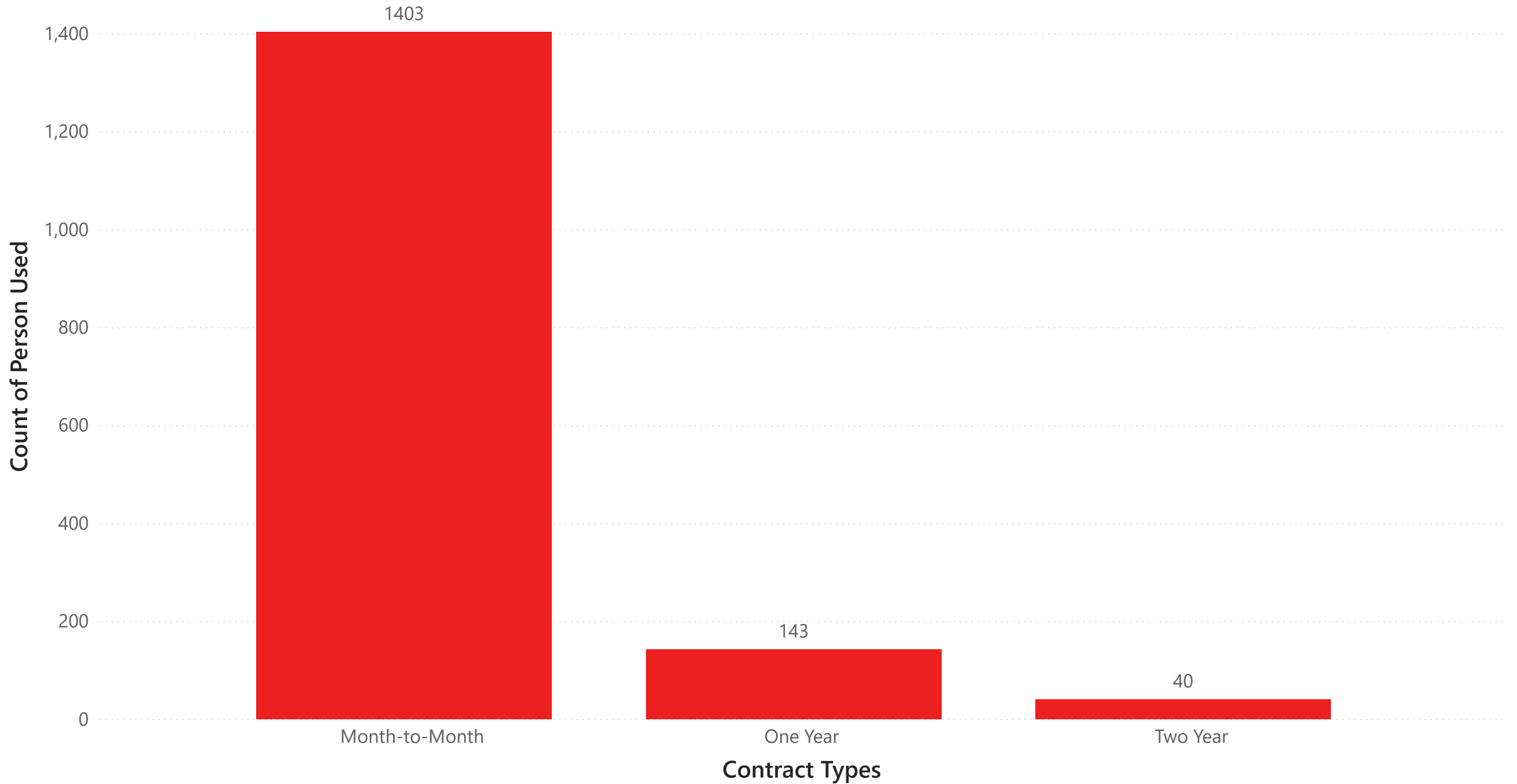
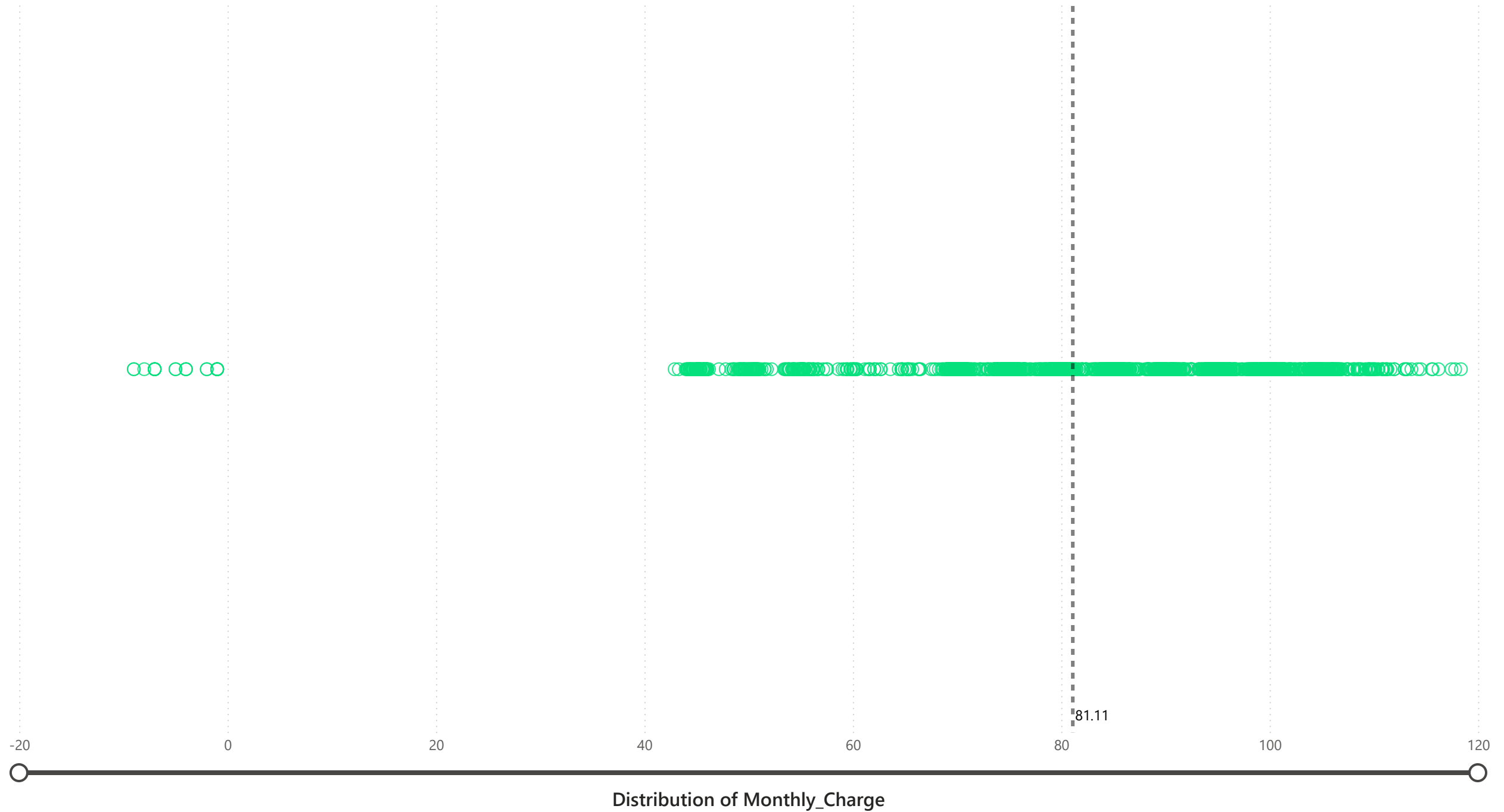


