

# CHURN ANALYSIS - SUMMARY

6311

Total customers

405

New joiners

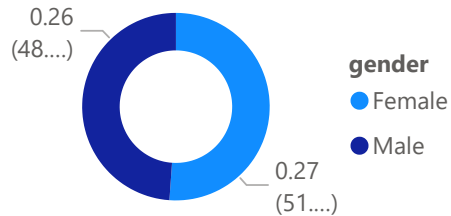
1705

Total churn

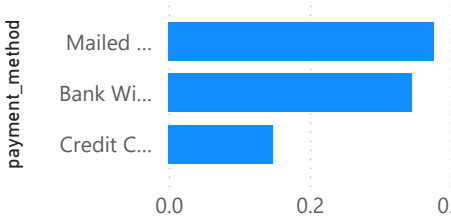
0.27

Churn rate

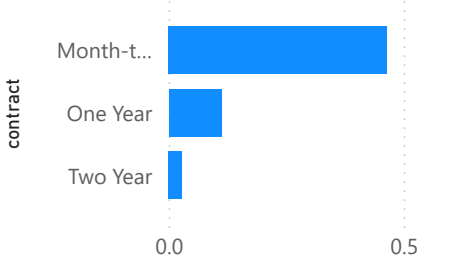
Churn rate by gender



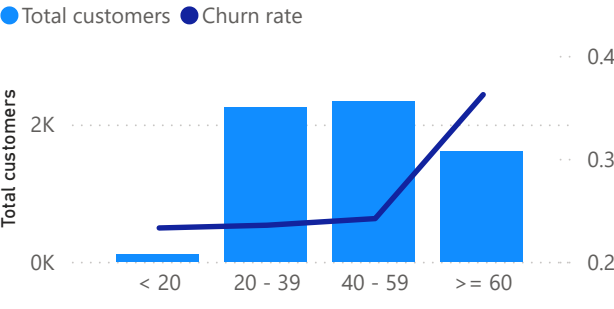
Churn rate by payment\_method



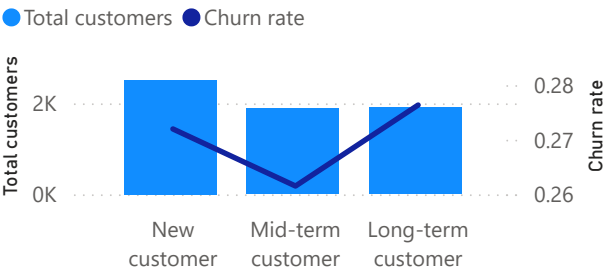
Churn rate by contract



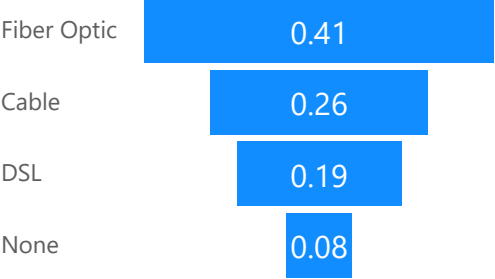
Total customers and Churn rate by age\_group



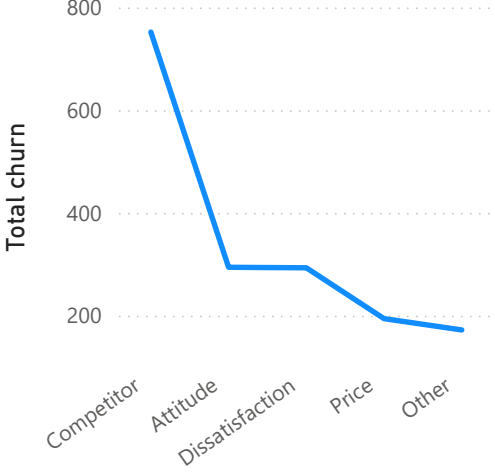
Total customers and Churn rate by tenure\_category



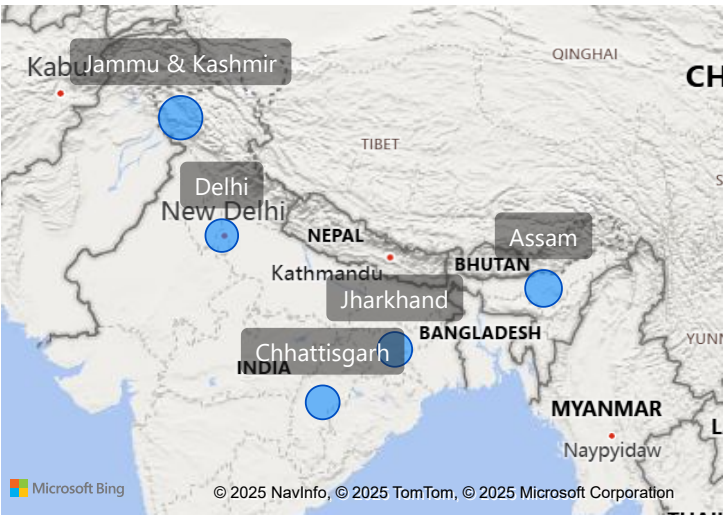
Churn rate by internet\_type



Total churn by churn\_category



Churn rate by state (Top 5)



Churn rate by service

Services	No	Yes
device_protection_plan	0.29	0.23
internet_service	0.08	0.32
multiple_lines	0.26	0.29
online_backup	0.29	0.22
online_security	0.32	0.15
paperless_billing	0.17	0.34
phone_service	0.26	0.27
premium_support	0.32	0.16
streaming_movies	0.25	0.31
streaming_music	0.25	0.30
streaming_tv	0.25	0.31
unlimited_data	0.17	0.32