

Customer Demographics

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7045

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

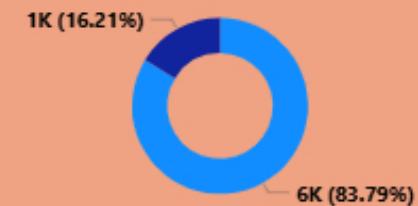
Two year

Total Customers by gender



gender
Male
Female

Total Customers by SeniorCitizen



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

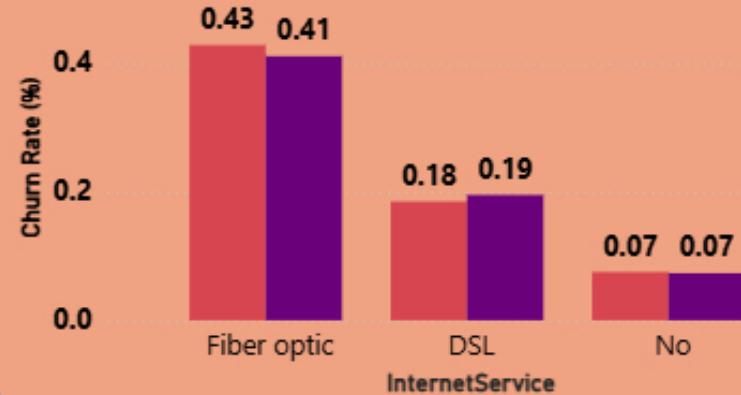
Churned Customers by Service Count and Churn Risk Category

Churn Risk Category: High Risk (Blue), Low Risk (Dark Blue), Medium Risk (Orange)



Churn Rate (%) by InternetService and gender

gender: Female (Pink), Male (Purple)



InternetService

DSL

Fiber optic

No

OnlineSecurity

Total Customers

Churned Customers

Churn Rate (%)

+ No

3498

1461

0.42

+ No internet service

1526

113

0.07

+ 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

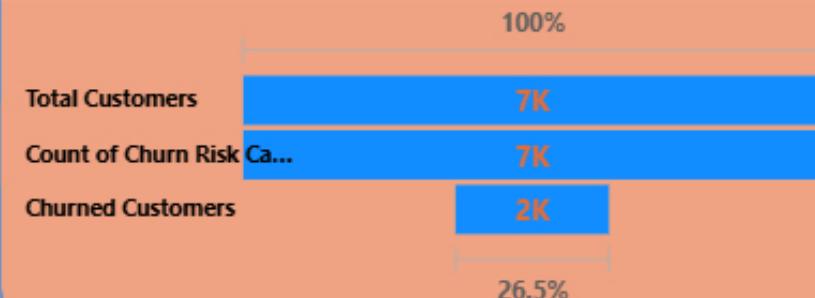
Churn Rate (Month-to-Month)

Churn Rate (%) by Contract and PaymentMethod

PaymentMethod ● Bank transfer (auto...) ● Credit card (auto...) ● Electronic check ● Mailed check



Total Customers, Count of Churn Risk Category and Churned Customers



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	1,107.00
Credit card (automatic)	0.33	178	1,805.89	0.10	41	3,357.26	0.02	13	1,087.00
Electronic check	0.54	994	1,471.33	0.18	64	3,853.27	0.08	13	1,107.00
Total	0.43	1655	1,369.25	0.11	166	3,034.68	0.03	48	1,087.00

Churn Prediction & Key Drivers

139.13K

Lost Revenue

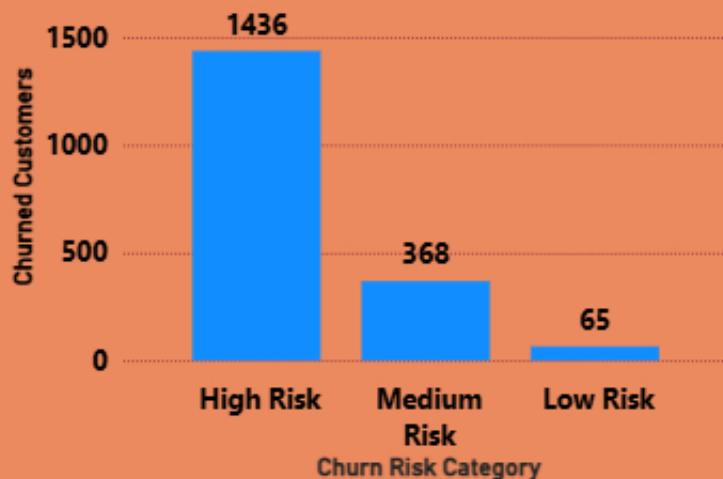
316.99K

Retained Revenue

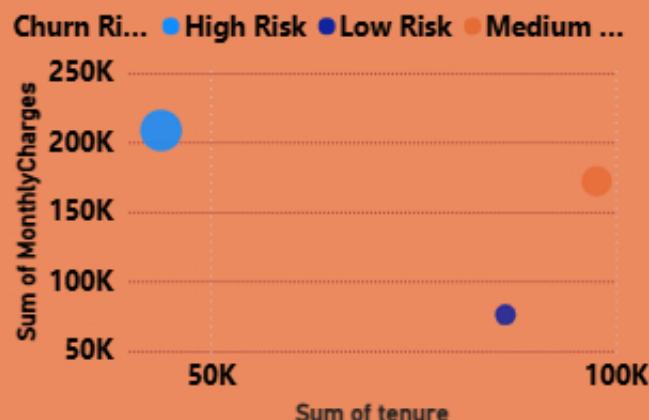
177.85K

Revenue Impact

Churned Customers by Churn Risk Category



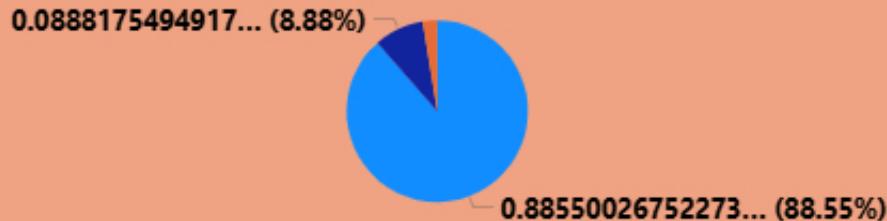
Sum of tenure, Sum of MonthlyCharges and Sum of Churn Risk Score by Churn Risk Category



Churn Risk Category

- High Risk
- Low Risk
- Medium Risk

Churn Contribution % by Contract



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

Churn Contribution % by InternetService

