

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%**.