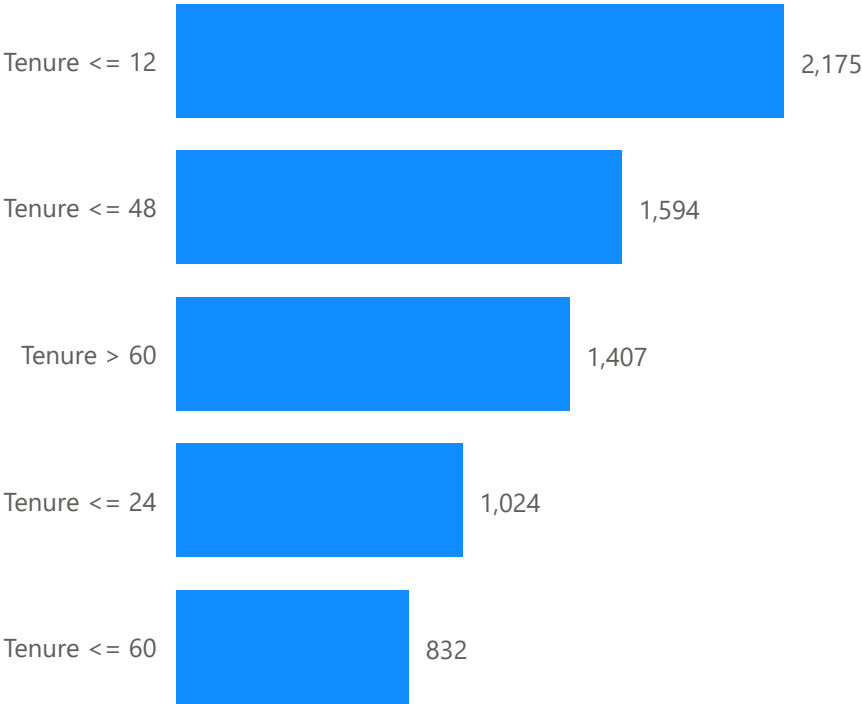
£ 65

Average Monthly Charges

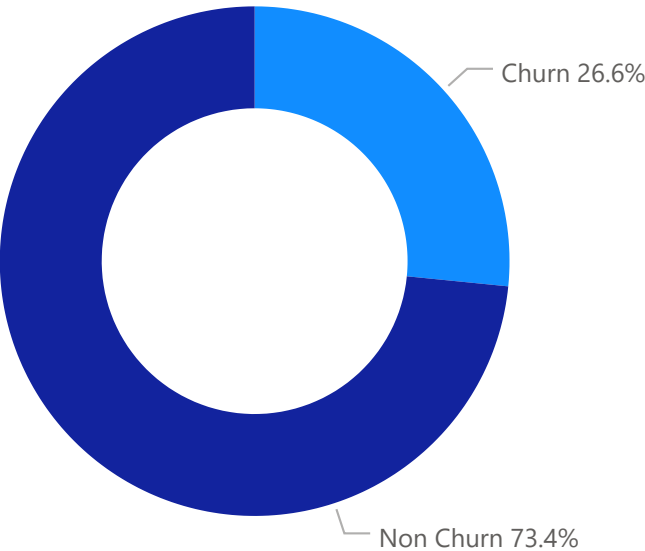
£ 2,283

Average Total Charges

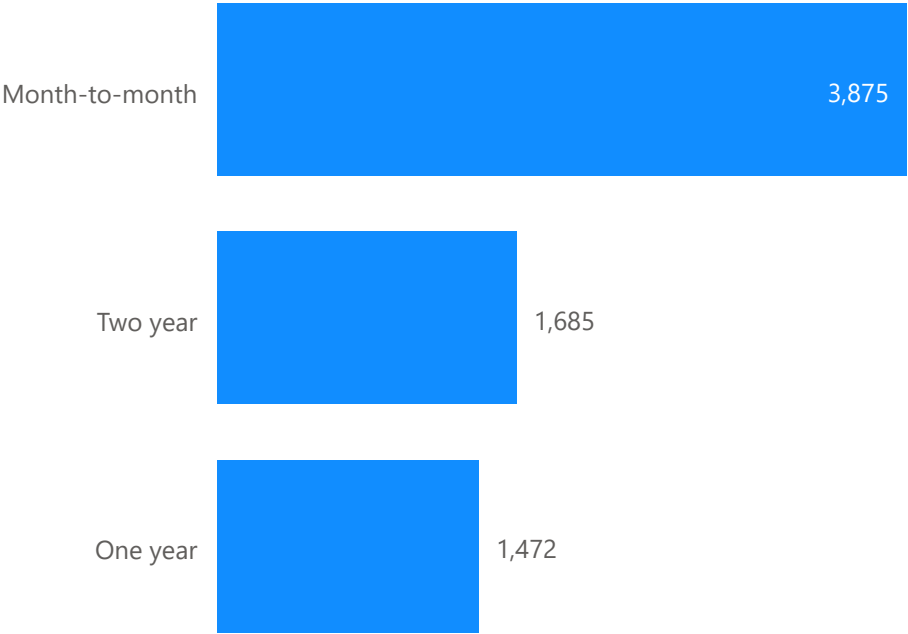
Total Customers by Tenure\_group



Churn and Non Churn

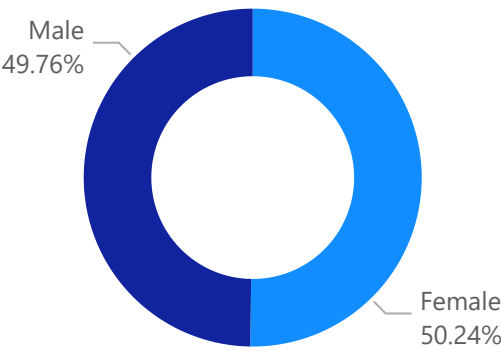


