Customer Demographics Analysis

Praportion of male and female

49.52%
50.48%
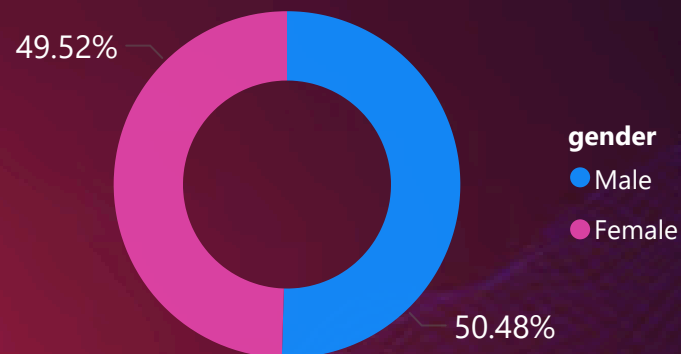
gender
- Male
- Female

senior citizens who have churn
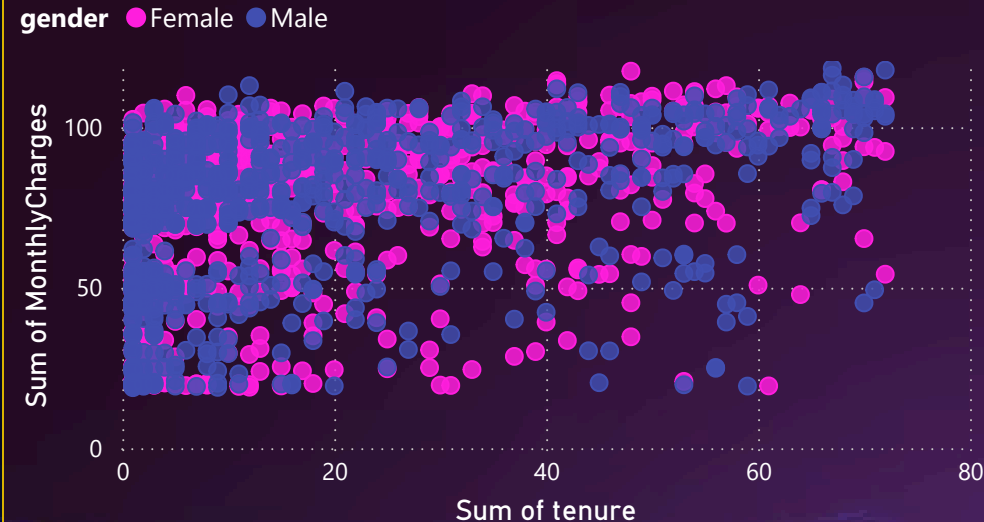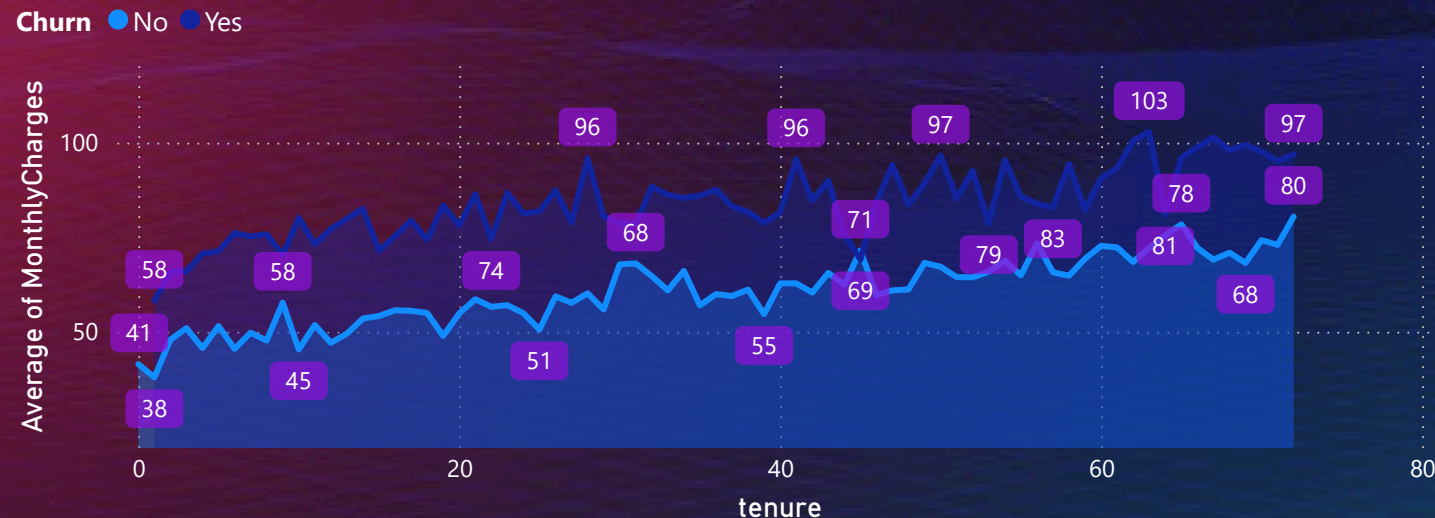

