

# Customer Retention Analysis

Churn 

Average monthly charges

Total customers

☐ No  
☒ Yes

Average total charges

1869

74.4

53K

Phone

90.90%

Multiple Lines

Internet

45.48... 93.95...

Online Security

Online Backup

15.78... 27.98%

Device Protection

Tech Support

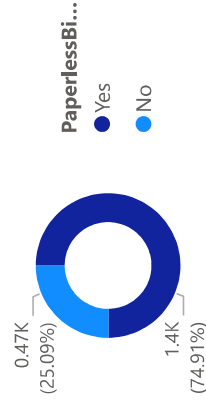
29.16% 16.59...

Streaming TV

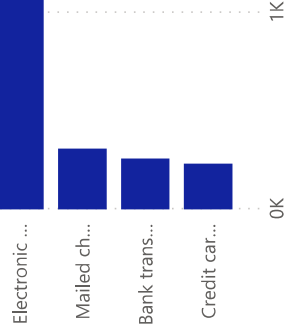
Streaming Movies

43.55... 43.77%

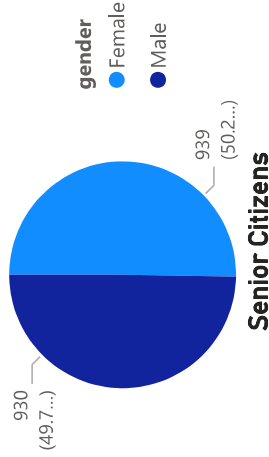
Paperless Billing



Payment Method



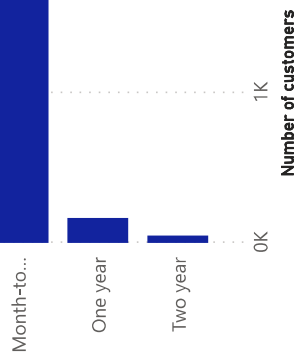
Gender



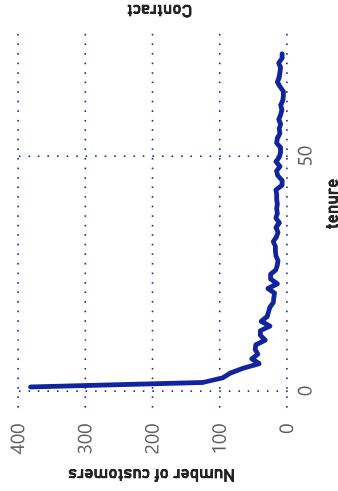
Senior Citizens

25.47%  
Having Partner

Contract Type



Subscription tenure



35.79%  
Having Dependents

17.44%