

1.Age Distribution and Churn Rate:

What is the distribution of ages among your customers? Is there a relationship between age and churn rate?

2.Gender Analysis:

What is the gender distribution of your customers? Is there any noticeable difference in churn rates between genders?

3.Tenure and Churn:

How long, on average, have your customers been with your service (tenure)? Is there any pattern between tenure and churn?

4.Usage Frequency:

How frequently do customers use your service, on average? Does usage frequency affect churn rates?

5.Support Calls and Churn:

What is the average number of support calls made by customers? Is there any correlation between support calls and churn?

6.Payment Delay:

What is the typical payment delay among customers?

Does payment delay influence churn behavior?

7.Subscription Type and Contract Length:

What are the different subscription types and their proportions? Do customers with different subscription types have different churn rates? How does contract length relate to churn?

8.Total Spend and Churn:

What is the average total spend of customers? Is there any correlation between total spend and churn?

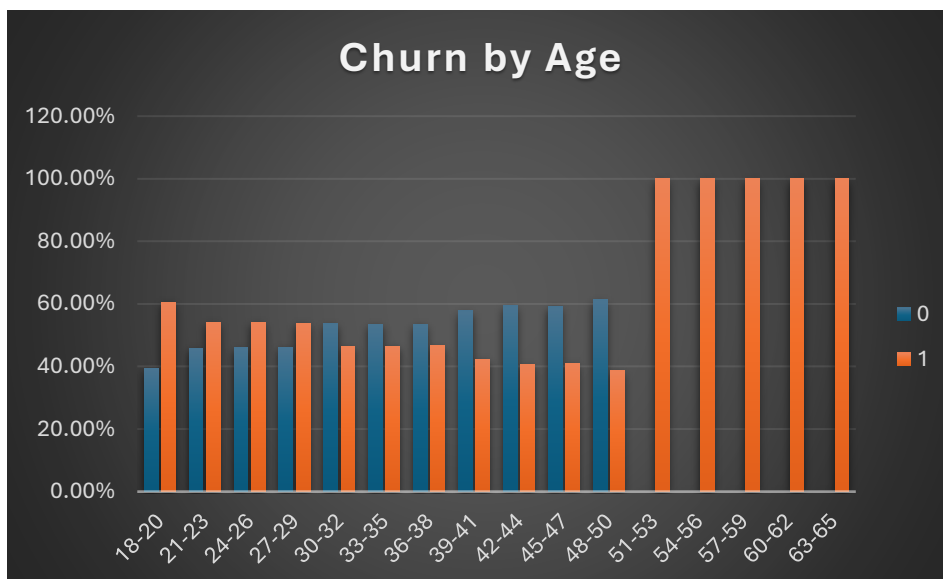
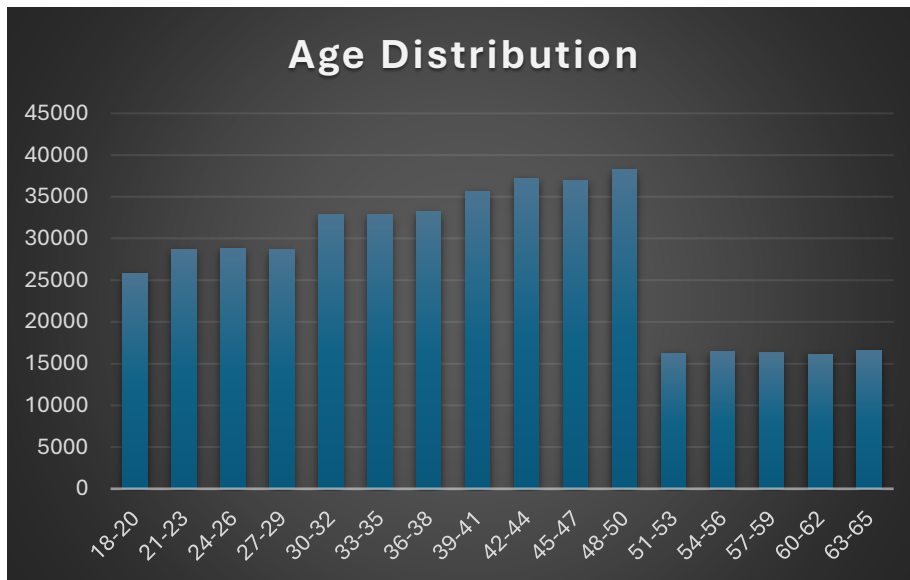
9.Last Interaction:

How recently did customers interact with your service? Is there any connection between the recency of the last interaction and churn?

