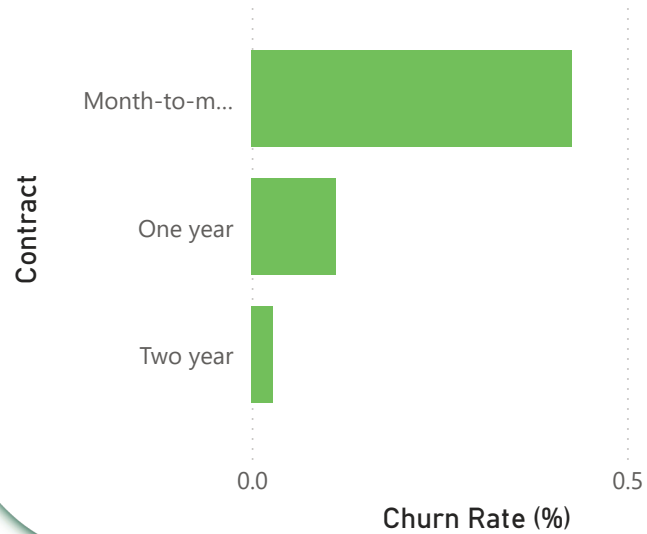




Customer Retention and Churn Analysis

Churn Rate (%) by Contract



Total Customers

7043



Churned Customers

1869



Total Revenue

16.06M



Churn rate %

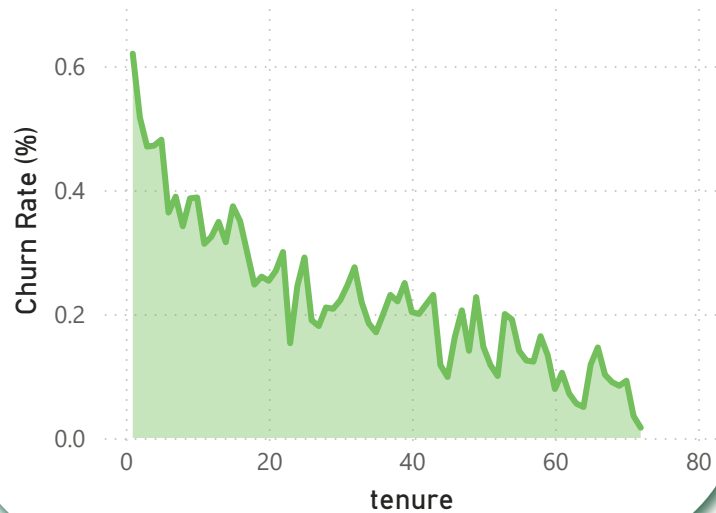
0.27



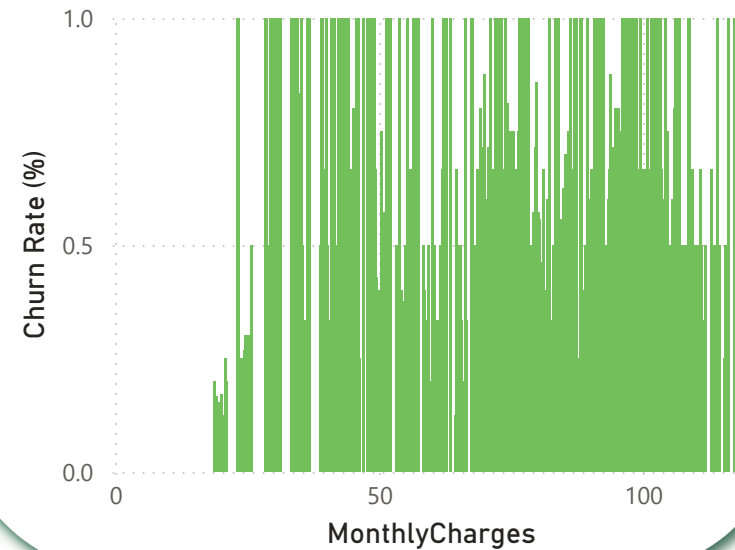
Average Tenure

32.37

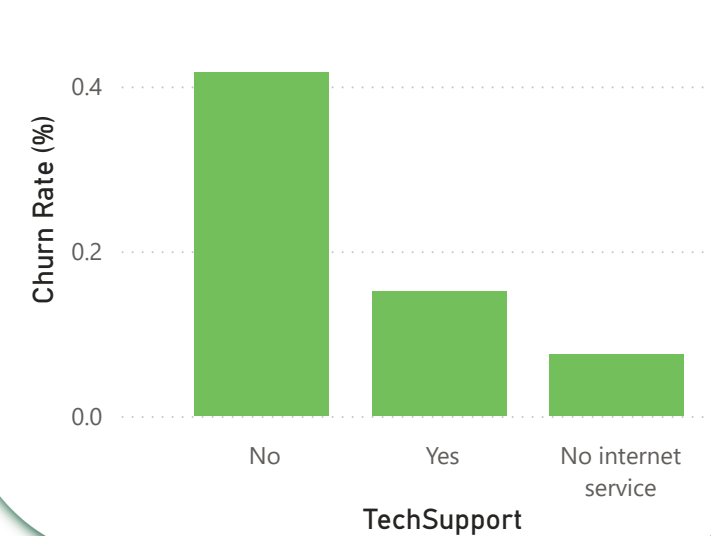
Churn Rate (%) by tenure



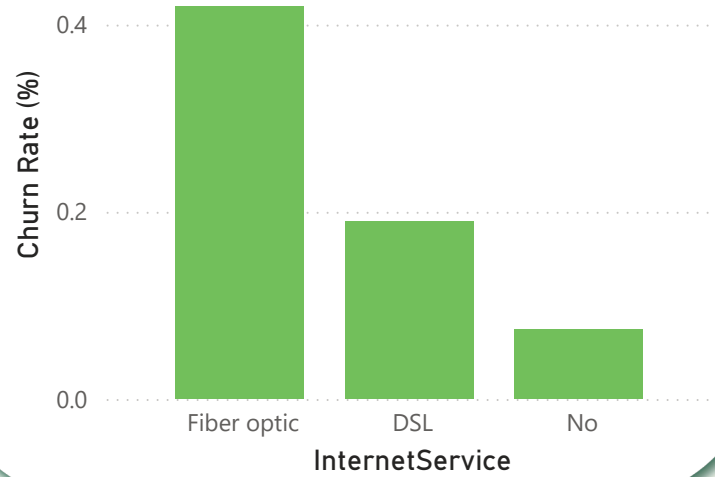
Churn Rate (%) by MonthlyCharges



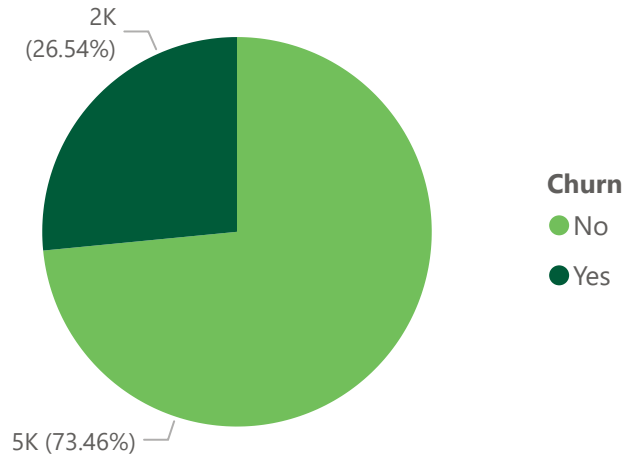
Churn Rate (%) by TechSupport



