

# Customer Churn Analysis and Revenue Impact

## Churn Drivers

Online Backup

No

Yes

Device Protection

No

Yes

Online Security

No

Female

Yes

Male

3.68M

Total Revenue Lost

1869

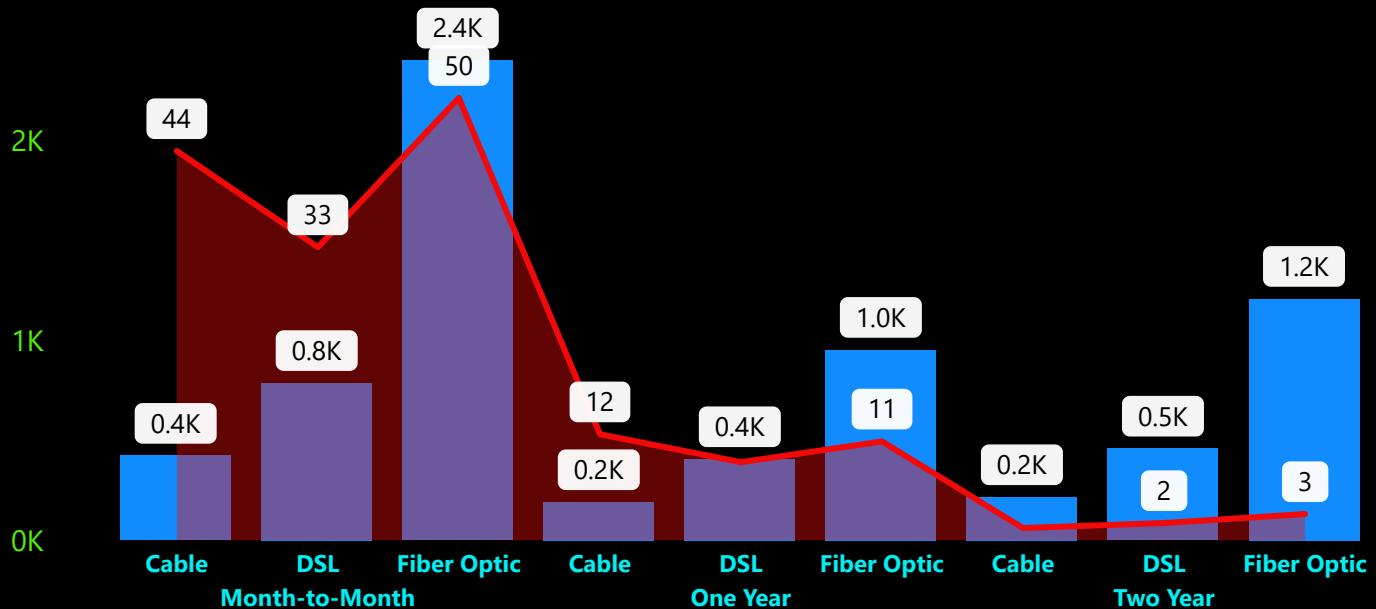
Total Churned Customer

137.09K

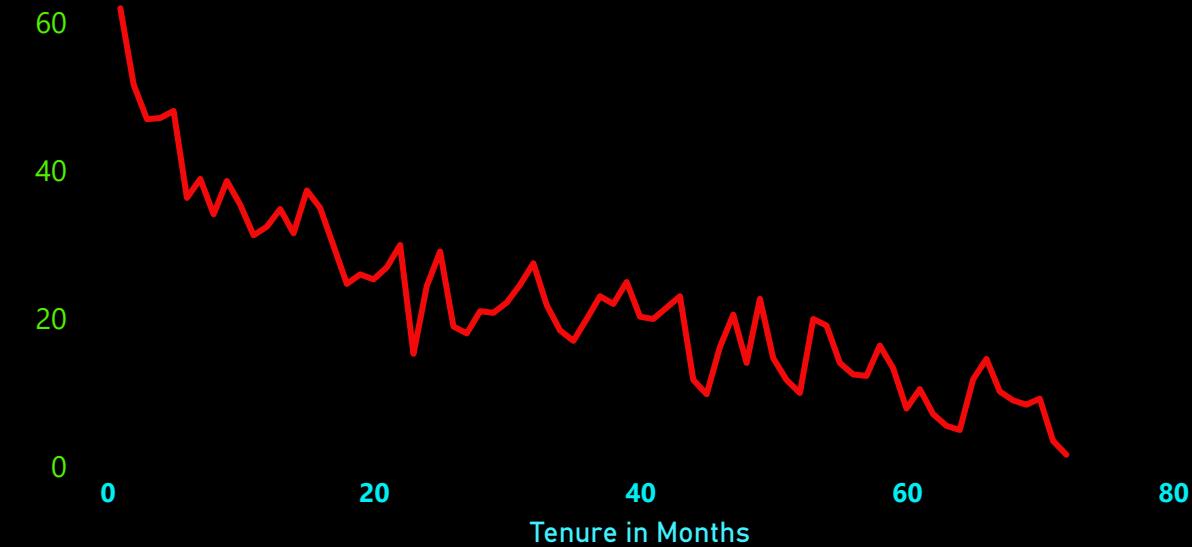
Total Monthly Revenue Lost

## Count of Paperless Billing and Churn Rate (%) by Contract and Internet Type

● Count of Paperless Billing ● Churn Rate (%)



## Churn Rate (%) by Tenure in Months



## Churn Rate (%) and Sum of Monthly Charge by Contract

● Churn Rate (%) ● Sum of Monthly Charge