25.47%
74.53%

senior citizens
- No
- Yes
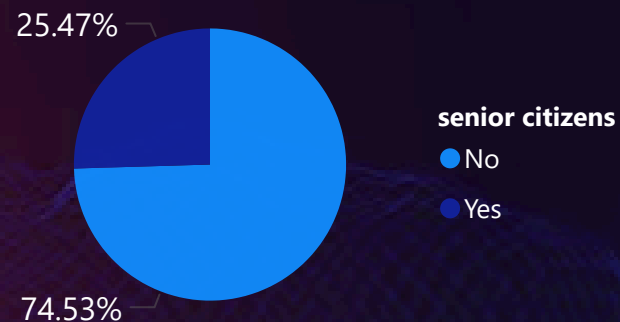
Sum of tenure and Sum of MonthlyCharges by customerID and gender

gender ● Female ● Male

Average of MonthlyCharges by tenure and Churn

Churn ● No ● Yes

Values shown: 58, 96, 96, 97, 103, 97, 68, 71, 78, 80, 58, 74, 79, 83, 81, 41, 51, 55, 69, 68, 38, 45

Churn Data Analysis

No	Yes
count	count
5K	2K
Sum of MonthlyCharges	Sum of MonthlyCharges
316.99K	139.13K
average charges	average charges
61.27	74.44

Service Subscription Analysis
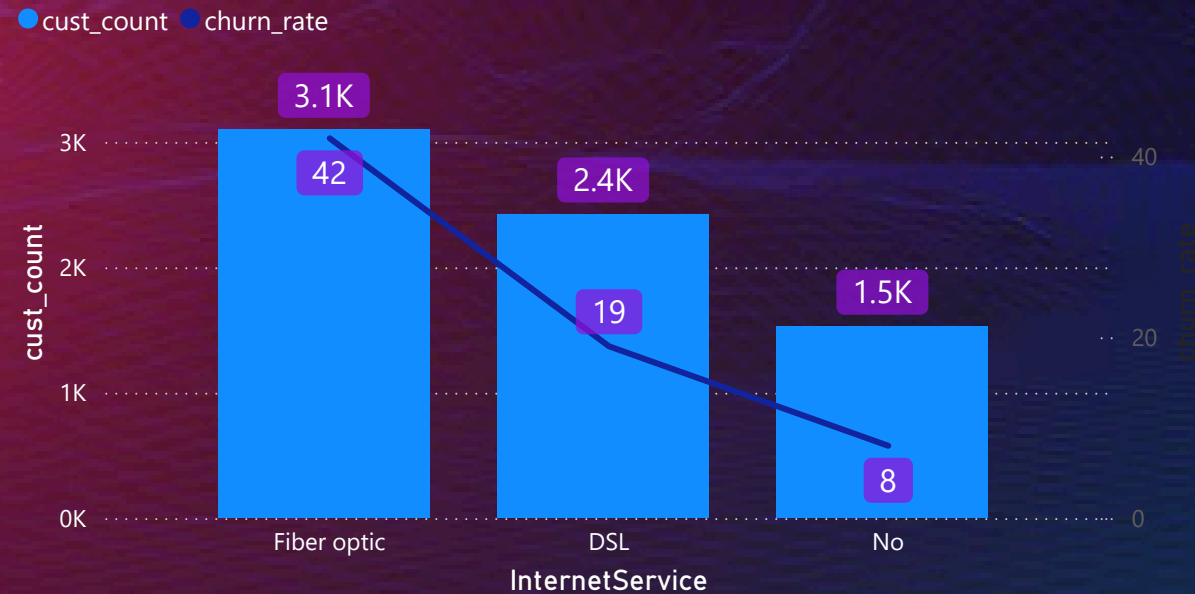
Count of customers by PaperlessBilling
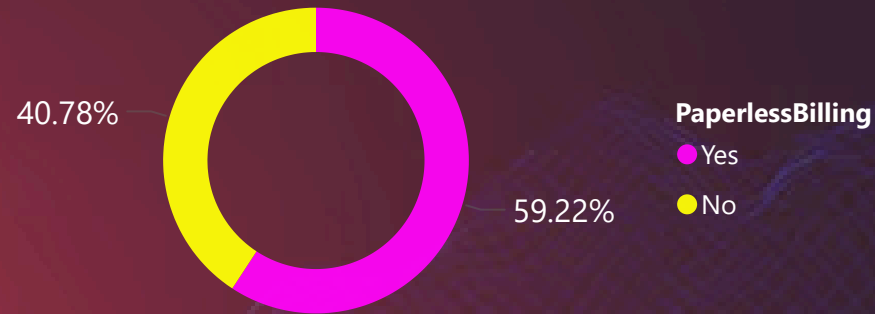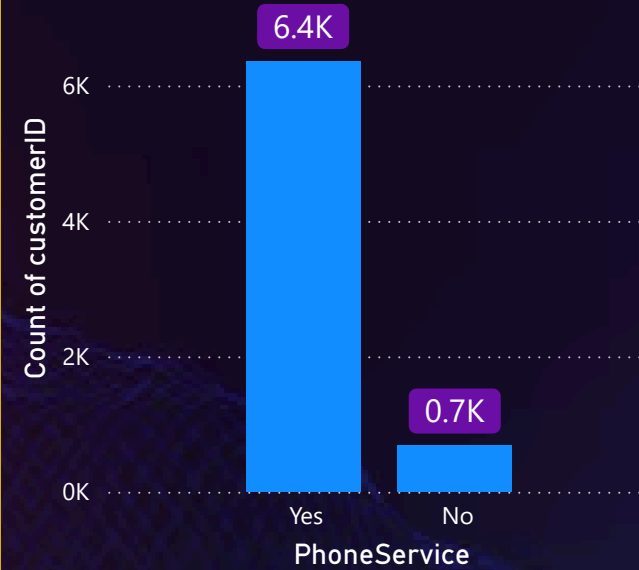
40.78%

