



customer churn

Customers
7043

Churn n
1869

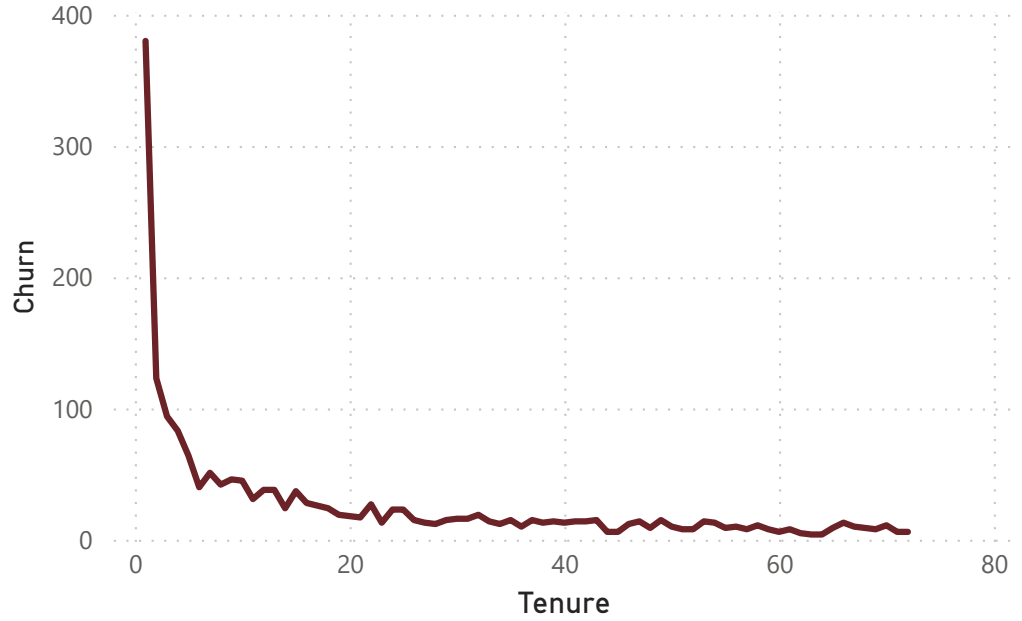
Churn %
26.5%

Average Tenure
(All)
32.37

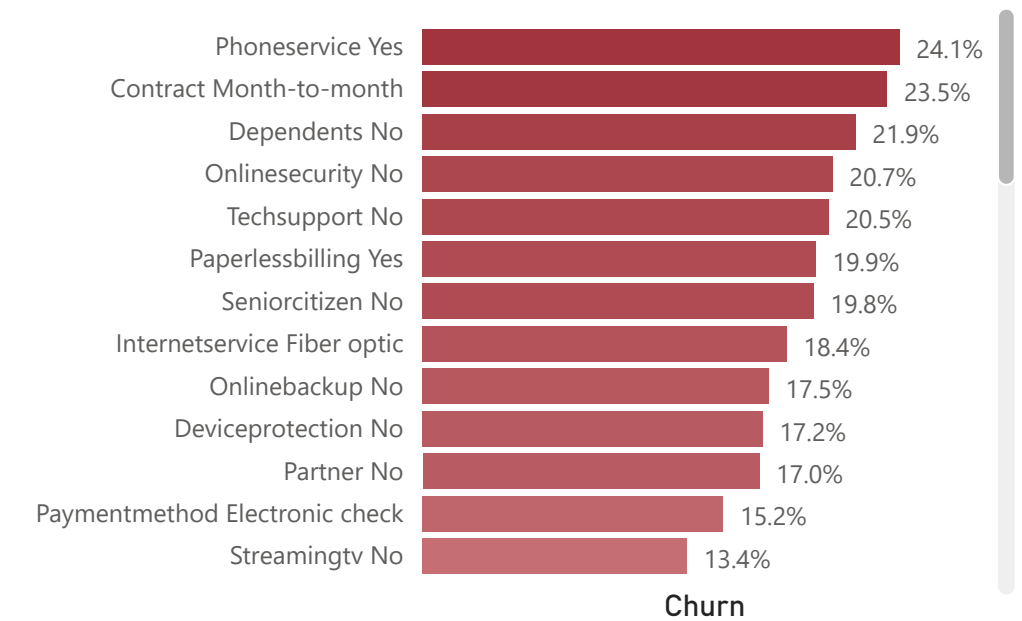
Average Tenure
(Churn)
17.98

Tenure Difference
from non-Churn
-19.59

n Churn by Tenure



% Churn by Groups

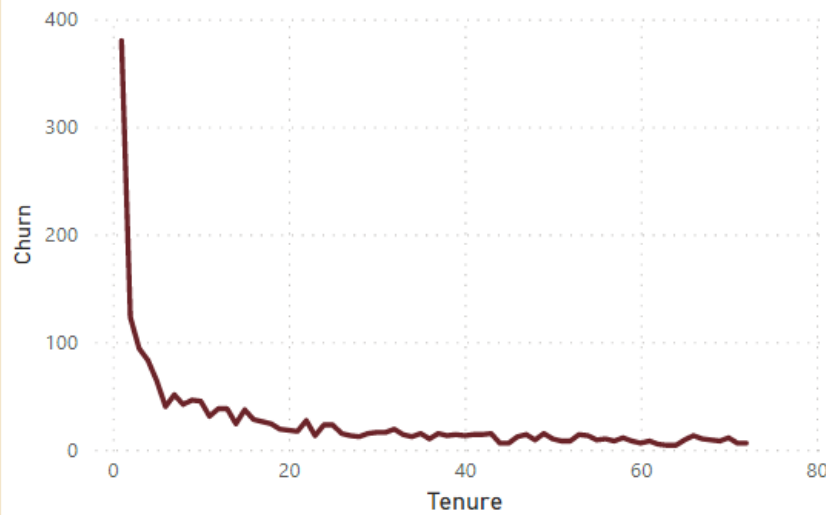


| Attribute | Customers | n Churn | % Churn | Avg Tenure | Diff |
|---------------------|-----------|---------|---------|------------|--------|
| Contract | | | | | |
| Month-to-month | 1655 | 1655 | 23.5% | 14.02 | -7.02 |
| One year | 166 | 166 | 2.4% | 44.96 | 3.29 |
| Two year | 48 | 48 | 0.7% | 61.27 | 4.67 |
| Dependents | | | | | |
| No | 1543 | 1543 | 21.9% | 17.12 | -18.45 |
| Yes | 326 | 326 | 4.6% | 22.03 | -19.32 |
| Deviceprotection | | | | | |
| No | 1211 | 1211 | 17.2% | 14.12 | -15.73 |
| No internet service | 113 | 113 | 1.6% | 8.24 | -24.09 |
| Yes | 545 | 545 | 7.7% | 28.57 | -20.70 |
