

## Customer Demographics

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7643

Total Custom...

1887

Churned Customers

0.27

Churn Rate (%)

64.76

Avg Monthly Charges

32.37

Avg Tenure

gender

☐ Female

☐ Male

Contract

☐ Month-to-month

☐ One year

☐ Two year

### Total Customers by gender

3K (49....)



4K (50....)

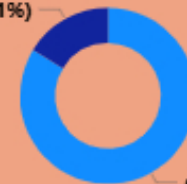
gender

☒ Male

☐ Female

### Total Customers by SeniorCitizen

1K (16.21%)



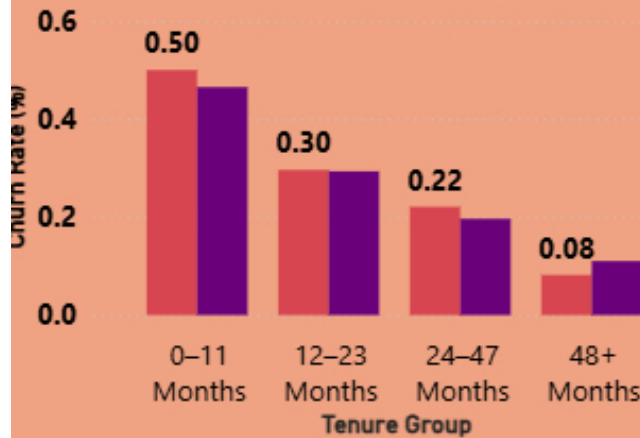
SeniorCitizen

☒ 0

☐ 1

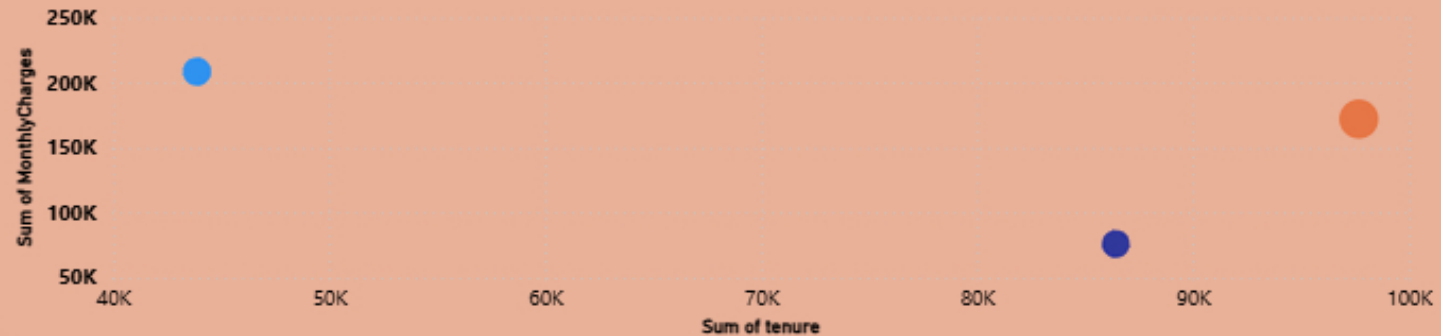
### Churn Rate (%) by Tenure Group and gender

gender ☒ Female ☒ Male



### Sum of tenure, Sum of MonthlyCharges and Sum of TotalCharges by Churn Risk Category

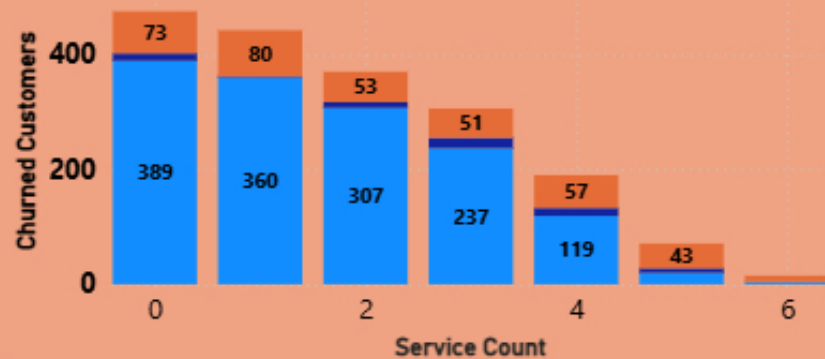
Churn Risk Category ☒ High Risk ☒ Low Risk ☒ Medium Risk