59.22%

PaperlessBilling
- Yes
- No

customer Subscribed to Phone Services

6.4K

0.7K

Yes · No
PhoneService

Count of customerID

churn_rate by InternetService

42

19

8

Fiber optic · DSL · No
InternetService

churn_rate

cust_count and churn_rate by InternetService

- cust_count
- churn_rate

3.1K
42
2.4K
19
1.5K
8

Fiber optic · DSL · No
InternetService

cust_count

add-on services commonly used by churn customers

Attribute	Count of Value
MultipleLines	850
StreamingMovies	818
StreamingTV	814
DeviceProtection	545
OnlineBackup	523
TechSupport	310
OnlineSecurity	295
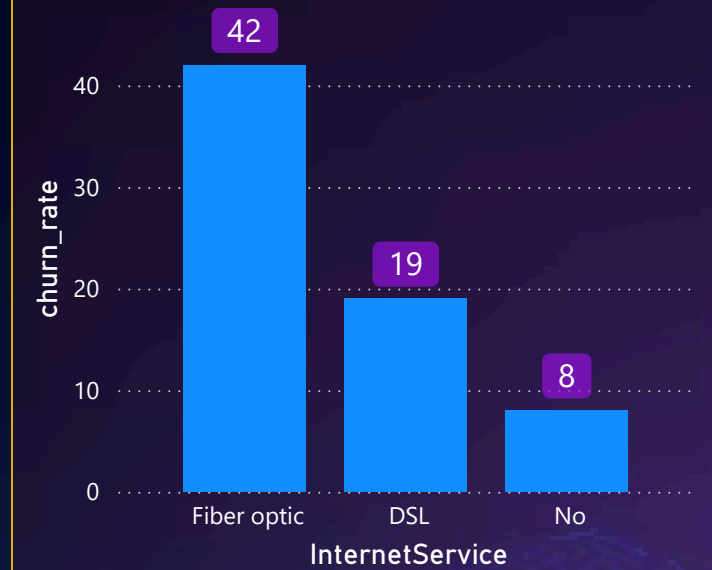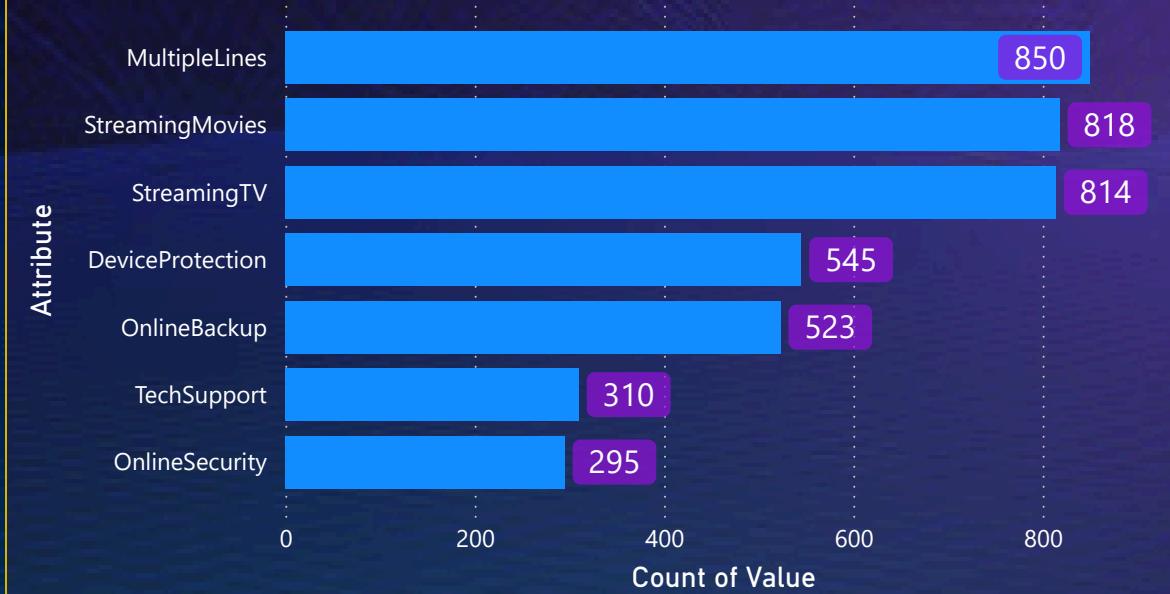
Contract & Billing Insights

16.06M
Sum of TotalCharges

Churn distribution across different payment method

Churn ● No ● Yes ● churn_rate

Churn rate by contract type

Average of TotalCharges by Contract
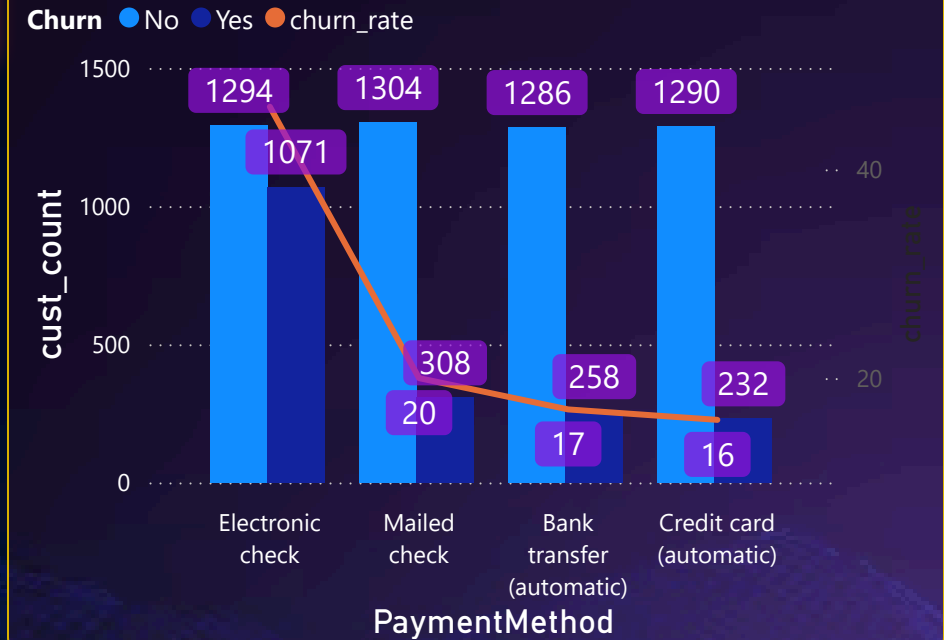
Sum of MonthlyCharges by PaymentMethod
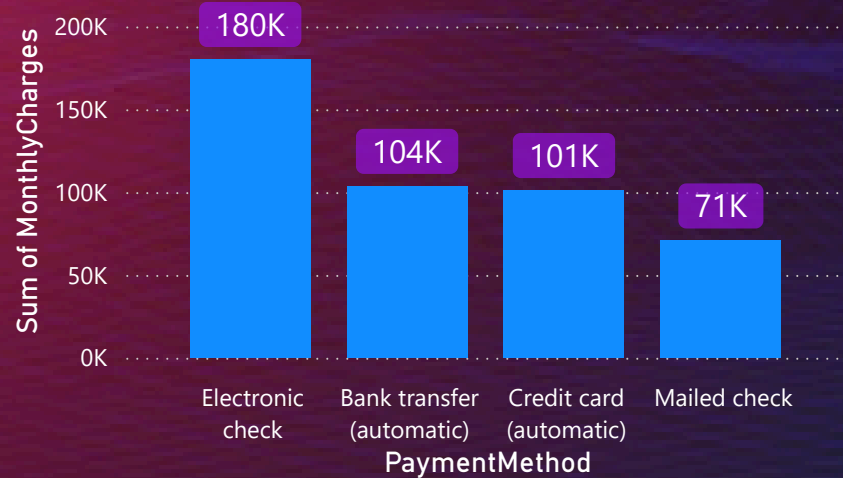
cust_count by PaperlessBilling and Churn