Total Customers by Contract

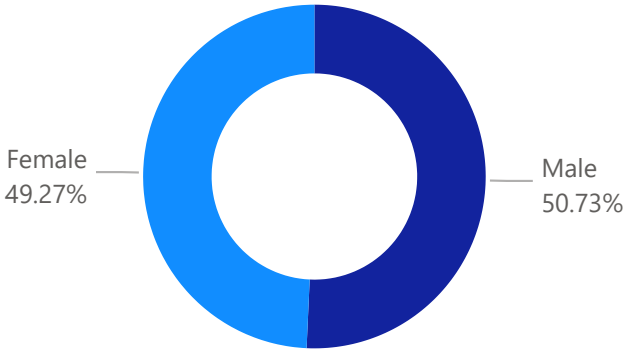


# Churn Distribution by Customer Profile

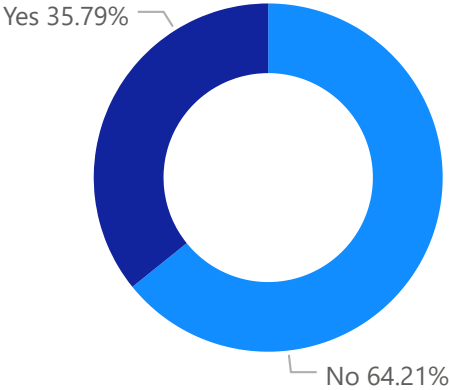
Churn by gender



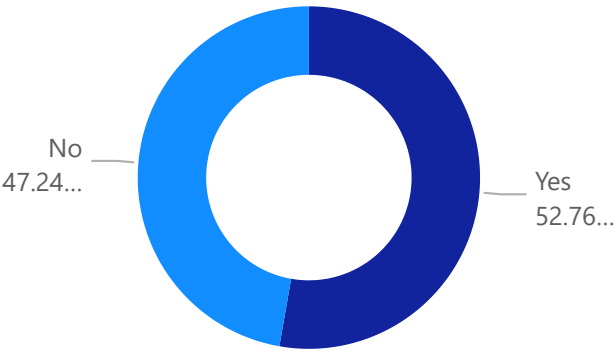
Non Churn by gender



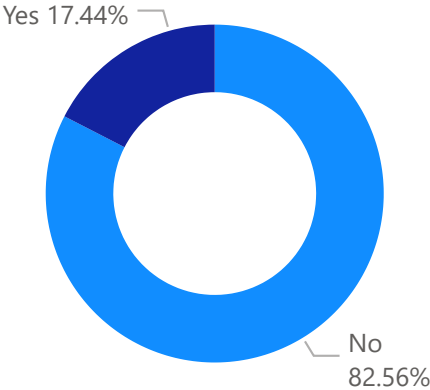
Churn by Partner



