

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

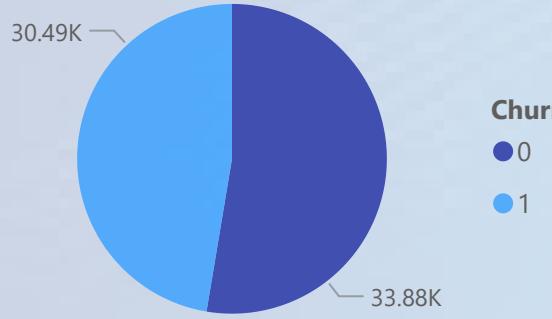
30K



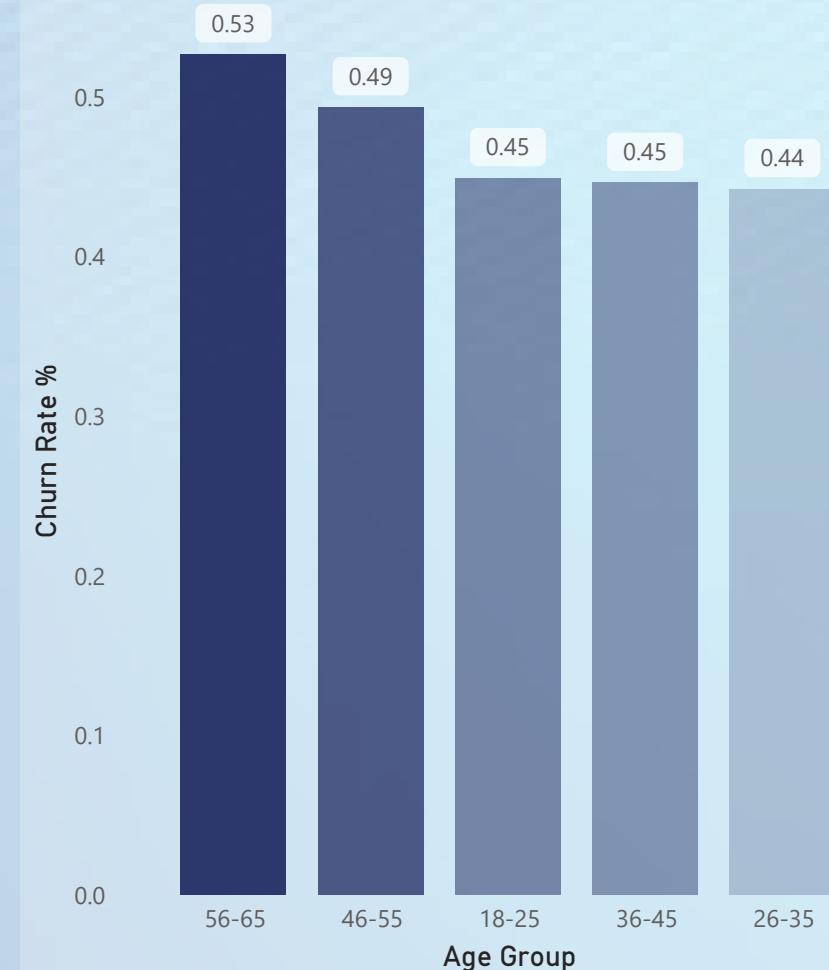
Total Female

34K

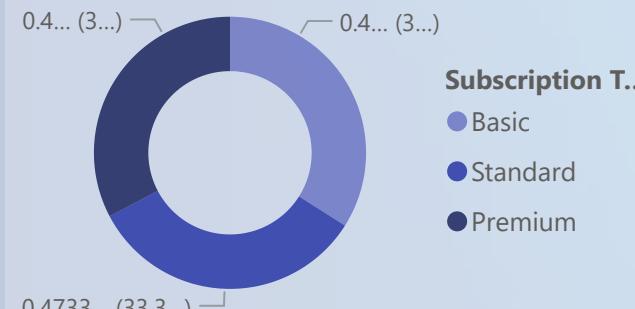
Churn Distribution



Churn Rate % by Age Group



Churn Rate by Subscription Type



Churned Customers by Age Group and Contract Length

Age Group	Contract Length	Churned Customers
56-65	Monthly	10K
46-55	Annual	10K
36-45	Annual	10K
26-35	Annual	10K
18-25	Annual	10K

Churn Rate by usage Frequency