Churn ● No ● Yes
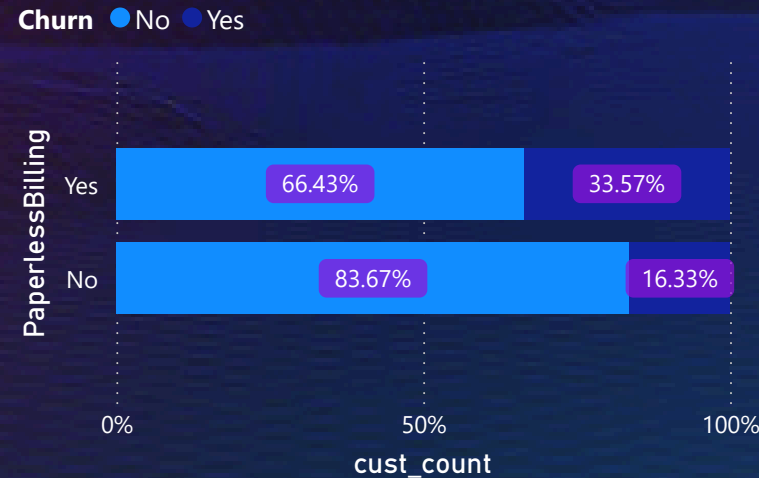
Average of tenure by Contract
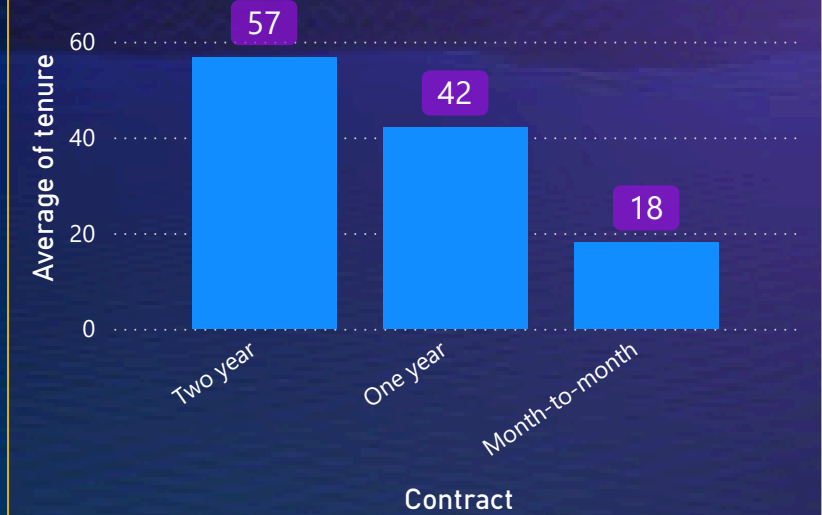
Churn Prediction & key Drivers

revenue_lost and revenue_retain by Churn

27.78%   22.22%
22.22%   27.78%

Churn
- No
- Yes

16.21	29.96	48.30
% Senior Citizen	% Dependents	% Partners / Couples

Churn Analysis
No	Yes

27.00
churn_rate

churn rate by Contract and InternetService

churn_rate

60
40
20
0

| 33 | 55 | 19 | 10 | 20 | 3 | 2 | 8 | 1 |

DSL | Fiber optic | No
Month-to-month
DSL | Fiber optic | No
One year
DSL | Fiber optic | No
Two year