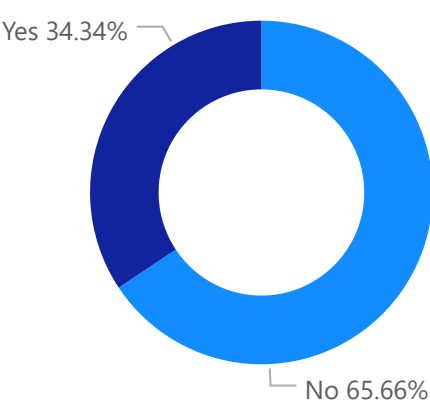
Non Churn by Partner



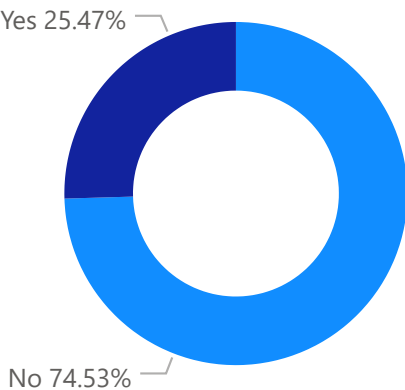
Churn by Dependents



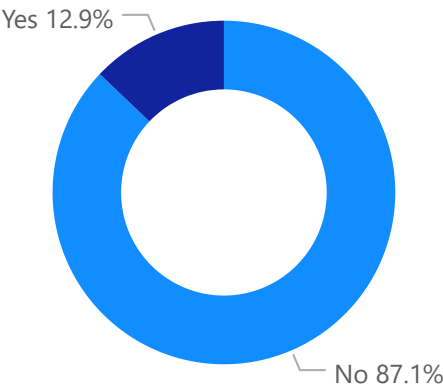
Non Churn by Dependents



Churn by Senior Citizen

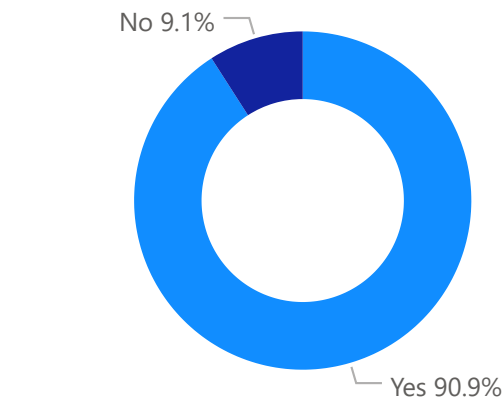


Non Churn by Senior Citizen

