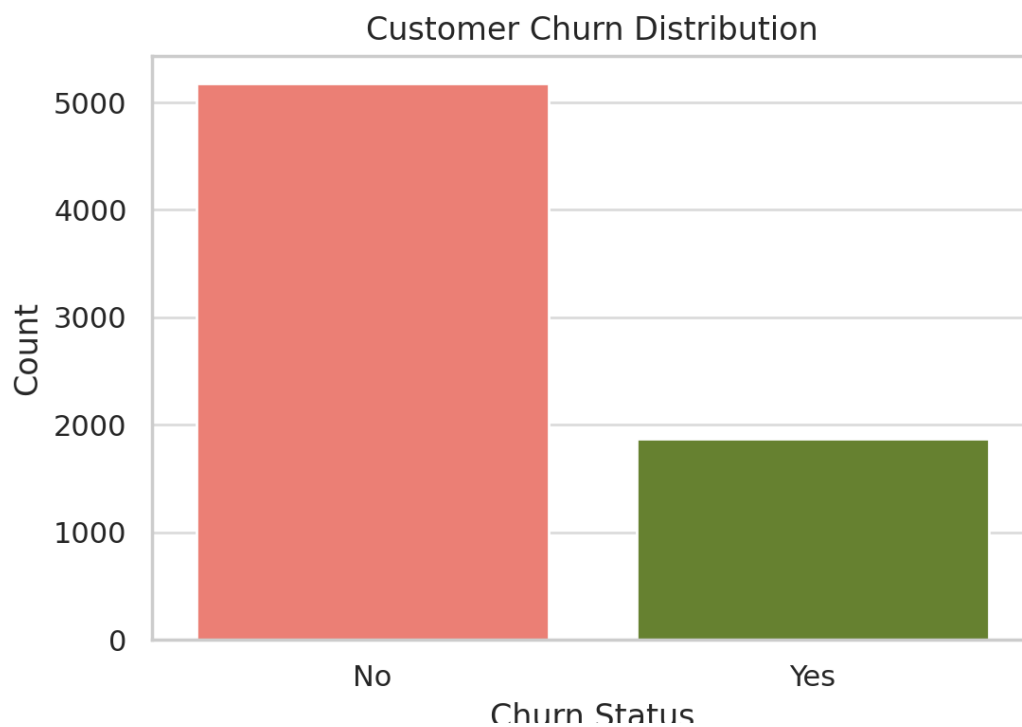


Customer Churn Analysis Report

This report analyzes customer churn trends based on key factors like contract type, internet service, and payment method. Insights help identify high-risk churn segments to improve retention strategies.

1. Churn Rate Analysis

Total Churn Rate: 26.54% customers have churned, while 73.46% have remained.



2. Key Factors Influencing Churn

- Customers on Month-to-Month contracts churn the most, highlighting commitment issues.
- Fiber optic internet users have higher churn compared to DSL.
- Customers using electronic check payments churn at a much higher rate.
- Annual contract customers show strong retention.