InternetService
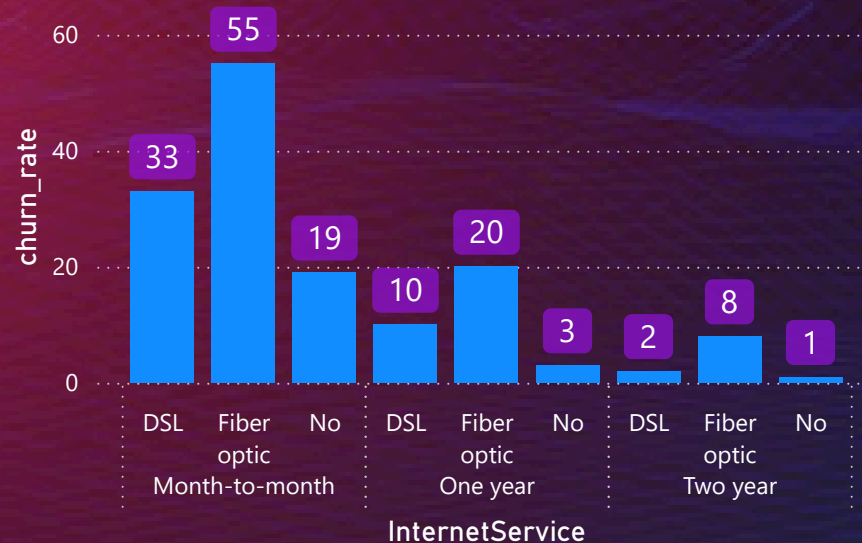
Key influencers   Top segments
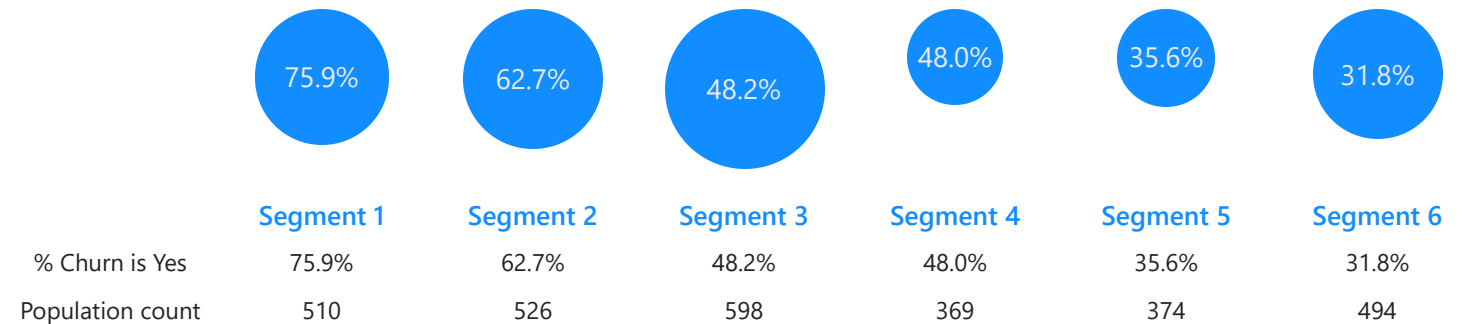
When is Churn more likely to be [Yes ▾] ?

We found 6 segments and ranked them by % Churn is Yes and population size. Select a segment to see...

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% Churn is Yes	75.9%	62.7%	48.2%	48.0%	35.6%	31.8%
Population count	510	526	598	369	374	494

Telecom Customers Churn Analysis

7043	1869	27.00	456K	16.06M
Total customer	Churn Customer	% Churn Rate	Total Monthly Charges	Sum of Total Charges