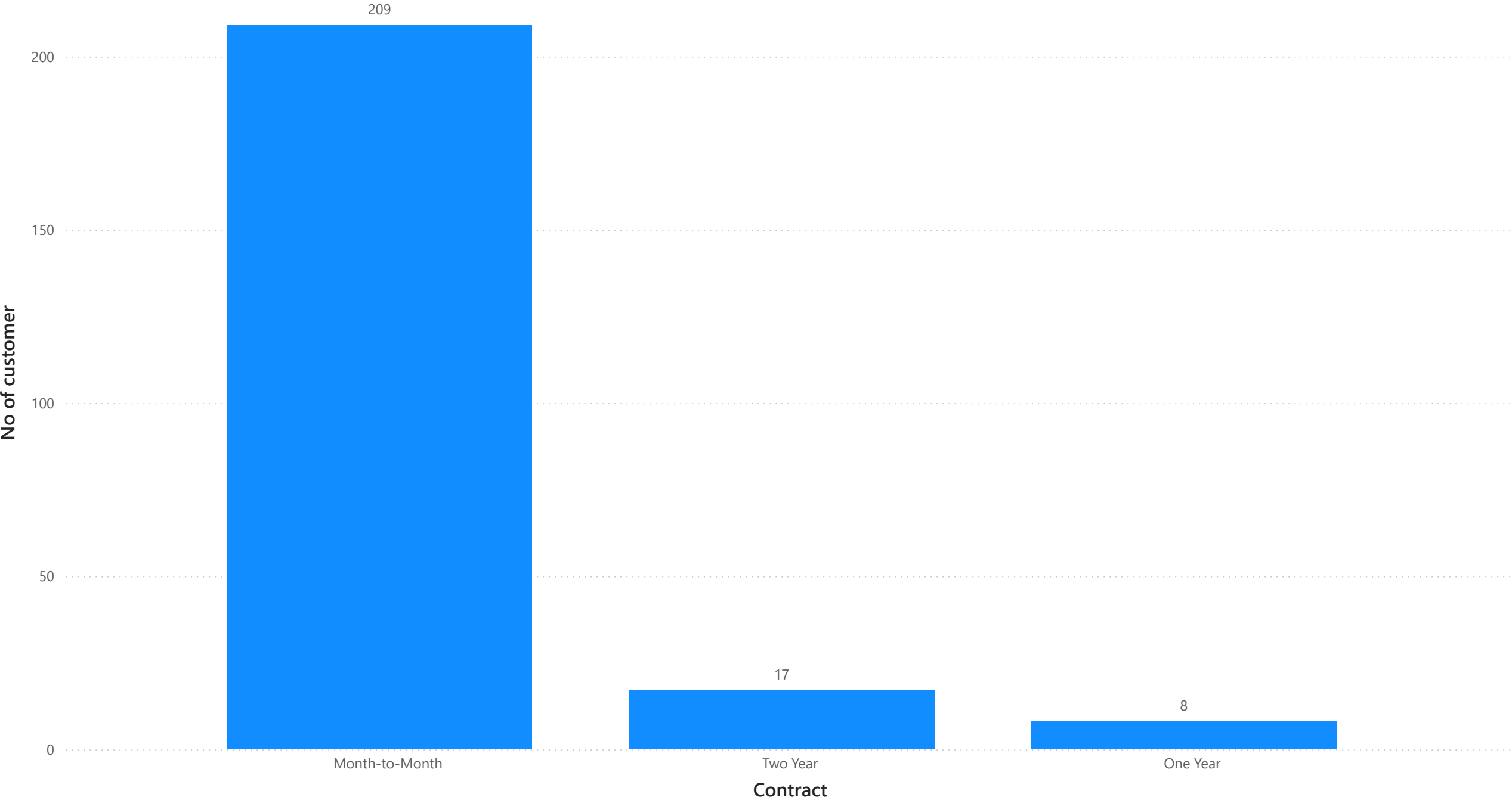
## Most Common Contract Types Among Churned Customer



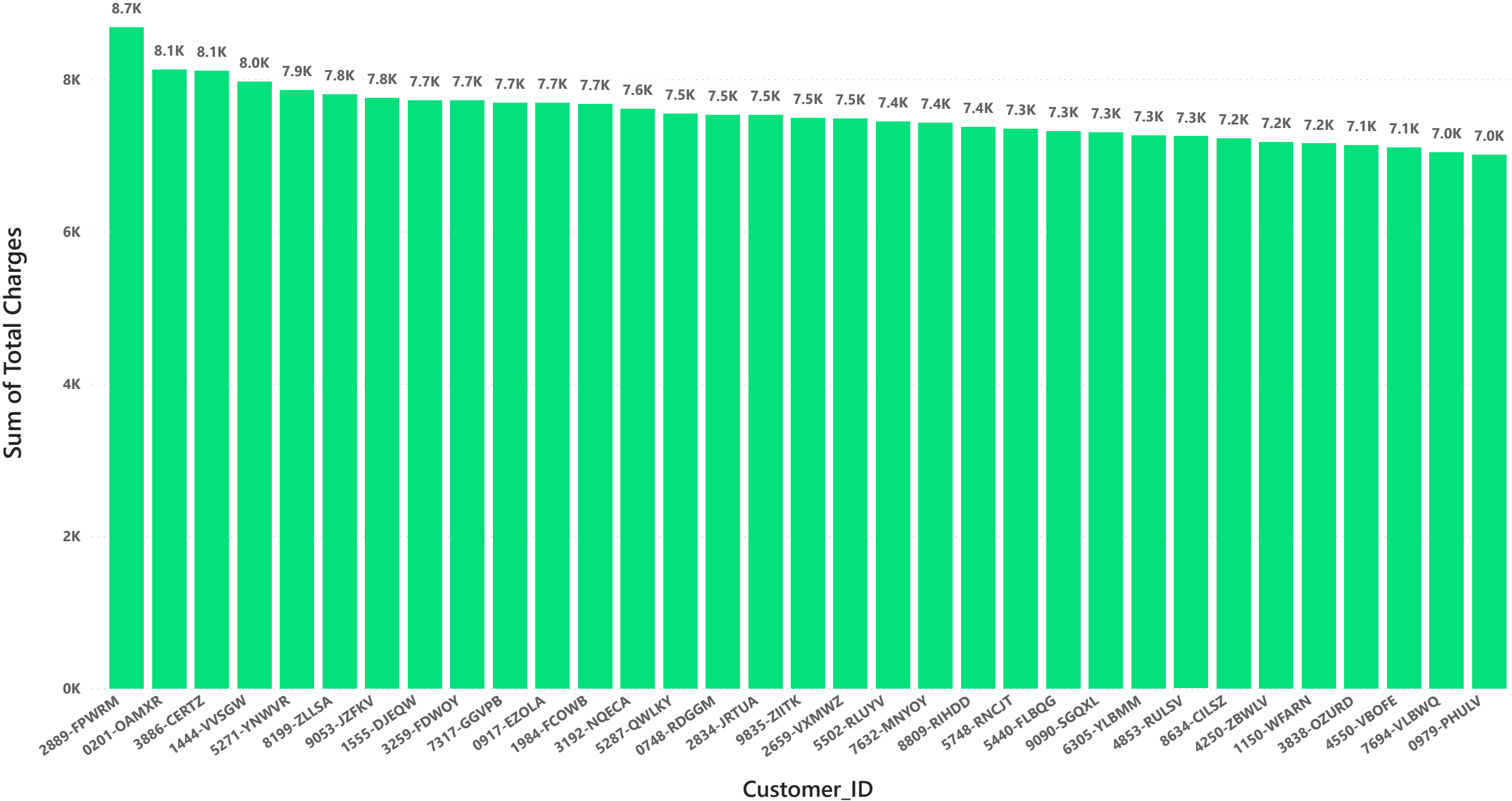
# Distribution of Monthly Charges among churned Customer



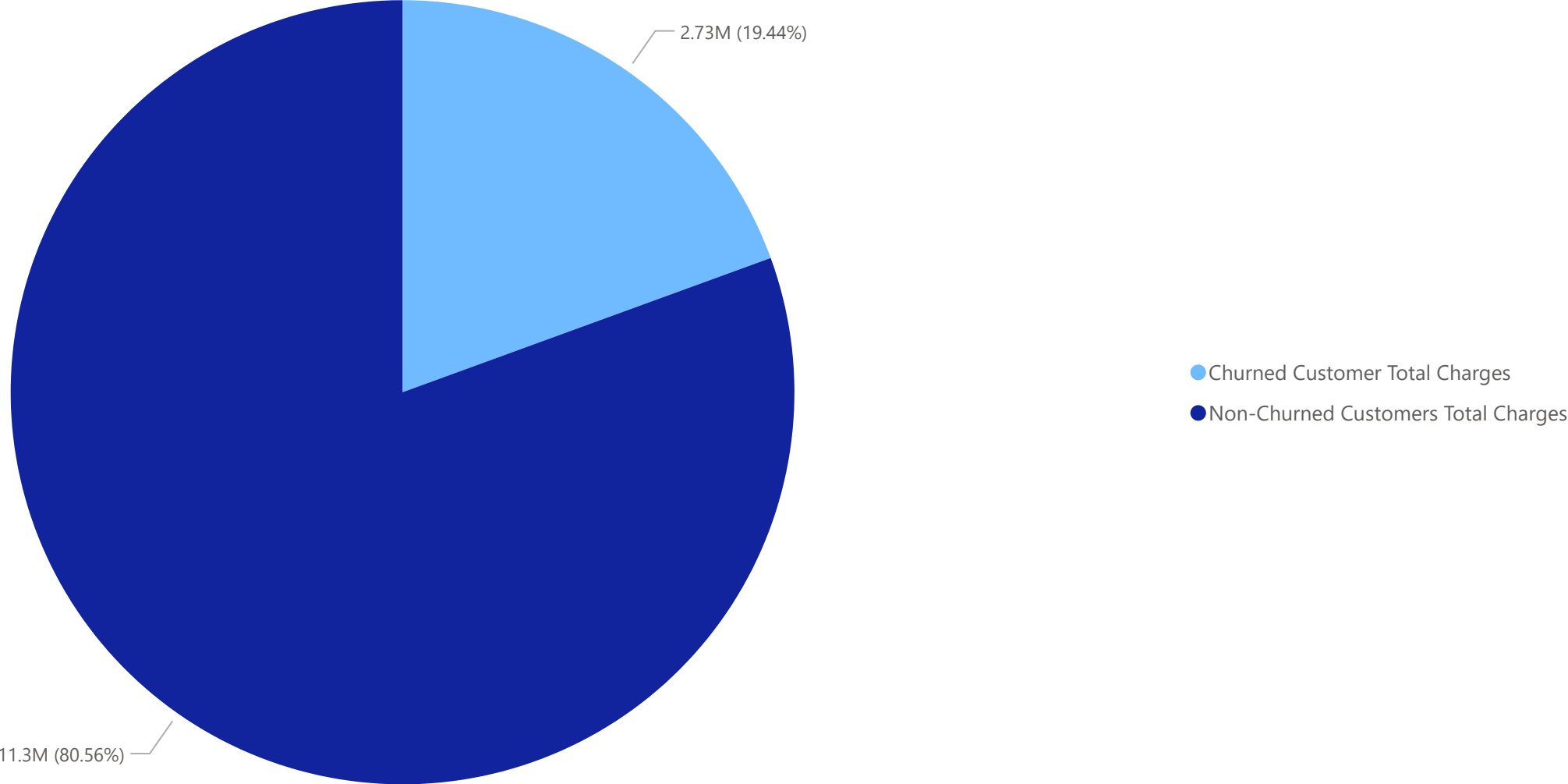
No of customer most prone to churn According to Contract Types