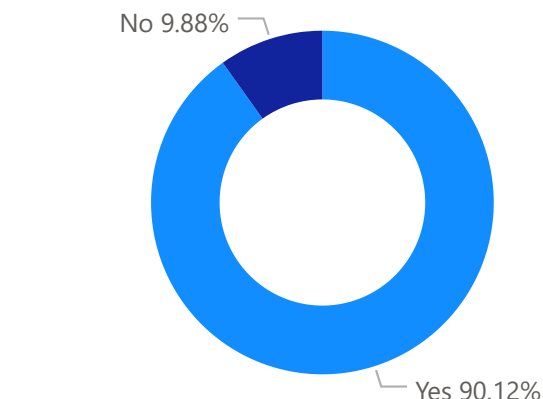


Churn Distribution by Services

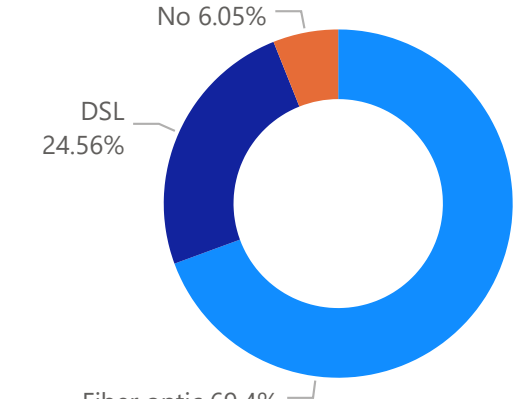
Churn by PhoneService



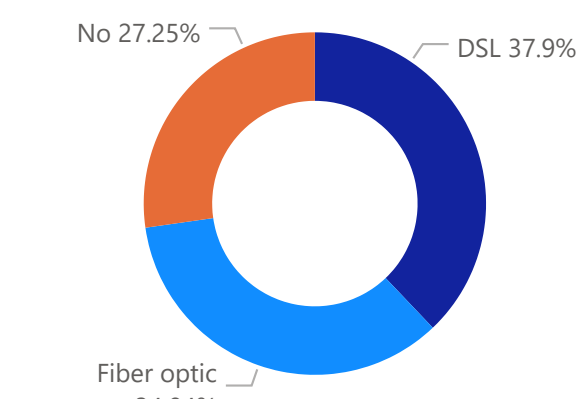
Non Churn by PhoneService



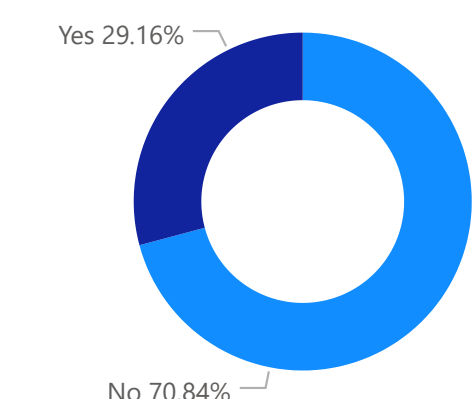
Churn by InternetService



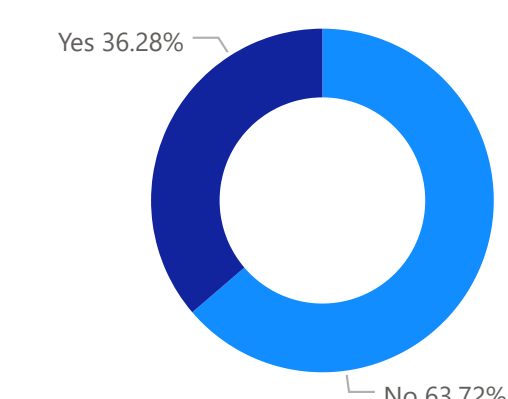
