

Customer Churn Analysis

1. Customer Demographics Analysis



64.76

Average of MonthlyCharges

7043

Count of Churn

7043

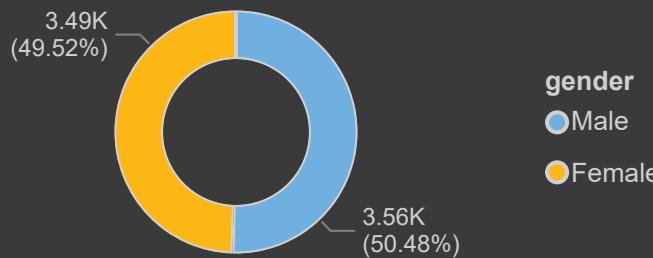
Count of customerID

Gender
gender

All

Count of customerID

by gender



No

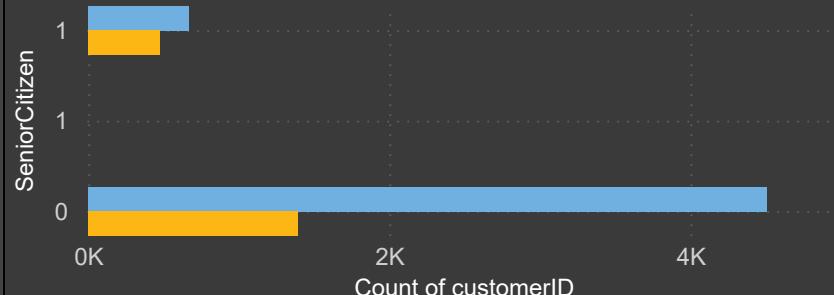
194387
Sum of tenure

Yes

33603
Sum of tenure

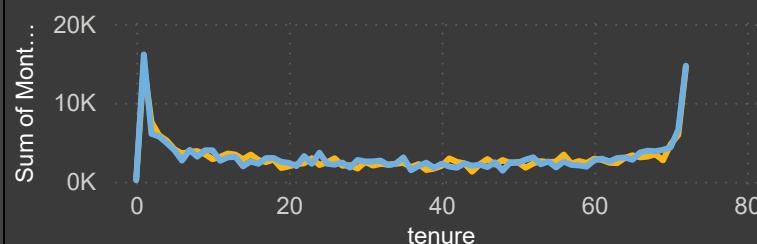
Count of customerID by SeniorCitizen and Churn