| Gender | | | | | |
| Female | 939 | 939 | 13.3% | 17.00 | -20.85 |
| Male | 930 | 930 | 13.2% | 18.96 | -18.33 |
| Internetservice | | | | | |
| DSL | 459 | 459 | 6.5% | 14.11 | -23.09 |
| Fiber optic | 1297 | 1297 | 18.4% | 20.20 | -21.89 |
| No | 113 | 113 | 1.6% | 8.24 | -24.09 |
| Multiplelines | | | | | |
| No | 849 | 849 | 12.1% | 10.59 | -18.07 |
| No phone service | 170 | 170 | 2.4% | 15.84 | -21.13 |
| Yes | 850 | 850 | 12.1% | 25.79 | -22.59 |
| Onlinebackup | | | | | |
| No | 1233 | 1233 | 17.5% | 13.76 | -16.52 |
| No internet service | 113 | 113 | 1.6% | 8.24 | -24.09 |
| Yes | 523 | 523 | 7.4% | 30.03 | -18.52 |
| Onlinesecurity | | | | | |
| No | 1461 | 1461 | 20.7% | 16.50 | -16.05 |
| No internet service | 113 | 113 | 1.6% | 8.24 | -24.09 |
| Yes | 295 | 295 | 4.2% | 29.05 | -18.73 |
| Paperlessbilling | | | | | |
| No | 469 | 469 | 6.7% | 15.63 | -19.79 |
| Yes | 1400 | 1400 | 19.9% | 18.77 | -20.67 |
| Partner | | | | | |

