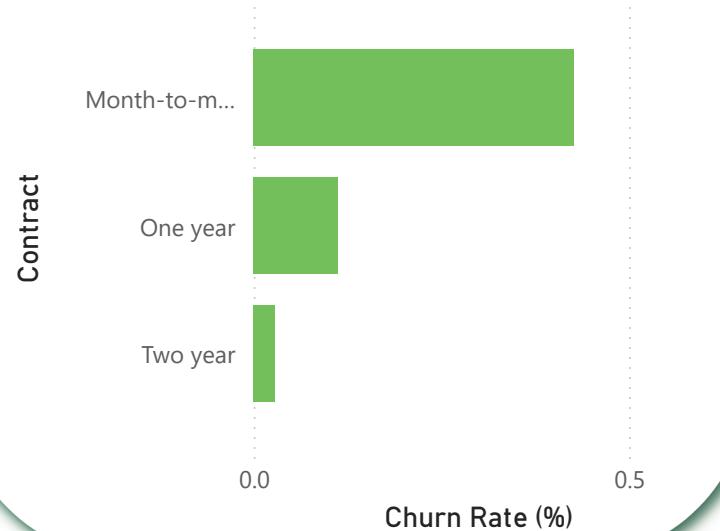
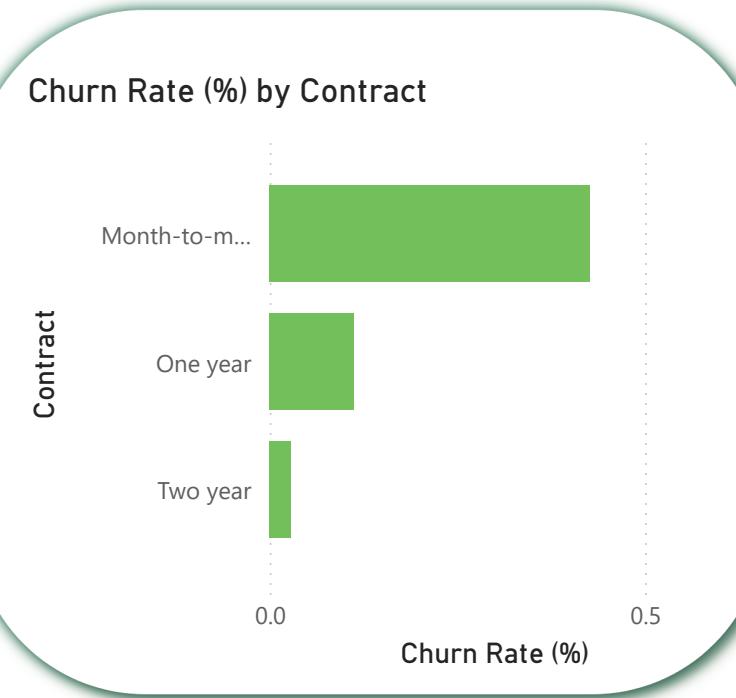
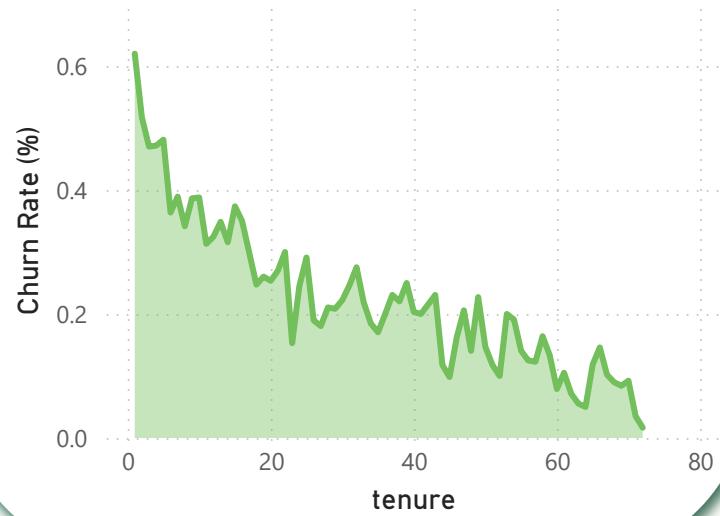