Churn ● No ● Yes

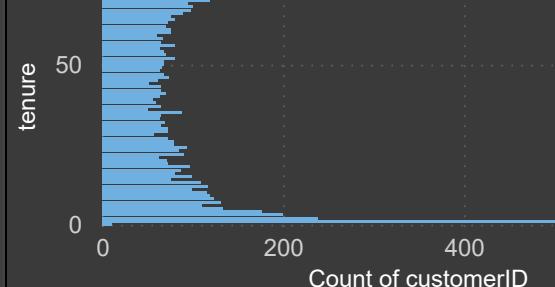


Sum of MonthlyCharges by tenure and gender

gender Female Male

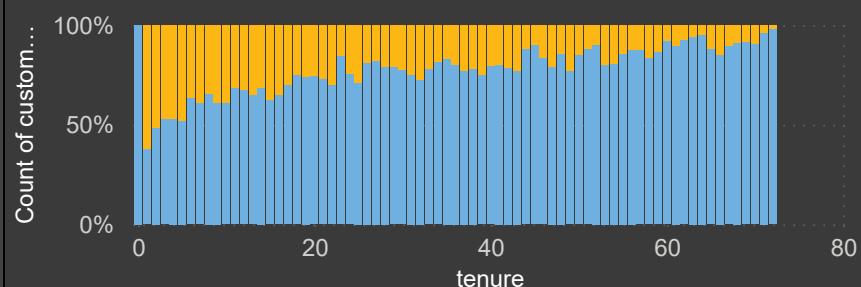


Count of customerID by tenure

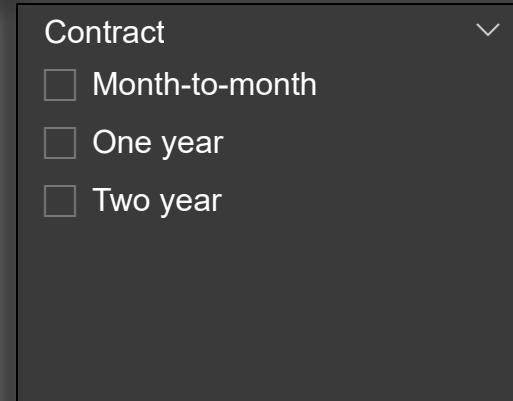
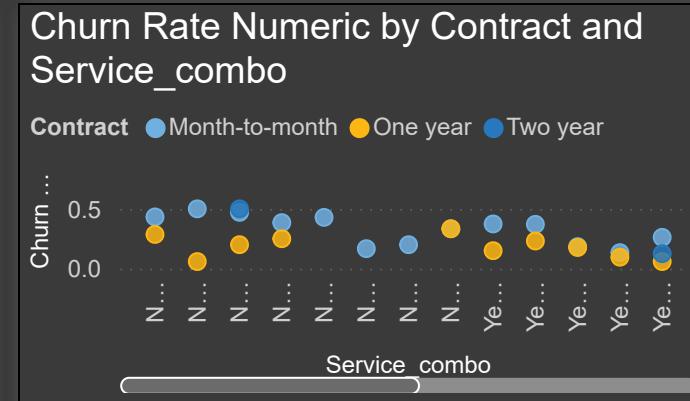
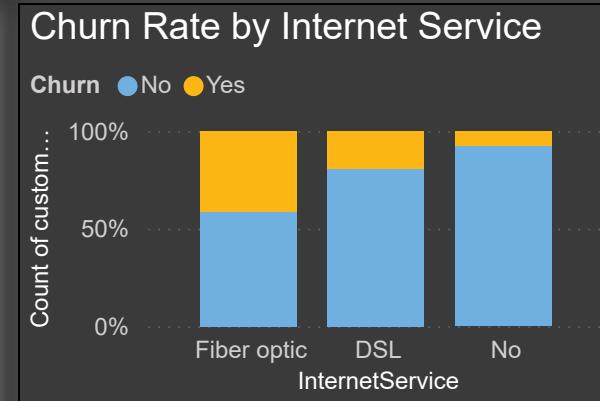
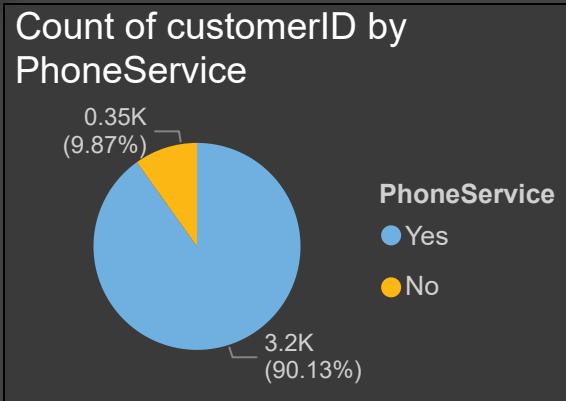