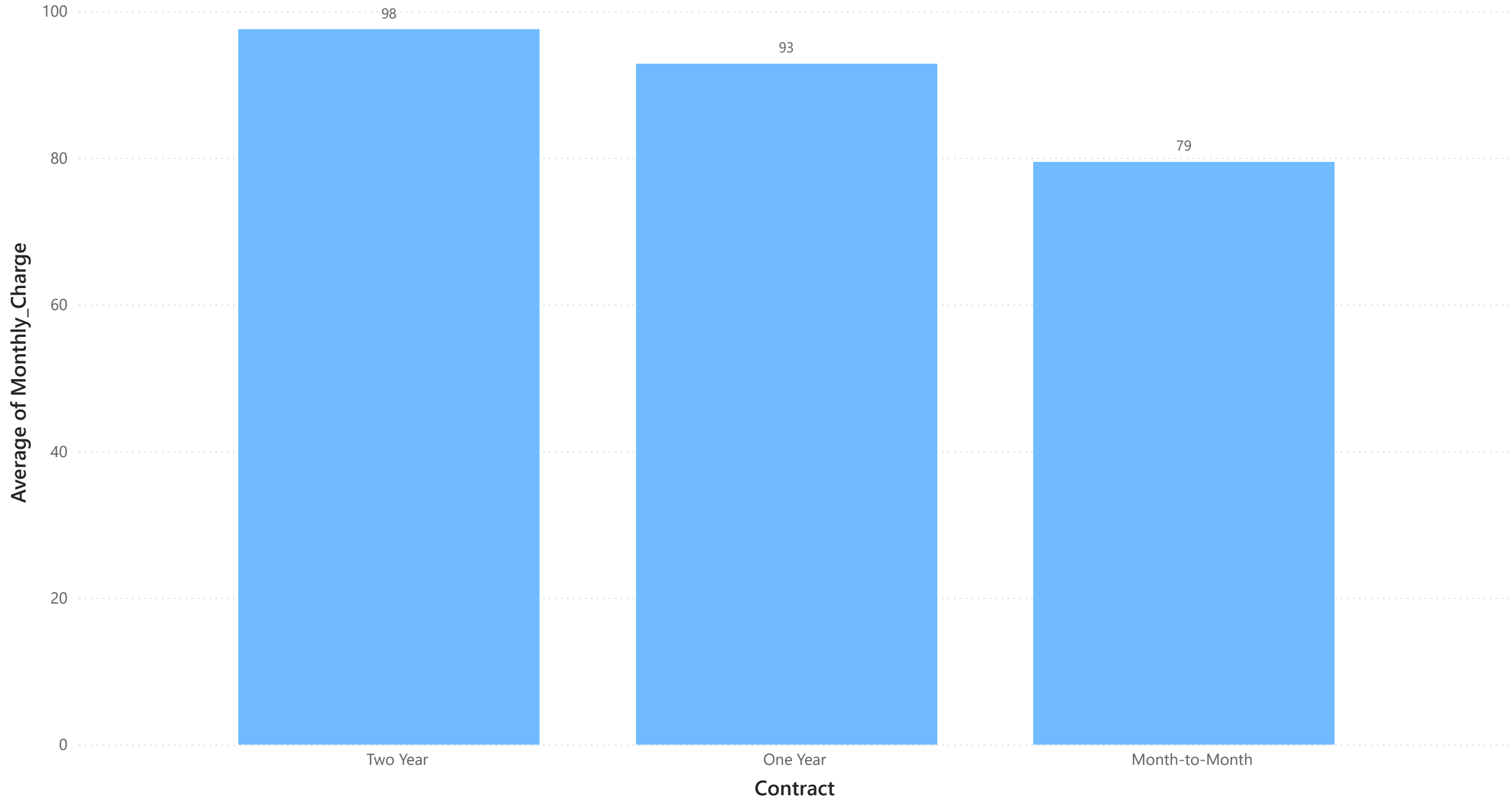
Customers Above 7K who have been Churned



Total Charges Distribution for Churned and Non-Churned Customers



Average Monthly Charges by Contract Type among Churned Customer



## Customers With Online Security And Online Backup Service

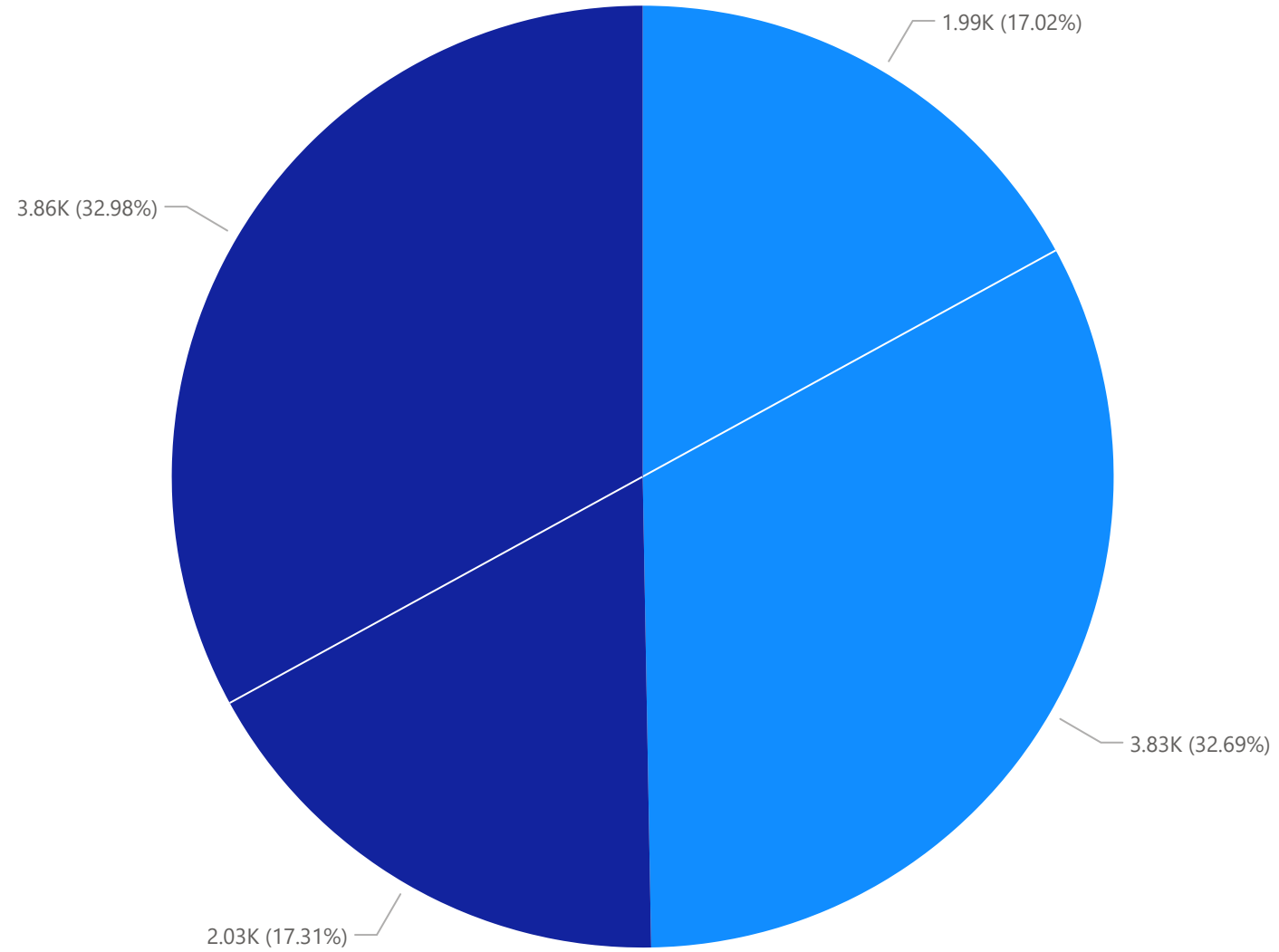
Customer_ID	Count of Online_Backup	Count of Online_Security
0002-ORFBO	1	1
0003-MKNFE	1	1
0013-MHZWF	1	1
0013-SMEOE	1	1
0014-BMAQU	1	1
0015-UOCJ	1	1
0016-QLJIS	1	1
0017-IUDMW	1	1
0018-NYROU	1	1
0019-EFAEP	1	1
0020-INWCK	1	1
0021-IKXGC	1	1
0027-KWYKW	1	1
0036-IHMOT	1	1
0048-LUMLS	1	1
0052-DCKON	1	1
0058-EVZWM	1	1
0060-FUALY	1	1
0064-YIJGF	1	1
0068-FIGTF	1	1
0074-HDKDG	1	1
<b>Total</b>	<b>3249</b>	<b>3249</b>