10.Churn Analysis:

What is the overall churn rate in your dataset? Are there specific patterns or trends that stand out in the churned customers?

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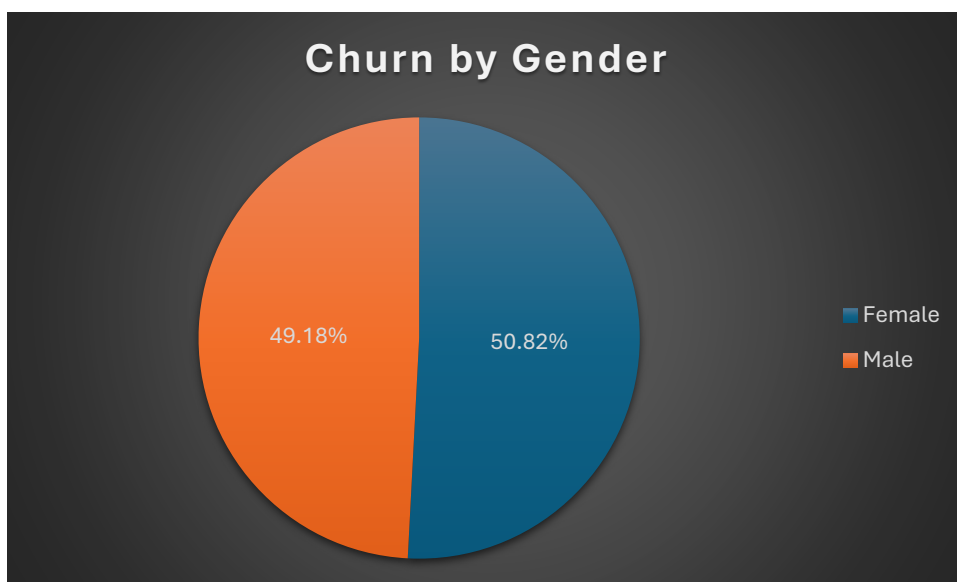
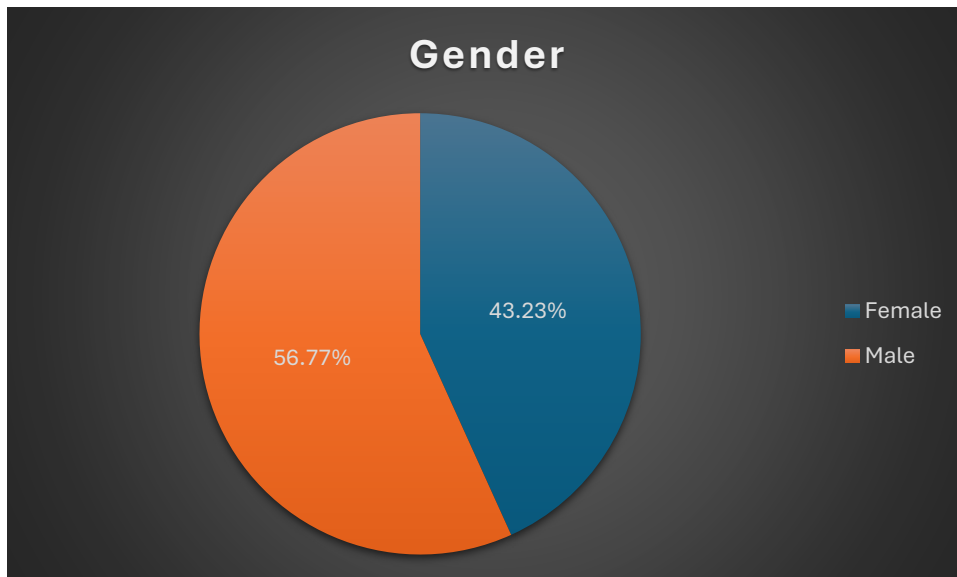


We have a significant number of customers in the 40-50 age range, with a smaller but still substantial group in the 20-30 age range

almost half of the customers in the 20-30 group Churn but the churn rate drops for the next age groups until 41-50 age group

Everyone who is older than 50 Churn!!!

