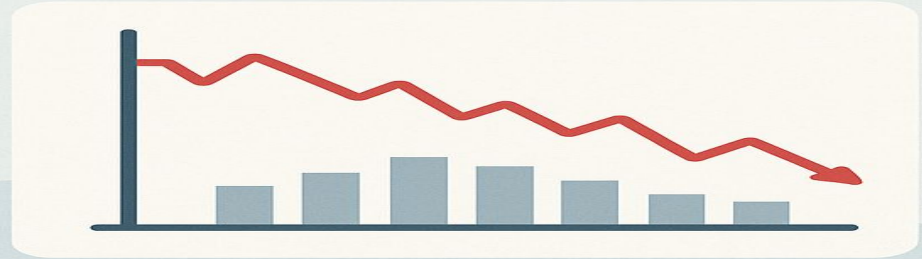
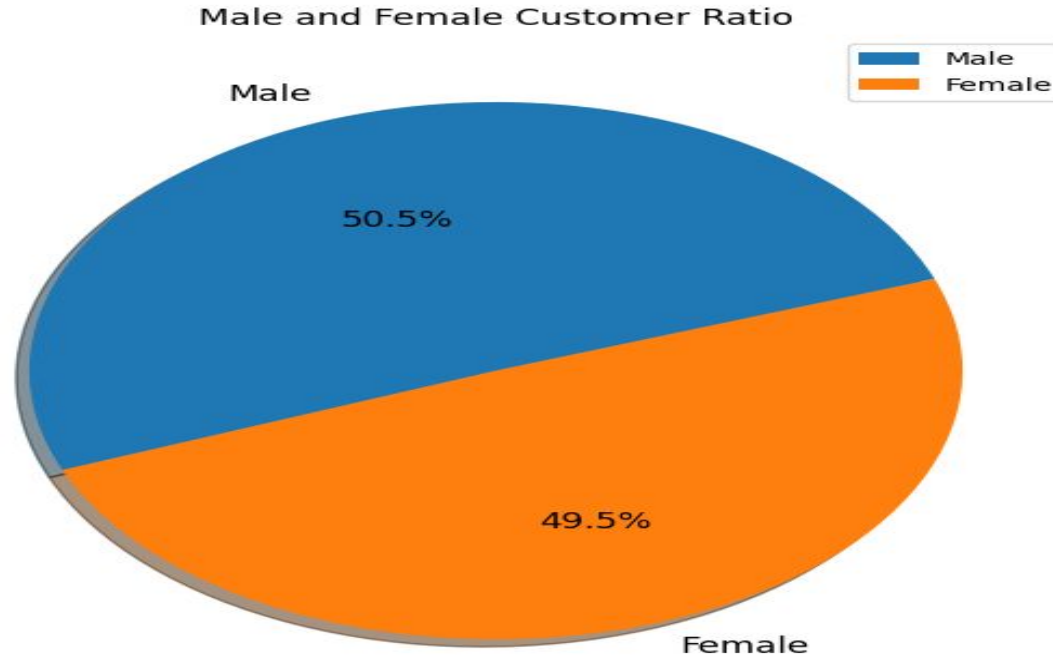