### Most combination of service among churned customer

Customer_ID	Device_Protection_Plan	Internet_Service	Multiple_Lines	Online_Backup	Online_Security	Phone_Service	Premium_Tech_Support	Streaming_Movies	Streaming_Music	Streaming_Tv	Sum of co
0004-TLHLJ	No	Yes	No	No	No	Yes	No	No	No	No	
0011-IGKFF	No	Yes	No	No	No	Yes	No	No	No	No	
0013-EXCHZ	No	Yes	No	No	No	Yes	No	No	No	No	
0022-TCJCI	No	Yes	No	No	No	Yes	No	No	No	No	
0023-XUOPT	No	Yes	No	No	No	Yes	No	No	No	No	
0067-DKWBL	No	Yes	No	No	No	Yes	No	No	No	No	
0093-XWZFY	No	Yes	No	No	No	Yes	No	No	No	No	
0094-OIFMO	No	Yes	No	No	No	Yes	No	No	No	No	
0107-YHINA	No	Yes	No	No	No	Yes	No	No	No	No	
0112-QWPNC	No	Yes	No	No	No	Yes	No	No	No	No	
0115-TFERT	No	Yes	No	No	No	Yes	No	No	No	No	
0122-OAHPZ	No	Yes	No	No	No	Yes	No	No	No	No	
0125-LZQXK	No	Yes	No	No	No	Yes	No	No	No	No	
0133-BMFZO	No	Yes	No	No	No	Yes	No	No	No	No	
0135-NMXAP	No	Yes	No	No	No	Yes	No	No	No	No	
0137-OCGAB	No	Yes	No	No	No	Yes	No	No	No	No	
0148-DCDOS	No	Yes	No	No	No	Yes	No	No	No	No	
0151-ONTOV	No	Yes	No	No	No	Yes	No	No	No	No	
0156-FVPTA	No	Yes	No	No	No	Yes	No	No	No	No	
0193-ESZXP	No	Yes	No	No	No	Yes	No	No	No	No	
0195-IESCP	No	Yes	No	No	No	Yes	No	No	No	No	
0196-VULGZ	No	Yes	No	No	No	Yes	No	No	No	No	
0201-OAMXR	No	Yes	No	No	No	Yes	No	No	No	No	
0207-MDKNV	No	Yes	No	No	No	Yes	No	No	No	No	
0218-VT7UE	No	Yes	No	No	No	Yes	No	No	No	No	
Total											

