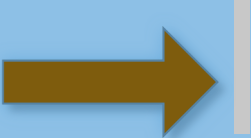


Customer Churn Analysis



1. Customer Demographics Analysis

64.76

Average of MonthlyCharges

7043

Count of Churn

7043

Count of customerID

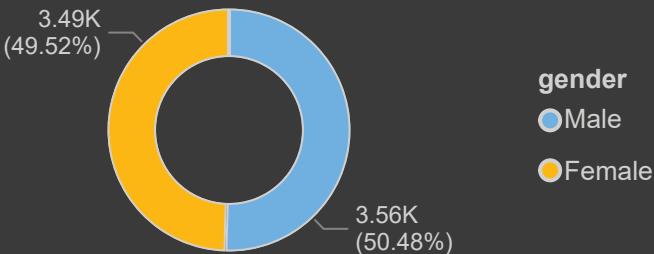
Gender

gender

All

Count of customerID

by gender



No

194387
Sum of tenure

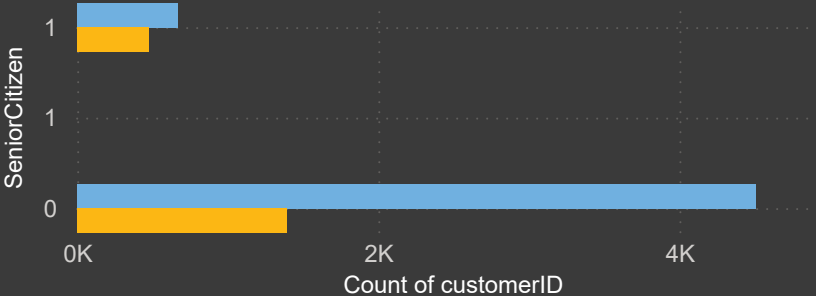
Yes

33603
Sum of tenure

Count of customerID by SeniorCitizen and Churn

Churn

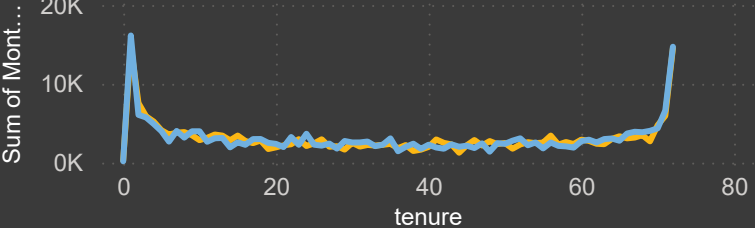
No Yes



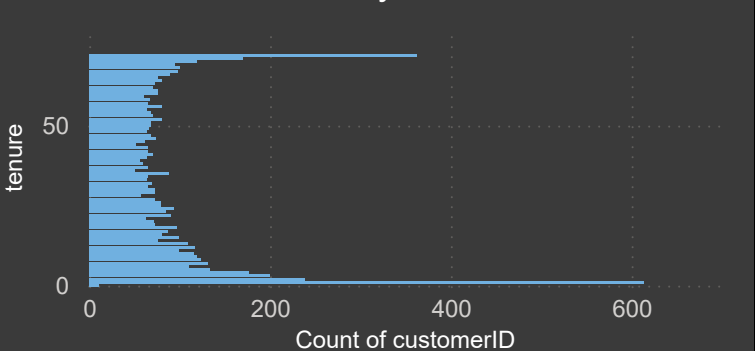
Sum of MonthlyCharges by tenure and gender

