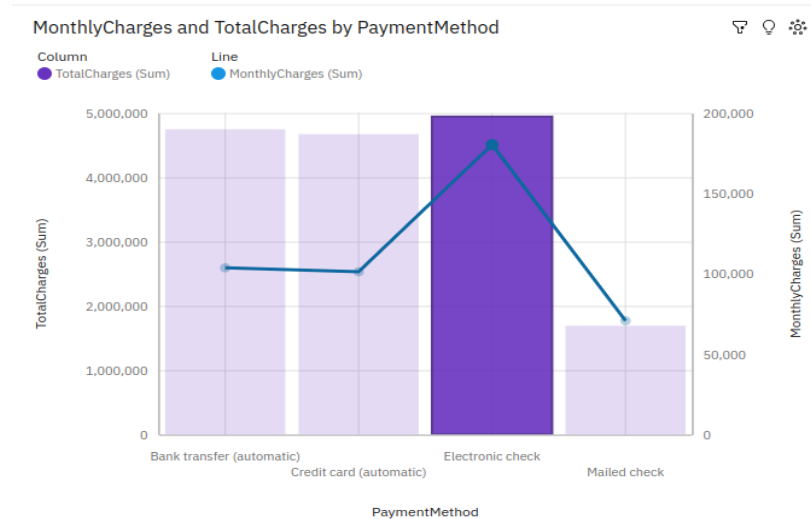


# INSIGHTS

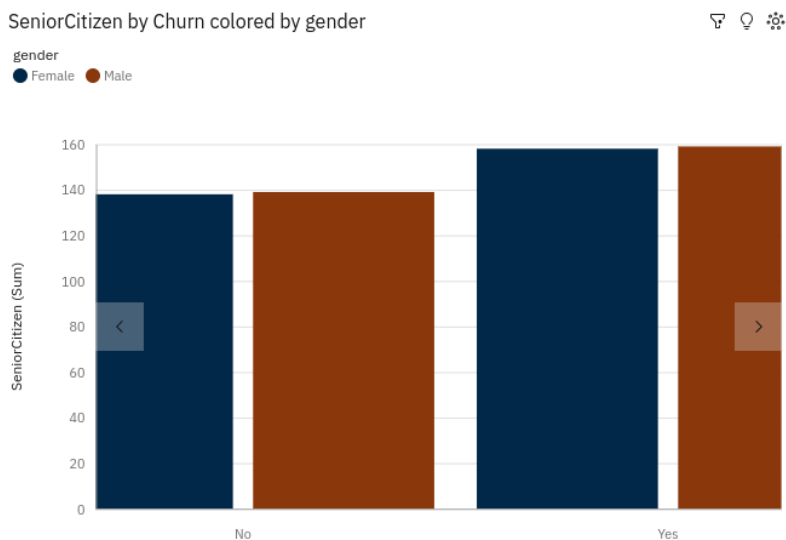
## 1. Monthly Charges and Total Charges by Payment Method

- TotalCharges is unusually low when PaymentMethod is Mailed check.
- Bank transfer (automatic) has a higher TotalCharges from MultipleLines Yes than Credit card (automatic).
- MultipleLines Yes has the highest TotalCharges at over 4.1 million, out of which PaymentMethod Bank transfer (automatic) contributed the most at over 1.3 million.



## 2. Senior Citizen by Churn colored by gender

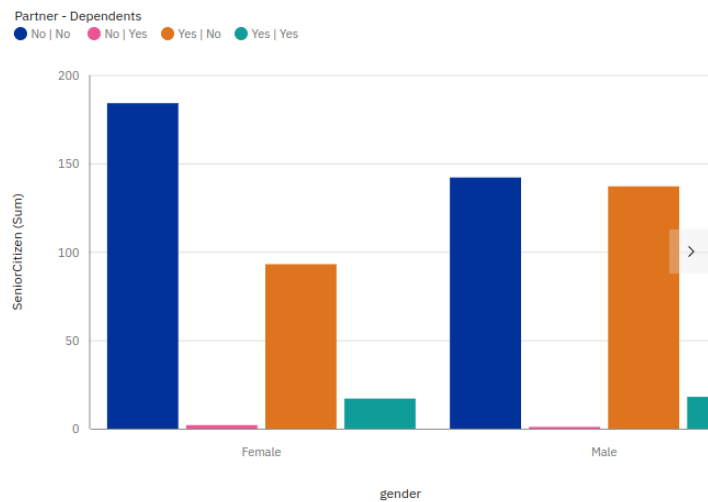
- Churn No has the highest total Senior Citizen due to gender Male.
- Churn No has the highest values of both Senior Citizen and TotalCharges.