# Telco Customer Churn

## UNDERSTANDING WHY CUSTOMERS LEAVE A TELCO CHURN STUDY

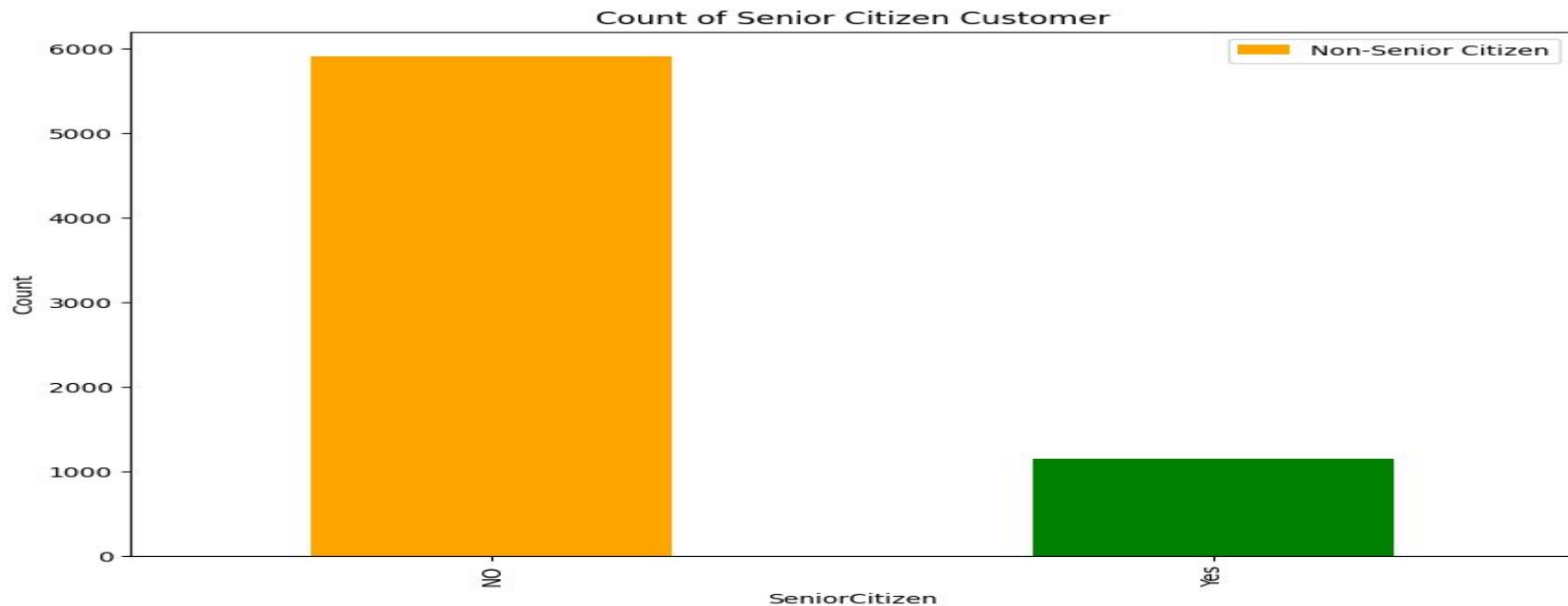


# Male and Female Customer Ratio



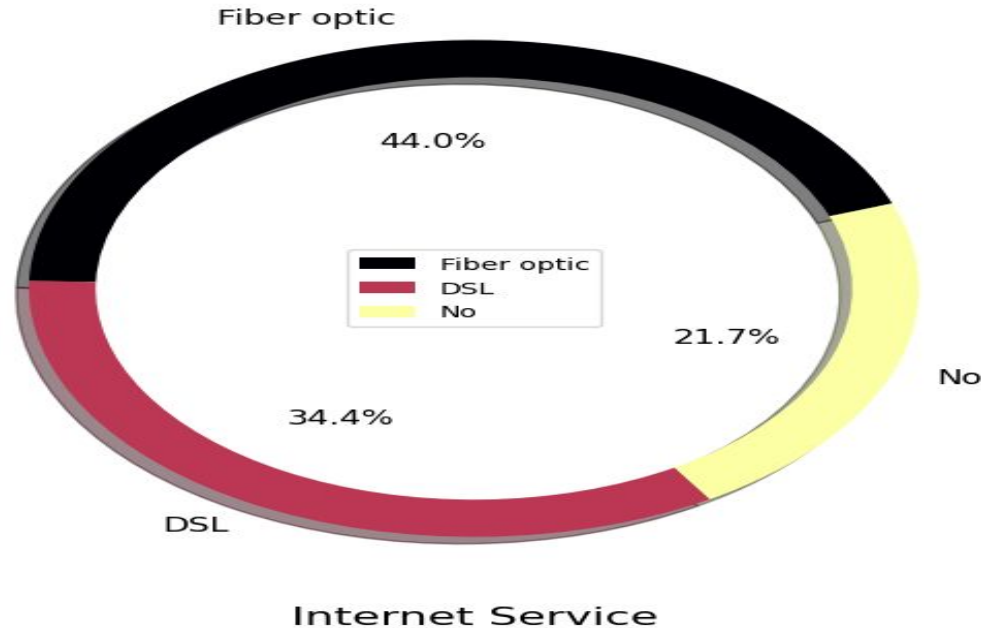
50.5% customers are male and 49.5% customer are female

