



# Customer Retention & Churn Overview

7043

Total Customers

32.37

Average Tenure

1869

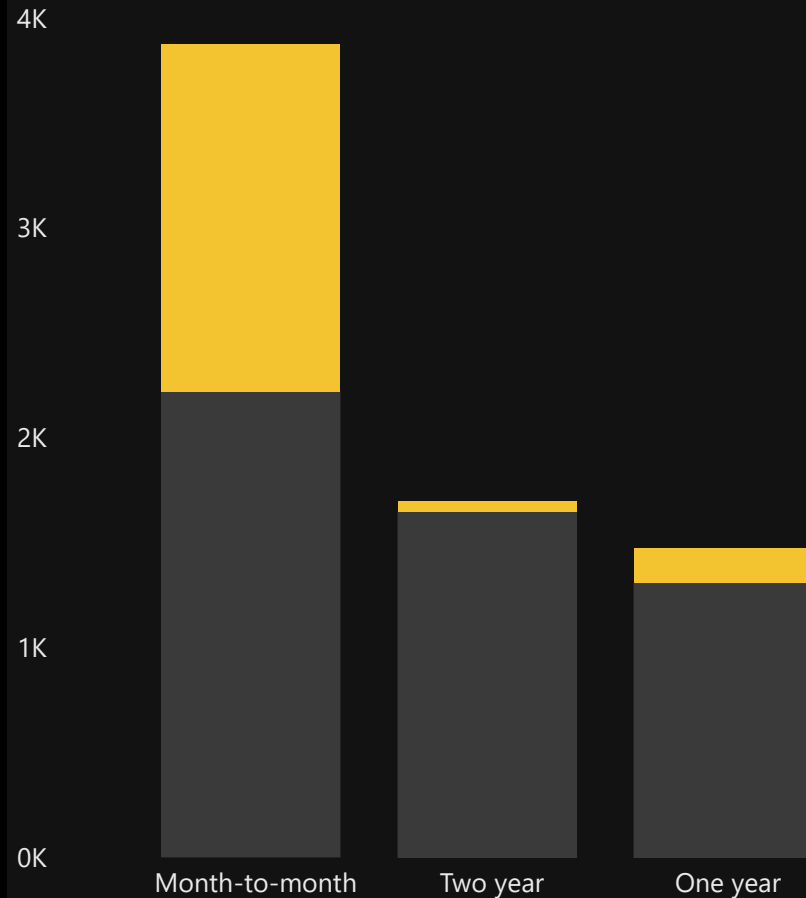
Churned Customers

0.27

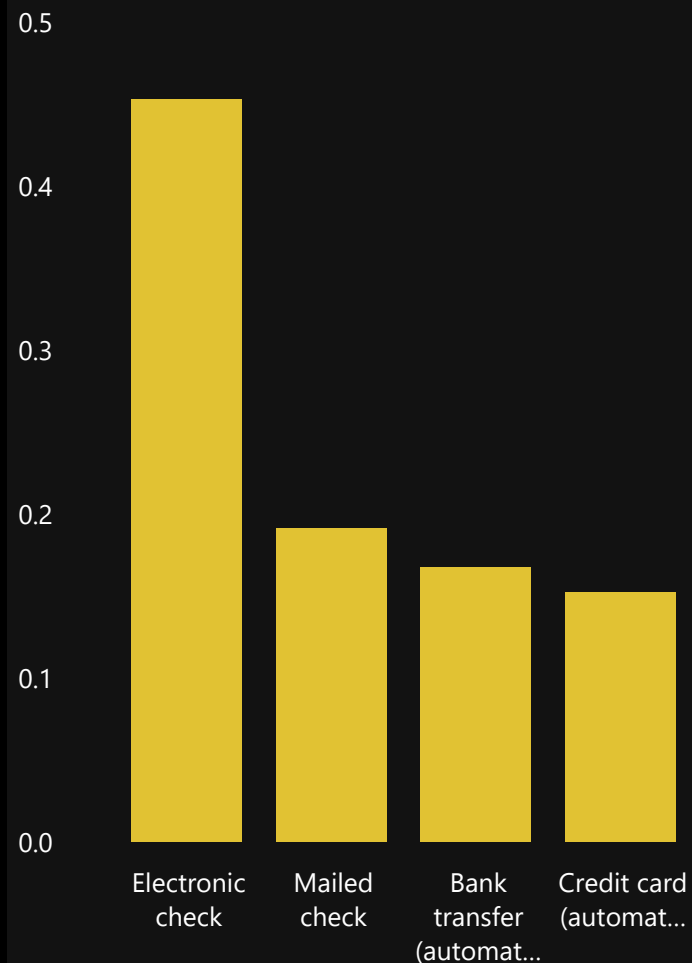
Churn Rate %

## Churn by Contract Type

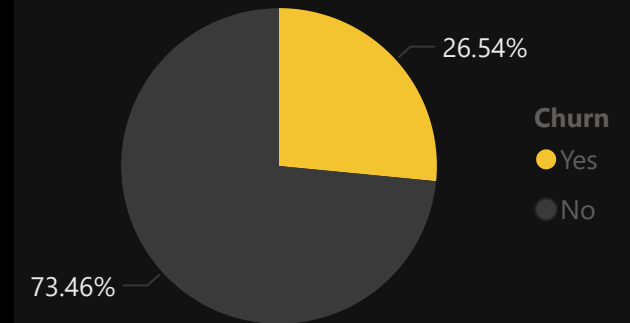