Count of customerID by tenure and Churn

Churn ● No ● Yes



2. Service Subscription Analysis



3555

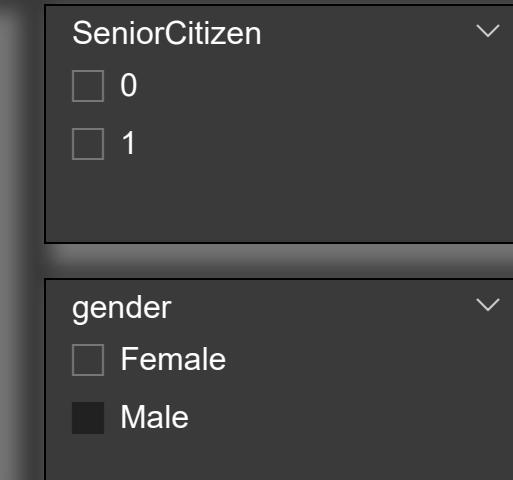
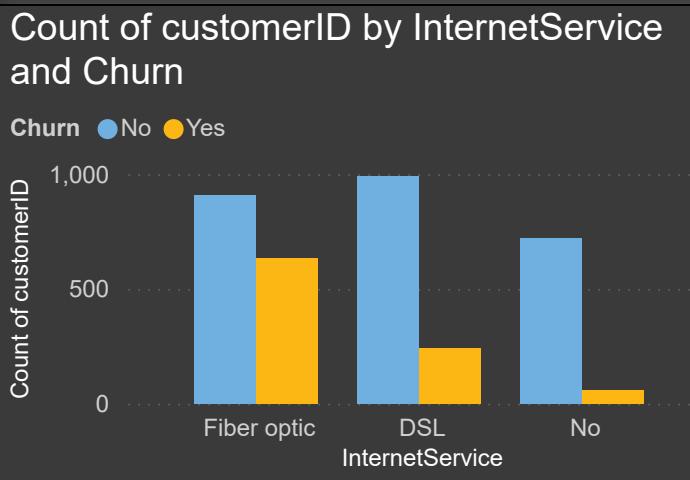
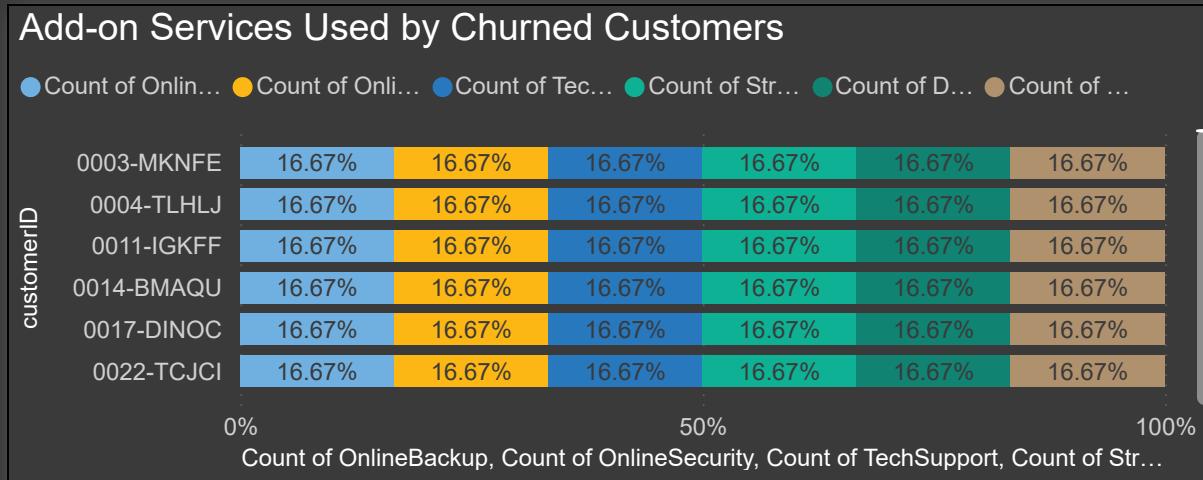
Count of customerID