Non Churn by InternetService



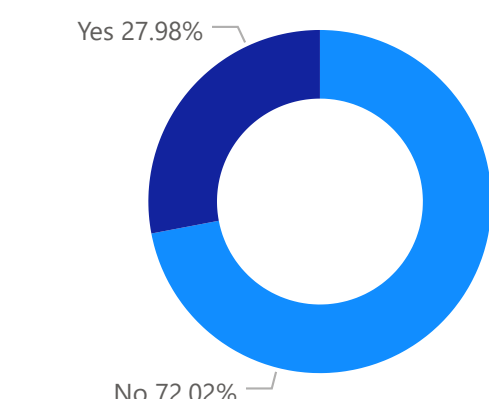
Churn by DeviceProtection



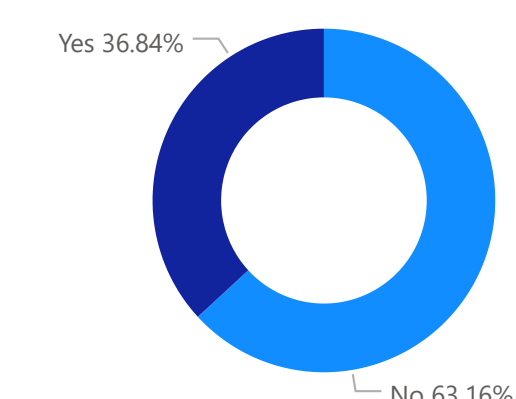
Non Churn by DeviceProtection



Churn by OnlineBackup



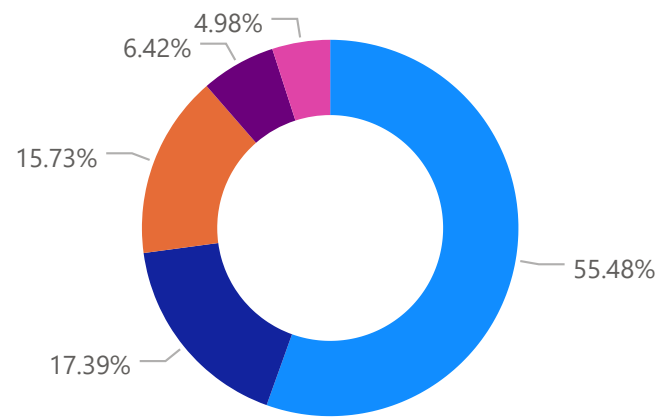
Non Churn by OnlineBackup