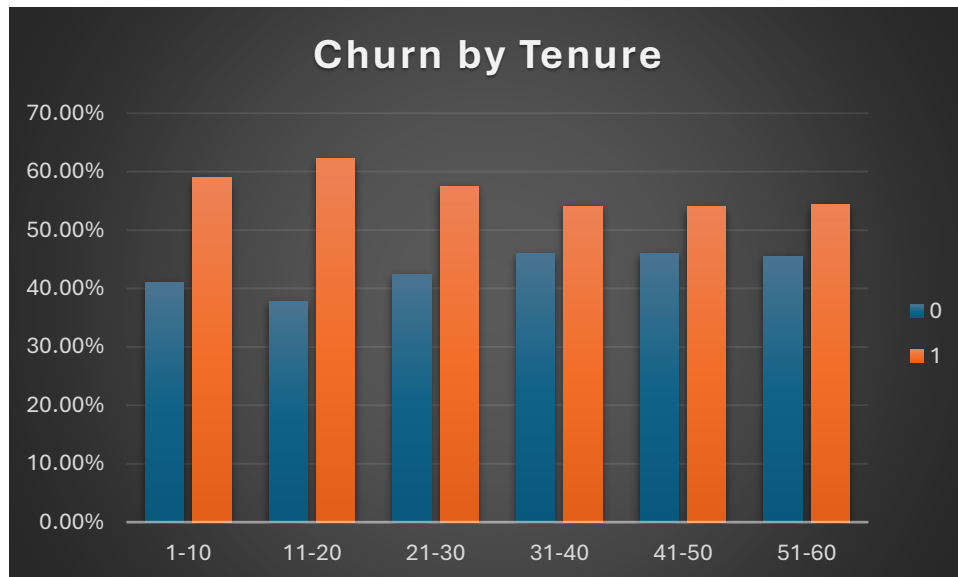
2-



More than half of the customers are Male

But the Churn rate for the female is slightly higher.

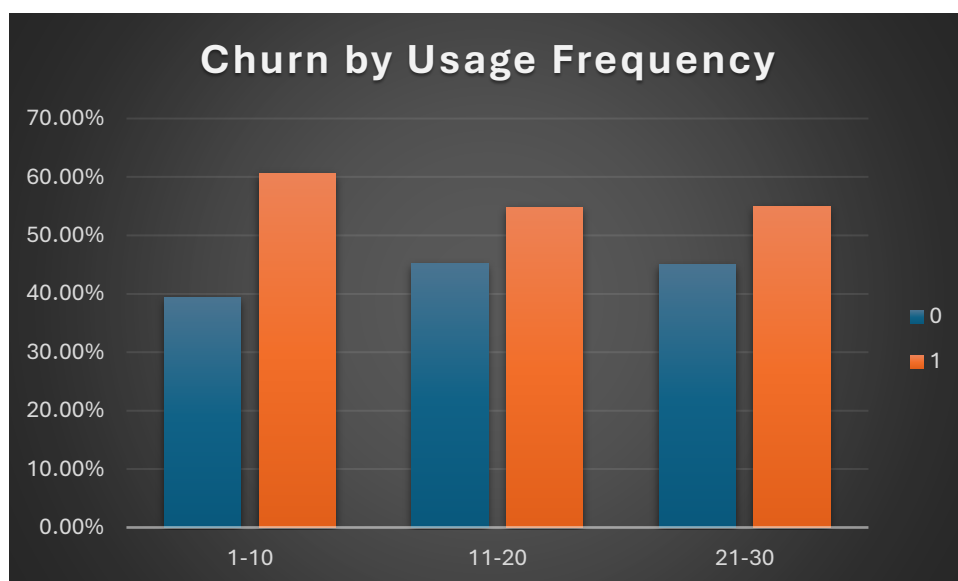
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The Churn Rate is slightly higher in the 1-20 Tenure

