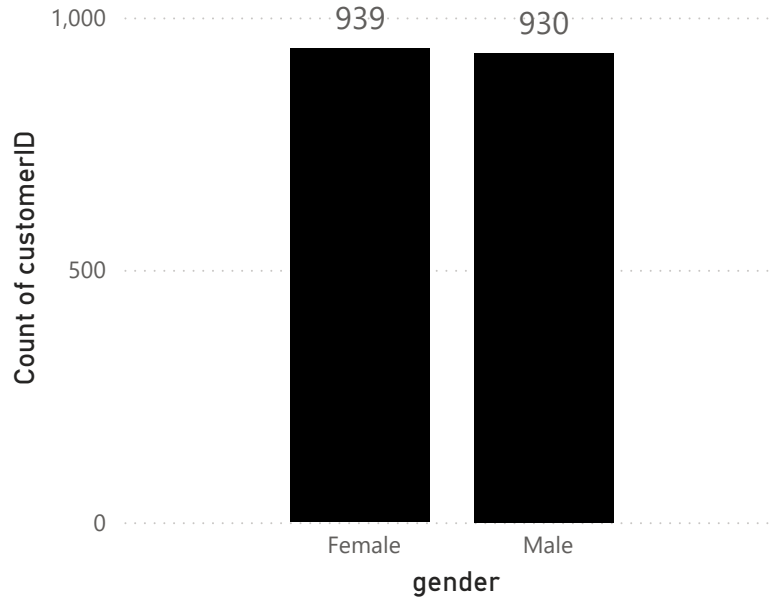


Telco Customer Churn Analysis

Churned Customers based on Gender

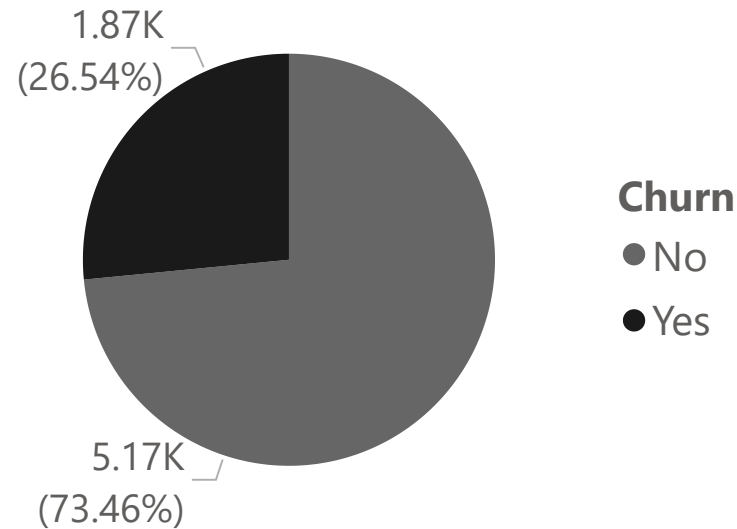


Churn is nearly equal among male and female customers, showing no strong gender-based churn pattern

Contract

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

Churn Vs Retained

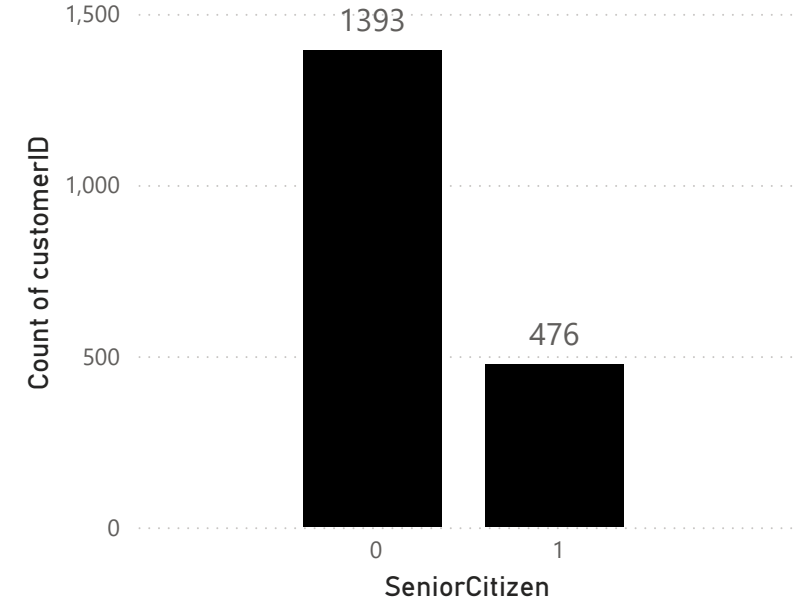


Overall churn rate is about 26.5% — around 1 in 4 customers are leaving, highlighting the need for retention strategies.

7043
Total Customers

1869
Total Churned

Churned Customer if Senior Citizen or not



Most churned customers are *not* senior citizens — suggesting churn is higher among younger segments

26.5%
Churn Rate