

# TELECOM CUSTOMER CHURN ANALYSIS

7043

CUSTOMERS

47

AVG. AGE OF CUSTOMERS

32

AVG. TENURE (MONTHS)

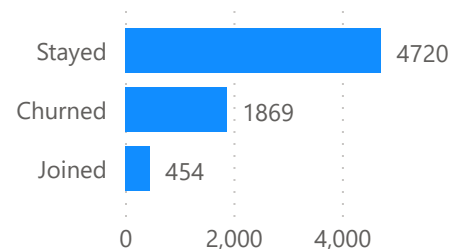
\$63.60

AVG. MONTHLY CHARGE

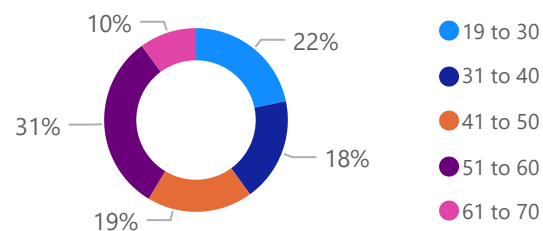
\$2.28K

AVG. TOTAL CHARGE

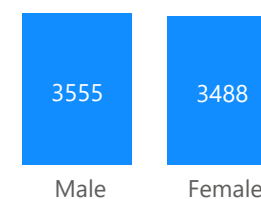
## CUSTOMER STATUS



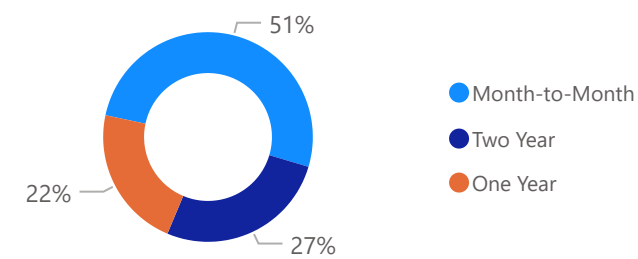
## PERCENTAGE OF CUSTOMER DISTRIBUTION BY AGE GROUPS