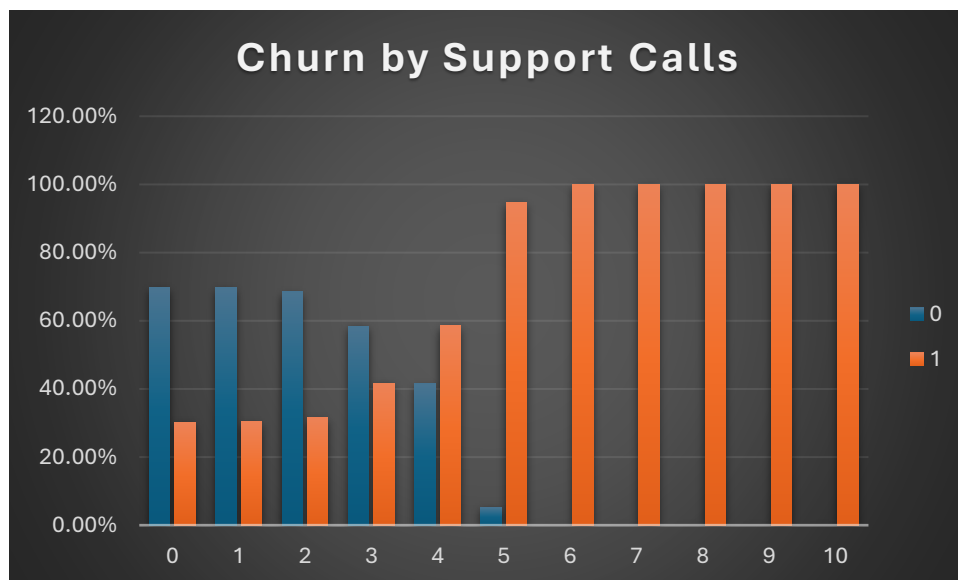
That means That the new customers have higher Churn Rate than Old customers

4-



The customers that have used our services less than 10 times have higher Churn Rate

5-

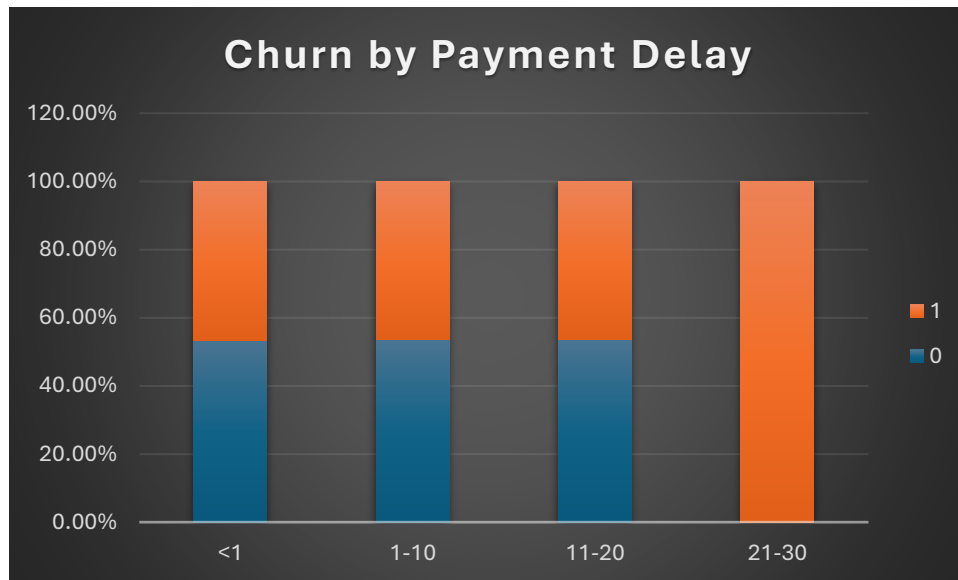


As the Support Calls go higher the Churn Rate also goes higher

As the Support Calls get more than 5 the Churn Rate become Absolute!

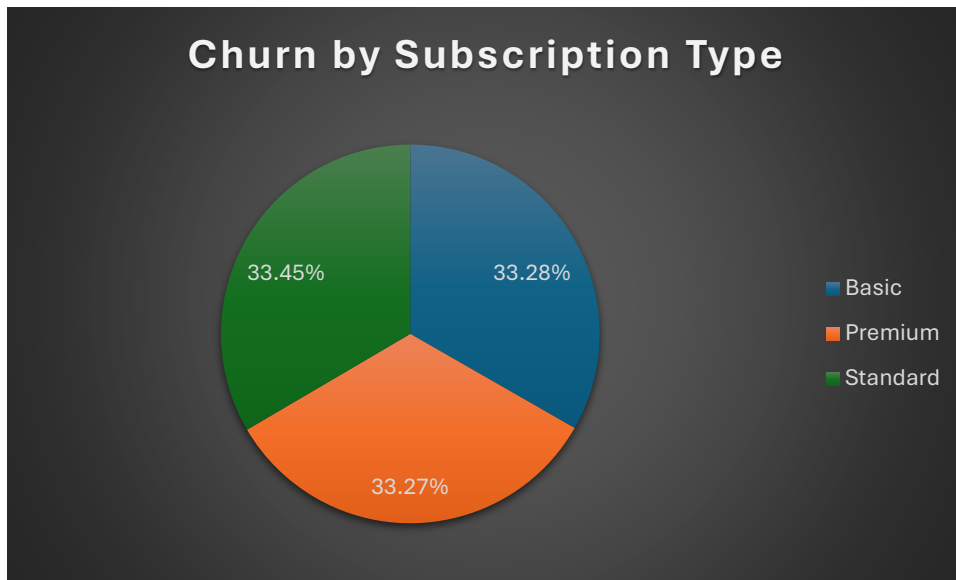
It looks like the supporters are not doing their job well

