

74.44

Average of MonthlyCharges

1.53K

Average of TotalCharges

26.54%

Churn %

2.86M

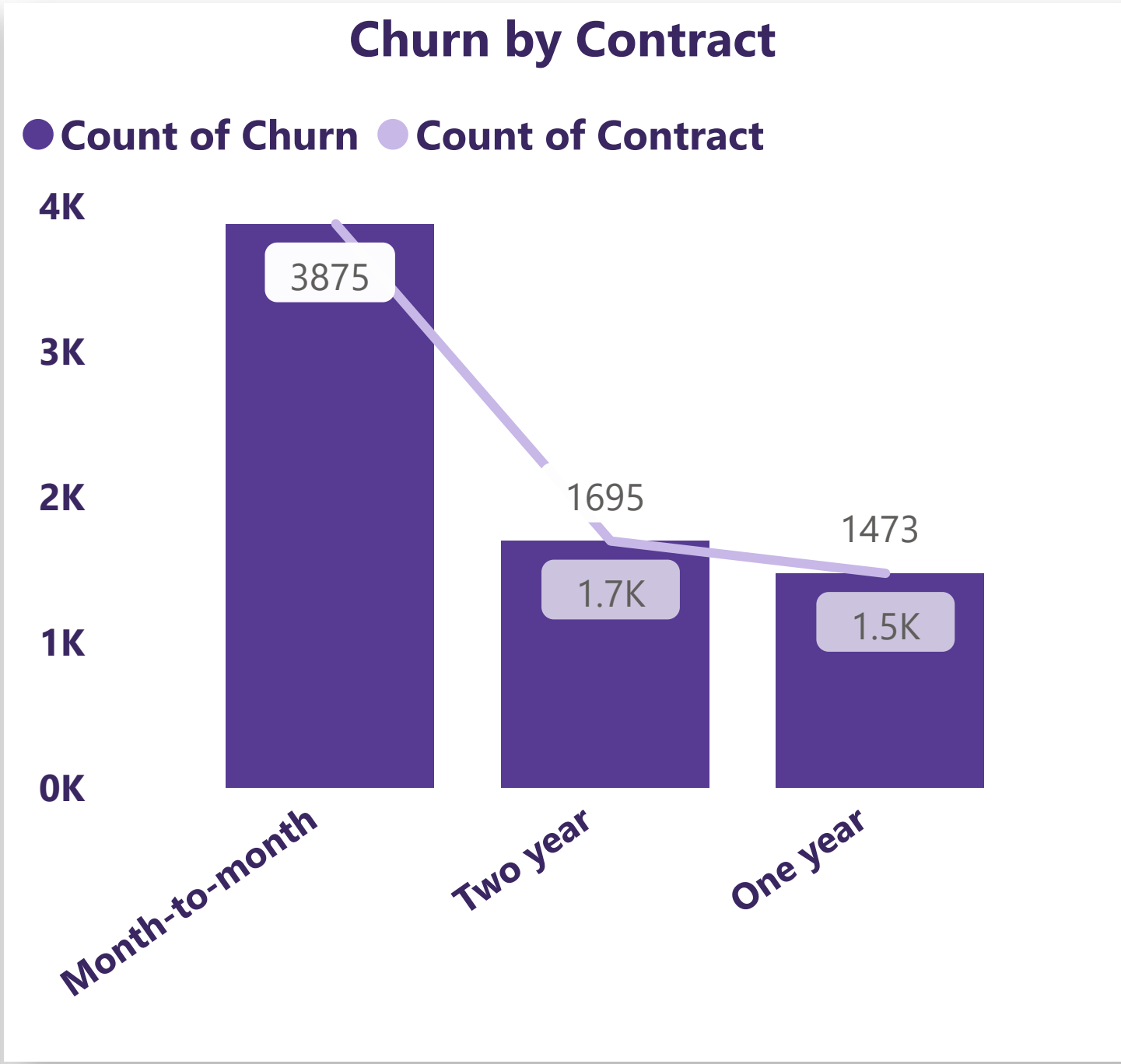