# Customer Retention and Churn Analysis

Churn Rate (%) by Contract



Churn Rate (%) by tenure



# Customer Retention and Churn Analysis

Total Customers



**7043**

Churned Customers



**1869**

Churn rate %



**0.27**

Average Tenure



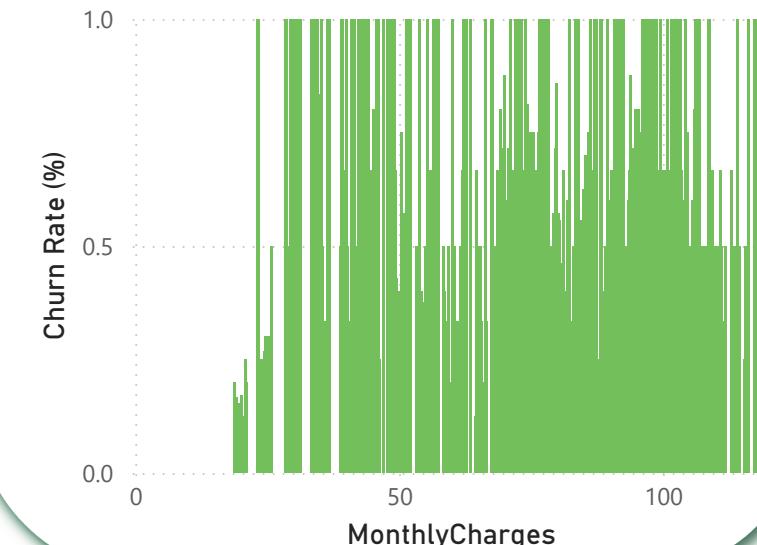
**32.37**

Total Revenue

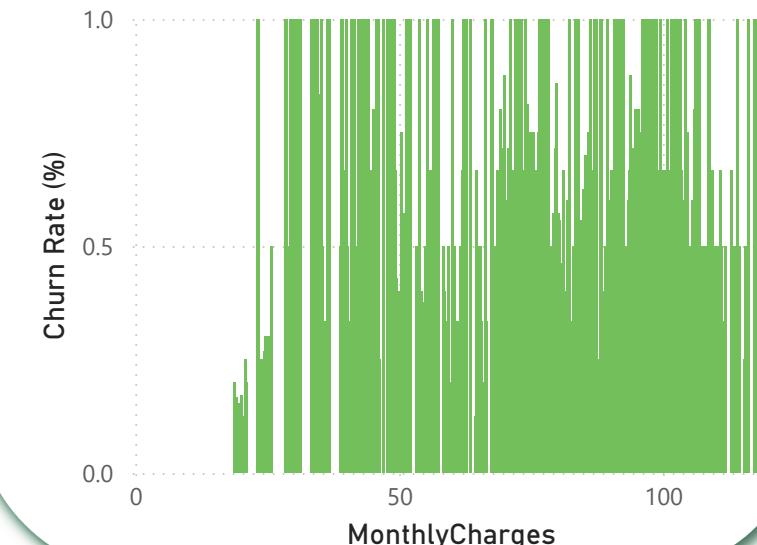
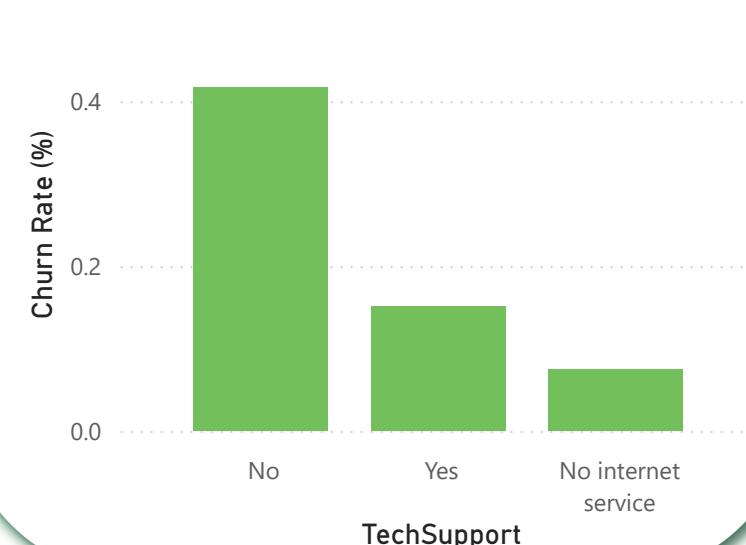