6-

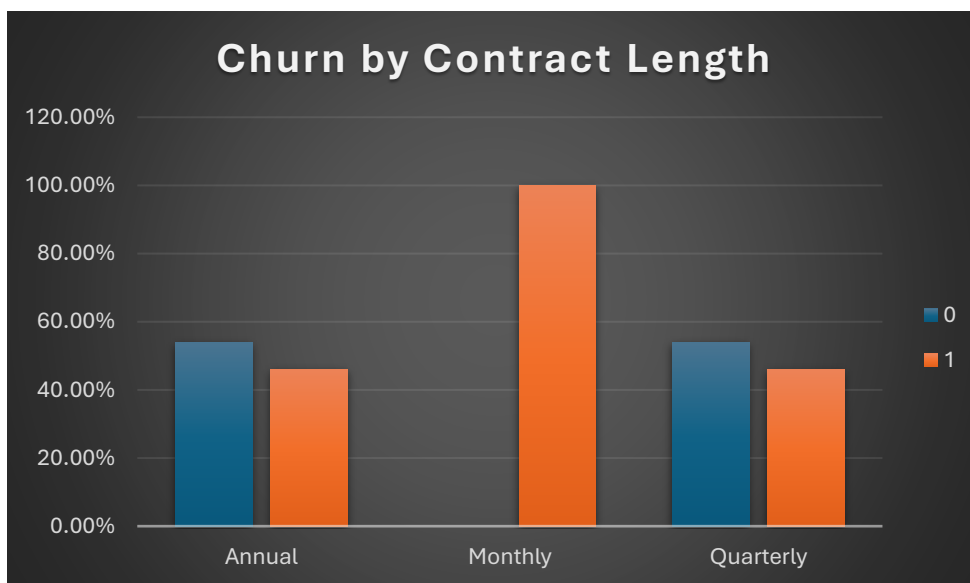


The Churn Rate is 100% in 21-30 Payment Delay
Other than that, it's almost Half

7-

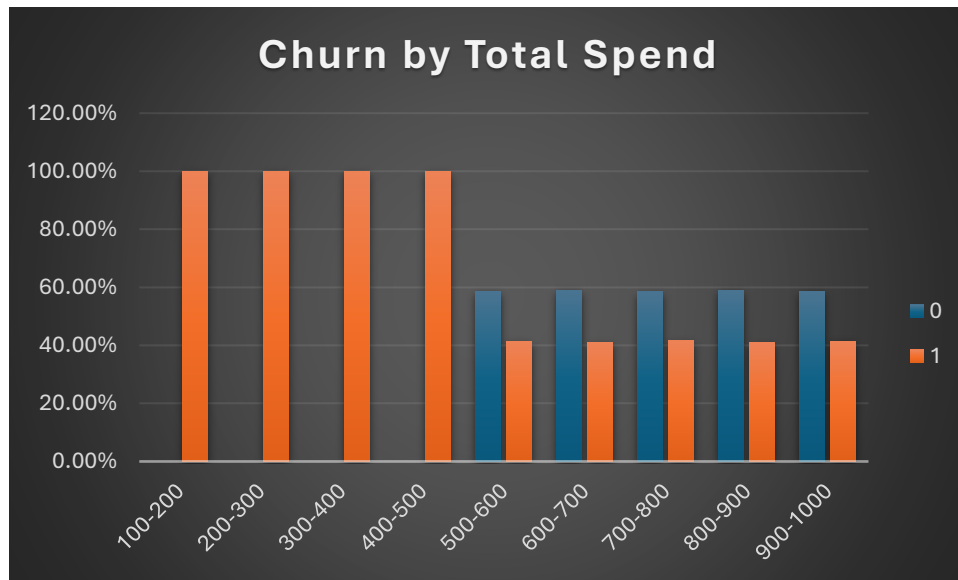


There is no correlation between Churn Rate and Subscription Type



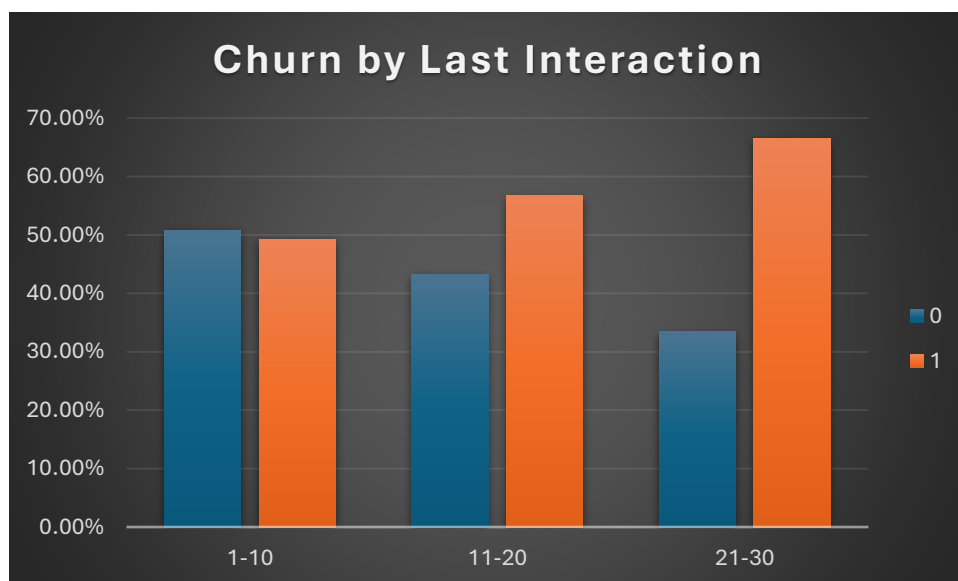