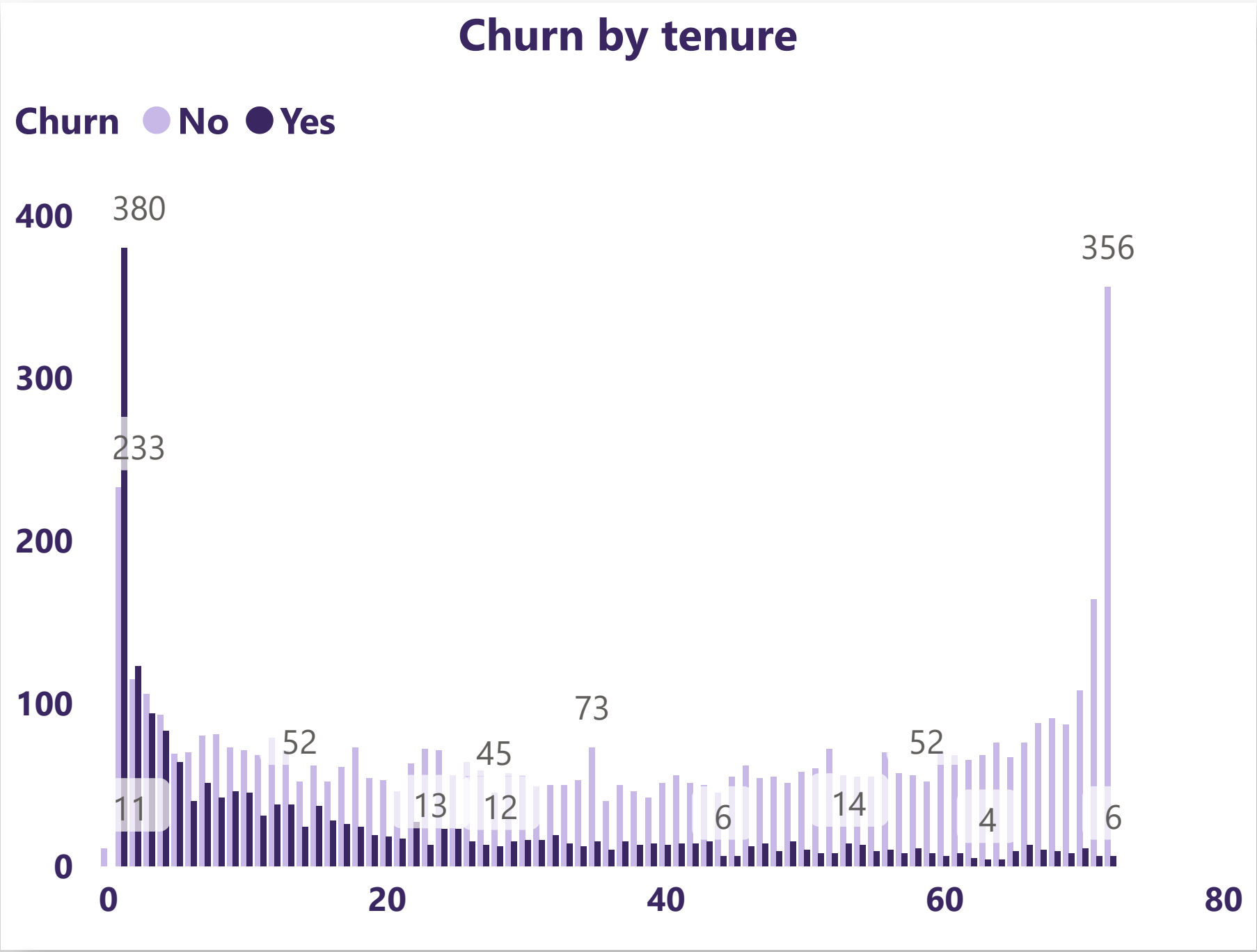
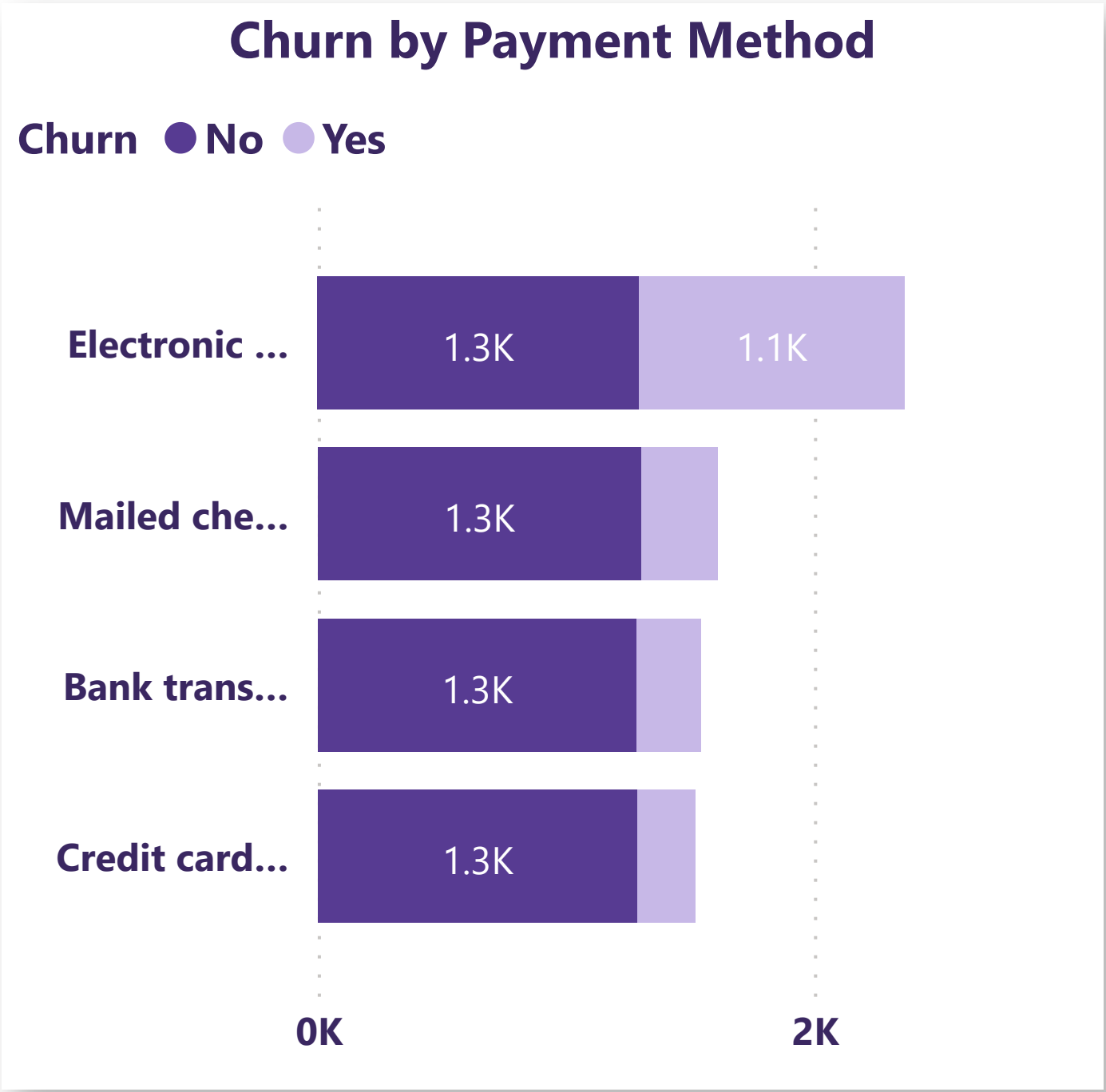
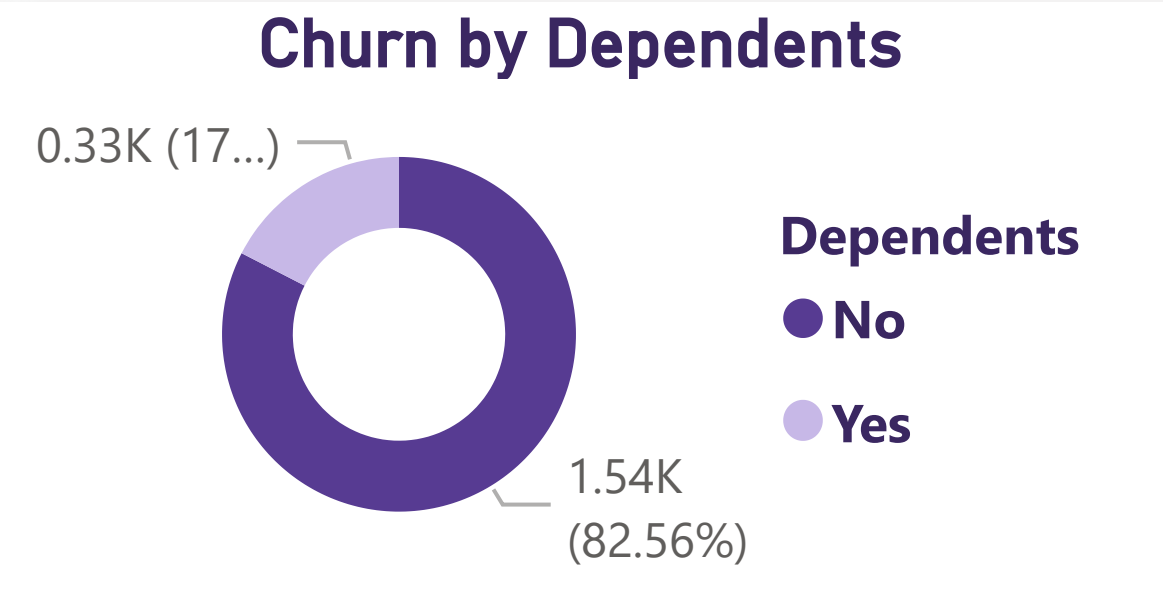