Proportion of Male And Female

Female 49.52%

Male 50.48%
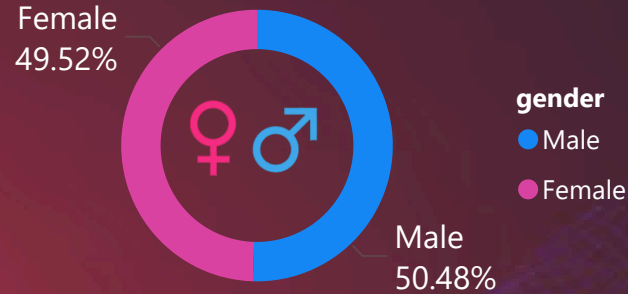
gender
- Male
- Female

16.21
% Senior Citizen

48.30
% Partners / Couples

29.96
% Dependents

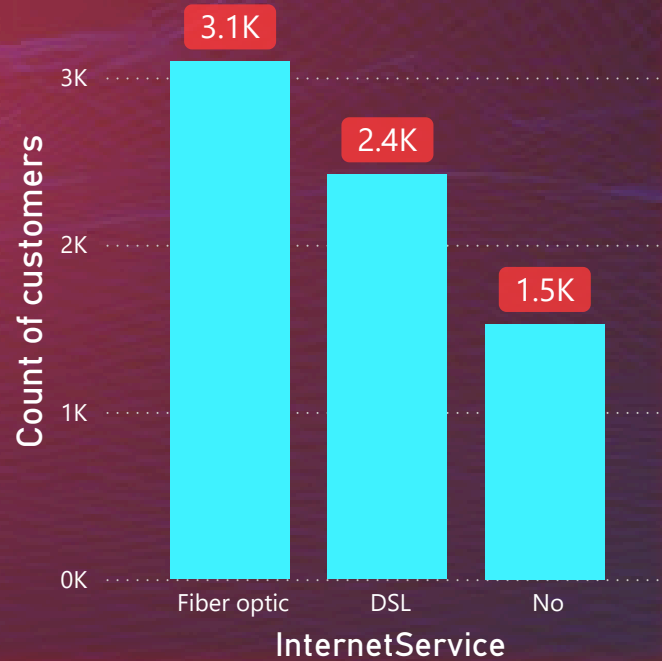## Add-On Services Commonly Used By Churn Customers

Add On Services	Count of Churn Customers
MultipleLines	850
StreamingMovies	818
StreamingTV	814
DeviceProtection	545
OnlineBackup	523
TechSupport	310

(x-axis: 0, 200, 400, 600, 800)
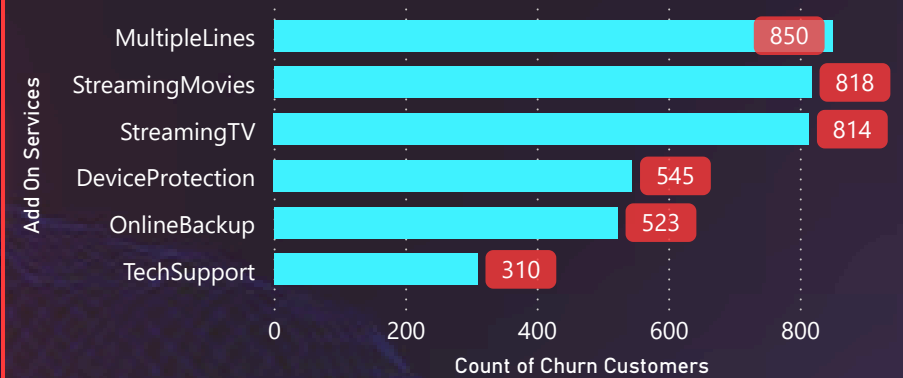
Churn Analysis

No	Yes

Gender

Female	Male

customer Subscribed to Phone Services

- Yes: 6.4K
- No: 0.7K

(y-axis: 0K, 5K — Count of customers; PhoneService)
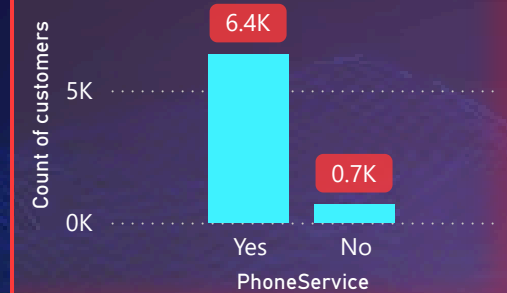
Count of customers by InternetService

- Fiber optic: 3.1K
- DSL: 2.4K
- No: 1.5K

(y-axis: 0K, 1K, 2K, 3K — Count of customers; InternetService)

Average of Tenure by Contract

- Two year: 57
- One year: 42
- Month-to-month: 18

(y-axis: 0, 20, 40, 60 — Average of tenure; Contract)