gender

Female Male



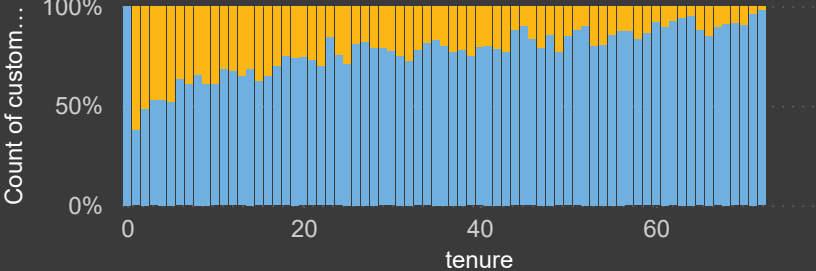
Count of customerID by tenure



Count of customerID by tenure and Churn

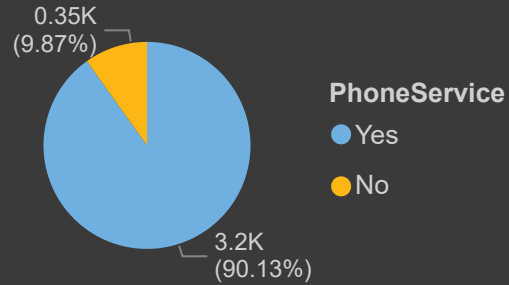
Churn

No Yes

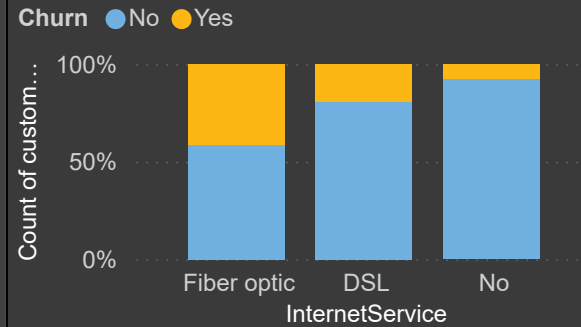


2. Service Subscription Analysis

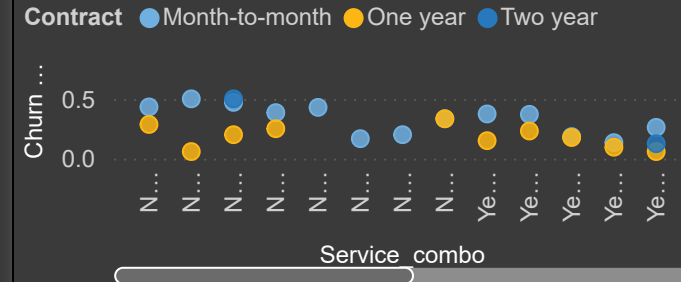
Count of customerID by PhoneService



Churn Rate by Internet Service



Churn Rate Numeric by Contract and Service_combo



Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

3555

Count of customerID

930

Total_Churned_Customers

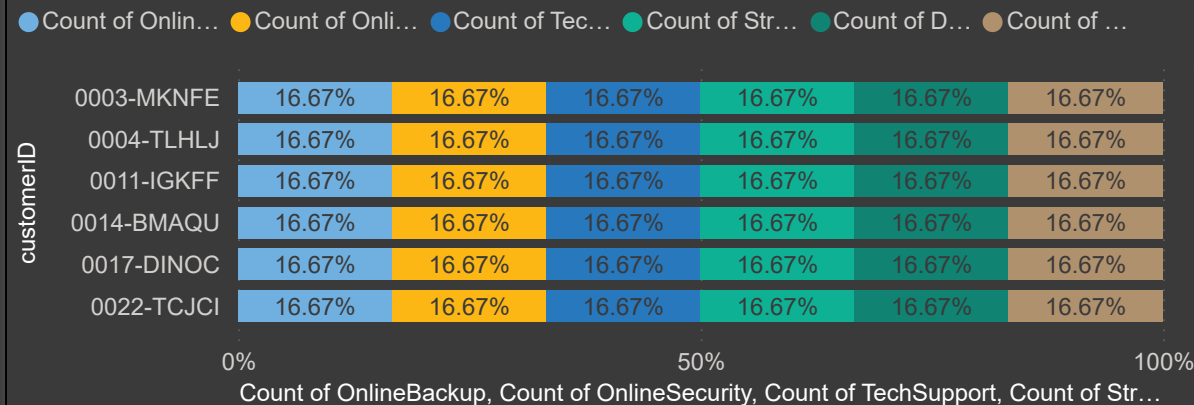
0.26

Churn_rate

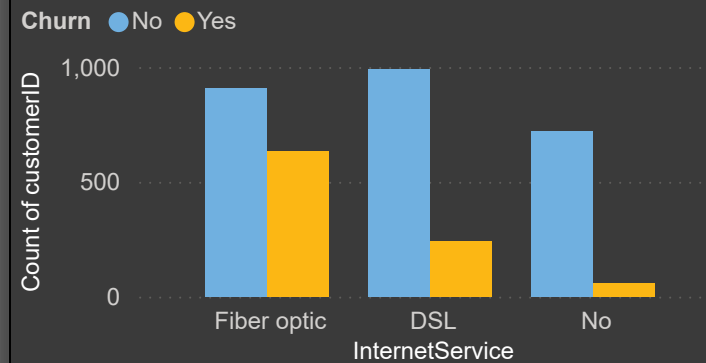
InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Add-on Services Used by Churned Customers



