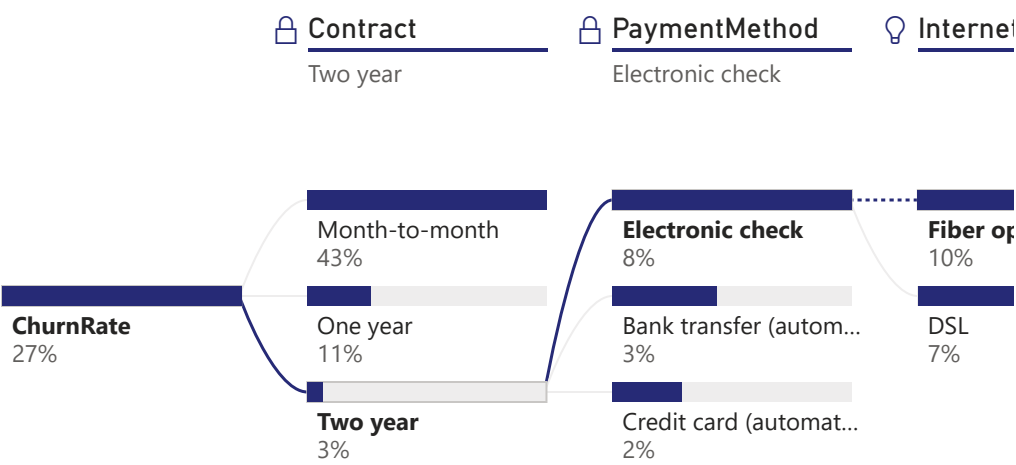


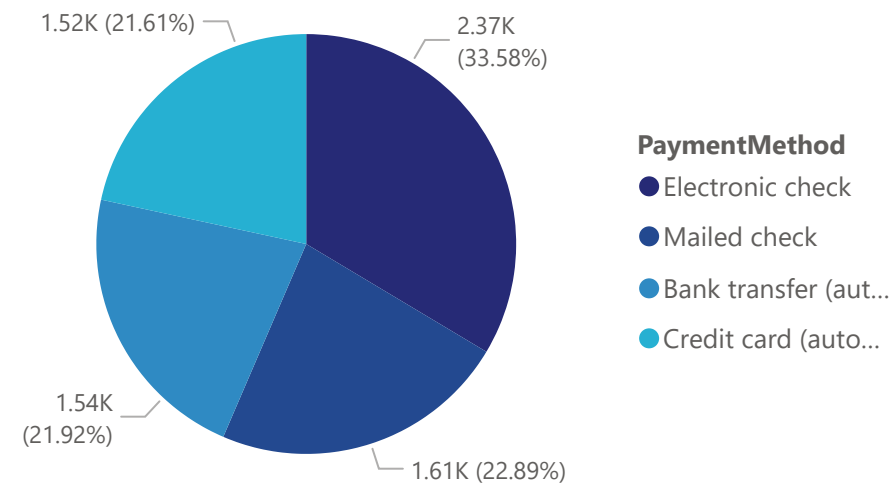
Churn Status Dashboard

Churn Rate	Total Churned	Avg Tenure
27%	1869	17.98
Average Monthly Charges		Churned
74.44	61.27	37.57
		Not Churned

