

## **Churn Rate:**

### **By Gender**

- Churn Rate in Females is **64.15%** and in Males is **35.85%**.

### **By Age Group**

- Highest churn rate has been observed in people having age **greater than 50 (31%)**.
- Churn rate in age group '**20-35' (23.5%)** and '**35-50' (24%)** is almost equal.

### **By States**

- Top 5 states suffering from high churn rate (Overall):
  1. Jammu & Kashmir (57.2%)
  2. Assam (38.1%)
  3. Jharkhand (34.5%)
  4. Chhattisgarh (30.5%)
  5. Delhi (29.9%)

### **By Internet Service (Overall):**

- Highest churn rate in **Fiber Optic service (41.1%)**

### **By Contract Type:**

- Customers having 'Month to Month' contract are having highest churn rate of **46.5%**.

### **By Tenure:**

- Customers who stayed with the company for **18 to 24 Months** have high churn rate of **27%**.