

7043

Total Customers

1869

Churned Customers

27%

Overall Churn Rate

32

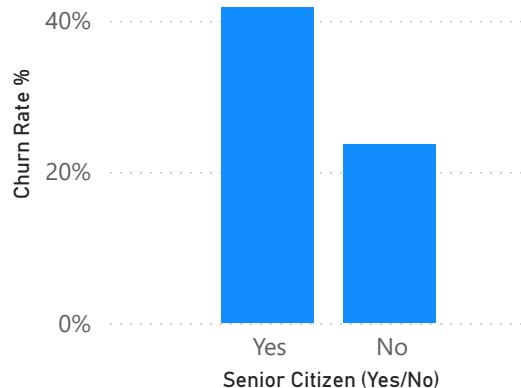
Average Tenure (Months)

£65

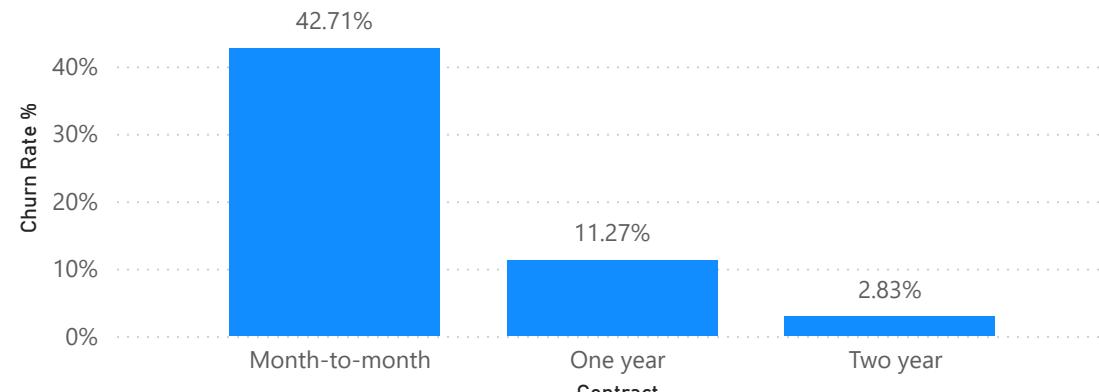
Average Monthly Charges

- Churn is highest in the first 12 months, with nearly half of new customers leaving early.
- Month-to-month contracts drive the majority of churn compared to long-term contracts.
- Customers using electronic check payments churn at significantly higher rates than automated methods.
- Churned customers have, on average, much shorter tenure than retained customers.

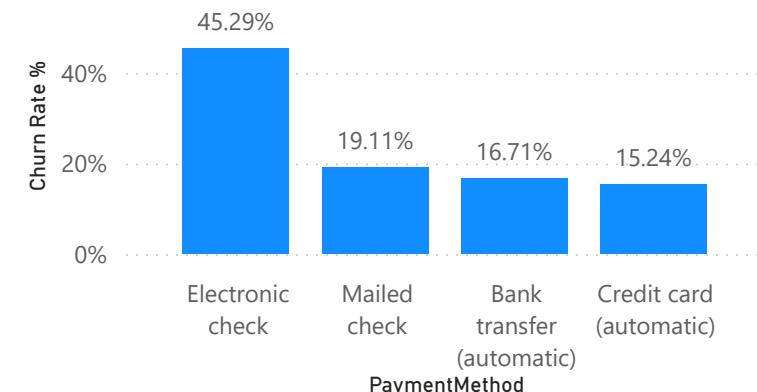
Churn Rate by Senior Citizen  
(Yes/No)



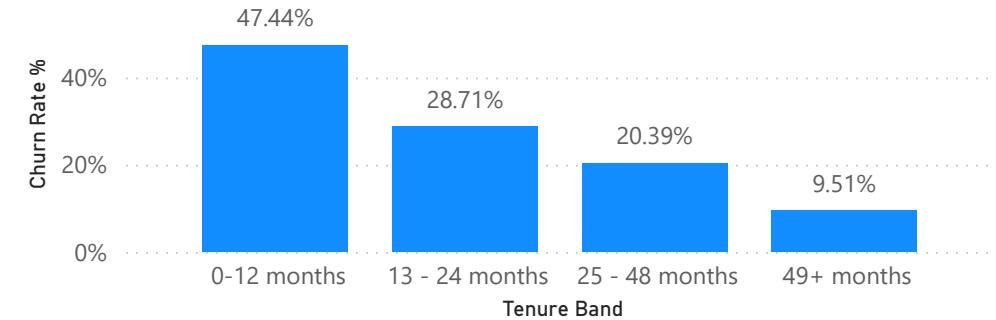
Churn Rate by Contract



Churn Rate by Payment Method



Churn Rate by Tenure Band



Churned Customers Have Significantly Lower Tenure