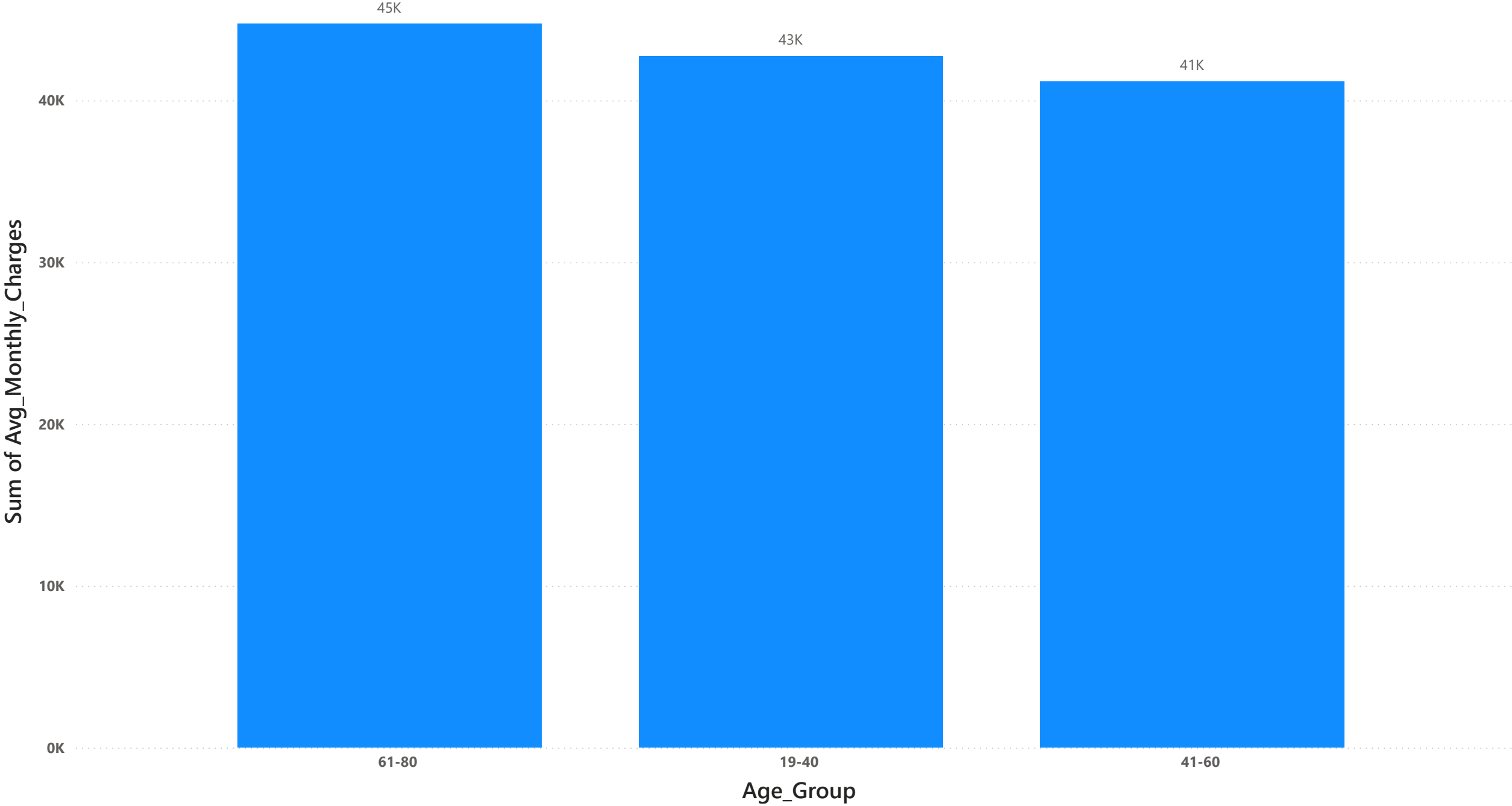


## Average of Total Charges by Gender and Married

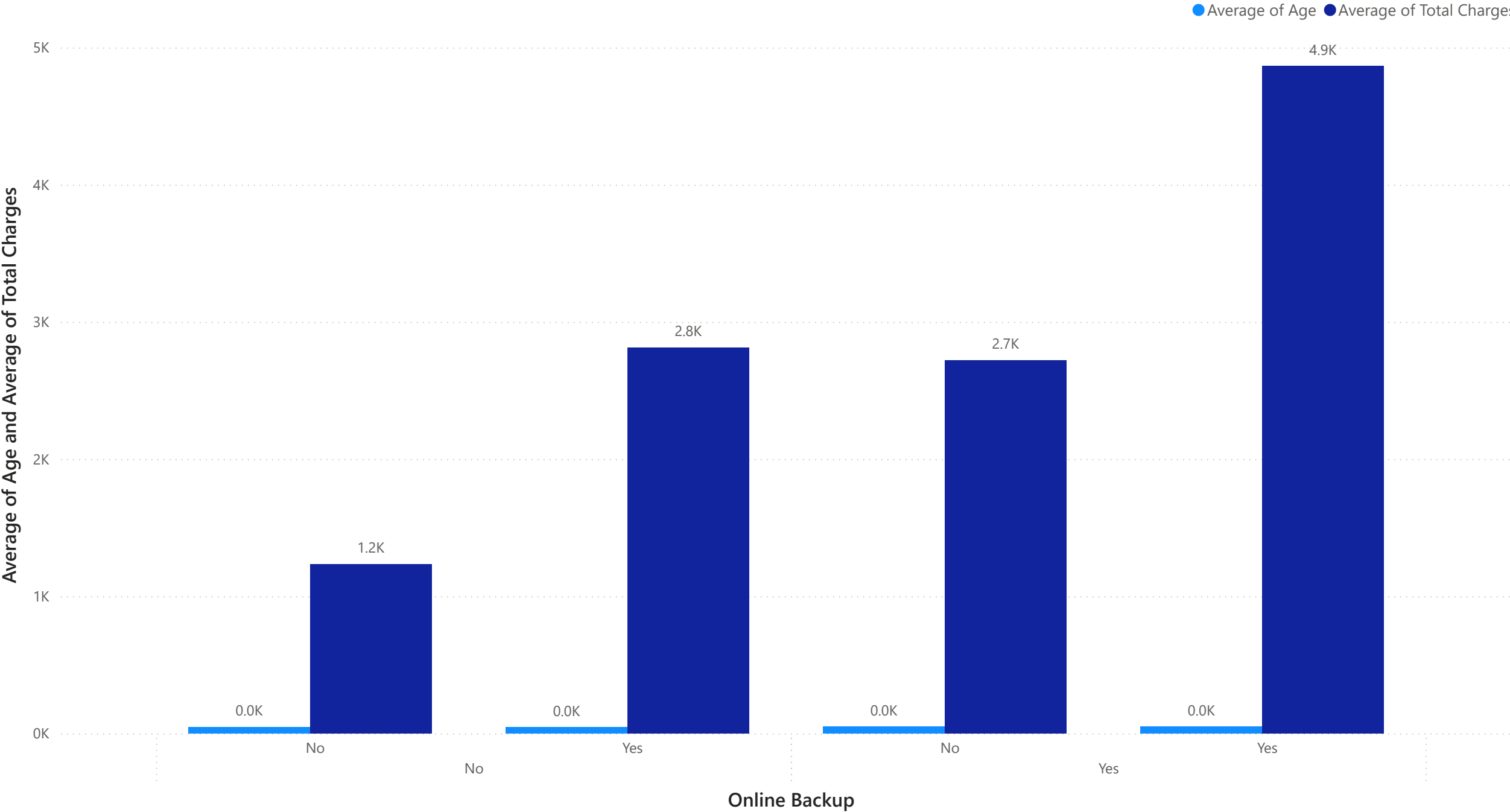


**Gender**  
● Male  
● Female

Average Monthly charges for Different Age Groups

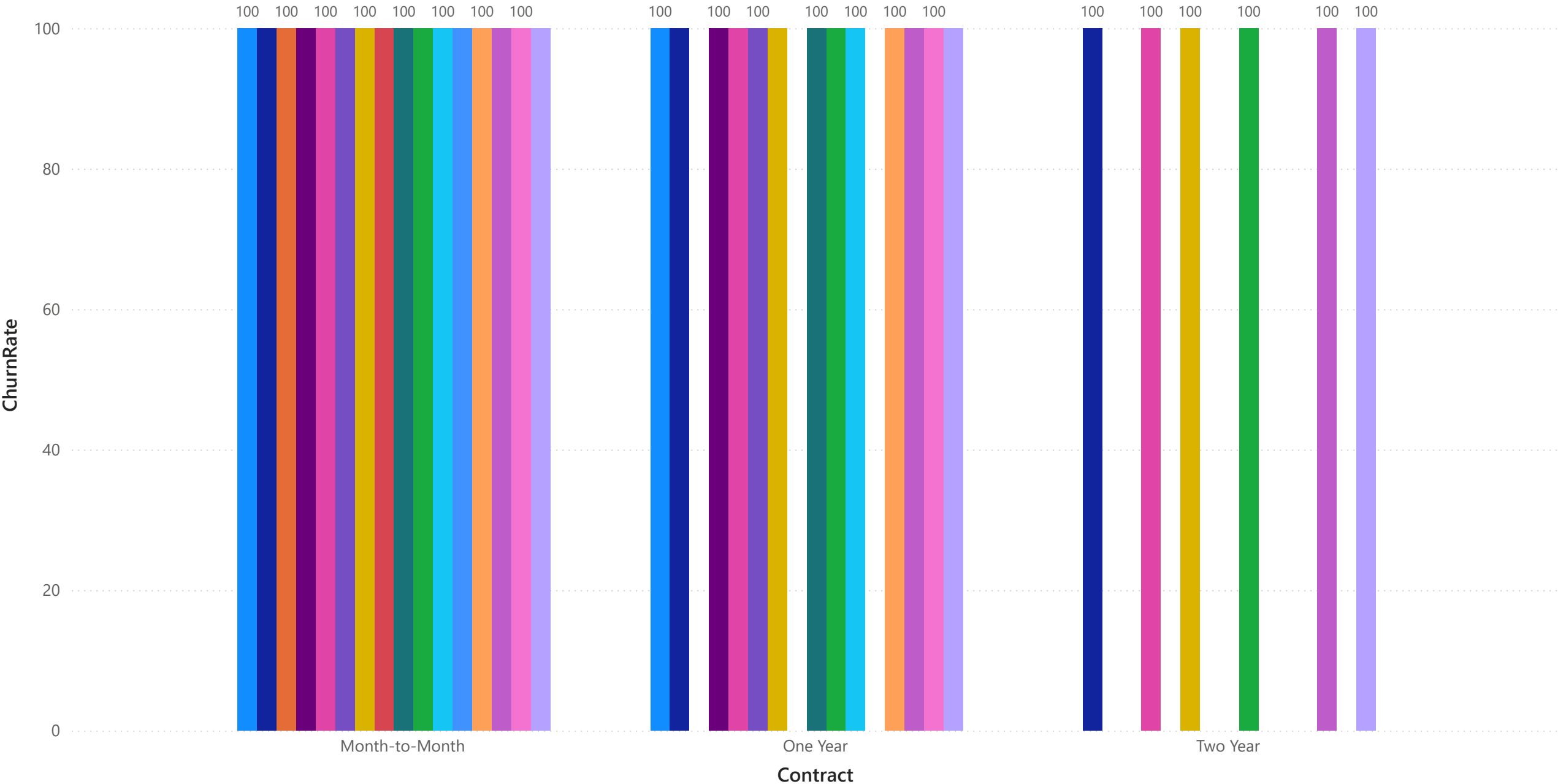


Average age & Avg total charges with Multiple lines & Online Backup



Contract type with highest churn rate among senior citizen 65 And Above

Age 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80



Avg age & Avg Total charge for customers with different  
combination of Streaming service

Average of Age	Streaming TV	Streaming Movies	Streaming Music	Average of Total Charges
43.98	Yes	Yes	Yes	4,472.28
73.28	Yes	Yes	No	4,339.54
73.19	No	Yes	No	2,720.28
44.60	No	Yes	Yes	2,692.99
48.26	Yes	No	No	2,646.48
23.26	Yes	No	Yes	1,953.70
48.52	No	No	No	1,553.42
24.16	No	No	Yes	1,021.23

