

Churn Analysis

Key influencers Top segments

What influences churn to Increase ?

- When...
- Sum of tenure_months is 5 or lessthe average of churn increases by 0.24
 - Sum of monthly_logins is 4 or less 0.2
 - Sum of csat_score is 2 or less 0.18



10K

Total Customers

33.30K

Expected Monthly Loss

1.021K

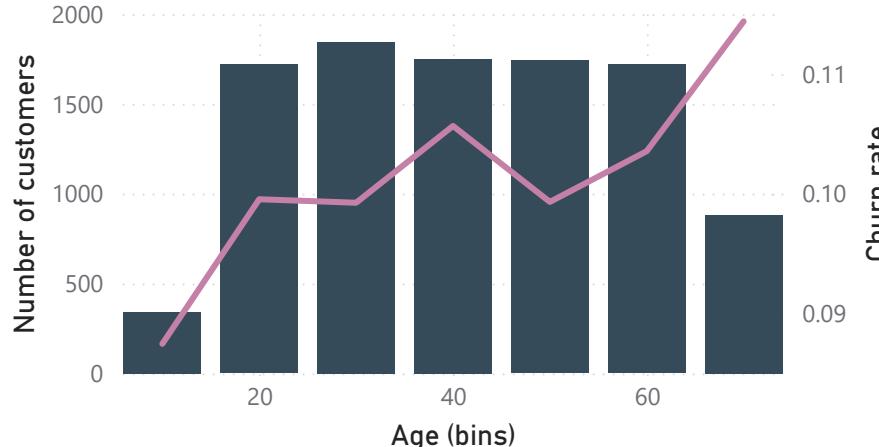
Total Churned

10.21%

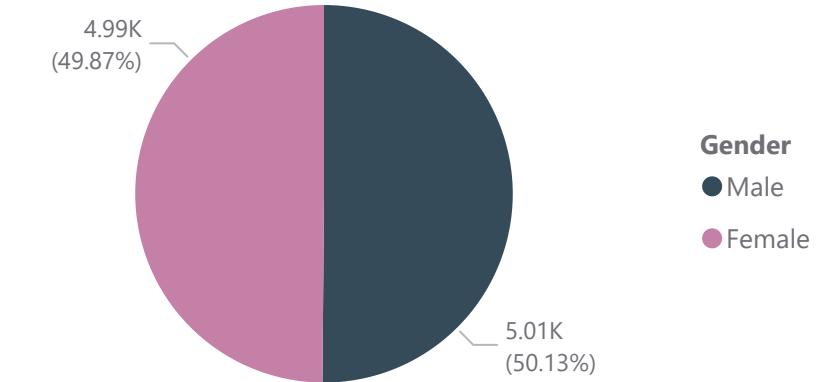
Churn Rate

Number of customers and Churn rate by Age (bins)

● Number of customers ● Churn rate



Customers by Gender



Churn rate by Payment failures



Churn rate by Country