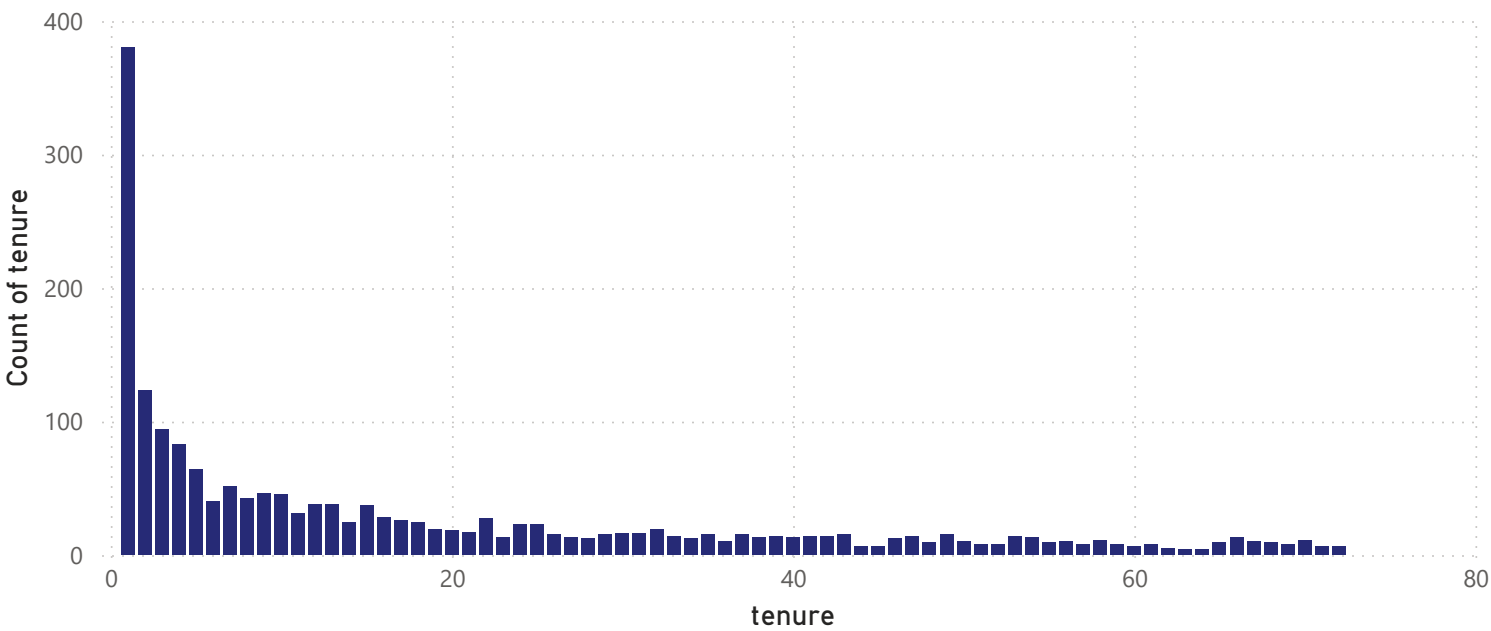
Decomposiiton Tree of the Churn Rate



Number of churn by Payment method



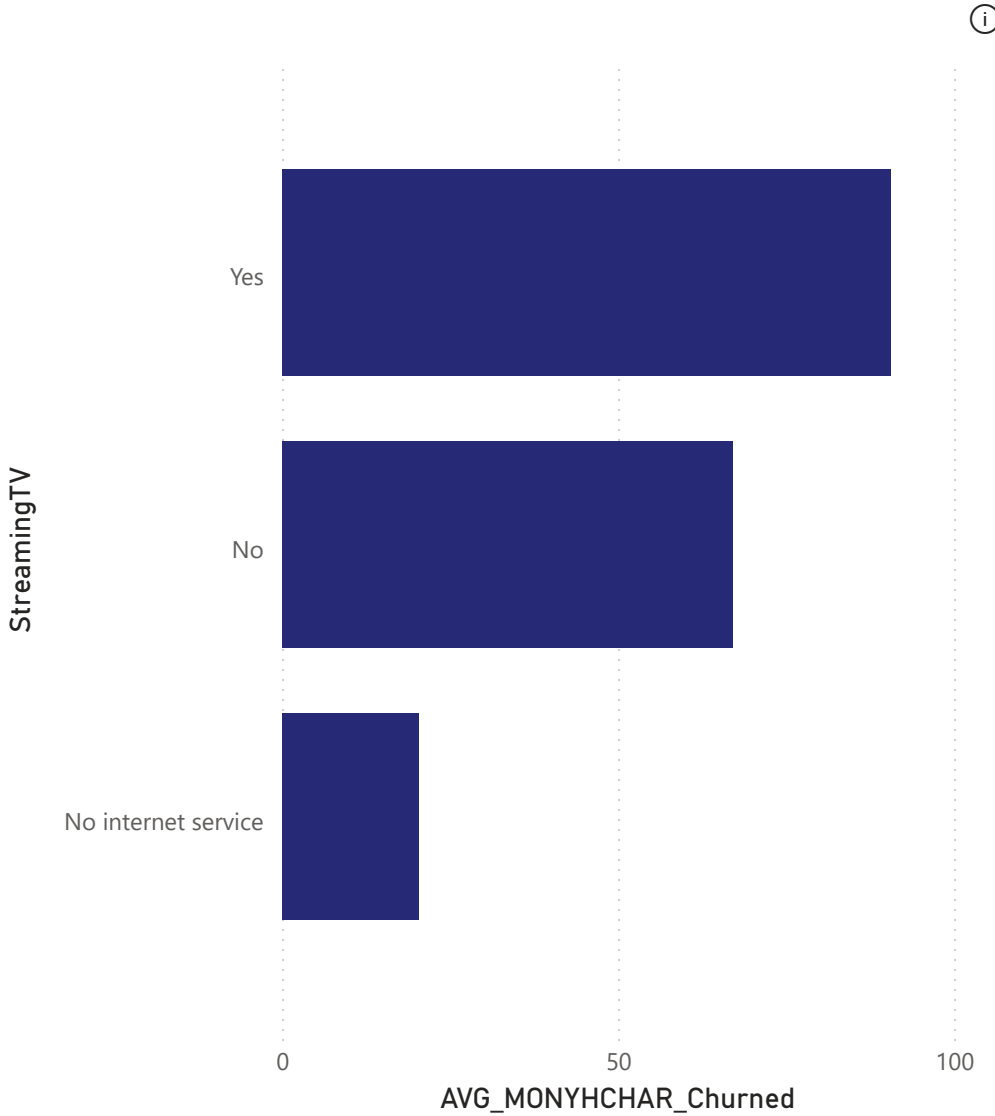
Tenure of Churned costumers



Churn Rate Key influencers and Q&A

top streaming TVs by AVG MONYHCHAR churned