On the other hand, the monthly Contract Length has Absolute Churn Rate

8-



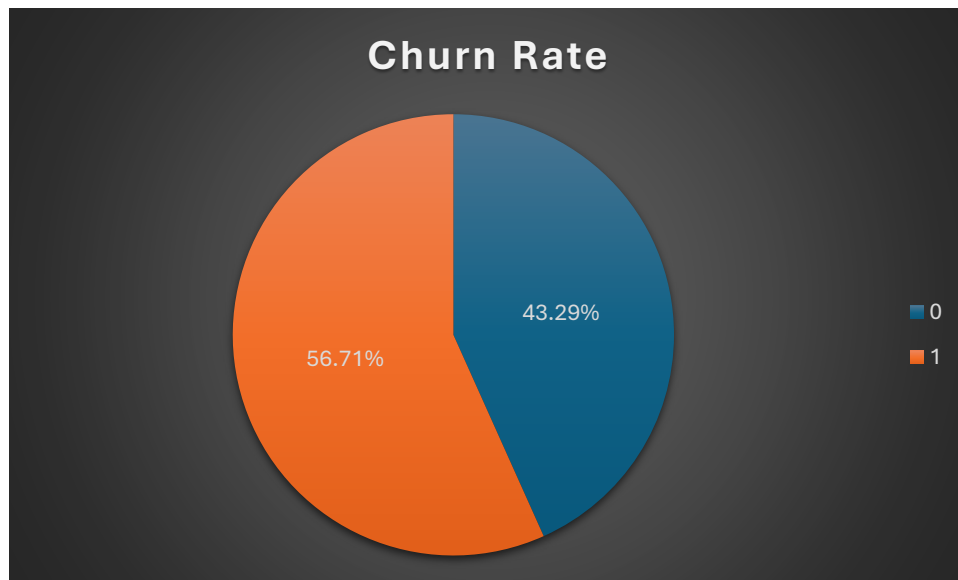
most customers who spend more than 500\$ tend not to churn

9-



Last Interaction has a little impact on Churn Rate, it just gets slightly higher when it gets longer

10-



As you can see most of our Customers Churn!