Count of customerID by InternetService and Churn



SeniorCitizen

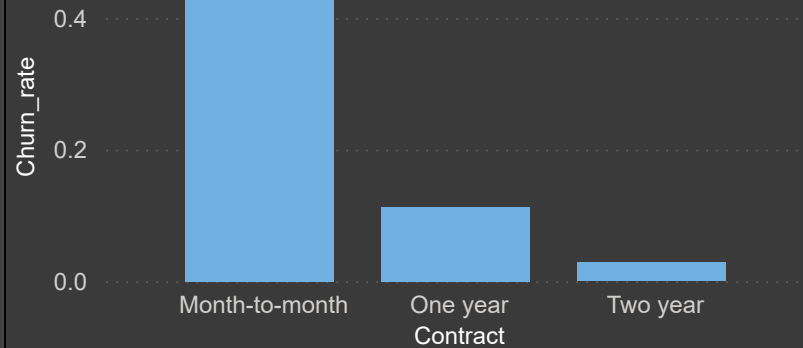
- ☐ 0
- ☐ 1

gender

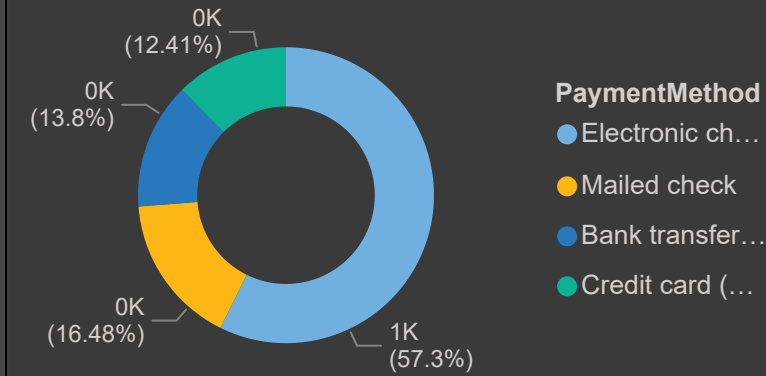
- ☐ Female
- ☒ Male

3. Contract & Billing Insights

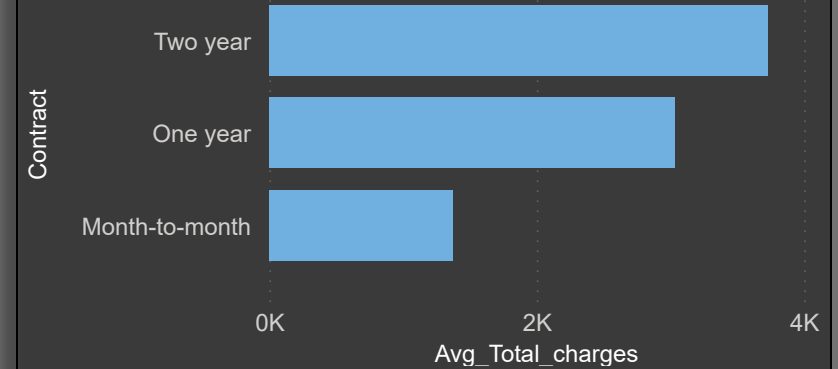
Churn_rate by Contract



Churned Customers by PaymentMethod



Average Total Charges by Contract



1869

Churned Customers

64.76