# Churn Distribution by Tenure

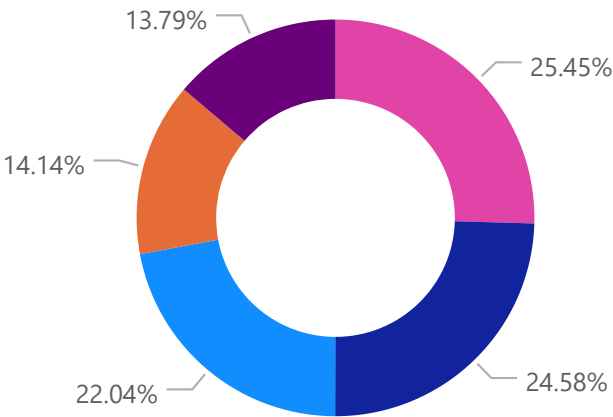
Churn by Tenure\_group

Tenure <= 12   Tenure <= 48   Tenure <= 24   Tenure <= 60   Tenure > 60



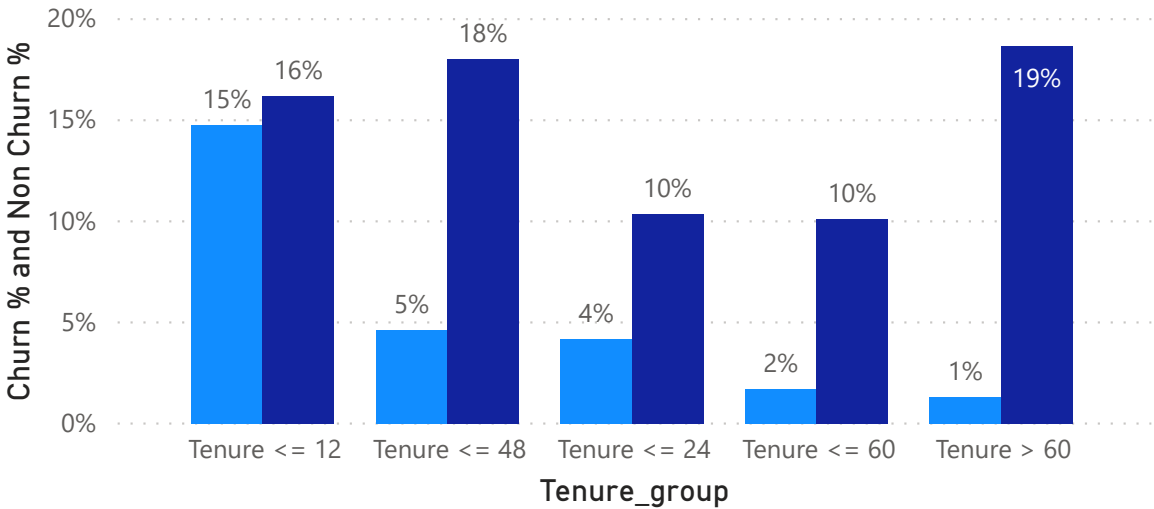
Non Churn by Tenure\_group

Tenure > 60   Tenure <= 48   Tenure <= 12   Tenure <= 24   Tenure <= 60