# How many customers are senior citizen



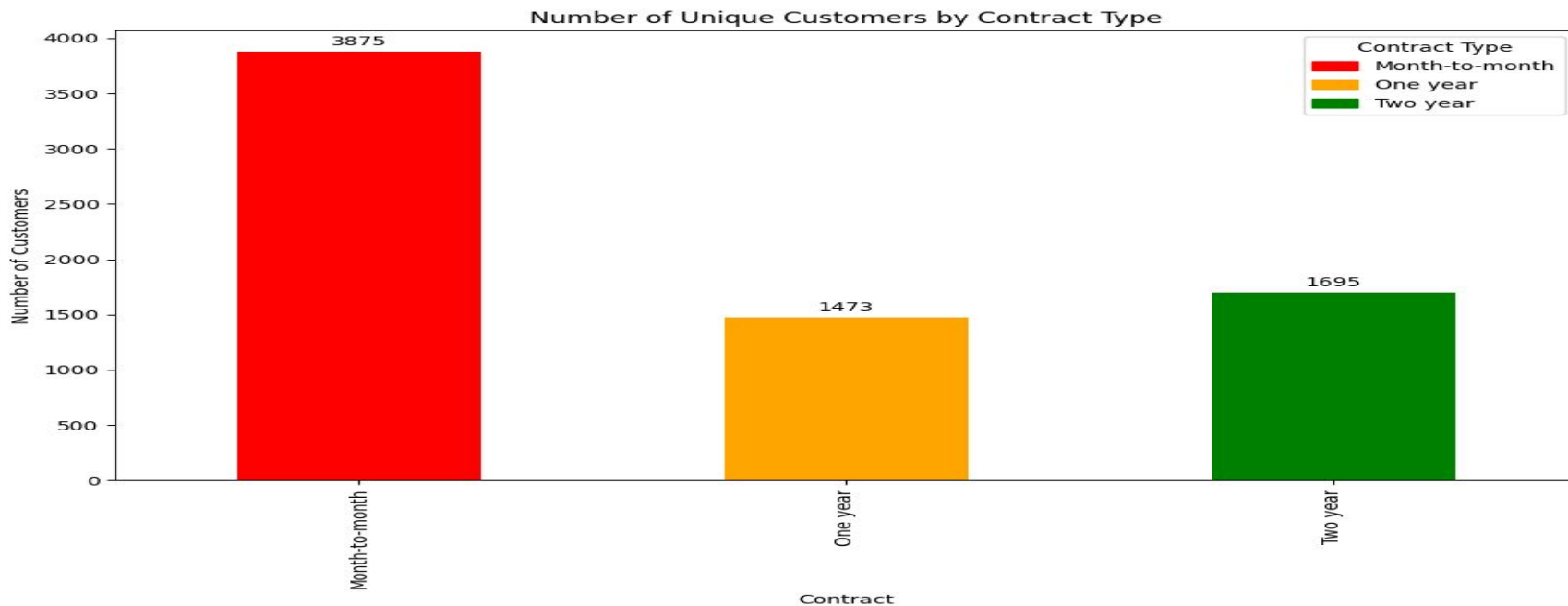
1142 customers are senior citizen

# Customer using Internet Service



