

Customer Churn Analysis

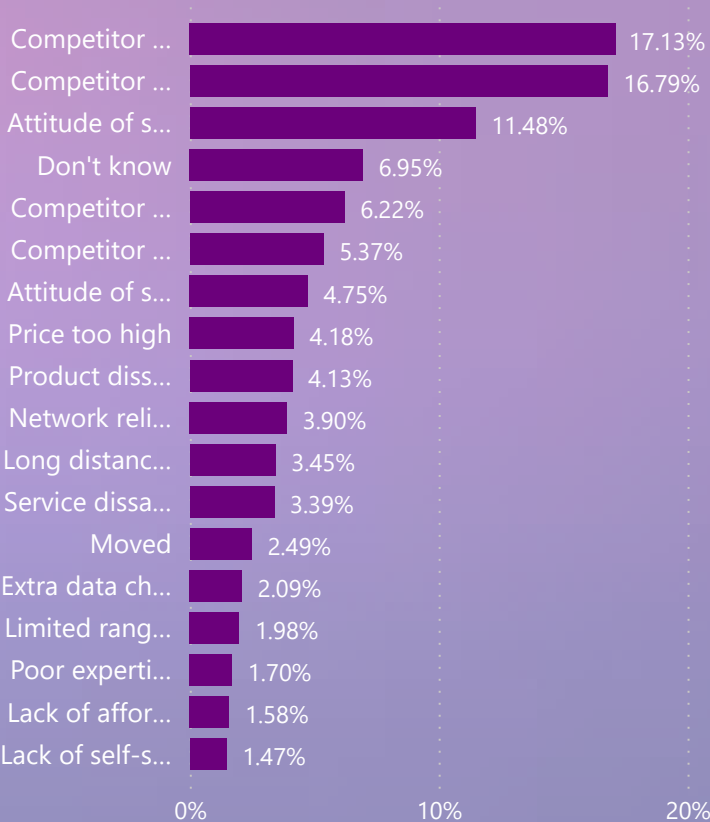
6687

total customers

1796

churned customers

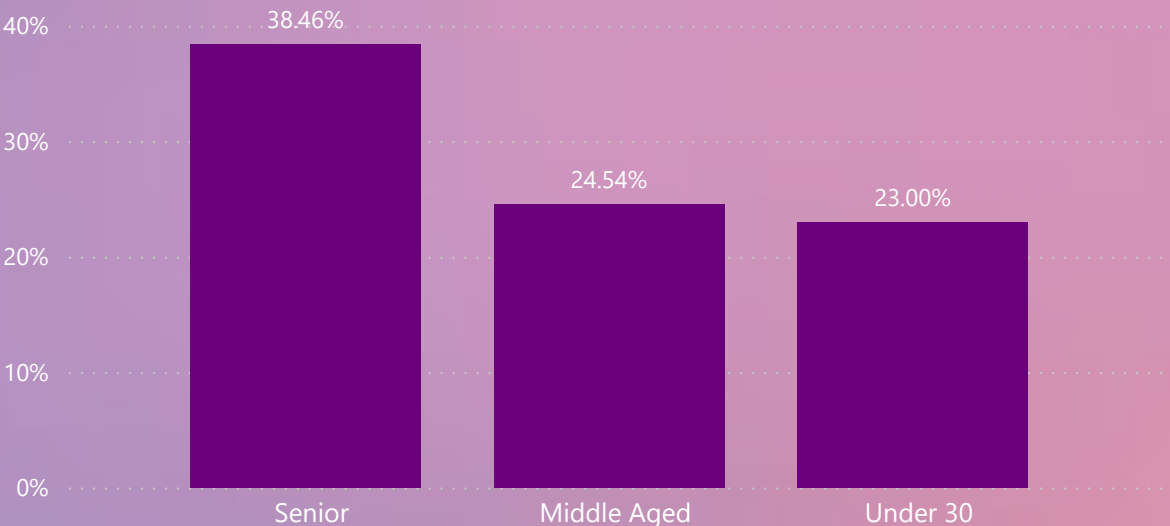
Percentage of Churned Customers by Churn Reason



