

REPORT

1. Total Charges Trend by Tenure

- **X-axis:** Tenure
- **Y-axis:** TotalCharges
- **Meaning:**
Shows how total revenue increases as customer tenure grows.

Insight:

Longer-tenure customers generate significantly higher total revenue.



2. Average Monthly Charges by Tenure

- **X-axis:** Tenure
- **Y-axis:** MonthlyCharges
- **Meaning:**
Shows pricing behaviour over customer lifetime.

Insight:

Monthly charges fluctuate, but higher-tenure customers tend to stay even at higher prices.



3. Churn Rate by Tenure

- **X-axis:** Tenure
- **Y-axis:** Churn
- **Meaning:**
Shows customer churn probability over time.

Insight:

Churn is **particularly high in the early tenure period and then drops sharply** for long-term customers.



4. Total Charges by Contract

- **X-axis:** Contract
- **Y-axis:** TotalCharges

- **Meaning:**
Revenue contribution by contract type.

Insight:

One-year contracts generate the highest revenue.



5. TotalCharges by PaymentMethod

- **X-axis:** PaymentMethod
- **Y-axis:** TotalCharges
- **Meaning:**
Revenue by payment behaviour.

Insight:

Credit Card customers contribute the most revenue.