930

Total Churned Customers

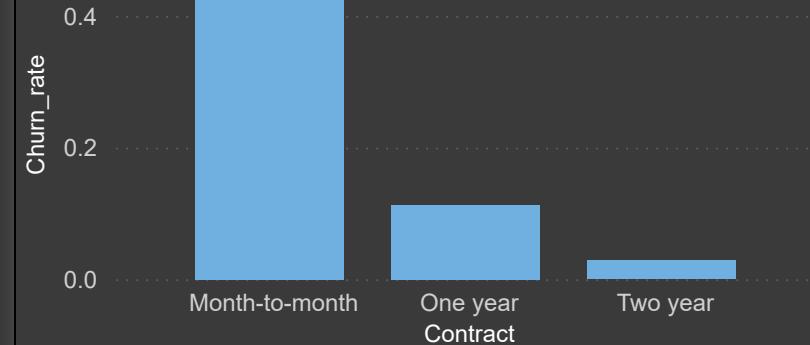
0.26

Churn rate

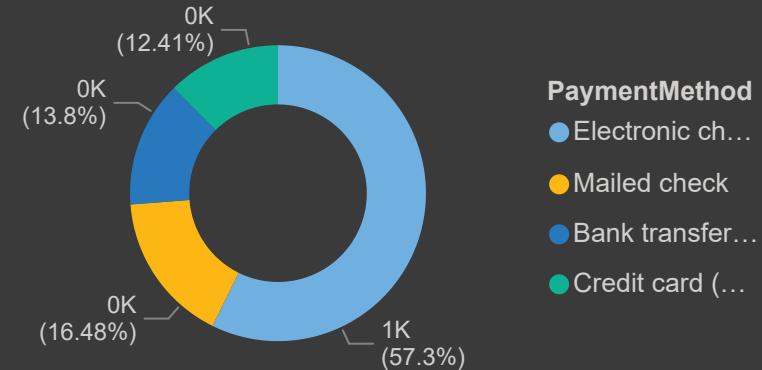


3. Contract & Billing Insights

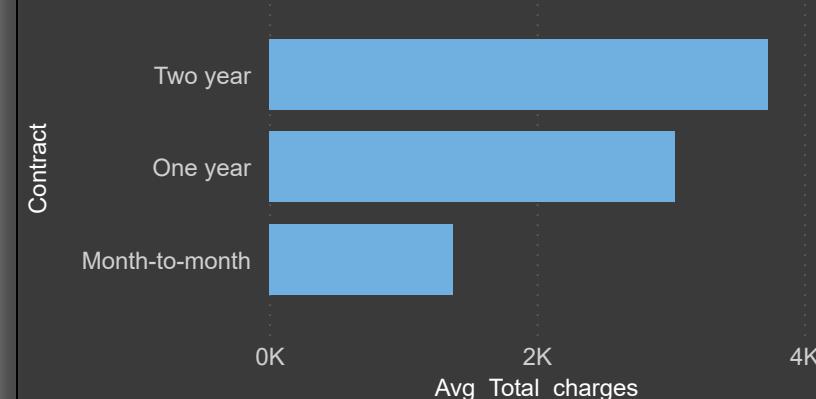
Churn_rate by Contract



Churned Customers by PaymentMethod



Average Total Charges by Contract



1869

Churned Customers

64.76

Average of MonthlyCharges

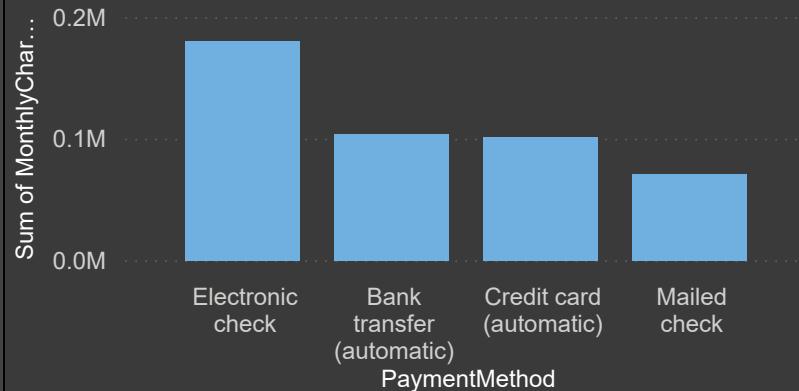
2.28K

Average of TotalCharges

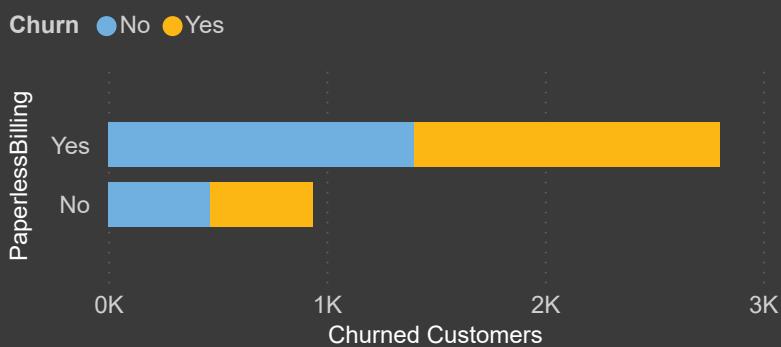
7043

Count of Churn

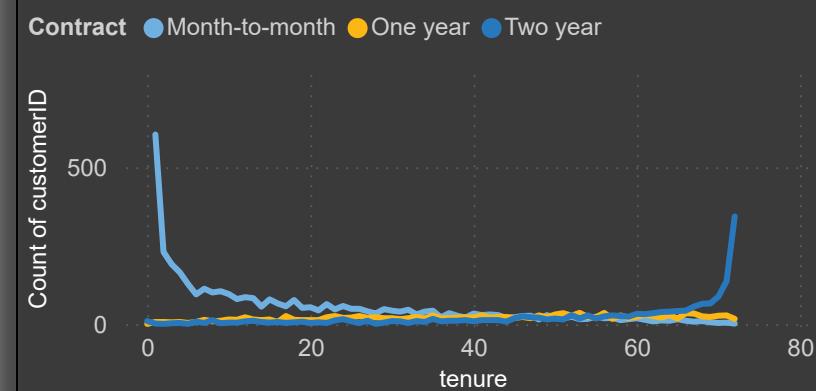