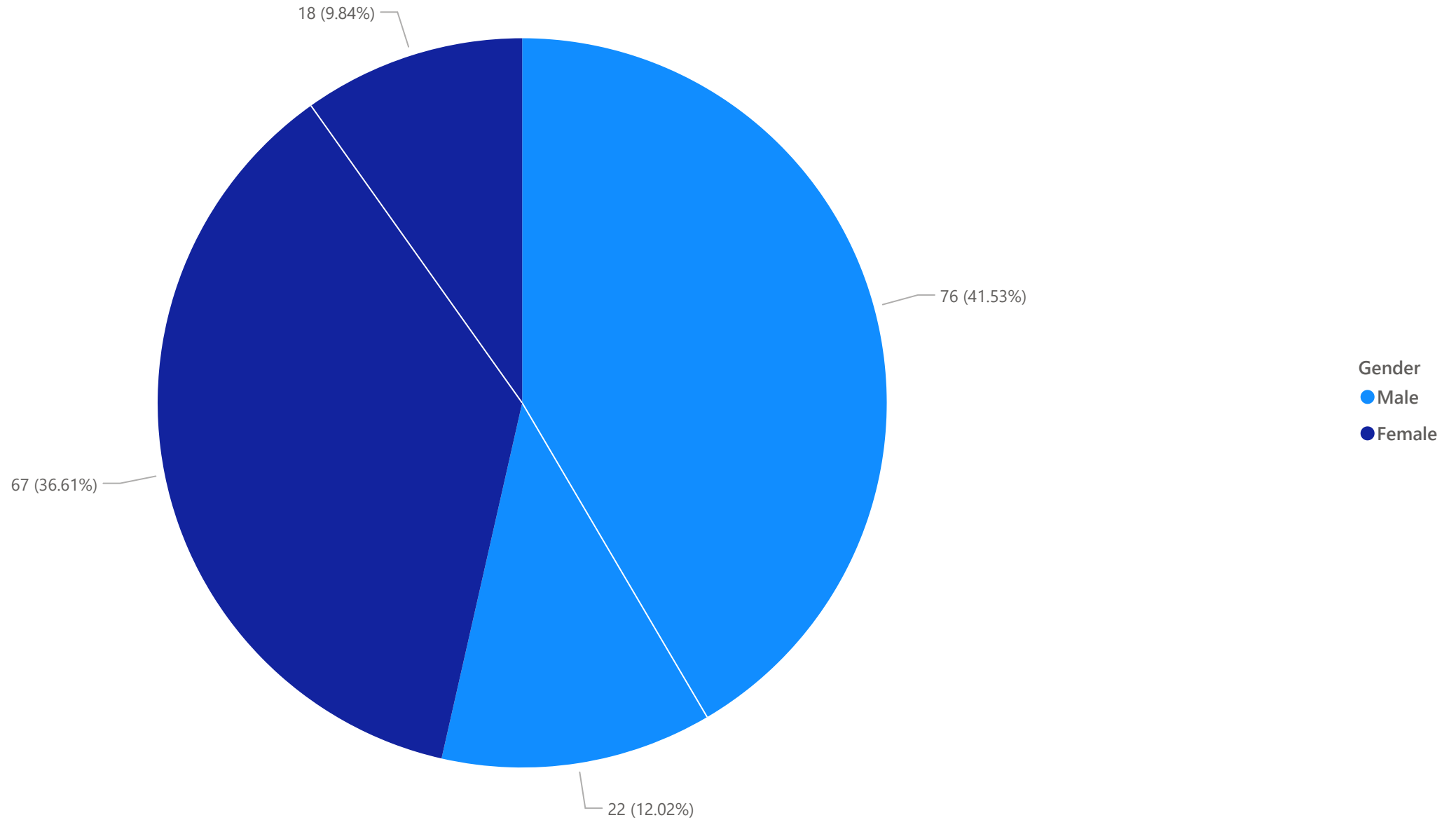
Avg monthly charge for Streaming  
TV & Multiple Line

Multiple_Lines	Streaming_TV	Average of Monthly_Charge
Yes	Yes	97.42
No	Yes	86.01
Yes	No	77.69
No	No	64.47
Total		81.11

## Churned Customer Using Most Online Service

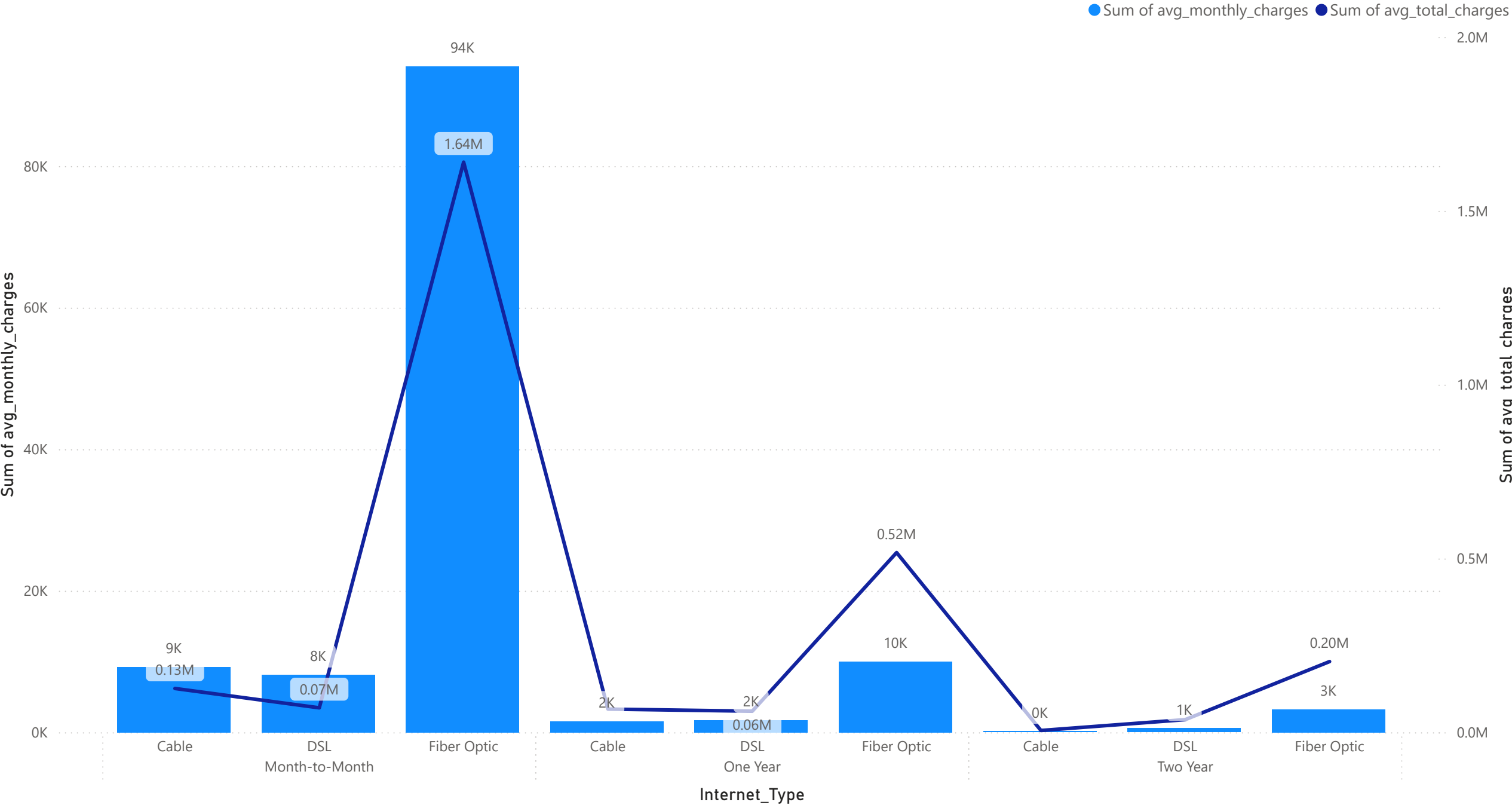
[illegible]

## Gender Distribution among customers who have churned on yearly Contacts





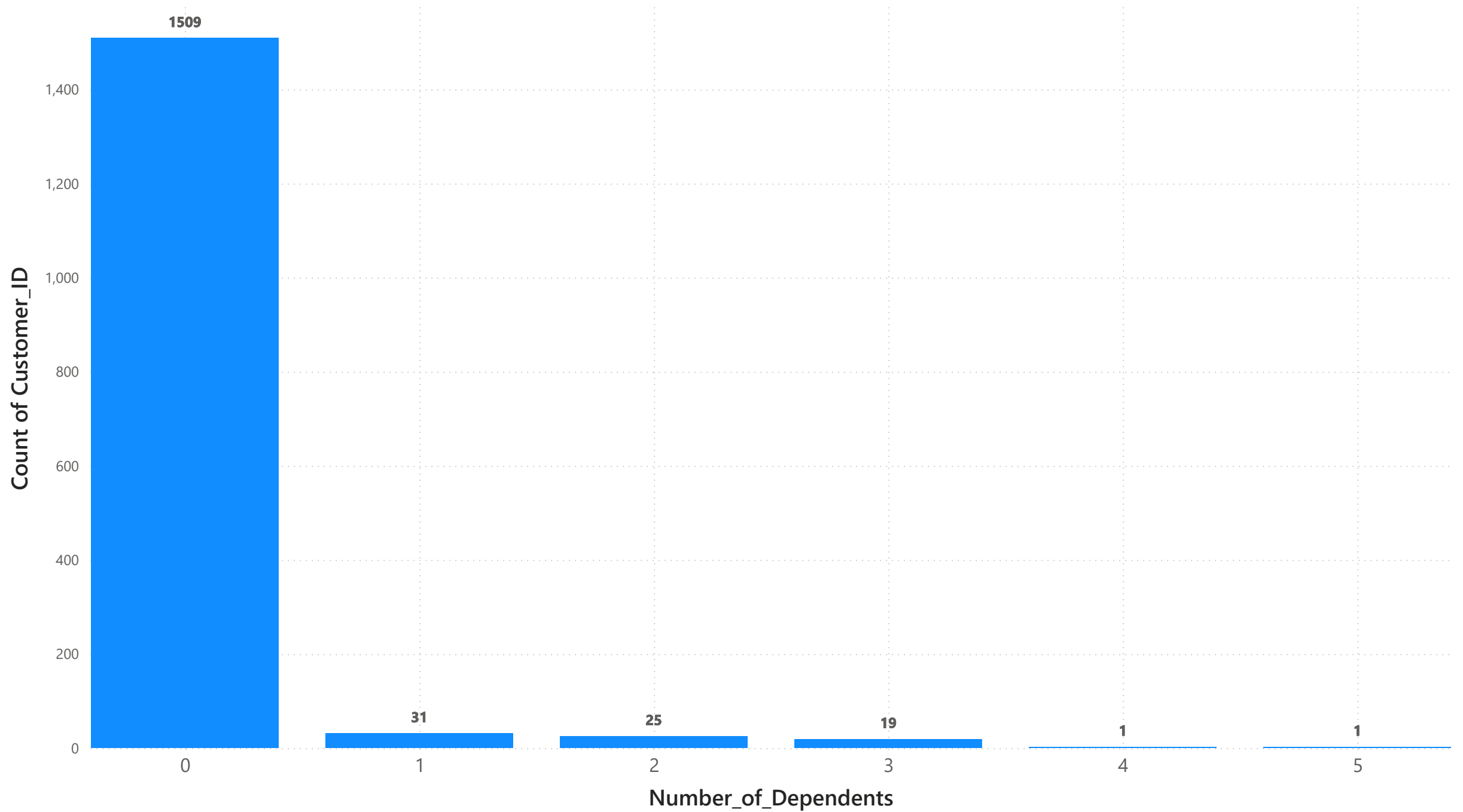
Churned customer Avg monthly charges and Total charges grouped by contract and Internet service



## Churned and Not using Online Service

avg_total_charges	Customer_ID
Null	Null

Churned customer grouped by num of dependents.