Churn ● No ● Yes



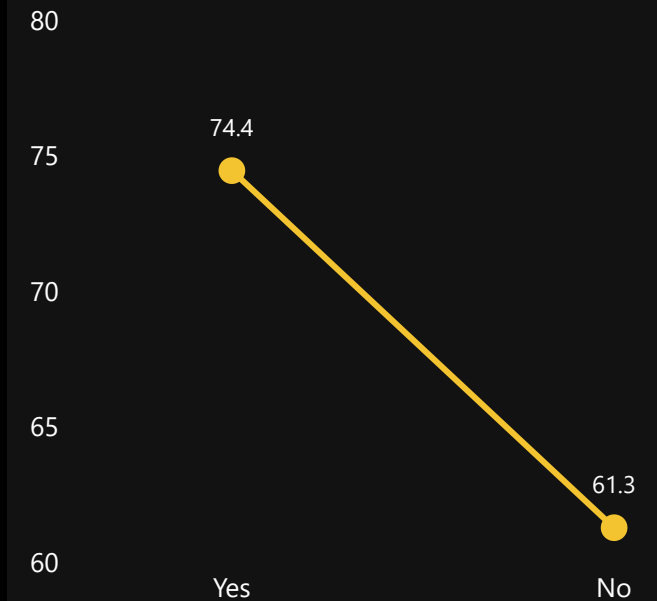
## Churn Rate by PaymentMethod



## Overall Churn Distribution



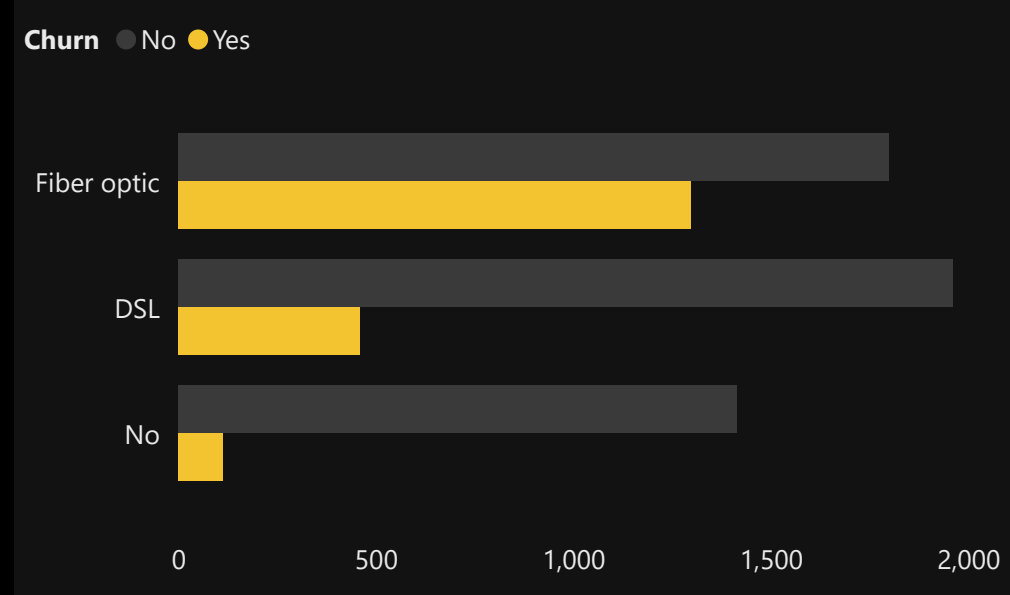
## Average Monthly Charges by Churn Status