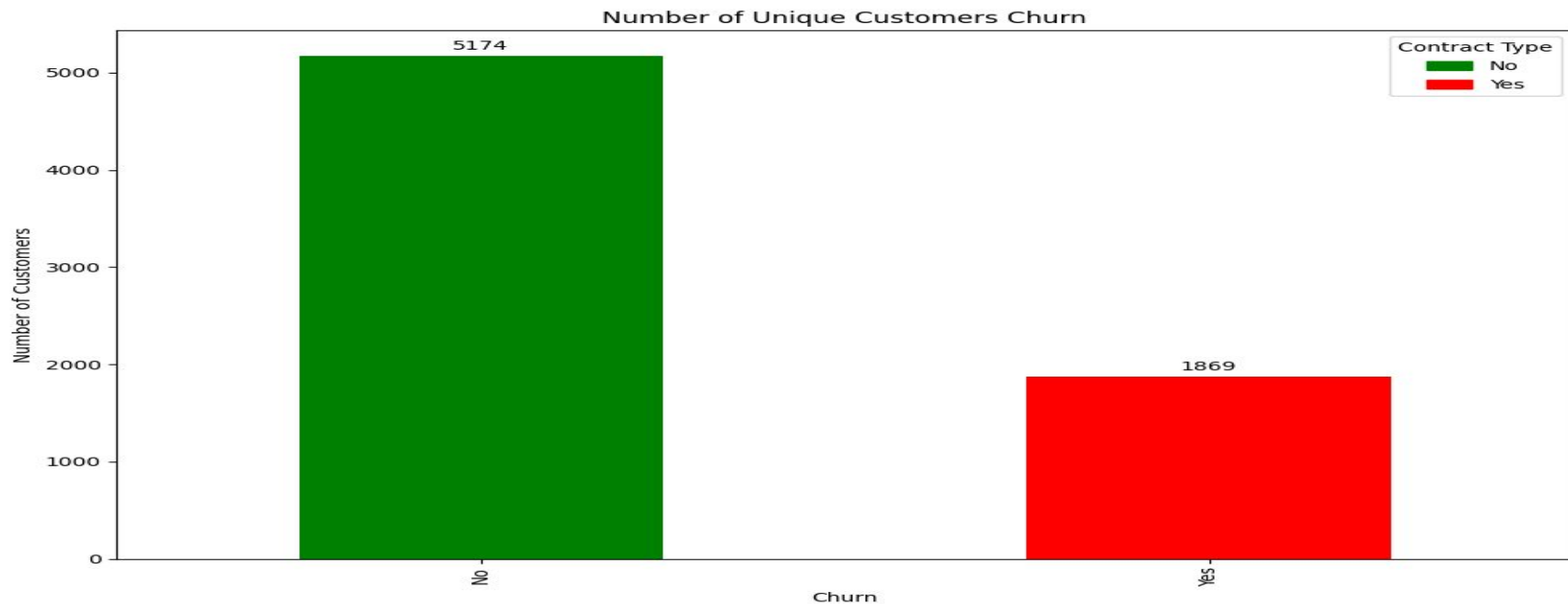
44% customers are using Fiber optic, 34.4% customers are using DSL and 21.7% customers are using only phone service