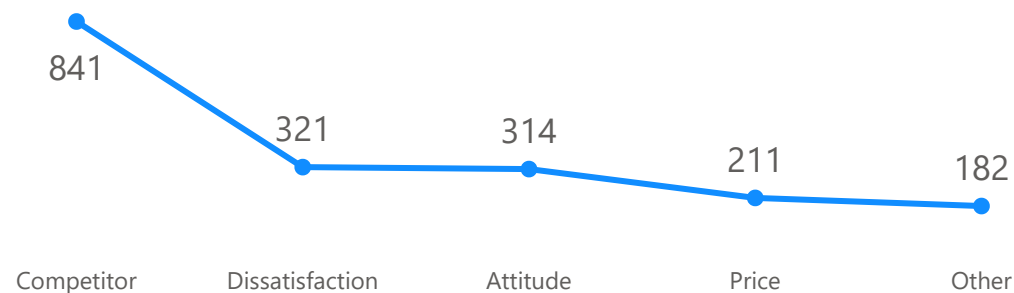
## CUSTOMER DISTRIBUTION BY GENDER



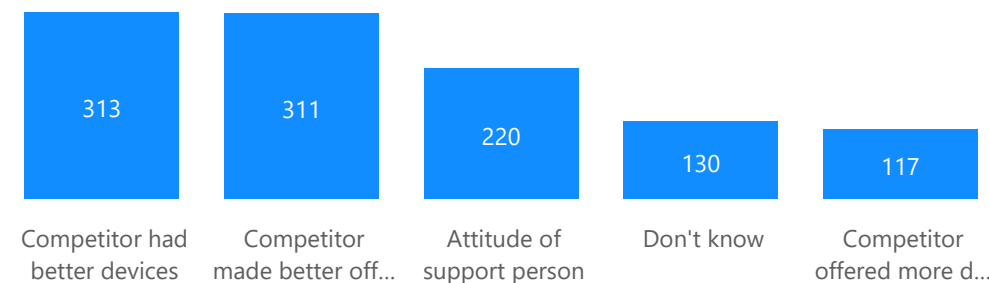
## CONTRACT



## CHURN CATEGORY

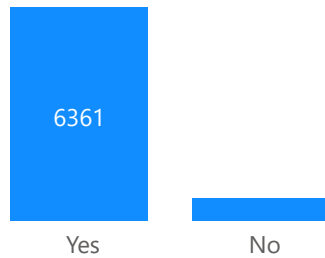


## CHURN REASON

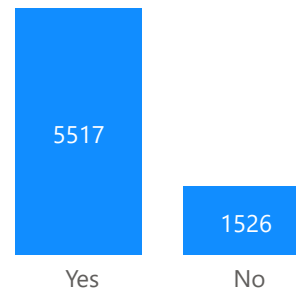


# SERVICE PREFERENCES

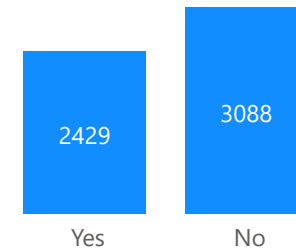
CUSTOMERS USING PHONE SERVICE



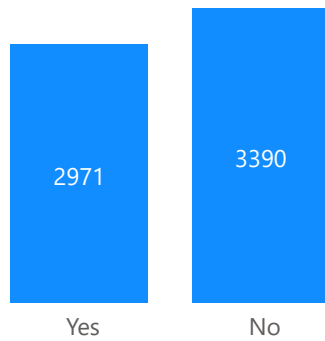
CUSTOMERS USING INTERNET SERVICE