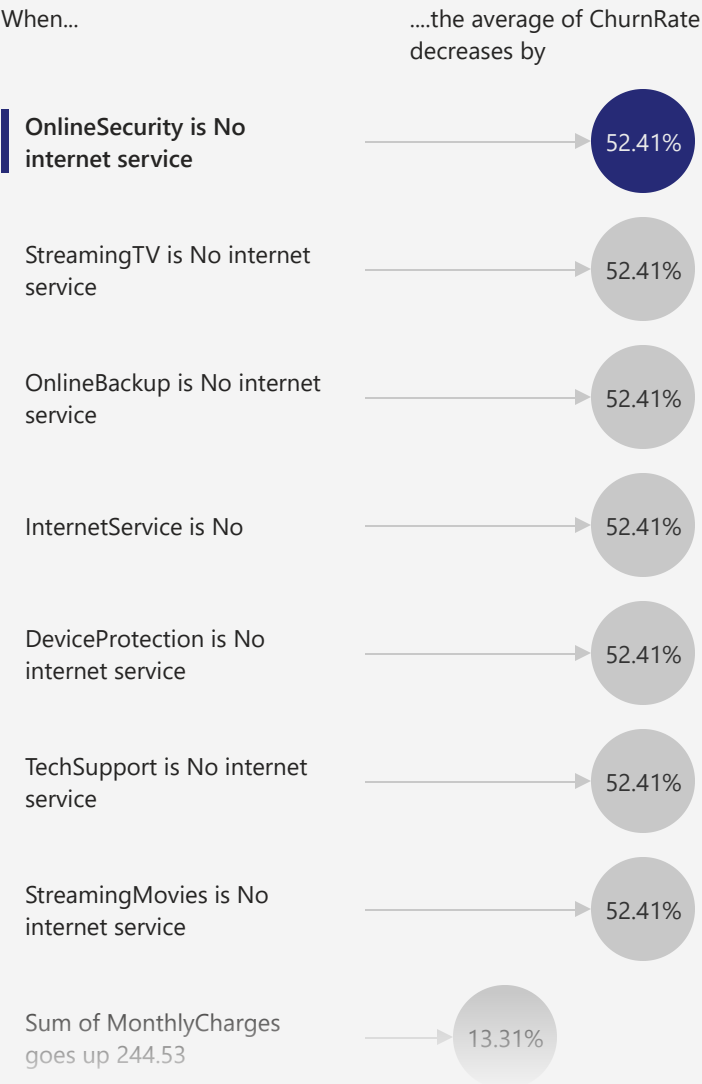
Showing results for Top 10 streaming TV of maintables by AVG MONYHCHAR churned of those maintables



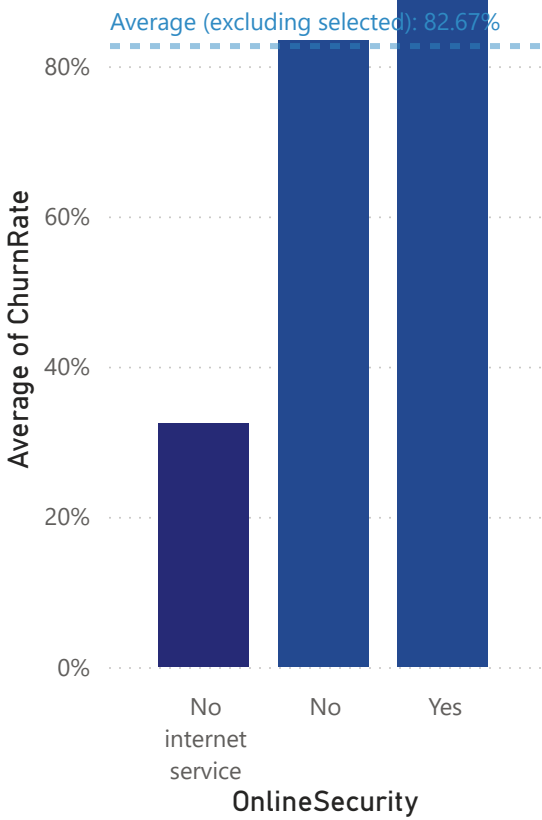
Key influencers of low churn rate

Key influencers Top segments

What influences ChurnRate to Decrease ?