Count of Customers by Paperless Billing
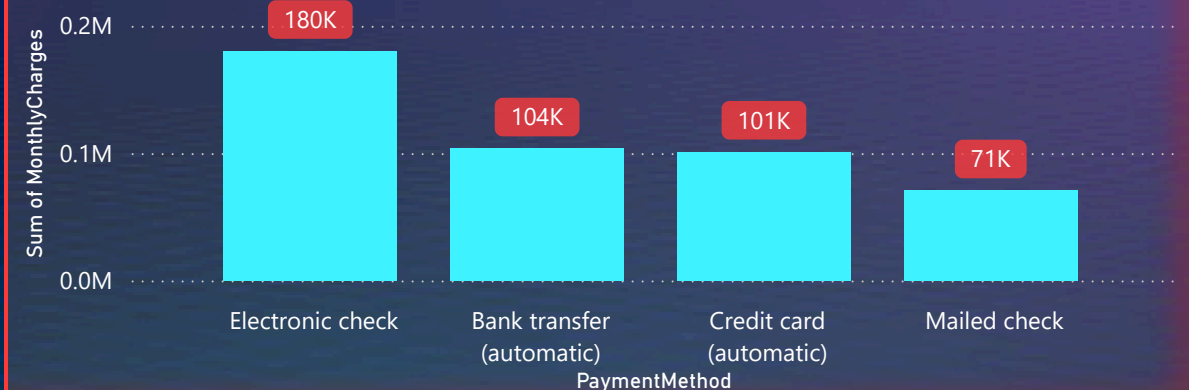
40.78%   59.22%

Paperless Billing
- Yes
- No

Sum of Monthly Charges by Payment Method

- Electronic check: 180K
- Bank transfer (automatic): 104K
- Credit card (automatic): 101K
- Mailed check: 71K

(y-axis: 0.0M, 0.1M, 0.2M — Sum of MonthlyCharges; PaymentMethod)

Telecom Customers Churn Analysis

7043	1869	27.00	456K	16.06M
Total customer	Churn Customer	% churn_rate	Total Monthly Charges	Sum of TotalCharges

Praportion of male and female
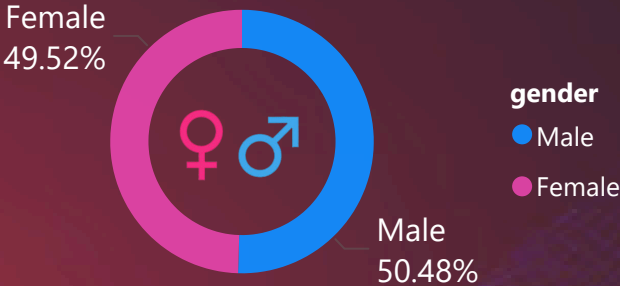
Female
49.52%

Male
50.48%

gender
- Male
- Female

add-on services commonly used by churn customers

Add On Services	Count of Churn Customers
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OnlineSecurity	295

customer Subscribed to Phone Services

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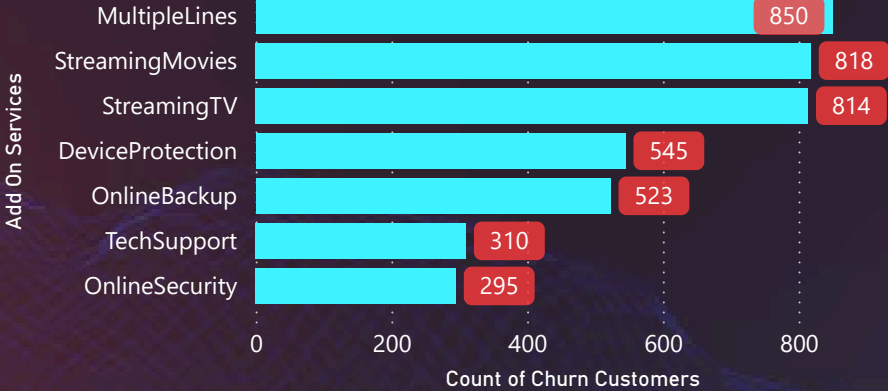
PhoneService
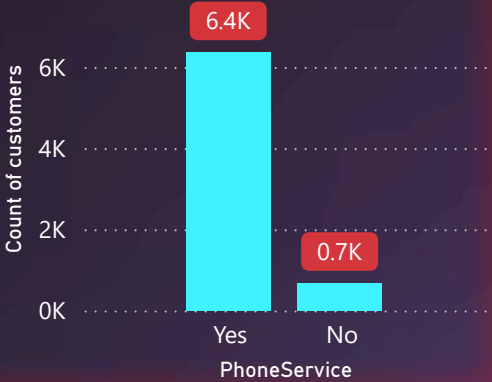
Churn Analysis
No
Yes

gender
Female
Male

customer count and churn rate by InternetService

- customers count
- churn rate

Fiber optic: 3.1K, 42
DSL: 2.4K, 19
No: 1.5K, 8

Average of Tenure by Contract

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