# Number of Unique customer by contract type



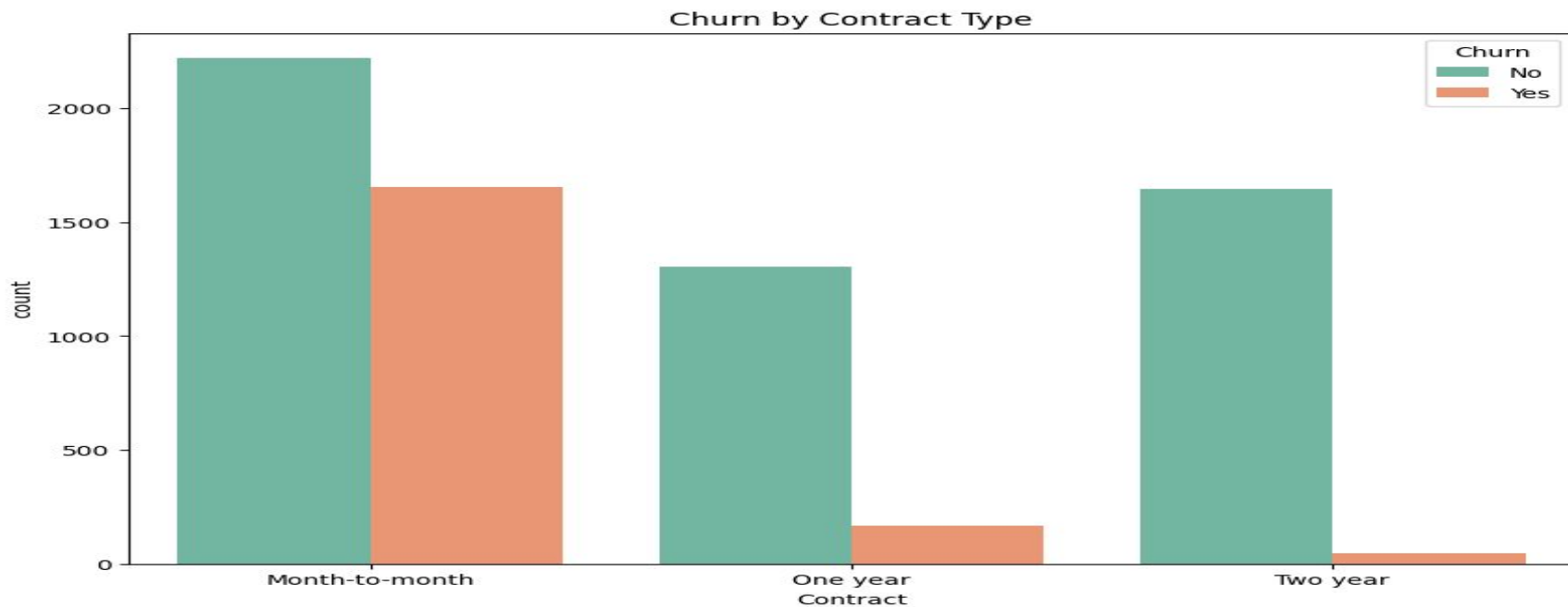
More customer are using month-to-month contract

# Number of churn customer



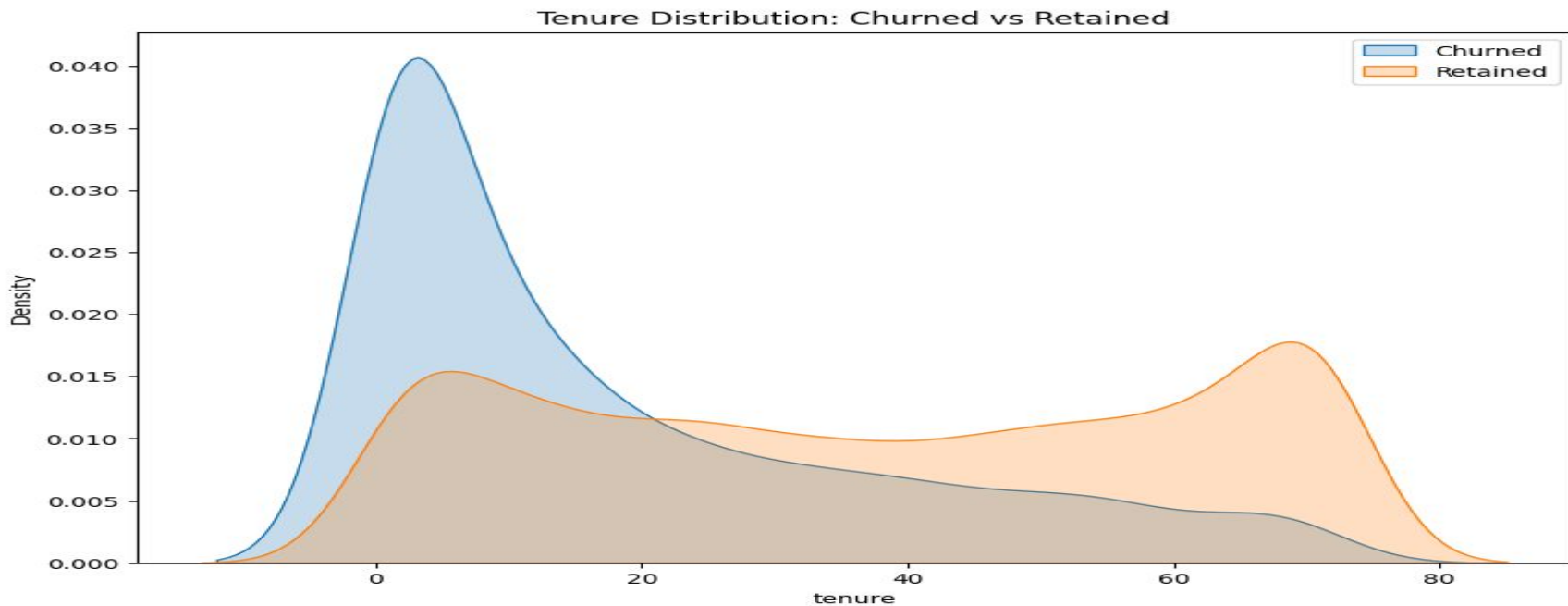
There are total 1869(26.5%) churn customers