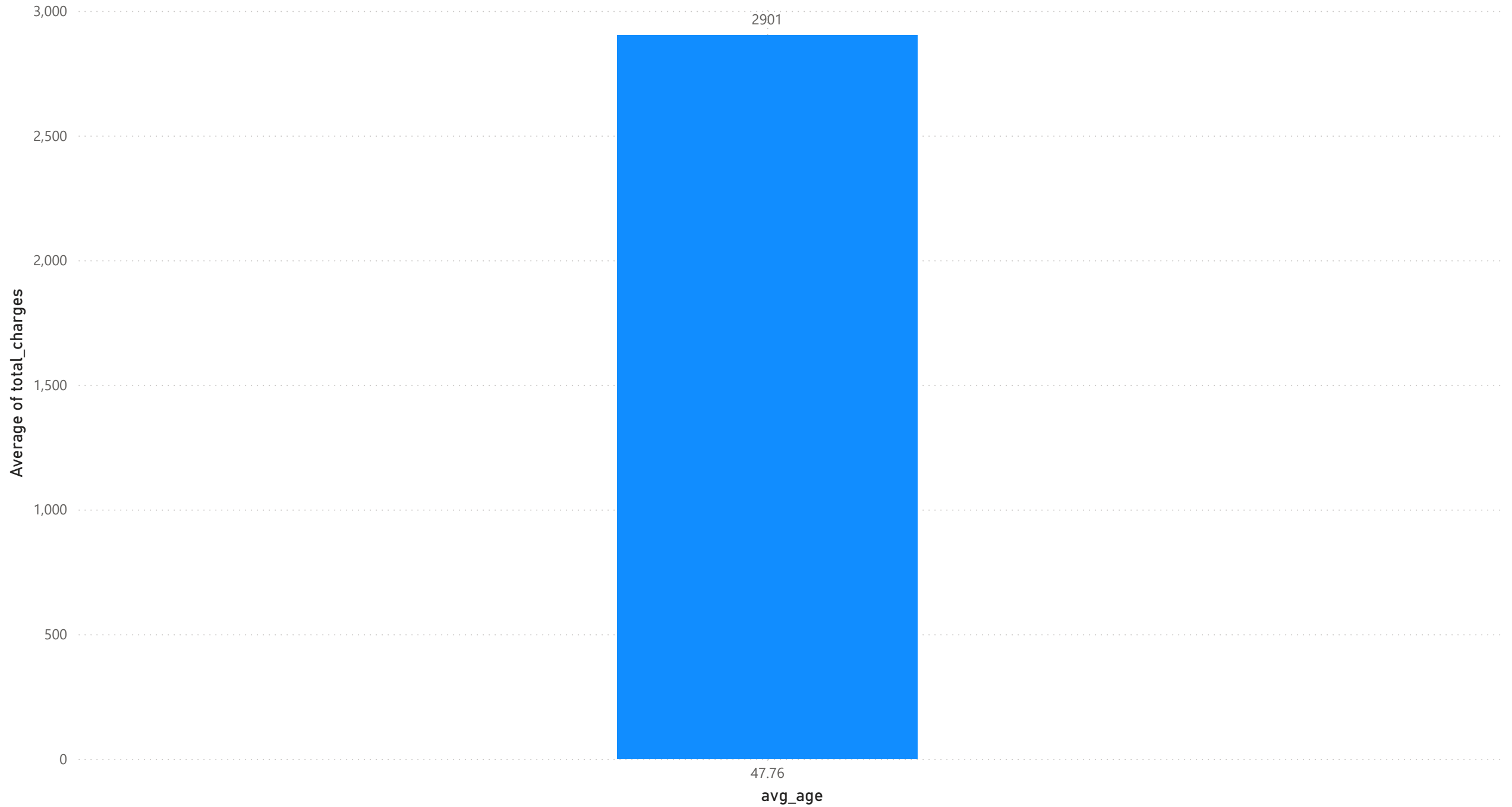


Churned Customers  
duration in months

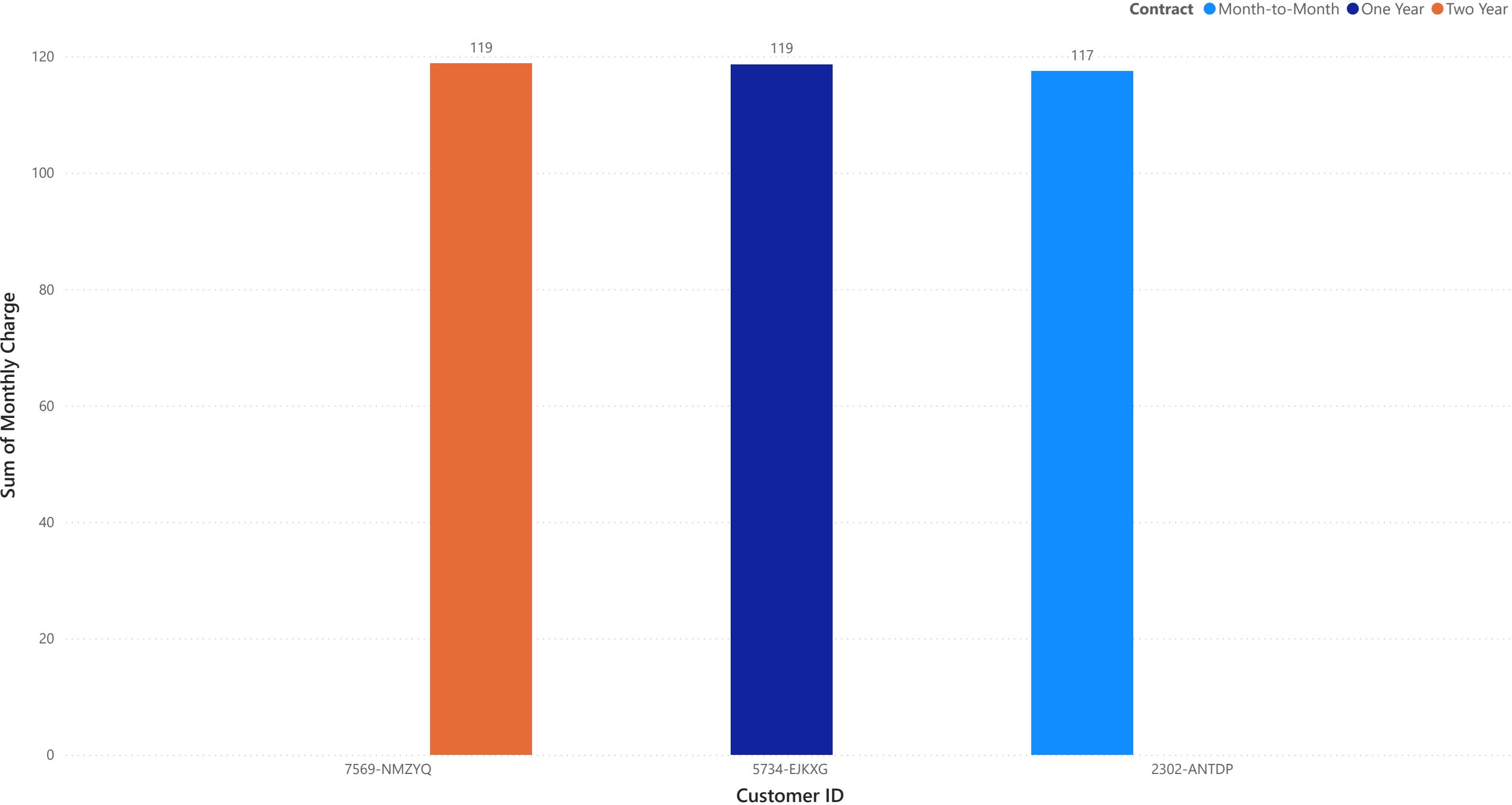
Customer_ID	Contract
0004-TLHLJ	Month-to-Month
0011-IGKFF	Month-to-Month
0013-EXCHZ	Month-to-Month
0023-XUOPT	Month-to-Month
0067-DKWBL	Month-to-Month
0093-XWZFY	Month-to-Month
0094-OIFMO	Month-to-Month
0107-YHINA	Month-to-Month
0115-TFERT	Month-to-Month
0122-OAHPZ	Month-to-Month
0125-LZQXK	Month-to-Month
0133-BMFZO	Month-to-Month
0135-NMXAP	Month-to-Month
0137-OCGAB	Month-to-Month
0148-DCDOS	Month-to-Month
0151-ONTOV	Month-to-Month
0156-FVPTA	Month-to-Month
0195-IESCP	Month-to-Month
0196-VULGZ	Month-to-Month
0207-MDKNV	Month-to-Month
0219-YTZUE	Month-to-Month
0220-EBGCE	Month-to-Month
0224-HJAPT	Month-to-Month
0231-LXVAP	Month-to-Month