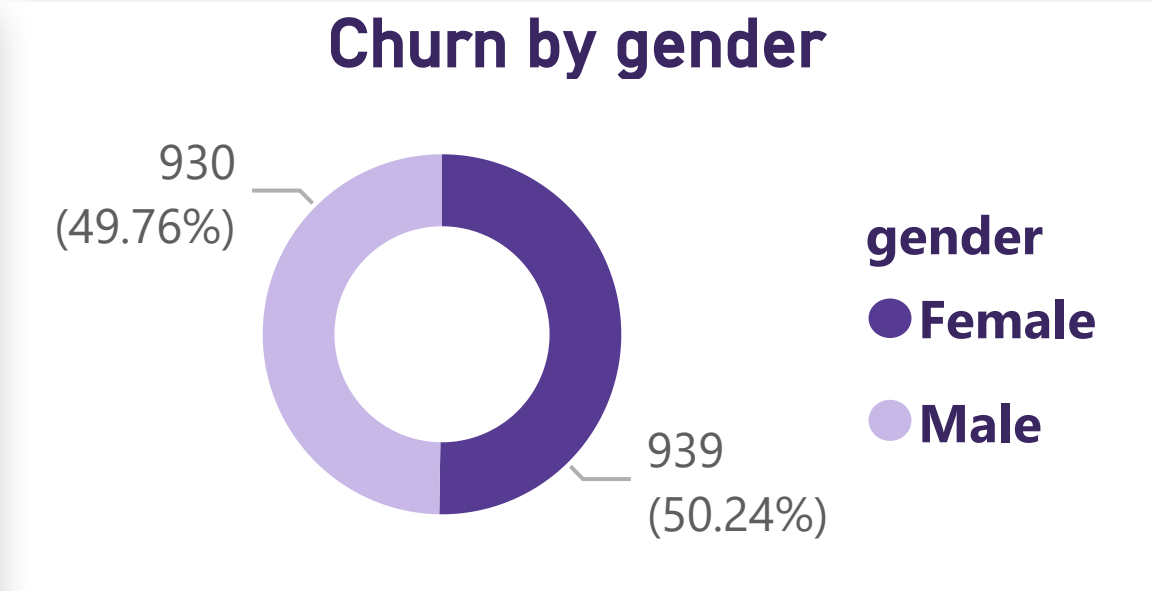
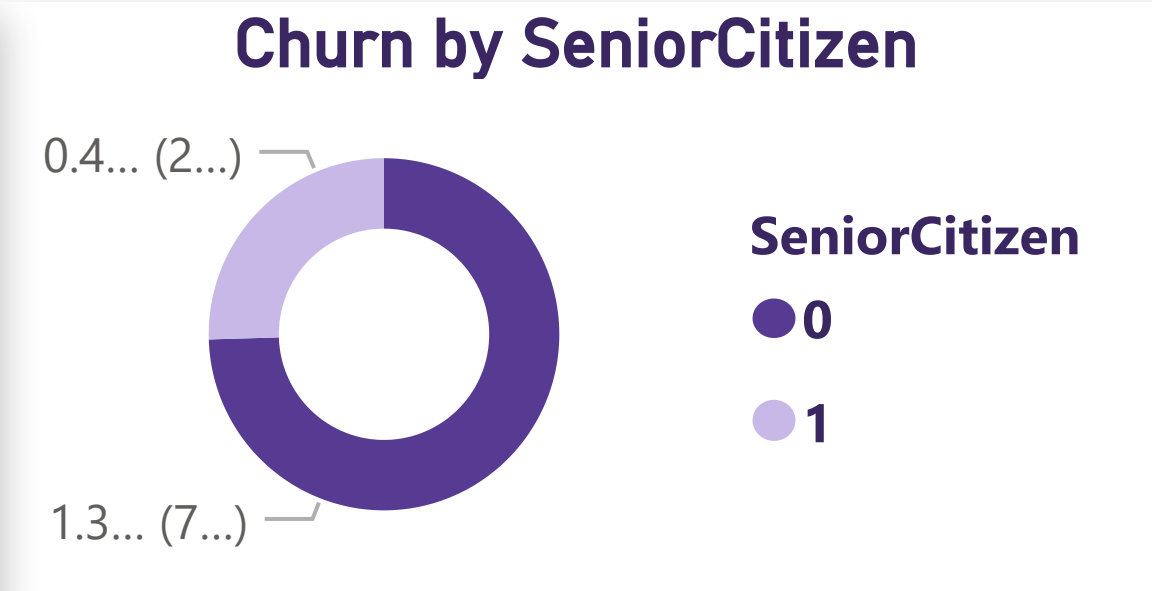
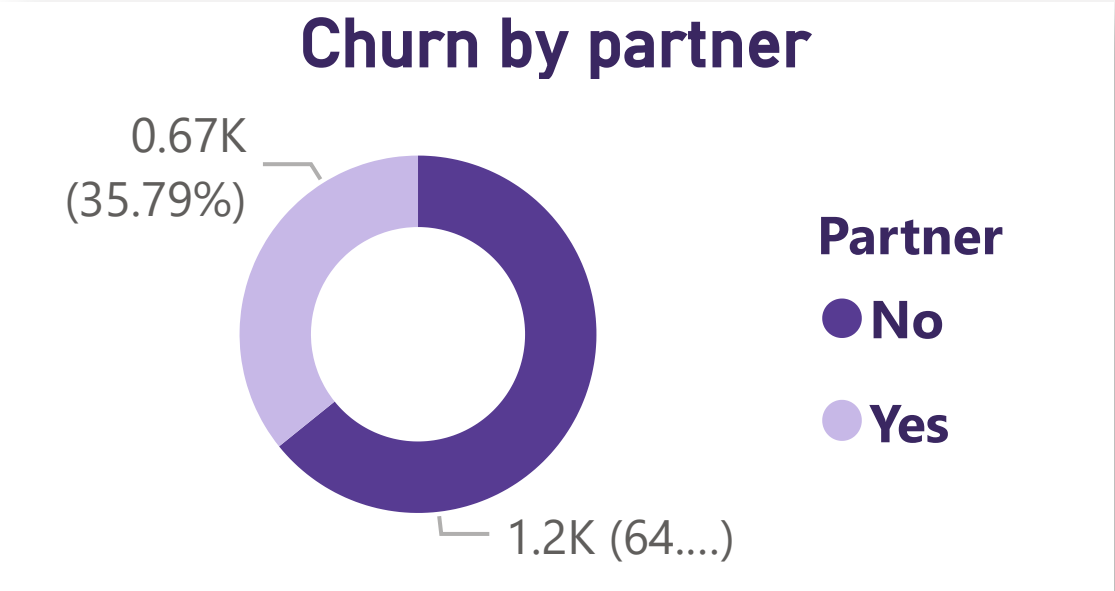
Total Loss