# Understand how churn varies by contract type



Customer on month-to-month contract are more likely to churn than one-year and two-year contract

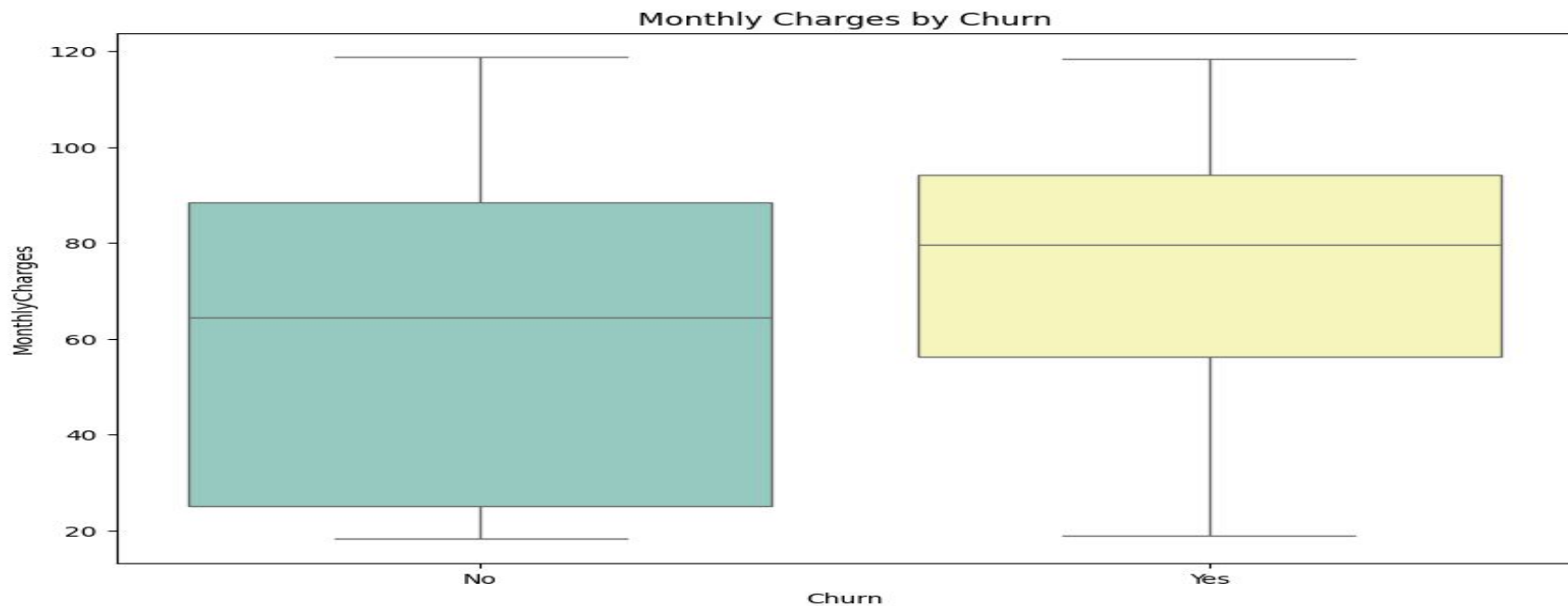
# Customer tenure affects churn



Churned customers often have lower tenure



# Churn behaviour based on monthly charges



Customer who pays more monthly charges are more likely to churn