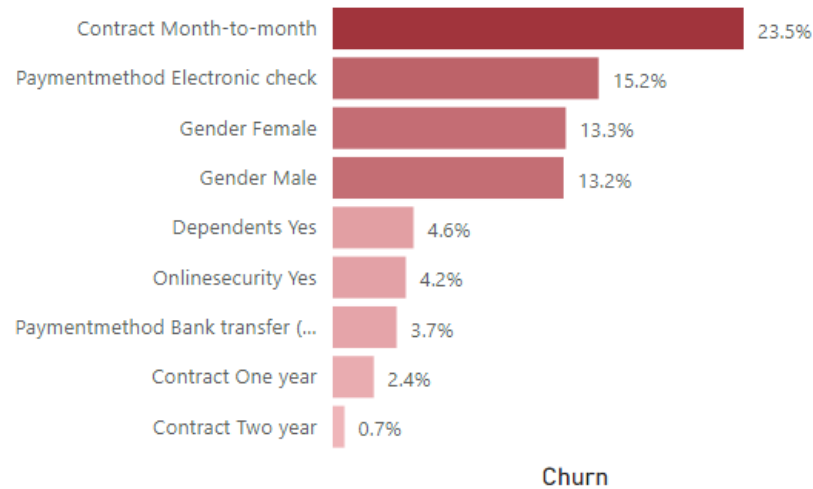
Customer & Service Attributes

- ☒ Contract
 - ☒ Month-to-month
 - ☒ One year
 - ☒ Two year
- ☒ Dependents
 - ☐ No
 - ☒ Yes
- ☐ Deviceprotection
 - ☐ No
 - ☐ No internet service
 - ☐ Yes
- ☒ Gender
 - ☒ Female
 - ☒ Male
- ☐ Internetservice
- ☐ Multiplelines
- ☐ Onlinebackup
 - ☐ No
 - ☐ No internet service
 - ☐ Yes
- ☒ Onlinesecurity
 - ☐ No
 - ☐ No internet service
 - ☒ Yes
- ☐ Paperlessbilling
- ☐ Partner
- ☒ Paymentmethod
 - ☒ Bank transfer (autom...)
 - ☐ Credit card (automatic)
 - ☒ Electronic check
 - ☐ Mailed check
- ☐ Phoneservice
- ☐ Seniorcitizen
- ☐ Streamingmovies
- ☐ Streamingtv

n Churn by Tenure



% Churn by Groups



| Attribute | Customers | n Churn | % Churn | Avg Tenure | Diff |
|---------------------------|-----------|---------|---------|------------|--------|
| Contract | | | | | |
| Month-to-month | 1655 | 1655 | 23.5% | 14.02 | -7.02 |
| One year | 166 | 166 | 2.4% | 44.96 | 3.29 |
| Two year | 48 | 48 | 0.7% | 61.27 | 4.67 |
| Dependents | | | | | |
| Yes | 326 | 326 | 4.6% | 22.03 | -19.32 |
| Gender | | | | | |
| Female | 939 | 939 | 13.3% | 17.00 | -20.85 |
| Male | 930 | 930 | 13.2% | 18.96 | -18.33 |
| Onlinesecurity | | | | | |
| Yes | 295 | 295 | 4.2% | 29.05 | -18.73 |
| Paymentmethod | | | | | |
| Bank transfer (automatic) | 258 | 258 | 3.7% | 26.29 | -20.85 |
| Electronic check | 1071 | 1071 | 15.2% | 16.76 | -15.37 |