

Total Customers

7043

contract_type	Total Customers
0	3875
1	1473
2	1695
Grand Total	7043

55% of all customers are on a **month to month contract**

churn	Total Customers
No	2220
Yes	1655
Grand Total	3875

43% churn rate of all the customers on a **month to month contract**
of all the customers who were on a month to month contract churned

What is driving churn?

payment_type	Total Customers
Bank transfer (au	201
Credit card (auto	178
Electronic check	994
Mailed check	282
Grand Total	1655

60% of the customer on a **month to month contract** who **churned**, paid **(manually) with electronic checks**
of these customers paid (manually) with electronic checks

has_phone	Total Customers
0	87
1	907
Grand Total	994

91% of the customers on **month to month plans** who have **churned** and paid **manually with electronic checks** had **phones**
of these customers have a phone