

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

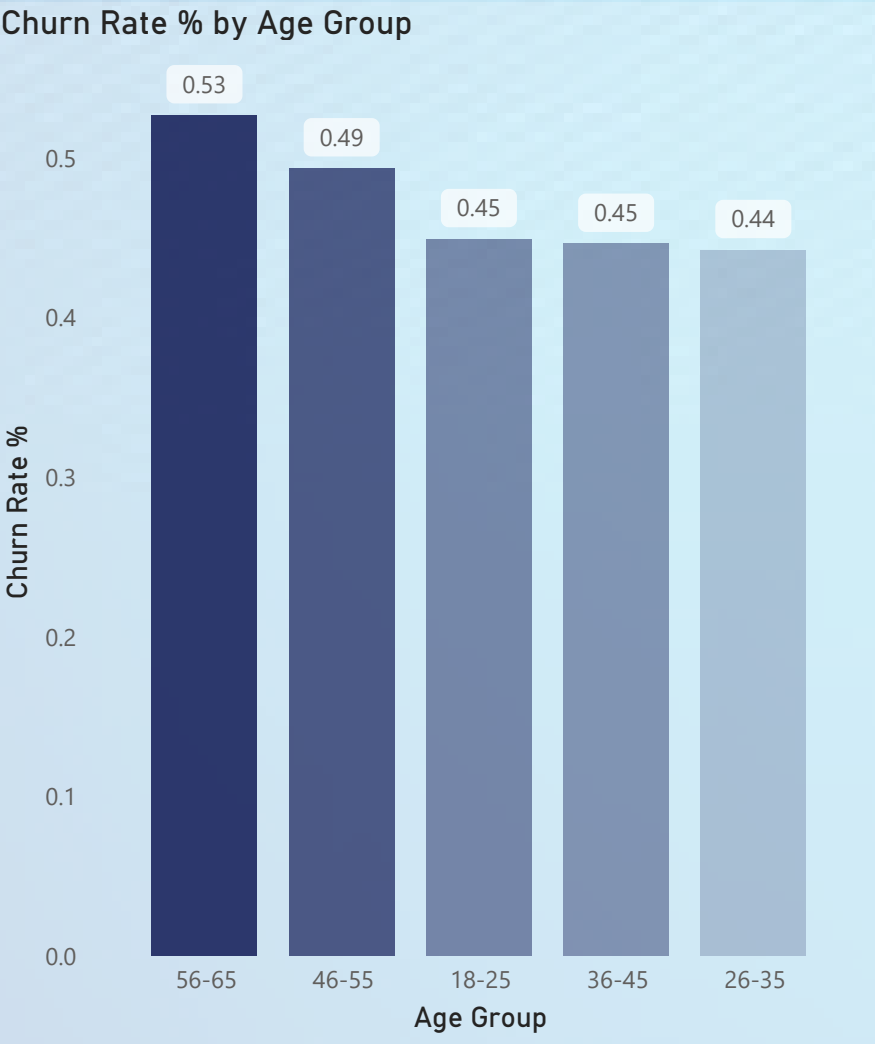
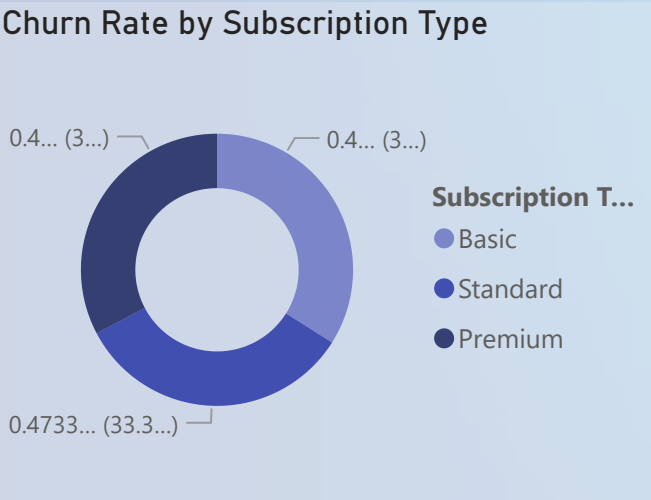
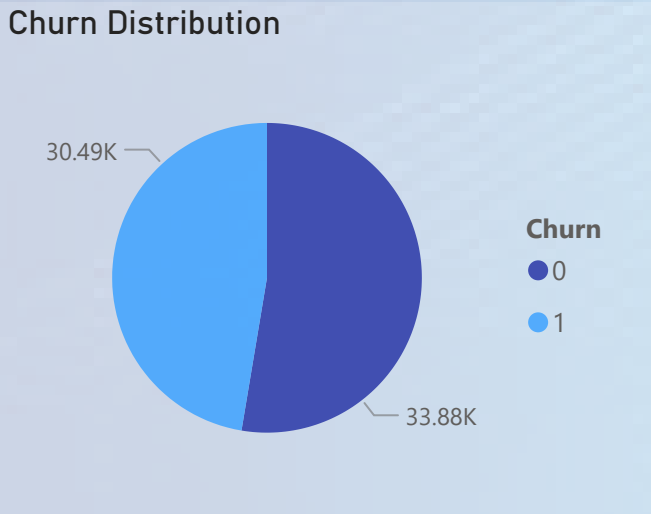
30K



Total Female

34K





Churned Customers by Age Group and Contract Length

56-65	46-55	36-45	26-35	18-25
Monthly	Monthly	Monthly	Monthly	Monthly
Annual	Annual	Annual	Annual	Annual
Quarterly	Quarterly	Quarterly	Quarterly	Quarterly

