

# Churn Analysis

10K

Total Customers

33.30K

Expected Monthly Loss

1.021K

Total Churned

10.21%

Churn Rate

Key influencers

Top segments



What influences churn to

Increase



?

When...

Sum of tenure\_months is 5 or less

→ 0.24

...the average of churn increases by

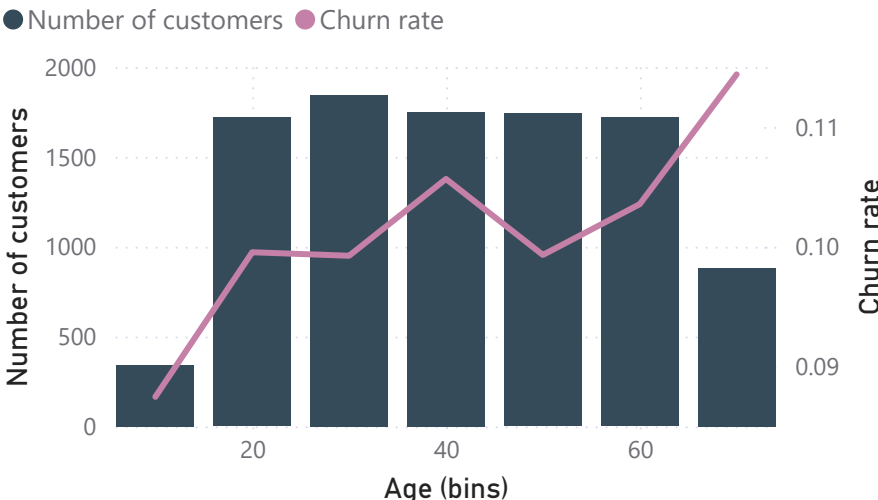
Sum of monthly\_logins is 4 or less

→ 0.2

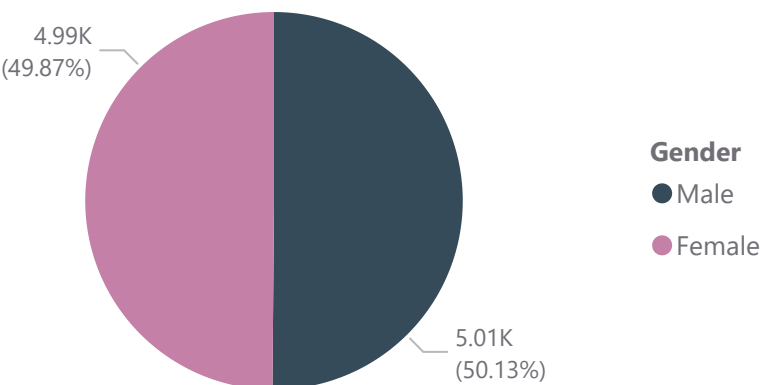
Sum of csat\_score is 2 or less

→ 0.18

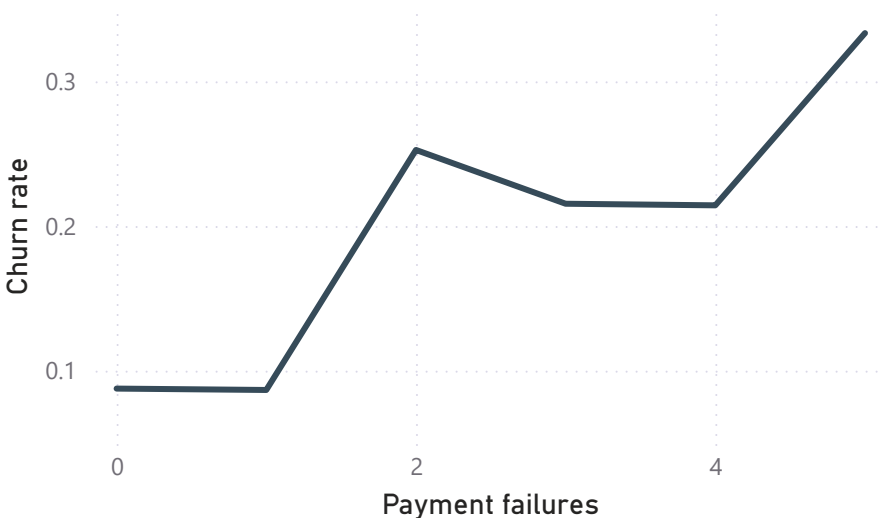
Number of customers and Churn rate by Age (bins)



Customers by Gender



Churn rate by Payment failures



Churn rate by Country