**16.06M**

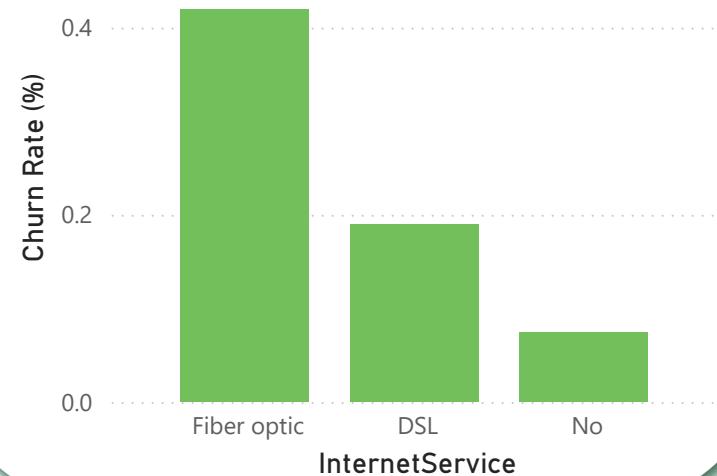
Churn Rate (%) by MonthlyCharges



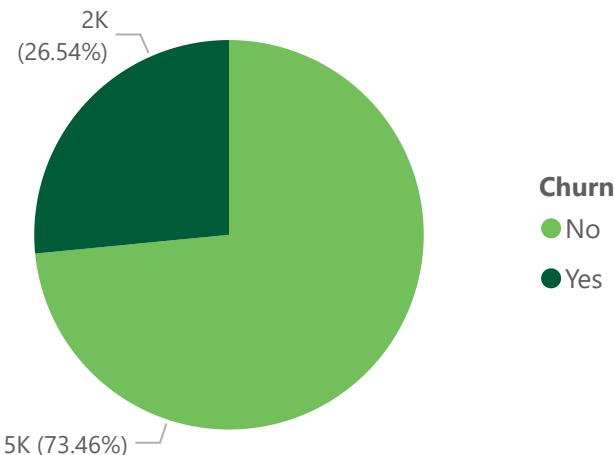
Churn Rate (%) by TechSupport



### Churn Rate (%) by InternetService



### Customer Churn vs Retention



## Slicers

### Contract

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

### Gender

- Female
- Male

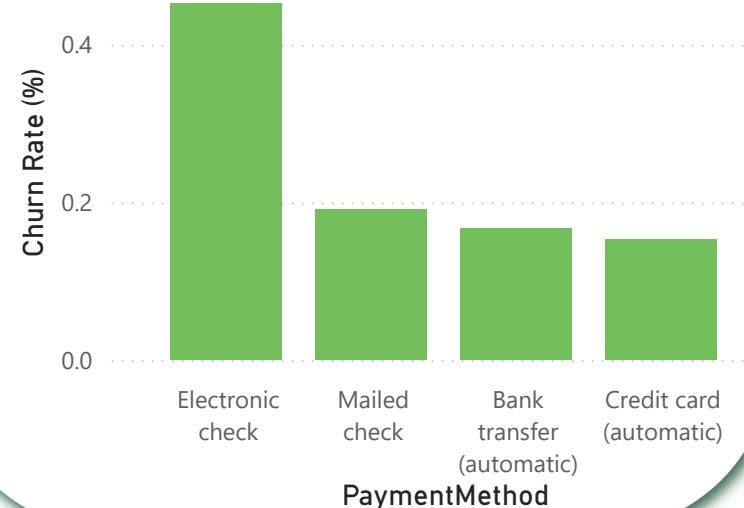
### InternetService

- DSL
- Fiber optic
- No

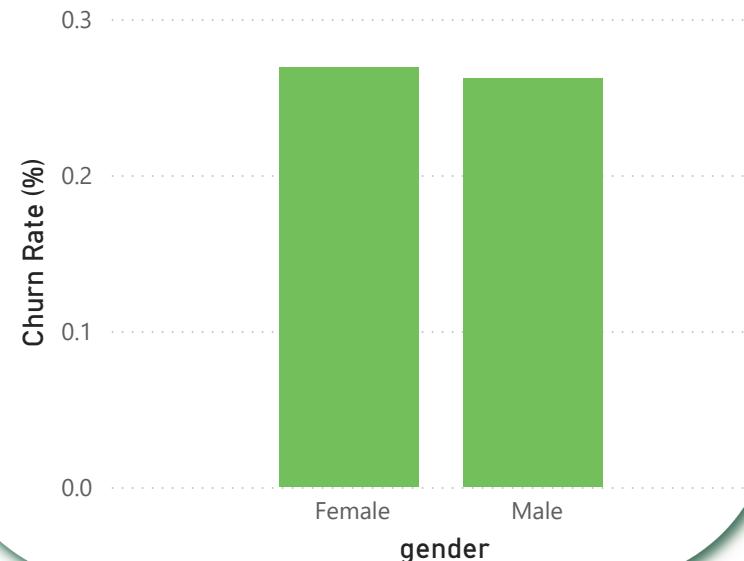
### Tech Support

- No
- No internet service
- Yes

### Churn Rate (%) by PaymentMethod



### Churn Rate (%) by gender



### PaymentMethod

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