# Customer Churn Patterns & Retention Drivers

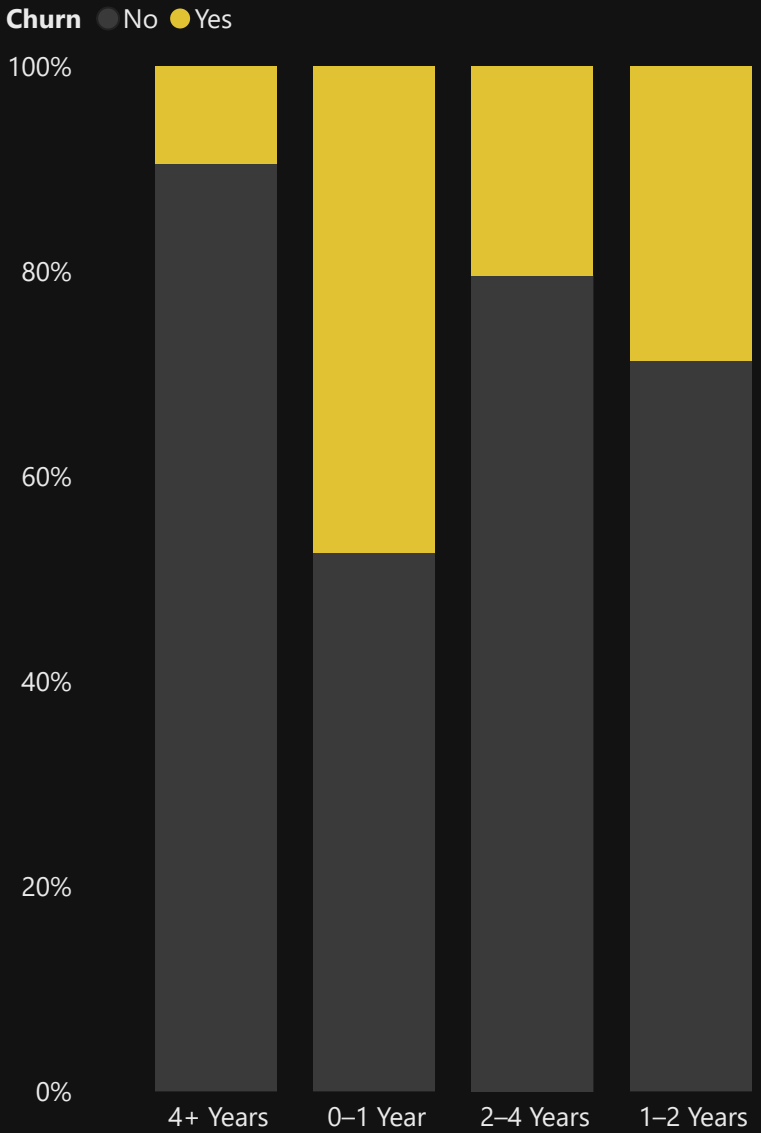
Churn by Internet Service



Impact of Tech Support on Churn

TechSupport	No	Yes
▲		
No	2027	1446
No internet service	1413	113
Yes	1734	310

Churn Across Customer Tenure Groups



Churn Pattern by Online Security Usage