# Service Subscription Analysis

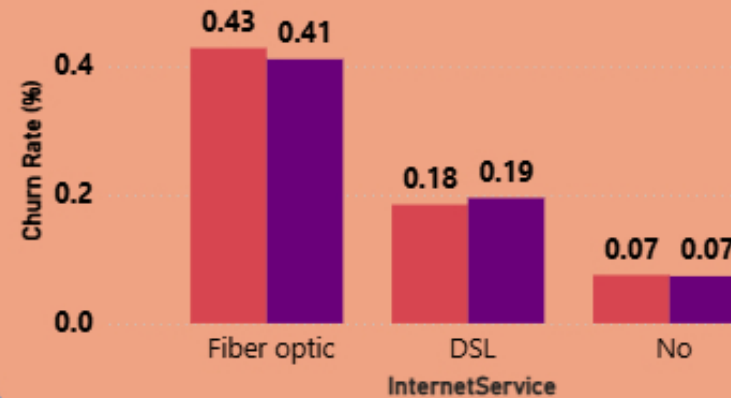
## Churned Customers by Service Count and Churn Risk Category

Churn Risk Category: High Risk Low Risk Medium Risk



## Churn Rate (%) by InternetService and gender

gender: Female Male



InternetService

☐ DSL

☐ Fiber optic

☐ No

OnlineSecurity	Total Customers	Churned Customers	Churn Rate (%)
<input type="checkbox"/> No	3498	1461	0.42
<input type="checkbox"/> No internet service	1526	113	0.07
<input type="checkbox"/> Yes	2019	295	0.15
Total	7043	1869	0.27

Service Count

0

6

# Contract & Billing Insights

2.28K

Average of TotalCharges

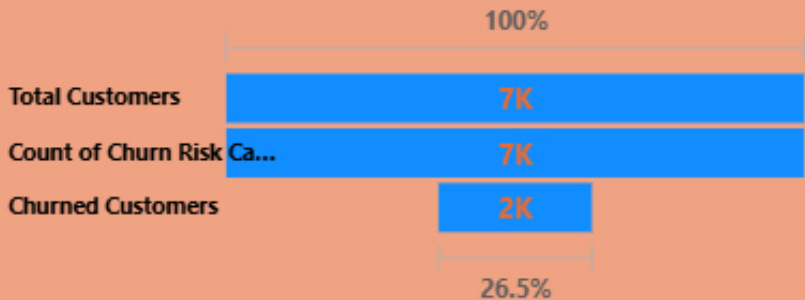
1869

Churned Customers

0.43

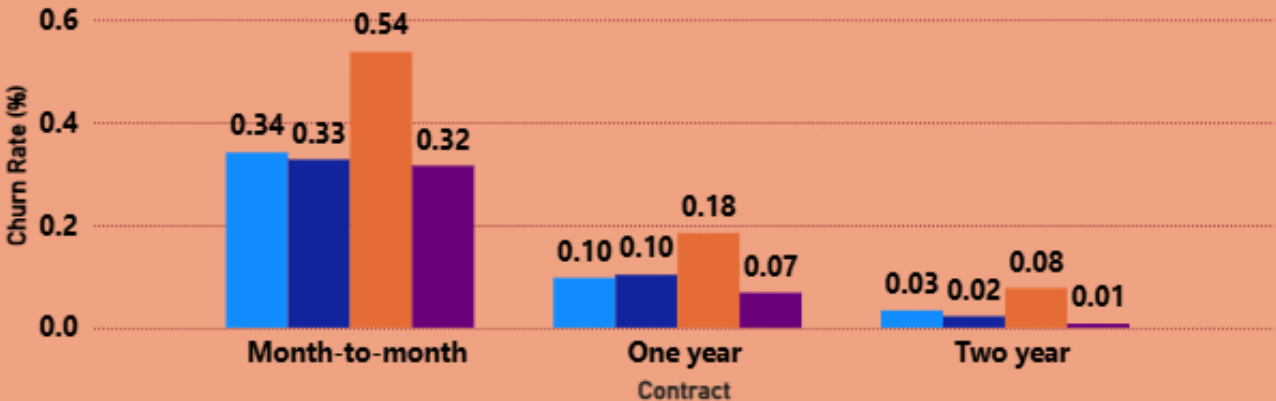
Churn Rate (Month-to-Month)