Monthly Charges Across Payment



Relationship Between Paperless Billing and Churn



Tenure Distribution by Contract Type

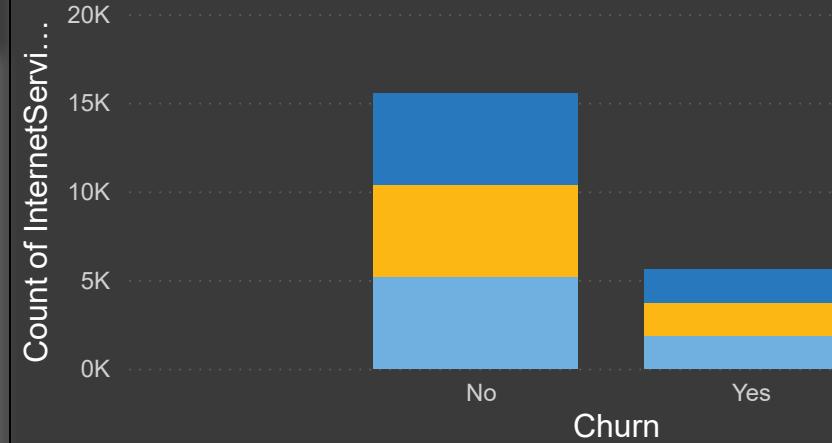


4. Churn Prediction & Key Drivers

0.27
Churn_rate

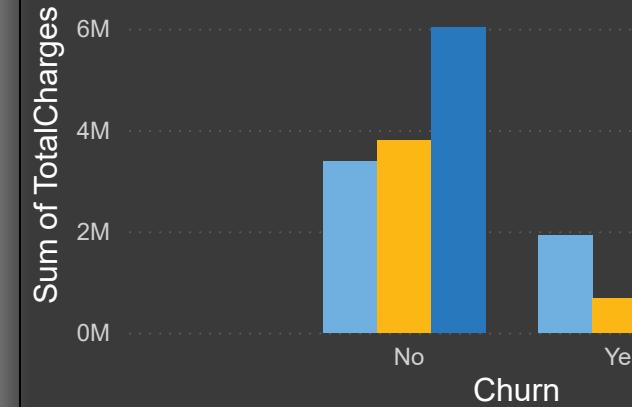
Factors Influencing Customer Churn

● Count of InternetService ● Count of Contract ● Count of PaymentMethod

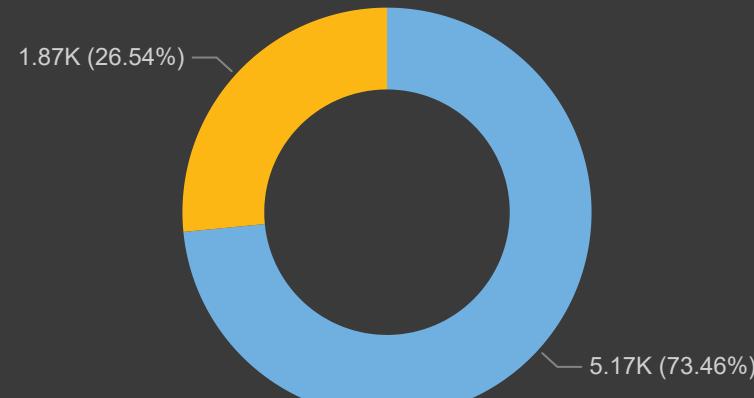


revenue impact of retained versus lost customer

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