## 3. SeniorCitizen by gender colored by Partner and Dependents

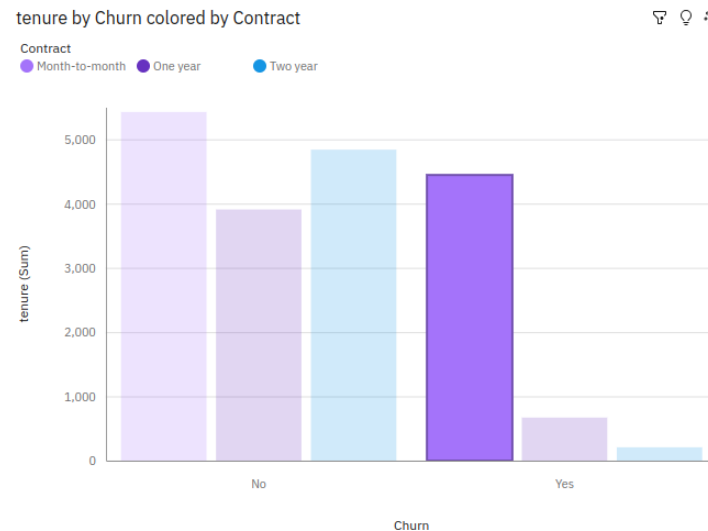
- gender Male has the highest total SeniorCitizen due to Dependents No.
- Dependents No has the highest values of both SeniorCitizen and TotalCharges.
- Partner Yes has the highest values of both SeniorCitizen and TotalCharges.

SeniorCitizen by gender colored by Partner and Dependents



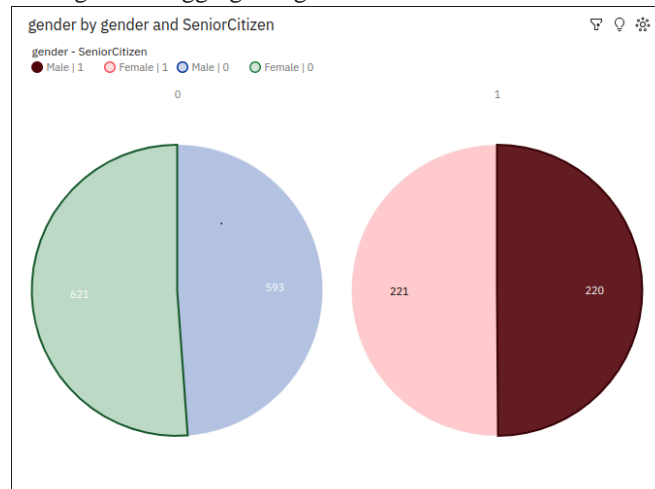
#### 4. Tenure by Churn colored by Contract

- Churn No has the highest total tenure due to Contract Month-to-month.
- Contract Month-to-month has the highest total tenure due to MultipleLines Yes.



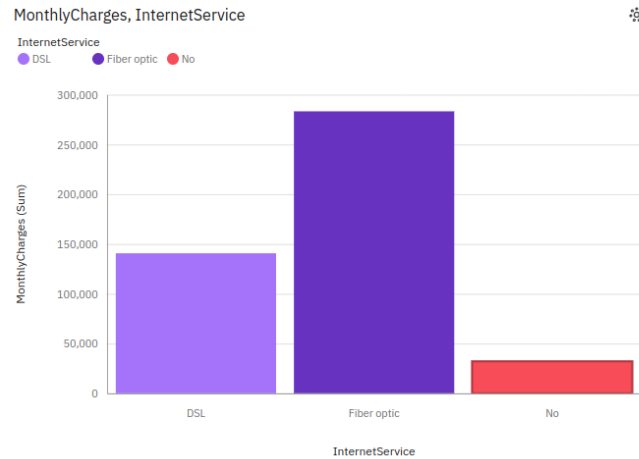
#### 5. Gender by gender and SeniorCitizen