## Total Customers, Count of Churn Risk Category and Churned Customers



## Churn Rate (%) by Contract and PaymentMethod

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



## PaymentMethod

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

Contract	Month-to-month			One year			Two year		
PaymentMethod	Churn Rate (%)	Churned Customers	Average of TotalCharges	Churn Rate (%)	Churned Customers	Average of TotalCharges	Churn Rate (%)	Churned Customers	Average of TotalCharges
Bank transfer (automatic)	0.34	201	1,887.45	0.10	38	3,313.01	0.03	19	3,034.68
Credit card (automatic)	0.33	178	1,805.89	0.10	41	3,357.26	0.02	13	3,034.68
Electronic check	0.54	994	1,471.33	0.18	64	3,853.27	0.08	13	3,034.68
Mailed check	0.32	194	1,863.33	0.07	23	3,034.68	0.01	7	3,034.68
Total	0.43	1655	1,369.25	0.11	166	3,034.68	0.03	48	3,034.68

# Churn Prediction & Key Drivers

139.13K

Lost Revenue

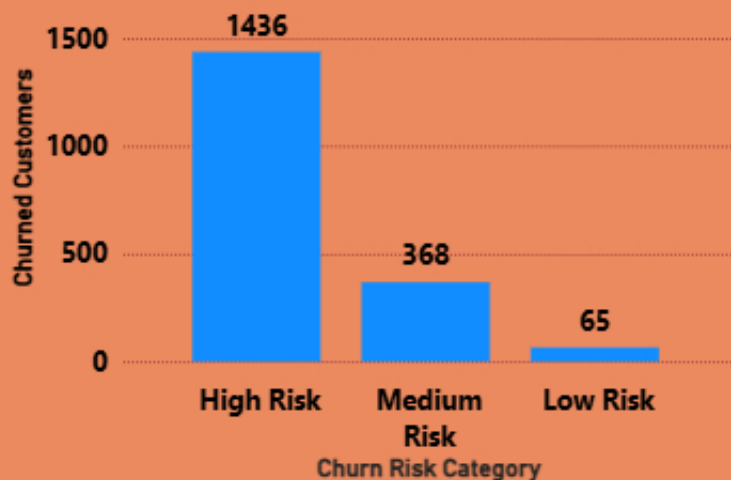
316.99K

Retained Revenue

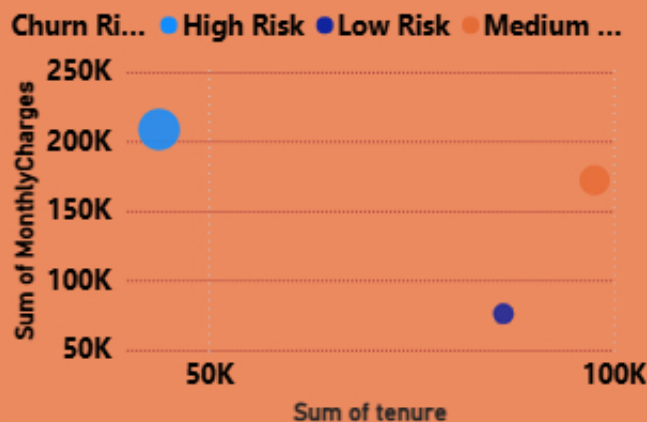
177.85K

Revenue Impact

Churned Customers by Churn Risk Category



Sum of tenure, Sum of MonthlyCharges and Sum of Churn Risk Score by Churn Risk Category



Churn Risk Category

- High Risk
- Low Risk
- Medium Risk

Churn Contribution % by Contract

0.0888175494917... (8.88%)



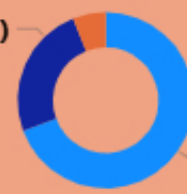
0.88550026752273... (88.55%)

Contract

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

Churn Contribution % by InternetService

0.2... (2...)



0.6... (...)

InternetSe...

- Fiber op...
- DSL
- No