7043

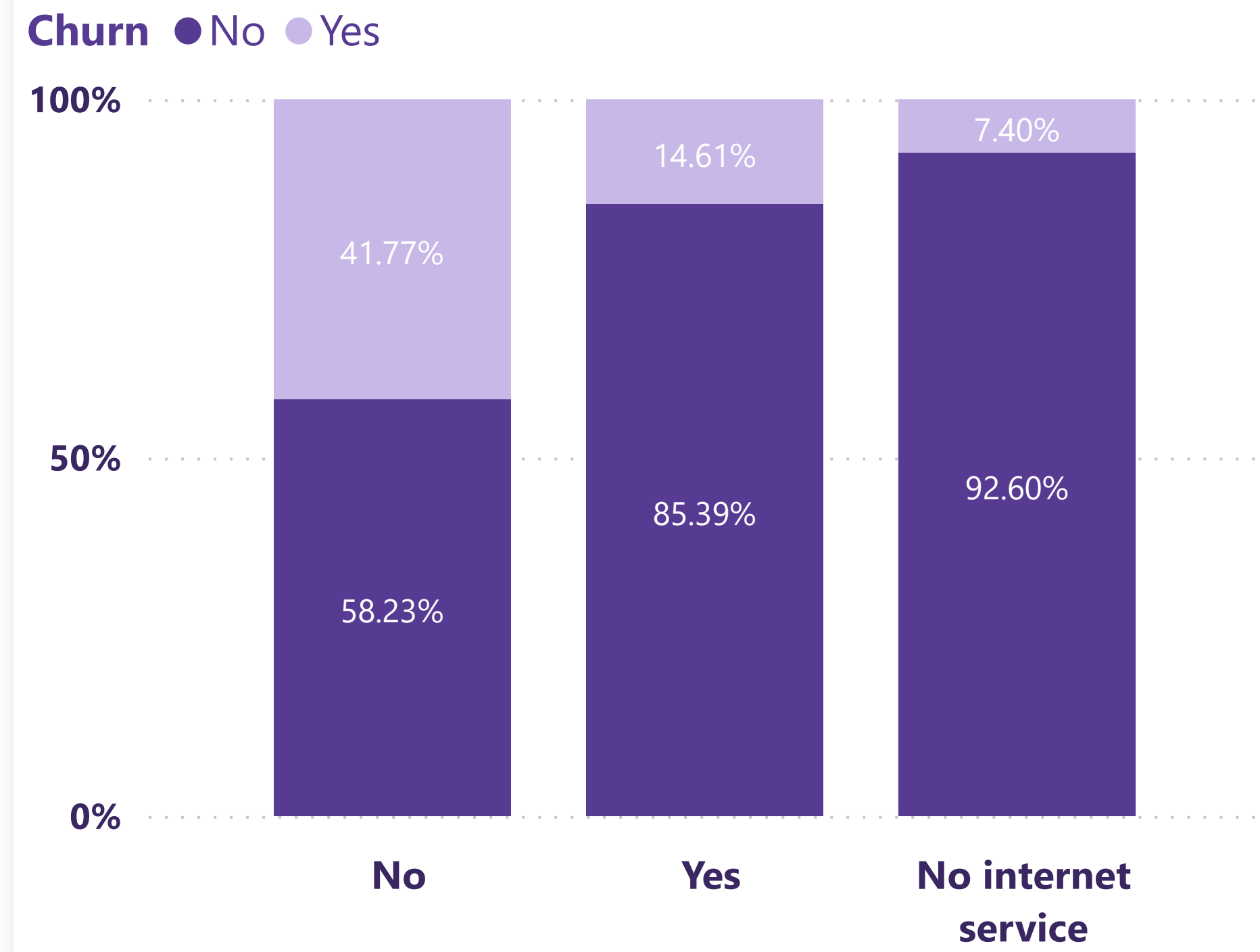
Total Customer

1869

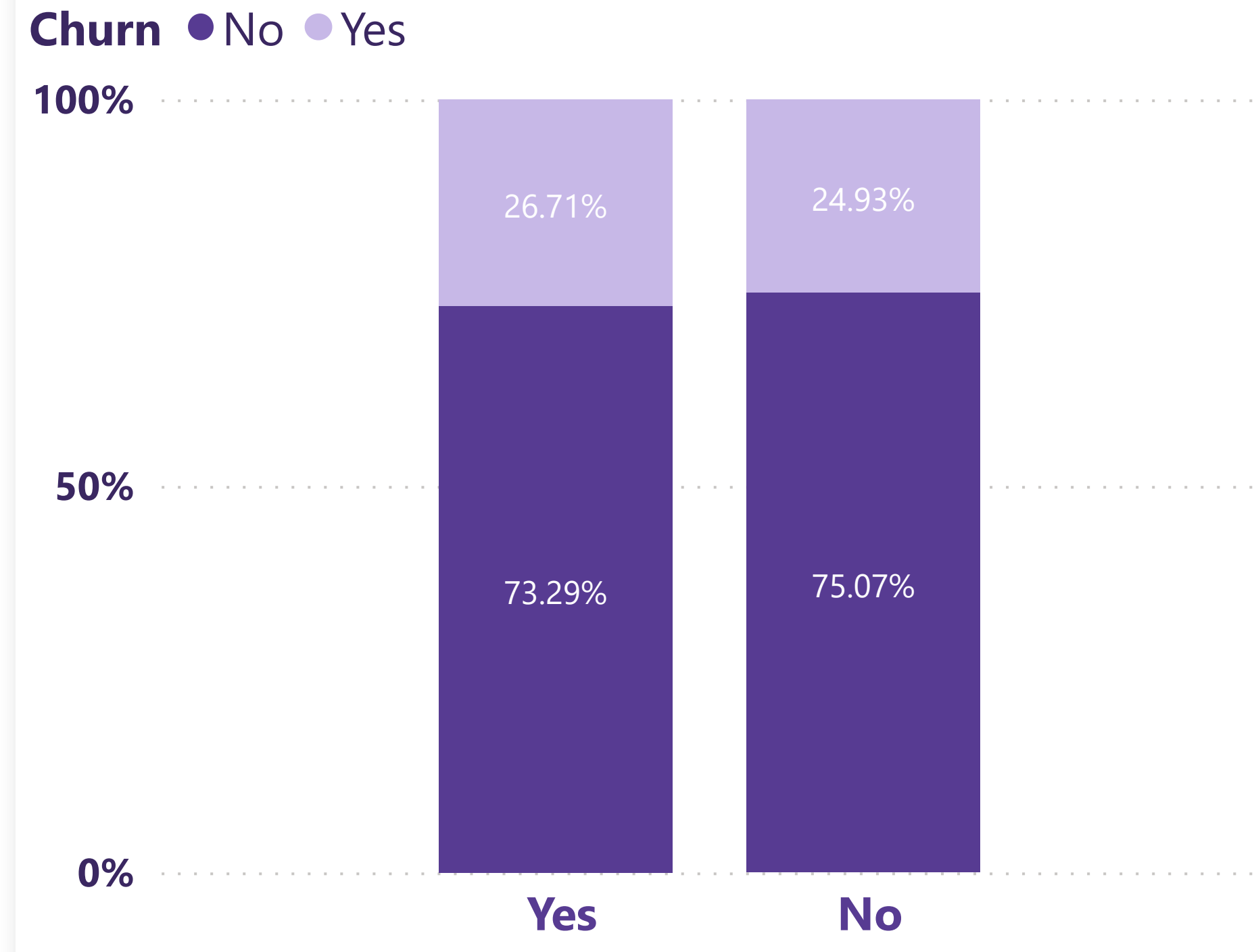
Churn Count



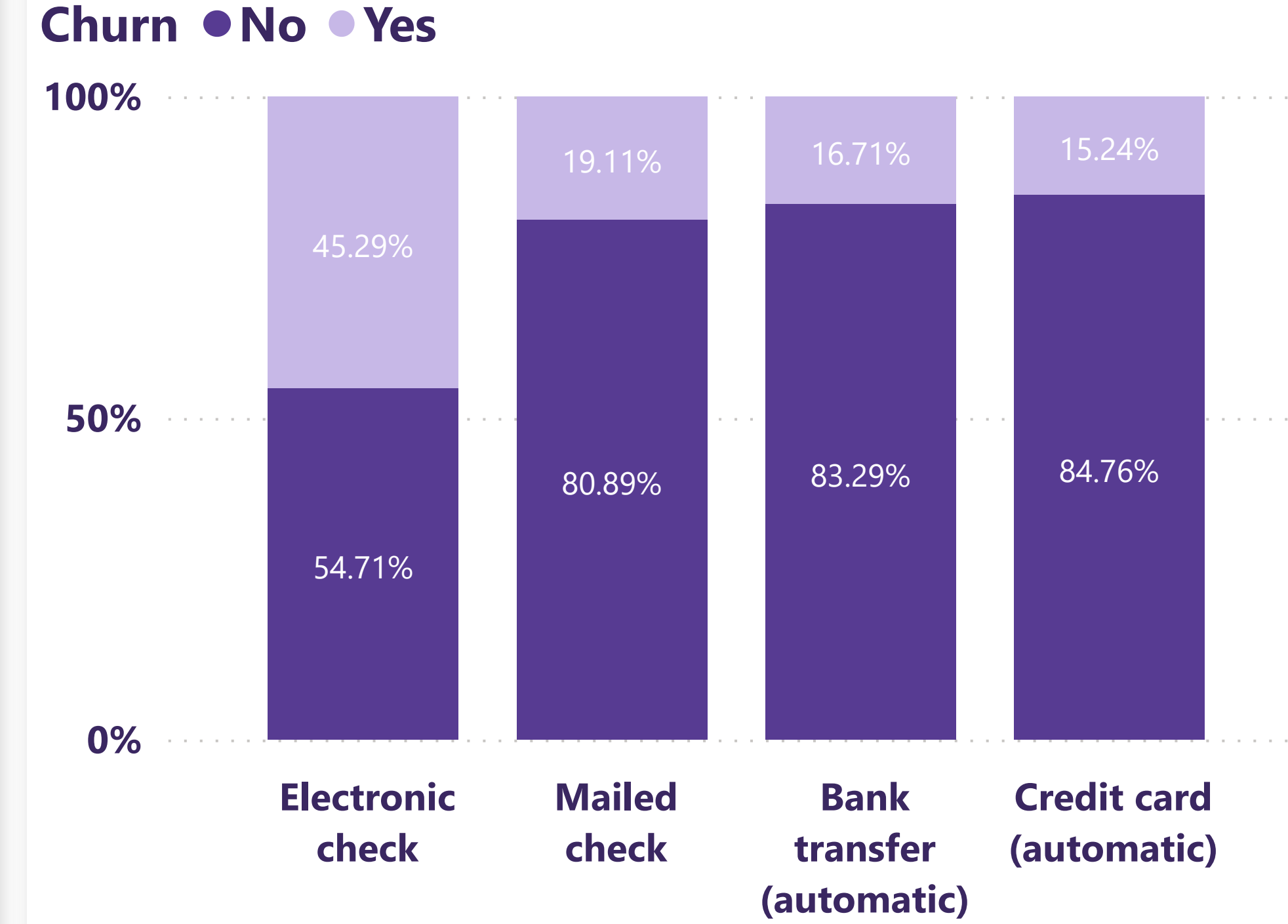
Online Security



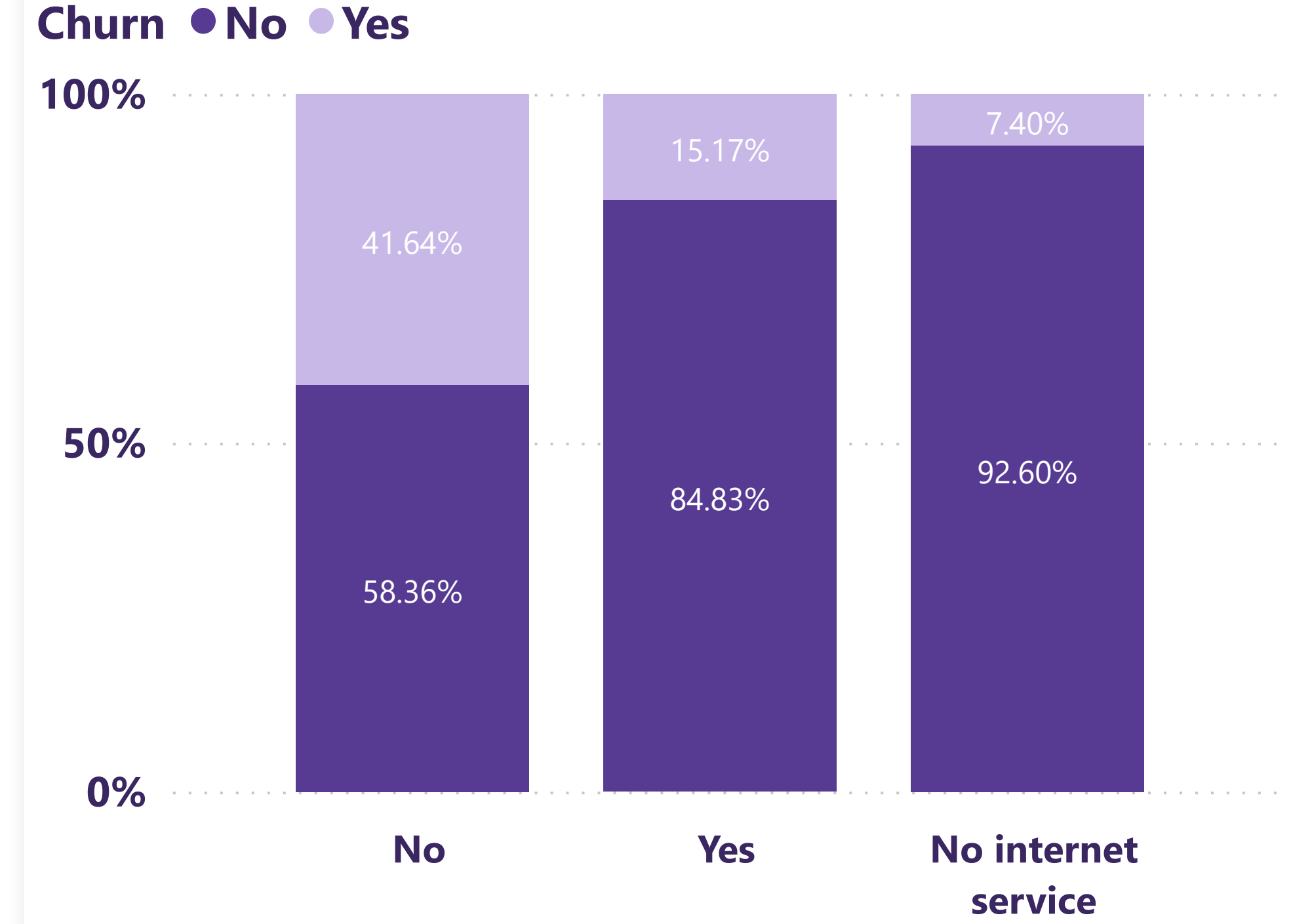
Phone Service



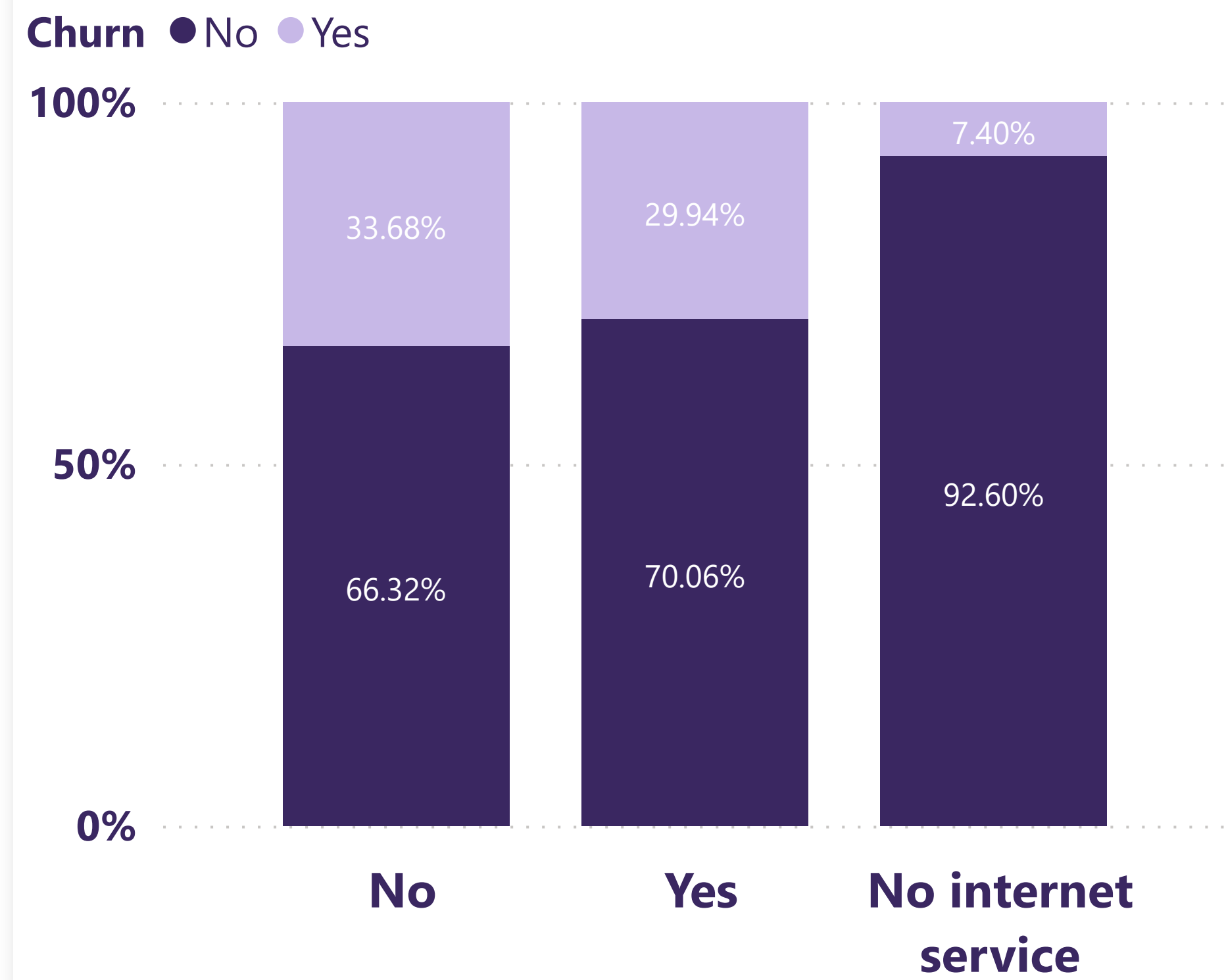
