

7043  
Total Customers

1869  
Churned Customers

27%  
Overall Churn Rate

32  
Average Tenure (Months)

£65  
Average Monthly Charges

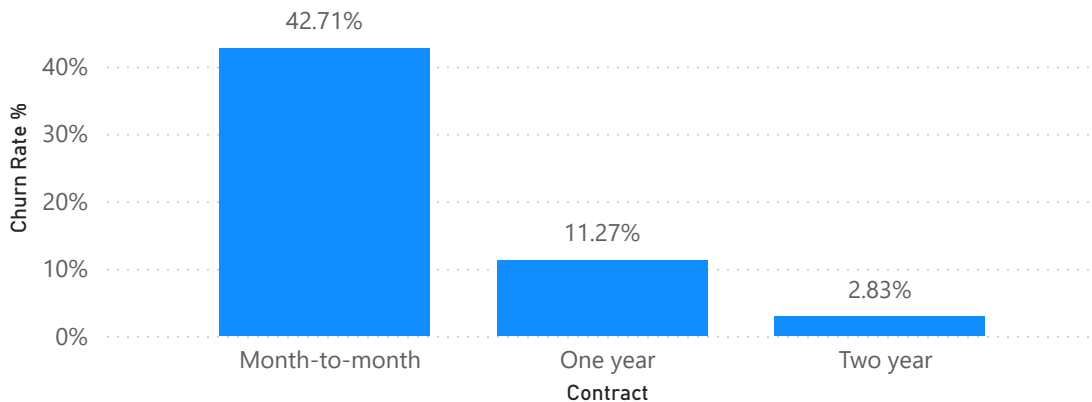
Contract  
All

Payment Method  
All

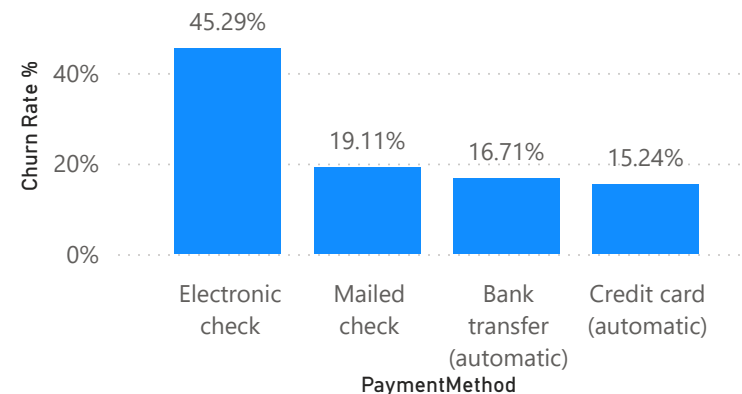
Internet Service Ty...  
All

- 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.

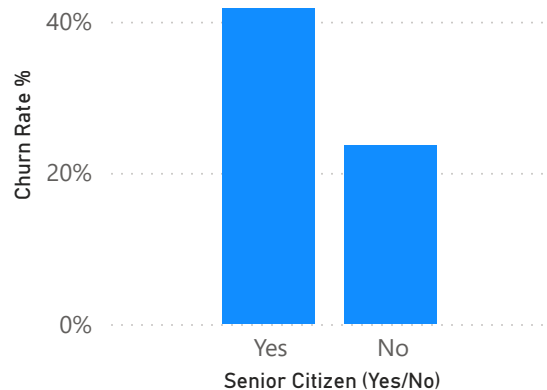
Churn Rate by Contract



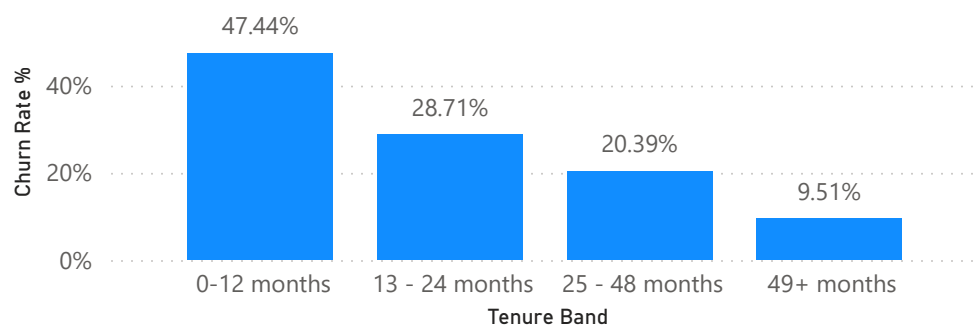
Churn Rate by Payment Method



Churn Rate by Senior Citizen (Yes/No)



Churn Rate by Tenure Band



Churned Customers Have Significantly Lower Tenure