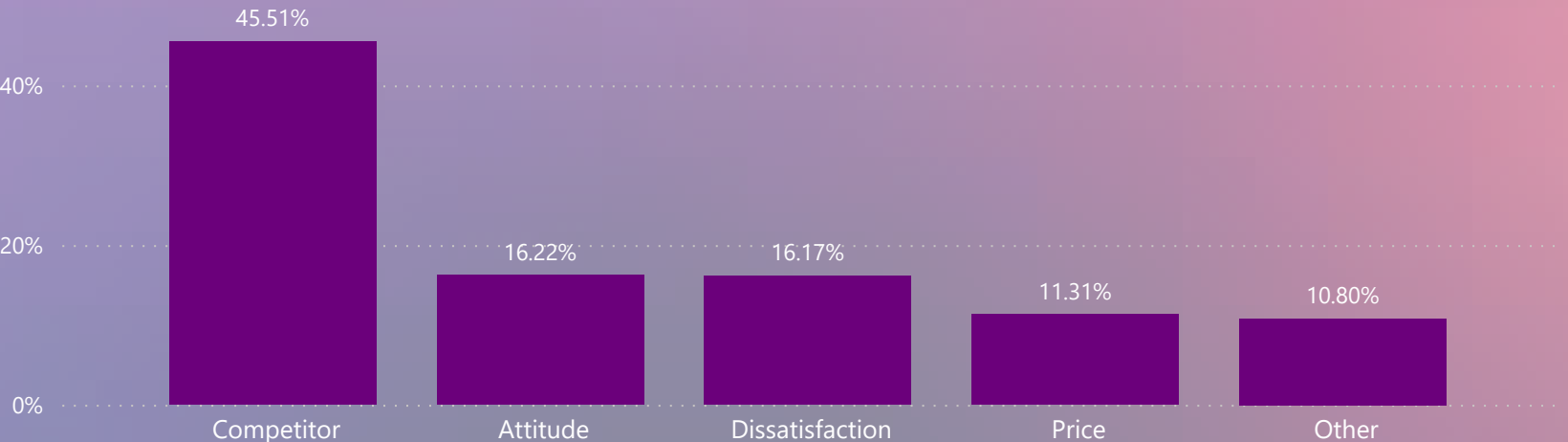
26.86%

churn rate

Churn rate by Demographics

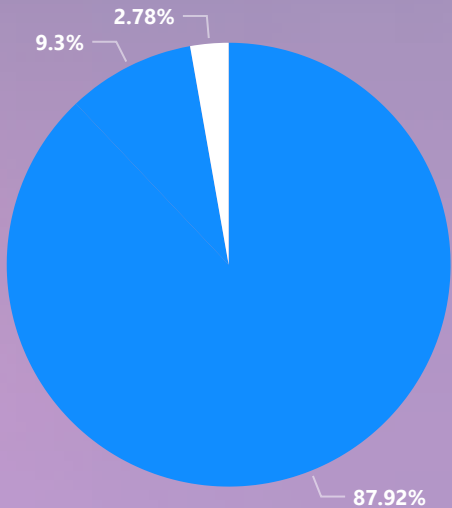


Percentage of churned customers by Churn Category

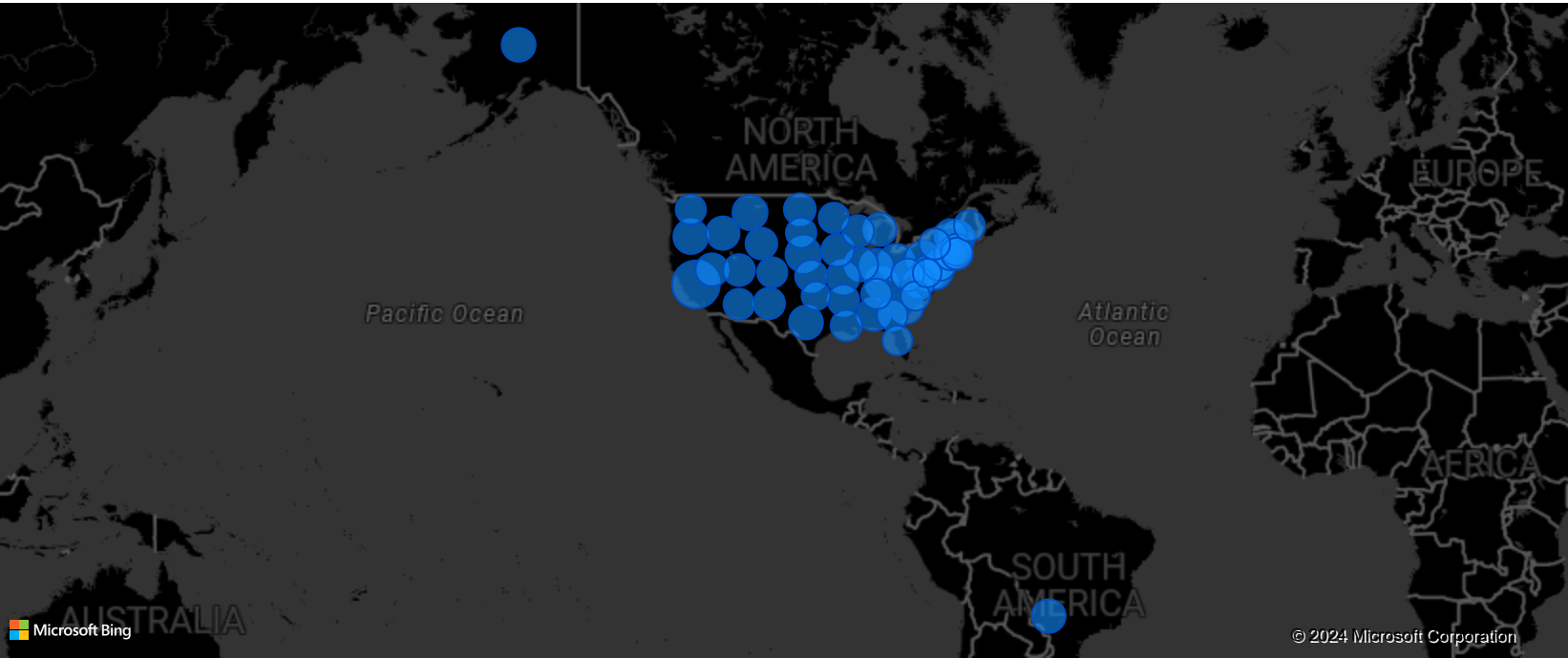


Churned customers by Contract Type

● Month-to-Month ● One Year ● Two Year

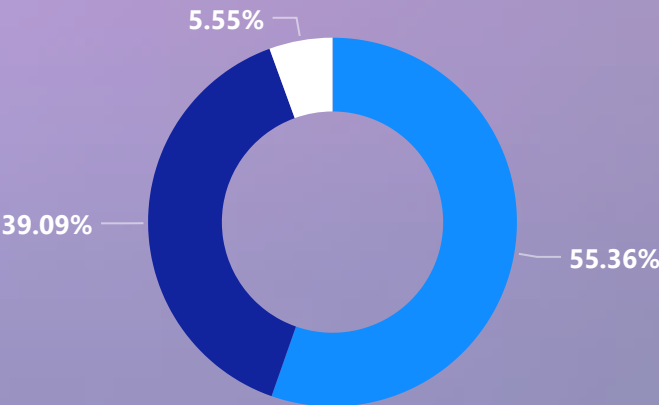


churn rate, churned customers and total customers by State



Total customers by Payment Method

● Direct Debit ● Credit Card ● Paper Check



Churn rate by Contract Category and Gender

● Female ● Male ● Prefer not to say