Average of MonthlyCharges

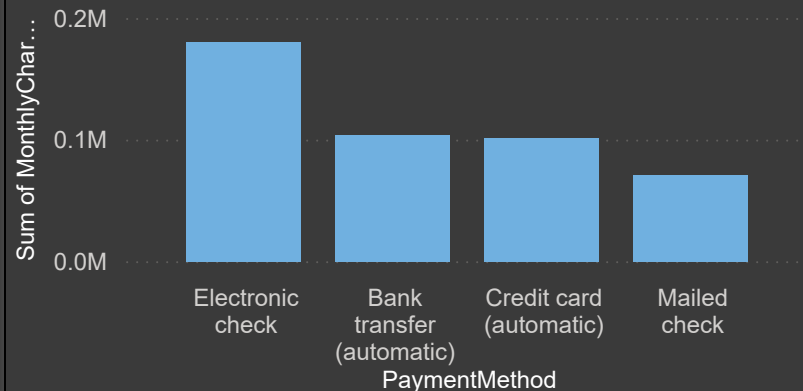
2.28K

Average of TotalCharges

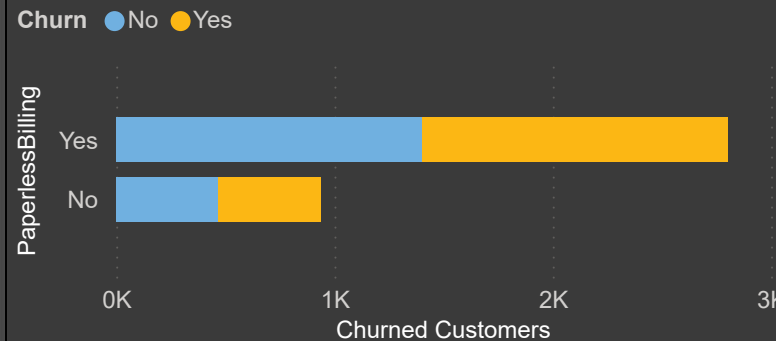
7043

Count of Churn

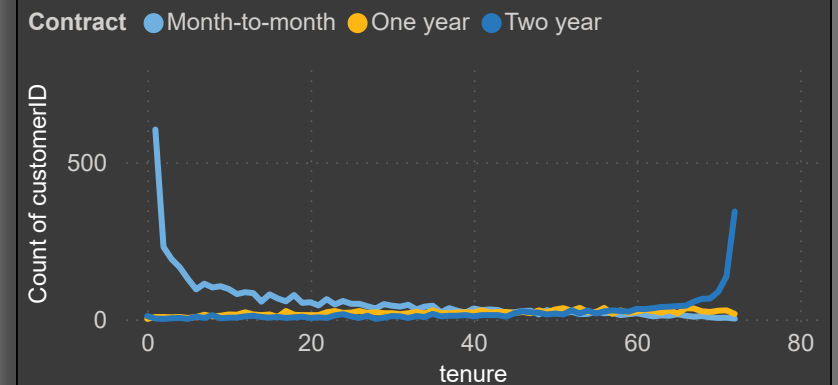
Monthly Charges Across Payment



Relationship Between Paperless Billing and Churn



Tenure Distribution by Contract Type



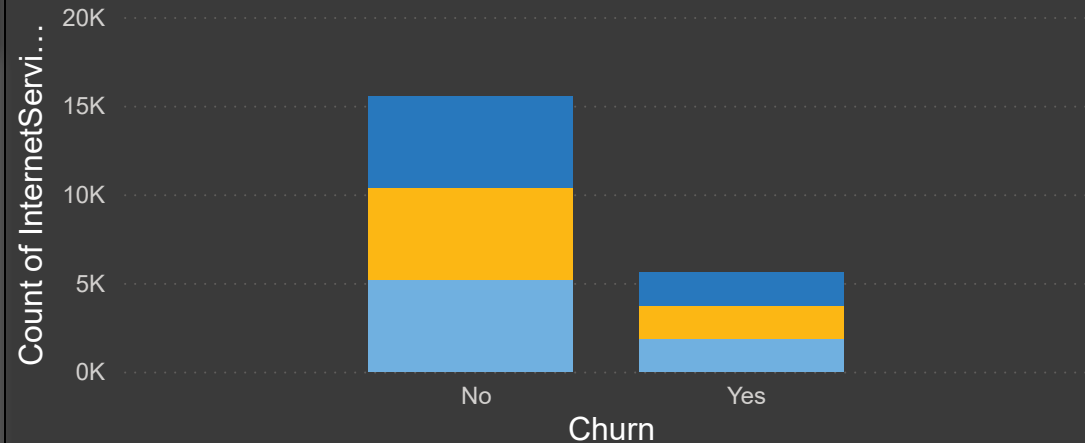
4. Churn Prediction & Key Drivers

0.27

Churn_rate