- SeniorCitizen 0 has the highest Total TotalCharges but is ranked #1 in Unaggregated gender.
- SeniorCitizen 1 has the highest Unaggregated gender but is ranked #2 in Total TotalCharges



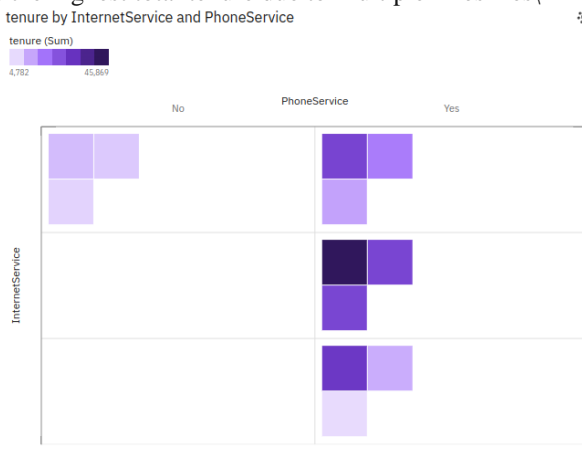
## 6. MonthlyCharges, InternetService

- InternetService Fiber optic has the highest total MonthlyCharges due to MultipleLines Yes
- MultipleLines Yes has the highest MonthlyCharges at nearly 244 thousand, out of which InternetService Fiber optic contributed the most at over 185 thousand
- Across all values of InternetService, the sum of MonthlyCharges is over 456 thousand.



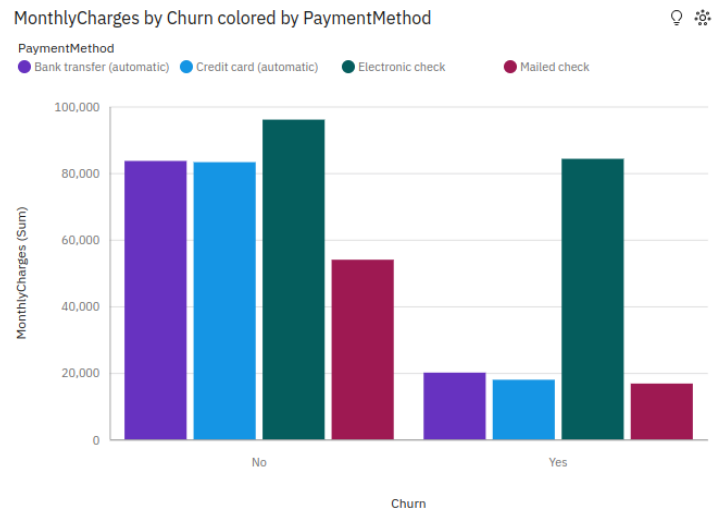
## 7. Tenure by InternetService and PhoneService

- Contract Two year has the highest total tenure due to InternetService DSL
- Contract Two year has the highest total tenure due to MultipleLines Yes.
- InternetService Fiber optic has the highest total tenure due to MultipleLines Yes\



## 8. MonthlyCharges by Churn colored by PaymentMethod

- Churn No has the highest total MonthlyCharges due to PaymentMethod Electronic check
- Churn No has the highest values of both MonthlyCharges and TotalCharges
- MonthlyCharges is most unusual when the combinations of Churn and PaymentMethod are Yes and Mailed check, Yes and Credit card (automatic) and No and Electronic check



## 9. MonthlyCharges by Contract colored by Churn

- Contract Month-to-month has the highest total MonthlyCharges due to Churn No.
- Contract Month-to-month has the highest total MonthlyCharges due to MultipleLines Yes.
- Churn No has the highest values of both MonthlyCharges and TotalCharges.