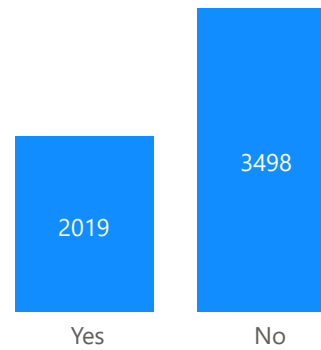
CUSTOMERS WITH ONLINE BACKUP



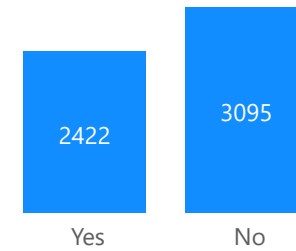
CUSTOMERS WITH MULTIPLE LINES



CUSTOMERS WITH ONLINE SECURITY



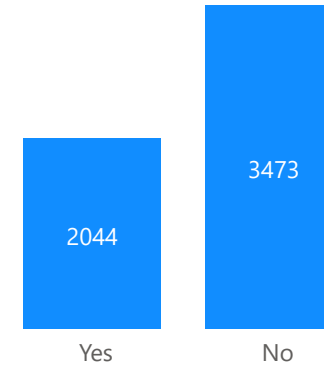
CUSTOMERS USING DEVICE PROTECTION PLAN



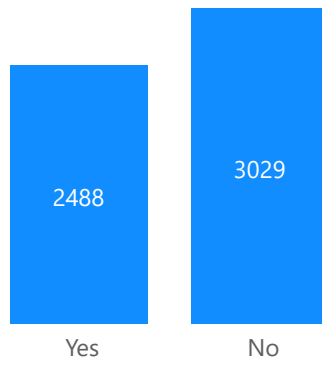
CUSTOMERS STREAMING MOVIES



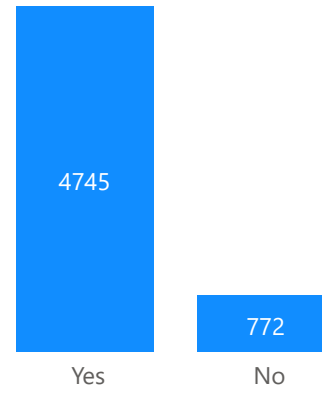
CUSTOMERS WITH PREMIUM TECH SUPPORT



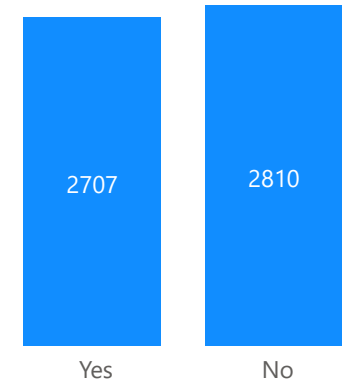