Payment Methods



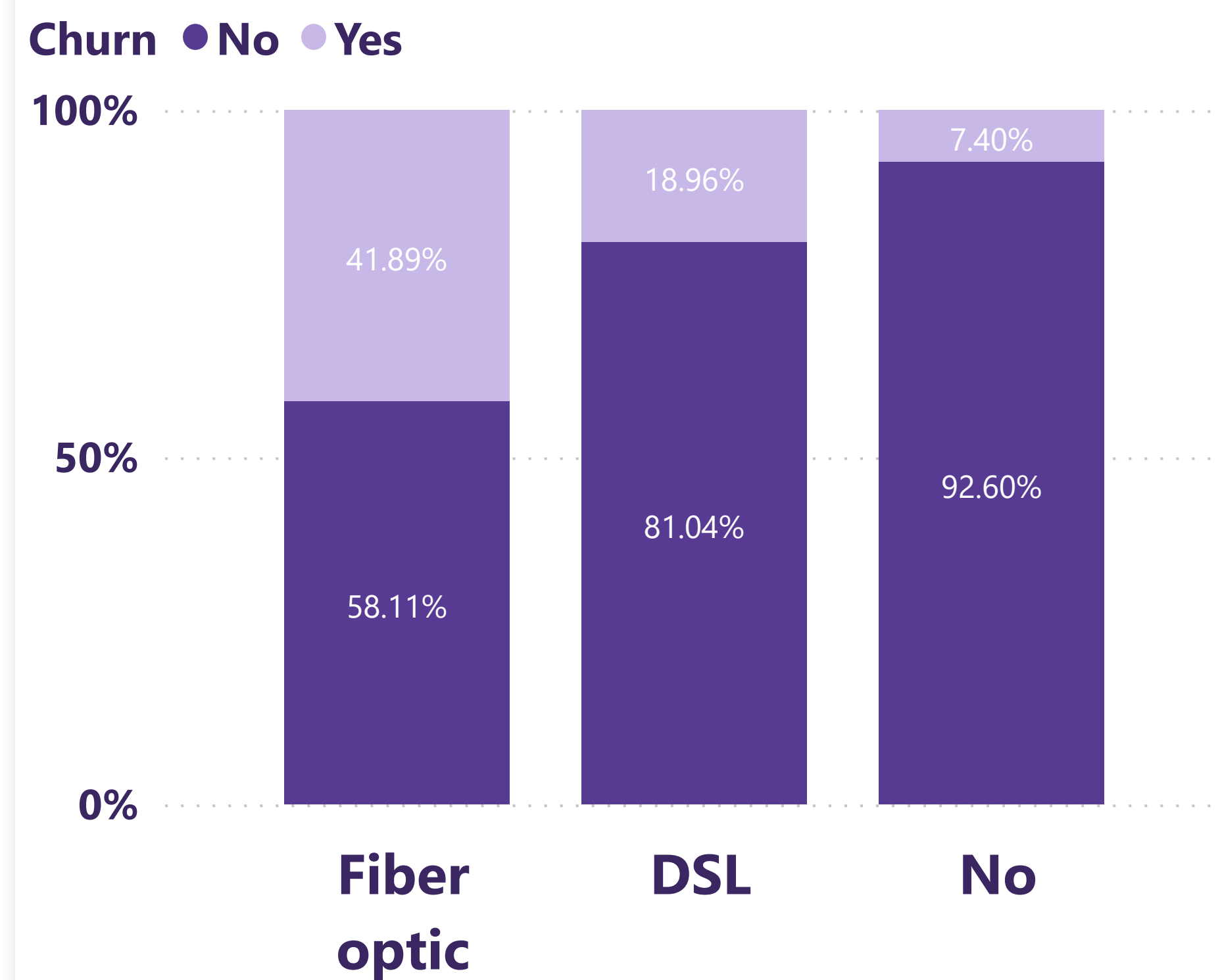
Tech Support



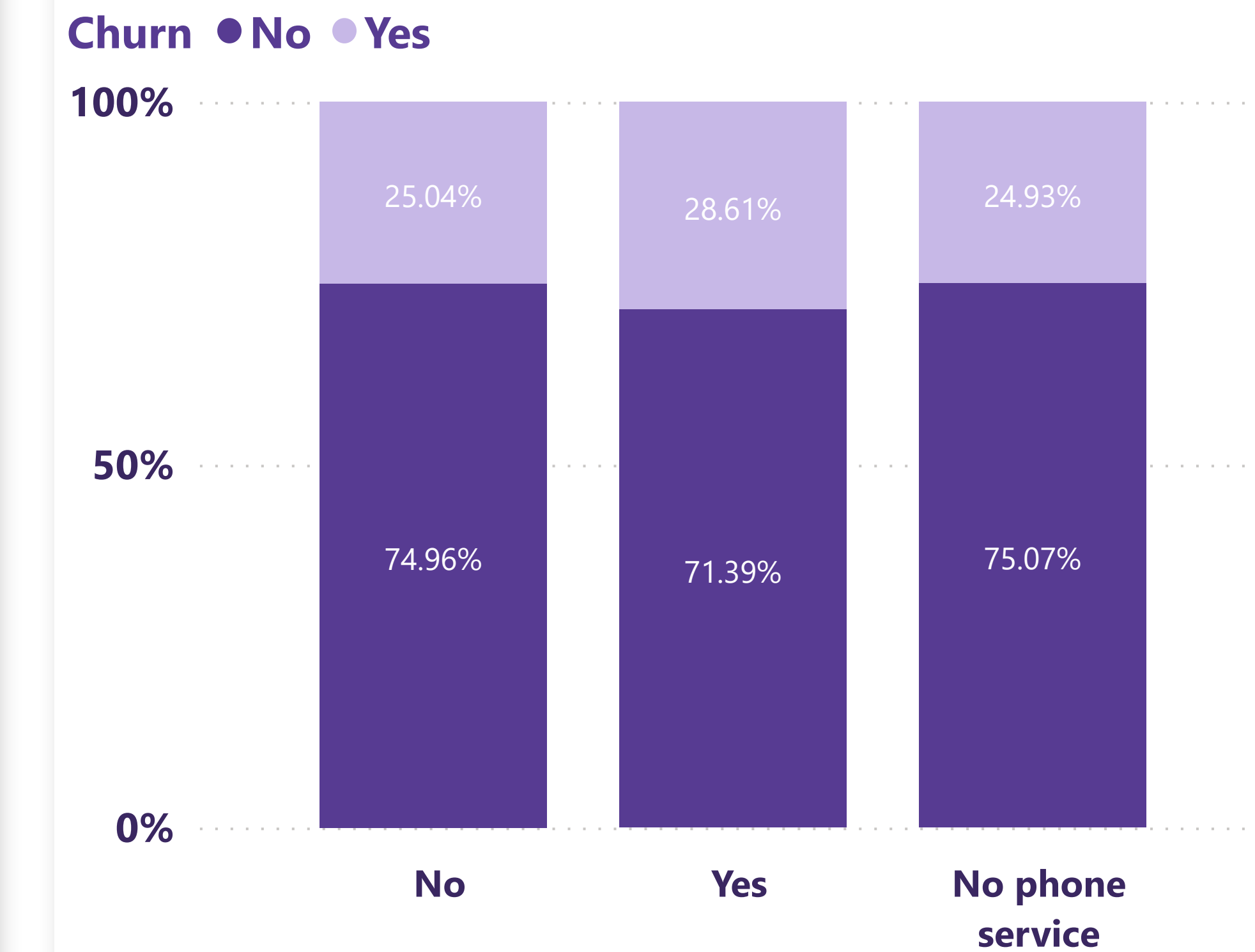
Streaming Movies



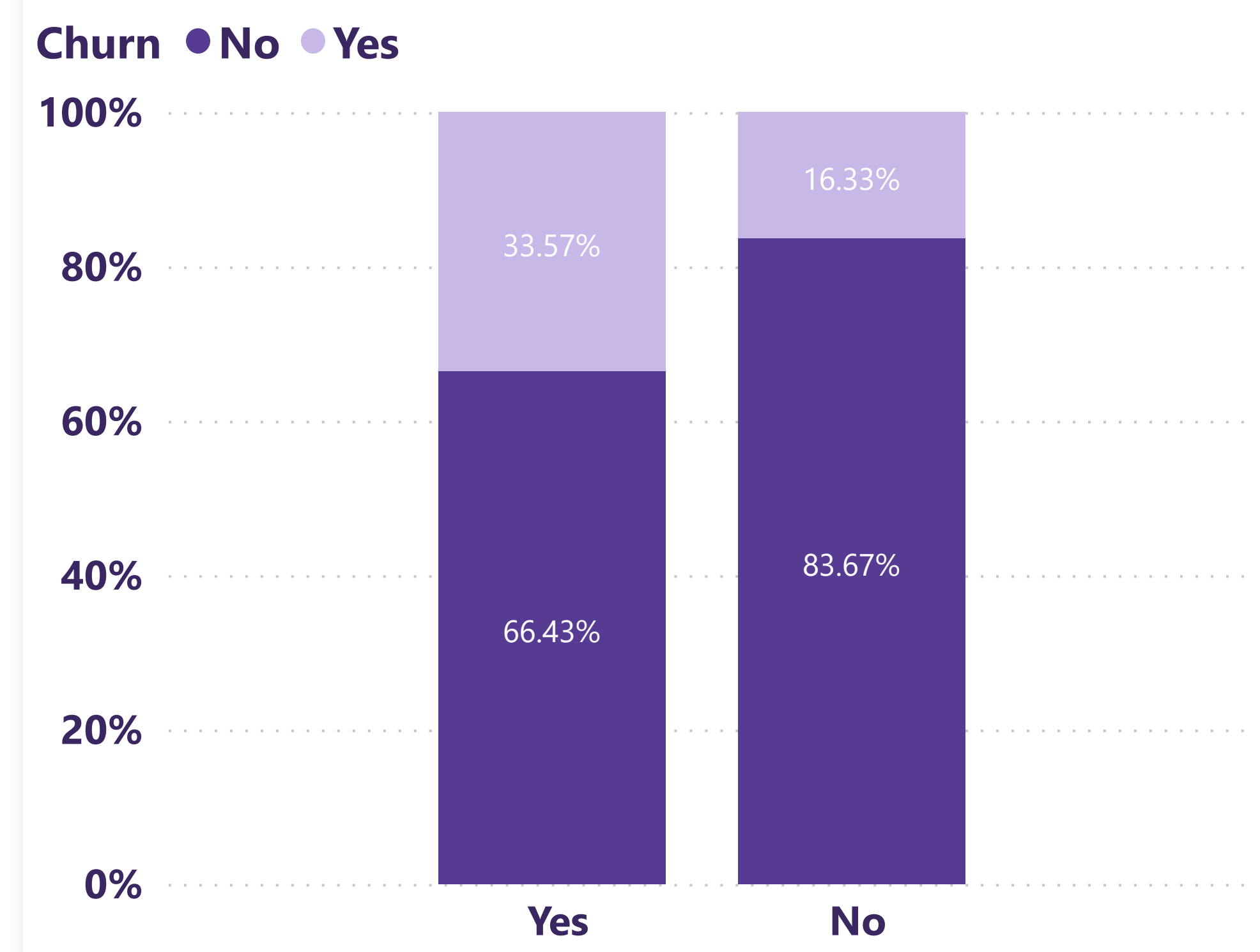
Internet Service



Multiple Lines



Paperless Billing



Key Insights :

- About 55% of customer From Total customer having Month-to- Month contract and the Churned customer made up 88% who have month-to-month Contract.
 - 75% of the customer were churned out Who subscribed paperless Billing.
 - Customer with long tenures most likely to stay longer with the company.
 - Around 42% churned out Who were using Fiber optics as of Internet Services.
 - Electronic check Payment had highest churn customer while Credit cards had lowest churn customer.
 - Around 16% people with dependent and 36% people with partners Churned.
- Number of churned customer is 11500

Recommendations :

- Improving Fiber optics Internet services to retain the customers.
- Tech support should improve to retain the customers.
- Most churning customer have month- to-month contract. Company should provide better services with sign up yearly contract.