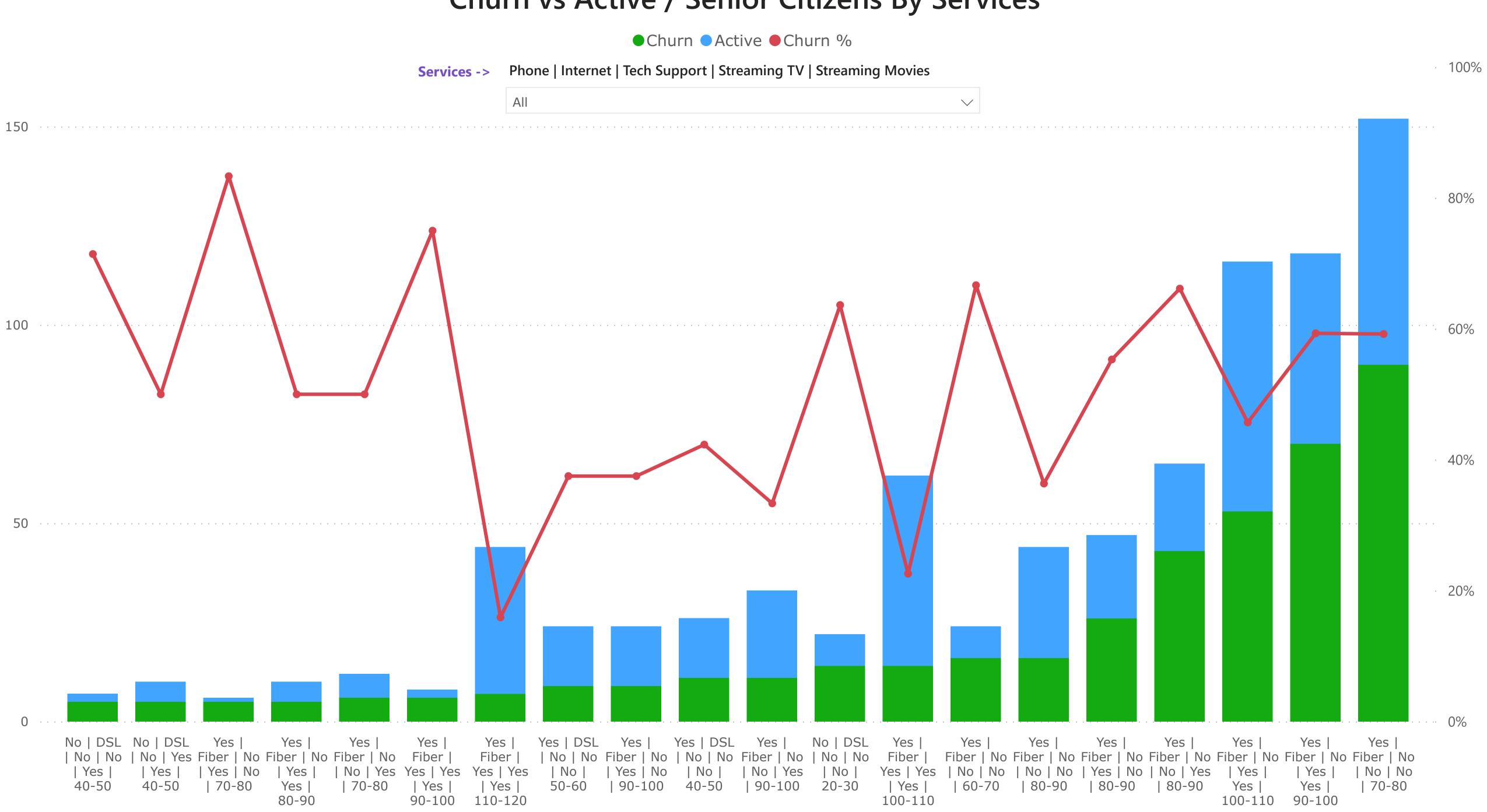




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## Churn vs Active / Customer Socio-Demographics ● Churn ● Active ● Churn % 100% **Demographics** -> Gender | Dependent | Partner | Months Of Tenure | Contract 80% 60% 20% M | No | F | No | M | Yes | M | No | F | No | F | Yes | M | No | F | No | F | No | F | No | M | No | M | Yes | M | No | F | No | M | No | F | No | M | No | F | No | F | No | M | No | Yes | 1 | No | 15 | Yes | 1 | No | 7 | No | 10 | No | 5 | No | 3 | No | 6 | No | 9 | No | 7 | Yes | 1 | No | 5 | No | 1 | No | 4 | No | 4 | No | 3 | No | 1 | No | 1 | No | 2 | No | 2 | Monthly Monthl

## Churn vs Active / Senior Citizens By Services



## Churn vs Active / Service Packages ● Churn ● Active ● Churn % 100% Internet | Online Security | Online Backup | Device Protection | Tech Support | Streaming TV | Streaming Movies 80% 20% Fiber | DSL | No No | NA | Fiber | Fiber | DSL | No Fiber | Fiber | DSL | No DSL | No Fiber | DSL | Yes Fiber | | Yes | Yes | No No No No Yes | Yes No | No Yes | Yes Yes | Yes No | Yes Yes | No Yes | Yes | No No | Yes | Yes | No | Yes | No | No | No

Yes

Yes

## Churn vs Active / Monthly Payment

