

# Customer Retention and Churn Analysis

Female

Male

Basic

Premium

Standard

Total Customers

64K

Churned Customers

30K

Retention Rate(%)

53

Avg Tenure

32

Avg Support Calls

5

Total Male

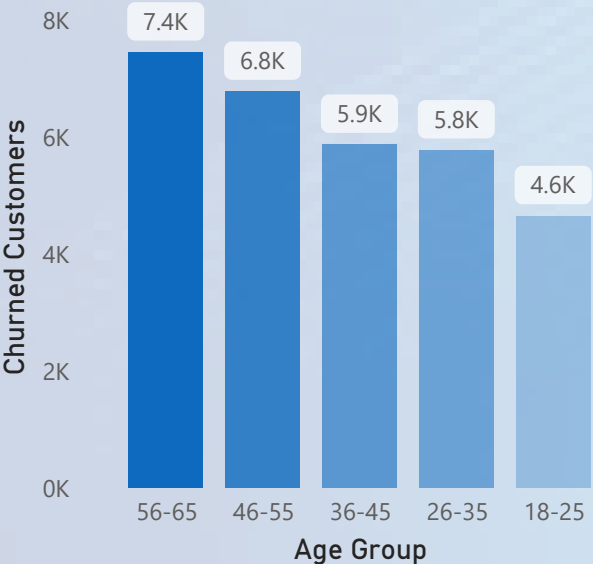
30K



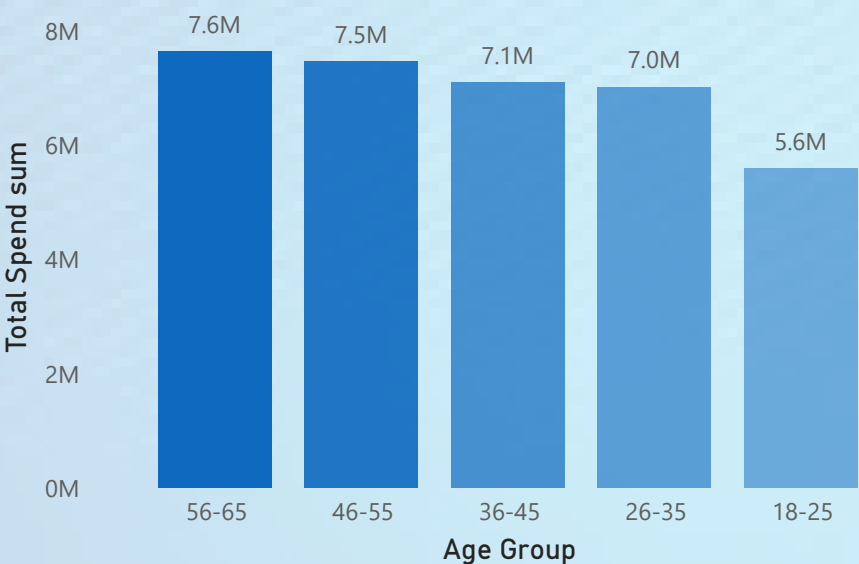
Total Female

34K

Churned Customers by Age Group

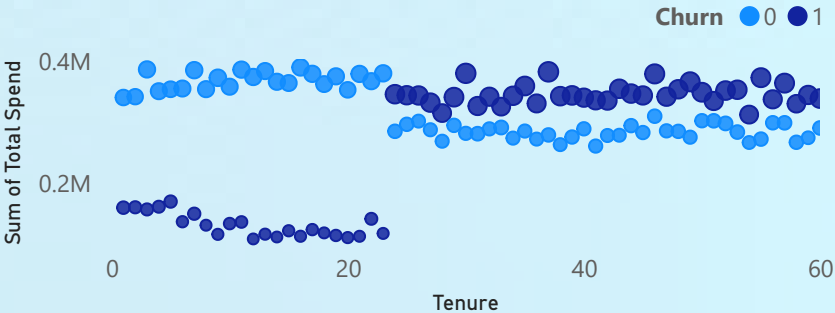


Total Spend sum by Age Group

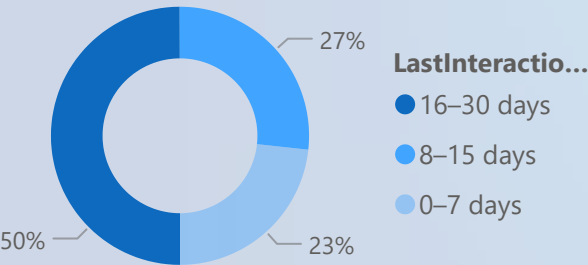


LastInteractionBucket	0-2 (Low)	3-5 (Medium)	6-10 (High)	Total
16-30 days	1684	3441	10068	15193
8-15 days	940	1812	5375	8127
0-7 days	821	1584	4768	7173
Total	3445	6837	20211	30493

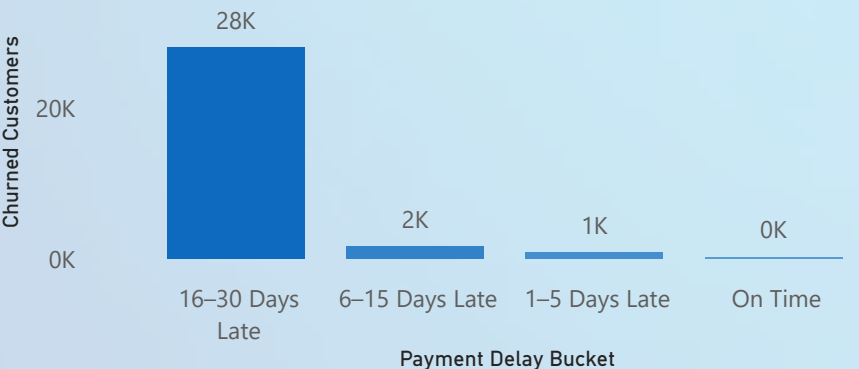
Total spend vs Tenure



Customer Engagement Status



Churned Customers by Payment Delay Bucket



Churned Customers by Tenure Bucket