← ChurnRate is more likely to decrease when OnlineSecurity is No internet service than otherwise (on average).



☐ Only show values that are influencers

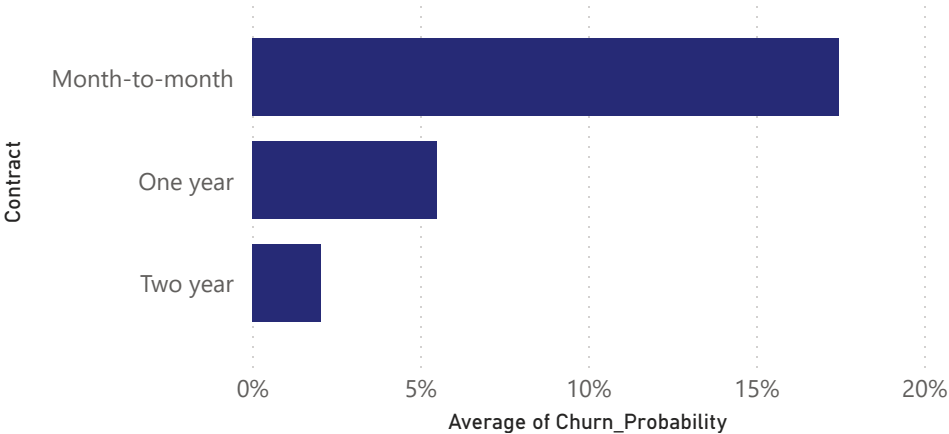
Churn Predicative Analysis

Number of clients with over 70% Avg Probability of churning

43

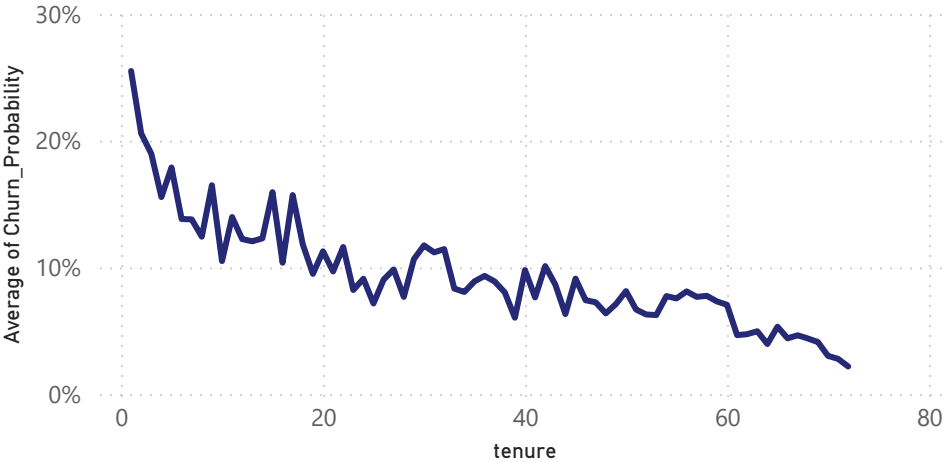
10%

Average of Churn_Probability by Contract



customerID	Churn_Probability	MonthlyCharges	tenure	TotalCharges	Contract	MultipleLines
2545-EBUPK	100%	84.05	2	186.05	Month-to-month	Yes
8040-MNRTF	100%	71.10	1	71.10	Month-to-month	No
1751-NCDLI	95%	98.85	46	4,564.90	Month-to-month	Yes
5043-TRZWM	95%	75.55	1	75.55	Month-to-month	No
7577-SWIFR	95%	89.25	1	89.25	Month-to-month	No
9290-SHCMB	94%	96.85	13	1,235.55	Month-to-month	No
4706-DGAHW	90%	45.20	1	45.20	Month-to-month	No
5935-FCCNB	90%	94.20	17	1,608.15	Month-to-month	Yes
9743-DQKQW	90%	25.10	3	79.80	Month-to-month	No phone service
7952-OBOYL	89%	89.85	3	244.45	Month-to-month	No
3384-CTMSF	88%	104.10	47	5,135.15	Month-to-month	Yes
5150-ITWWB	87%	94.85	3	335.75	Month-to-month	Yes
8875-AKBYH	87%	84.35	20	1,745.20	Month-to-month	Yes
3518-PZXZQ	86%	55.30	1	55.30	Month-to-month	No
6215-NQCPY	86%	99.70	15	1,566.75	Month-to-month	Yes
9094-AZPHK	86%	100.15	15	1,415.00	Month-to-month	Yes

Average of Churn_Probability by tenure



Average of MonthlyCharges by Churn_Probability

