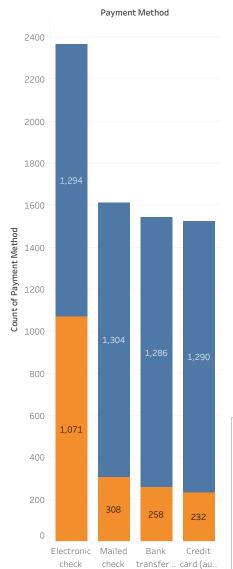
## Story 2





This chart reveals that 45% of customers who used electronic check as means of payment method canceled their subscription. This indicates inconviniences in this method of payment.

Churn No

Yes

The hazards that customers have to face using this method of payment should be uncovered and solved. An awareness campaign can also be ran, to educate customers on how to use the electronic check payment method successfully.