CUSTOMERS STREAMING MUSIC



CUSTOMERS WITH UNLIMITED DATA



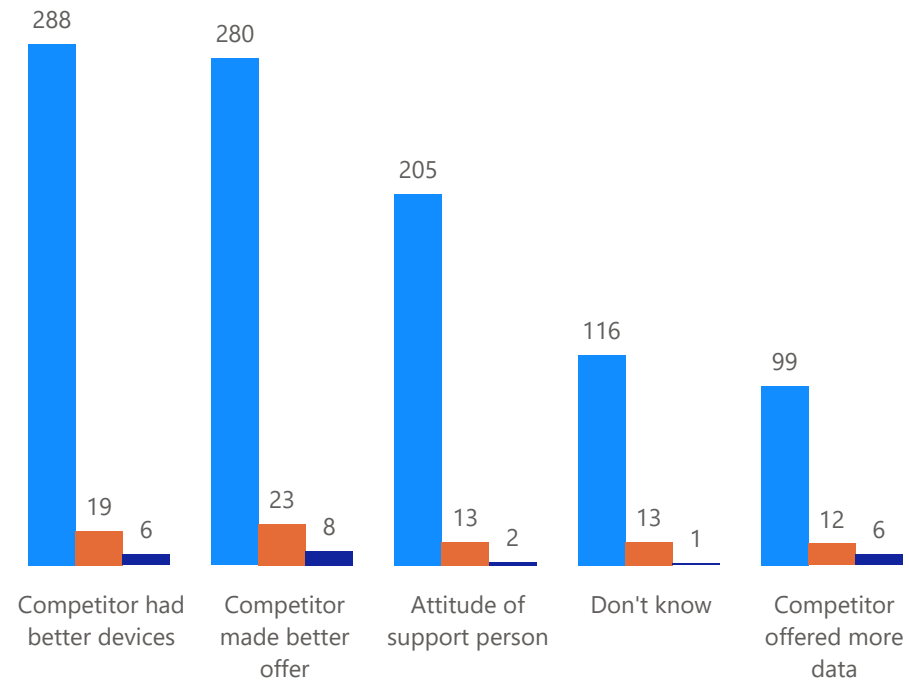
CUSTOMERS STREAMING TV



# CHURN SUMMARY

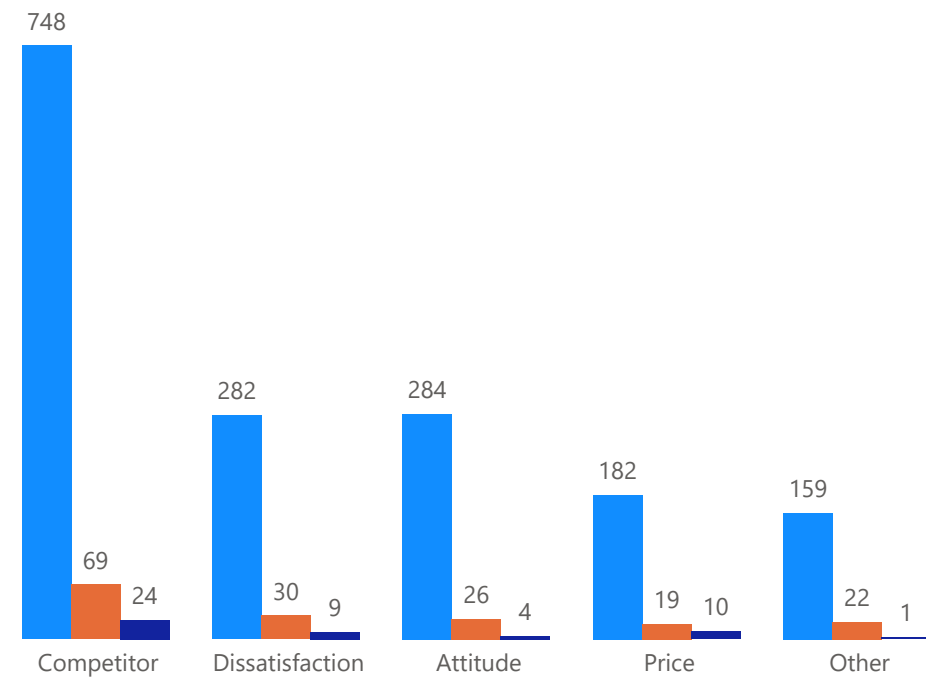
## CHURN REASON BY CONTRACT

● Month-to-Month ● One Year ● Two Year



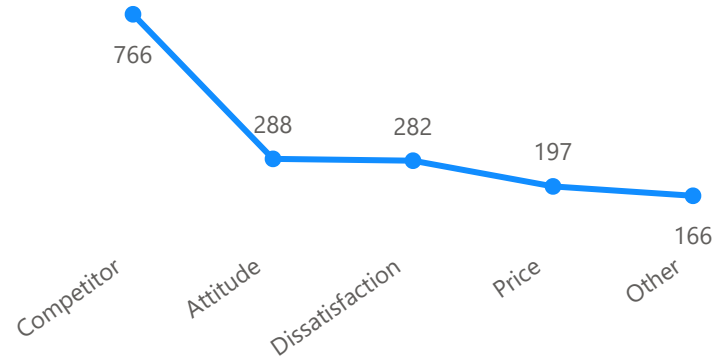
## CHURN CATEGORY BY CONTRACT

● Month-to-Month ● One Year ● Two Year

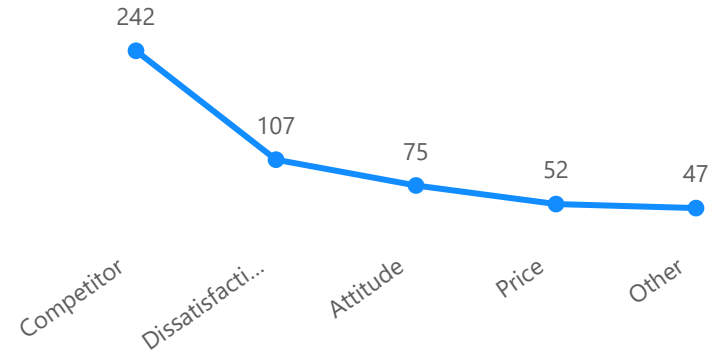