Churn Rate (%) by InternetService



Customer Churn vs Retention



Slicers

Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

Gender

- ☐ Female
- ☐ Male

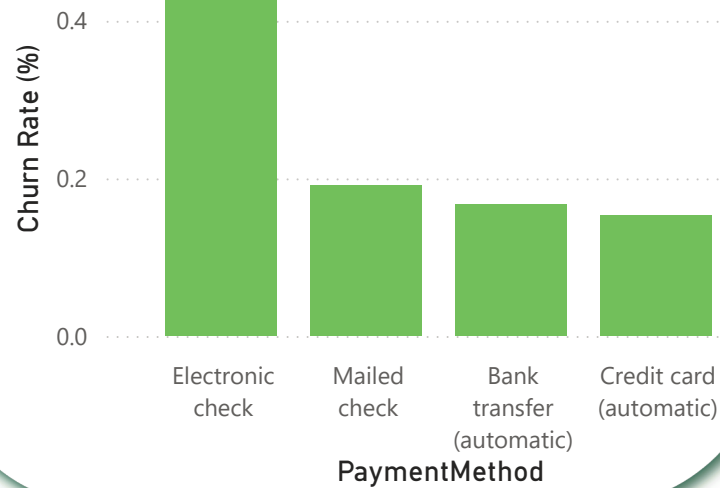
InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

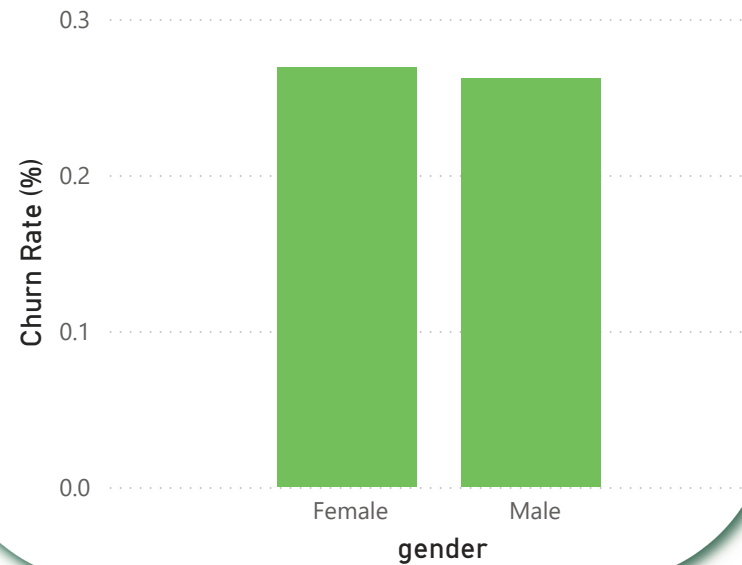
Tech Support

- ☐ No
- ☐ No internet service
- ☐ Yes

Churn Rate (%) by PaymentMethod



Churn Rate (%) by gender



PaymentMethod

Bank transfer (automatic)	Electronic check
Credit card (automatic)	Mailed check