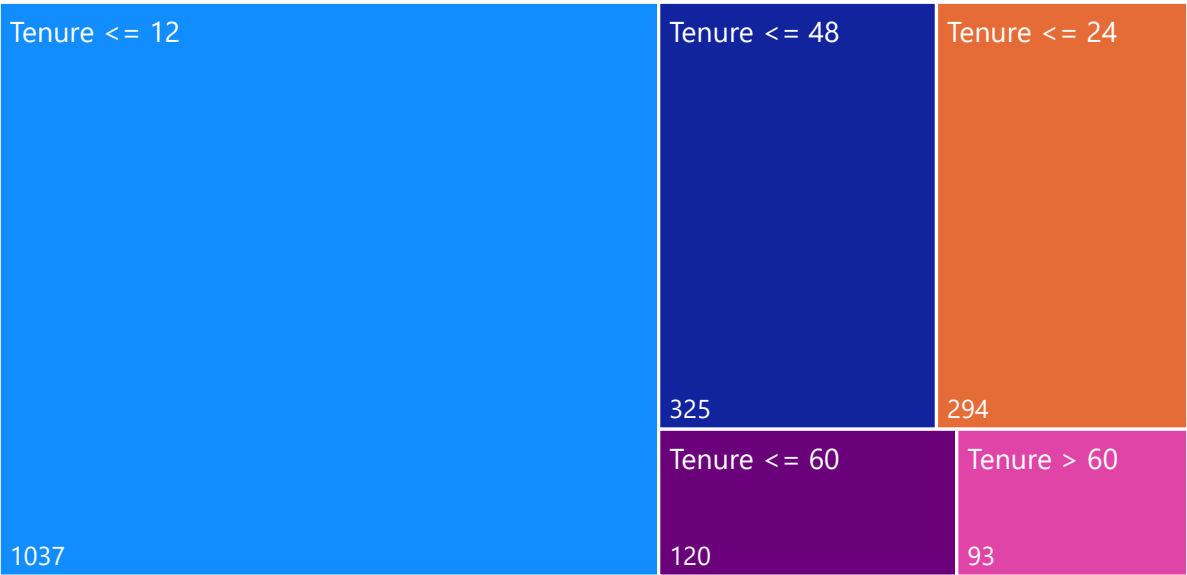


Churn % and Non Churn % by Tenure\_group

Churn %   Non Churn %

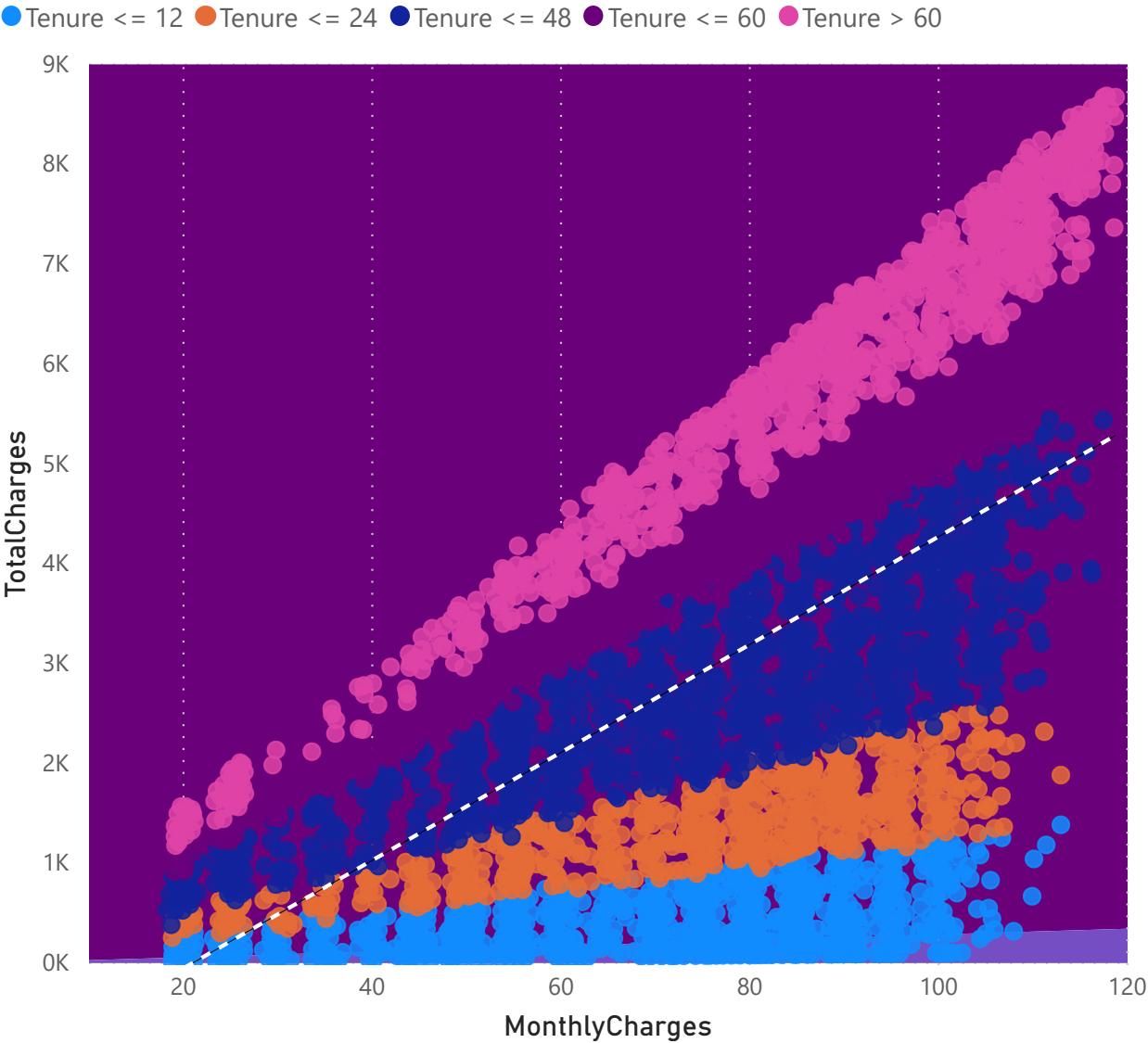


Churn by Tenure\_group



# Churn Distribution by Charges

Tenure\_group, MonthlyCharges and TotalCharges



Churn, MonthlyCharges and TotalCharges