# CHURN CATEGORY

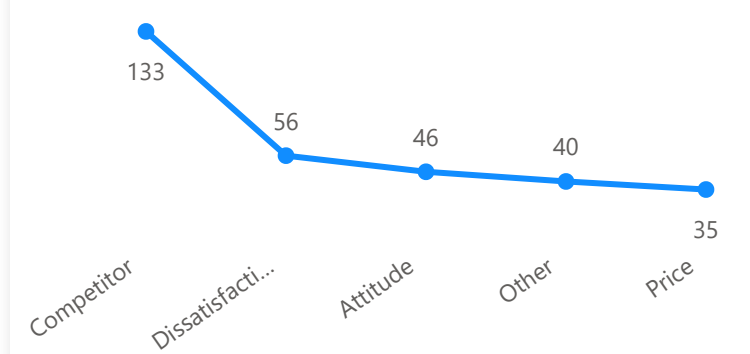
PHONE SERVICE



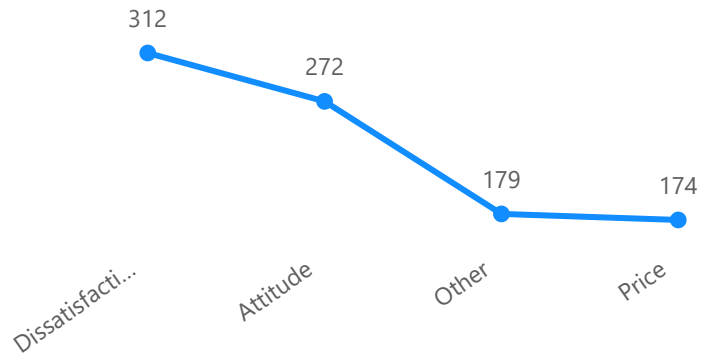
ONLINE BACKUP



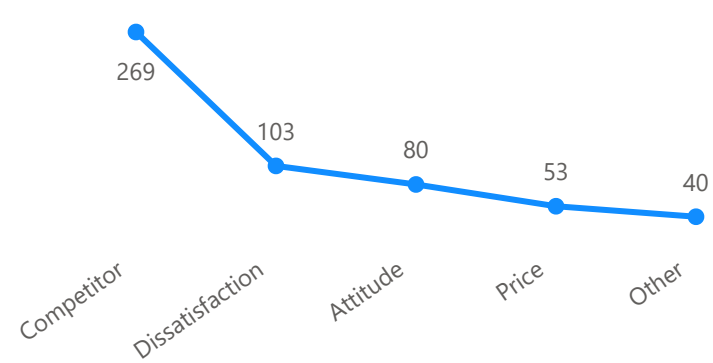
PREMIUM TECH SUPPORT



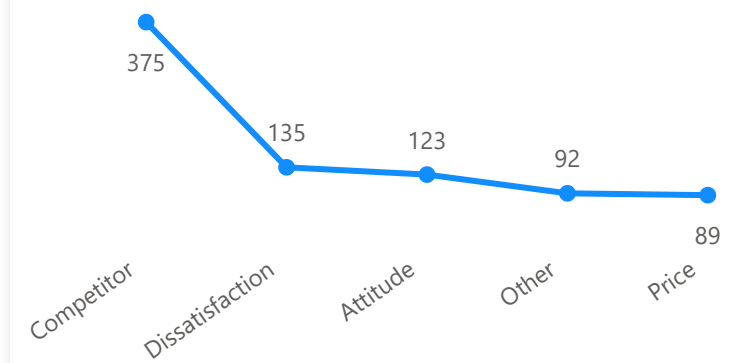
INTERNET SERVICE



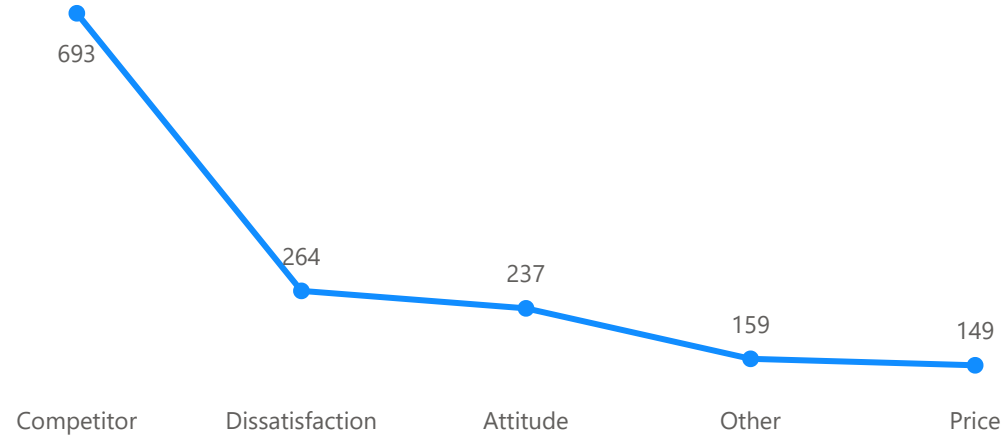
DEVICE PROTECTION PLAN



STREAMING TV



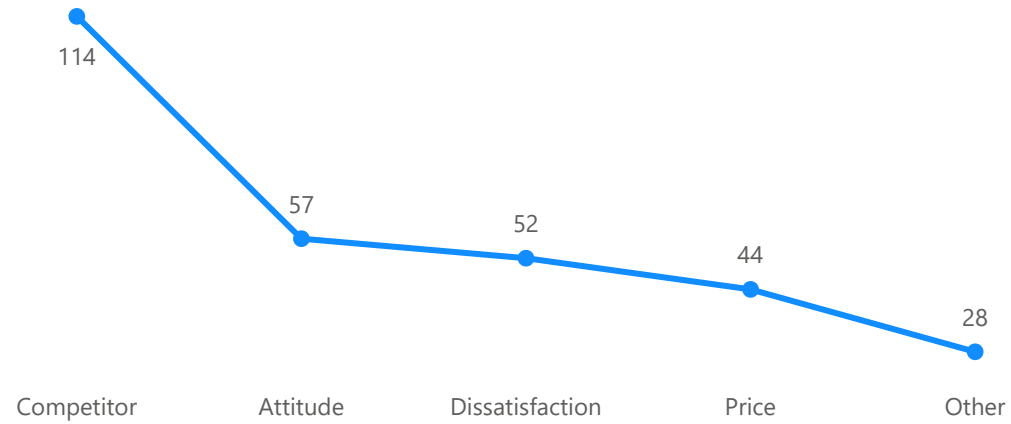
UNLIMITED DATA



STREAMING MOVIES



ONLINE SECURITY



STREAMING MUSIC