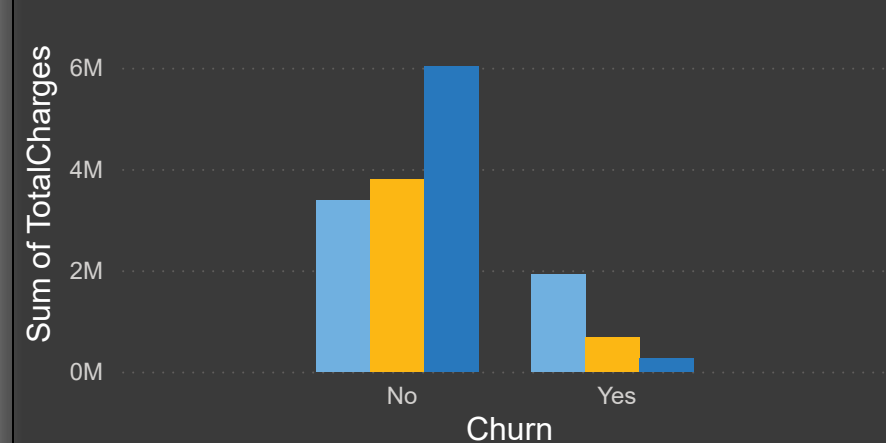
Factors Influencing Customer Churn

Count of InternetService Count of Contract Count of PaymentMethod

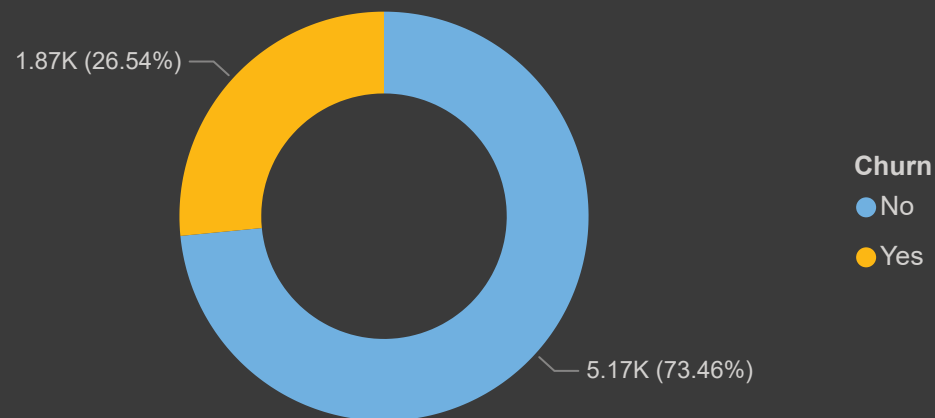


revenue impact of retained versus lost customer

Contract Month-to-month One year Two year



Overall Churn Rate in the Customer Base



customer Segments with Highest Churn Likelihood

InternetService DSL Fiber optic No