# Churned Customer Avg age and Total charges Grouped by Internet Service & Phone Service



Highest Monthly Charges in Each Contract Types

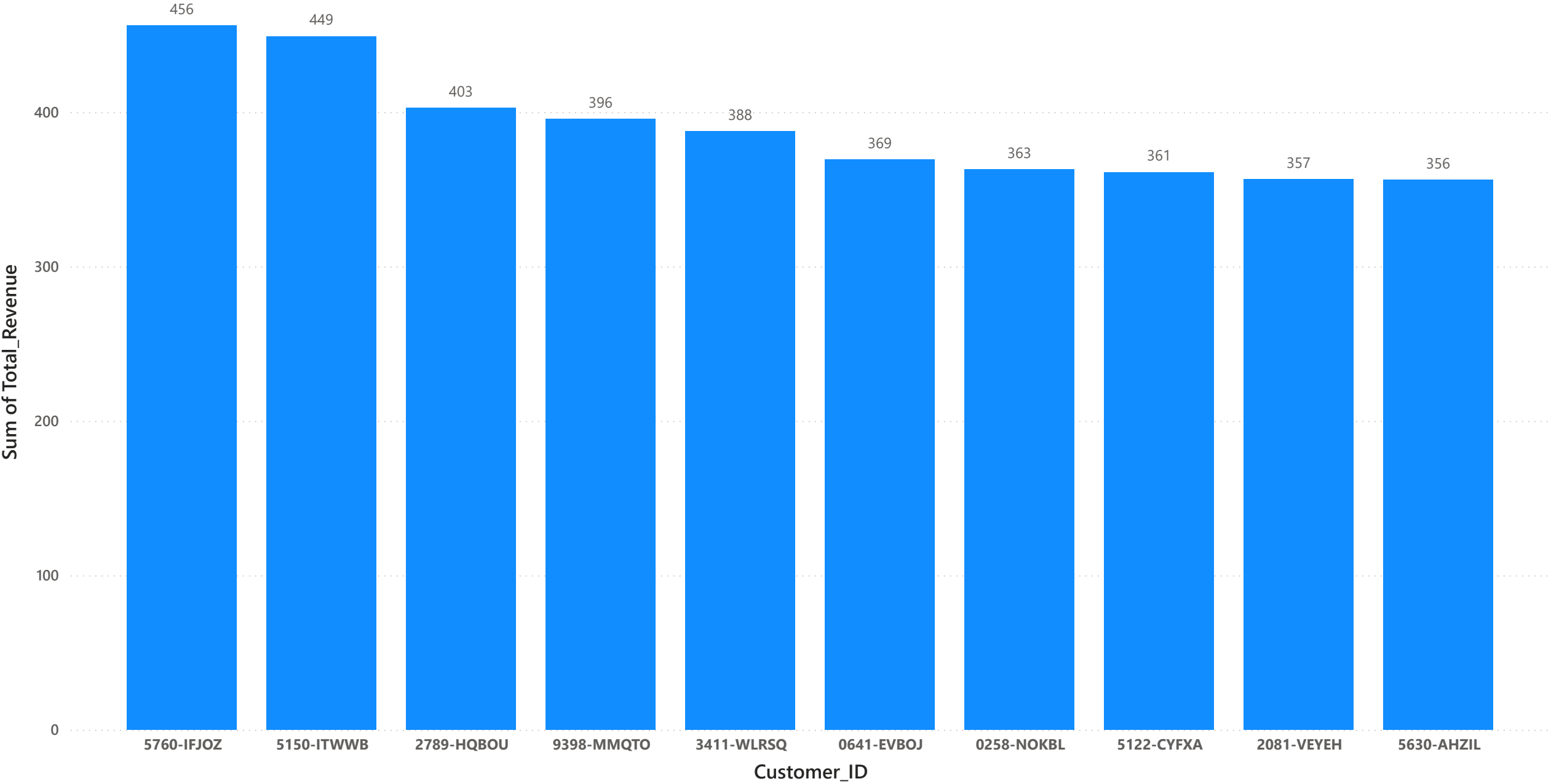


## Customers who churned and their cummalative total charges over time

Customer_ID	Sum of Monthly_Charge	Sum of Total_Charges
0004-TLHLJ	73.90	280.85
0011-IGKFF	98.00	1,237.85
0013-EXCHZ	83.90	267.40
0022-TCJCI	62.70	2,791.50
0023-XUOPT	94.10	1,215.60
0067-DKWBL	49.25	91.10
0093-XWZFY	104.50	4,036.85
0094-OIFMO	95.00	1,120.30
0107-YHINA	99.75	99.75
0112-QWPNC	84.35	4,059.35
0115-TFERT	111.20	2,317.10
0122-OAHPZ	73.85	511.25
0125-LZQXK	101.35	1,553.95
0133-BMFZO	86.25	181.65
0135-NMXAP	89.75	1,052.40
0137-OCGAB	80.20	80.20
0148-DCDOS	94.70	2,362.10
0151-ONTOV	70.90	70.90
0156-FVPTA	54.20	1,152.70
0193-ESZXP	105.50	6,205.50
0195-IESCP	85.25	855.30
0196-VULGZ	84.35	474.90
0201-OAMXR	115.55	8,127.60
0207-MDKNV	105.10	1,582.75
<b>Total</b>	<b>1,28,638.35</b>	<b>27,26,469.00</b>

Identify High-value customers at risk of churning

Customer\_Status ● Joined





4835

Count of Total customer

1586

Count of Churned Customer

32.80

ChurnRate

3.52M

Churned Customer Total\_Revenue

18.16M

Non-churn customer Total Reven...

128.64K

Churned Monthly\_Charge

388.30K

Non - Churned Customer Monthl...

19-40

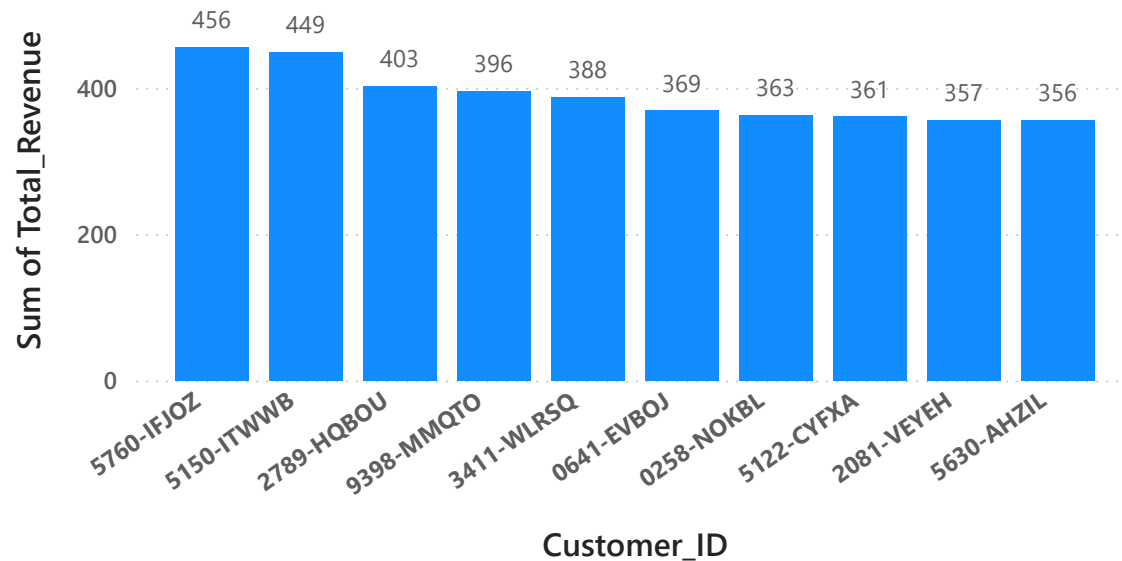
First Age\_Group

61-80

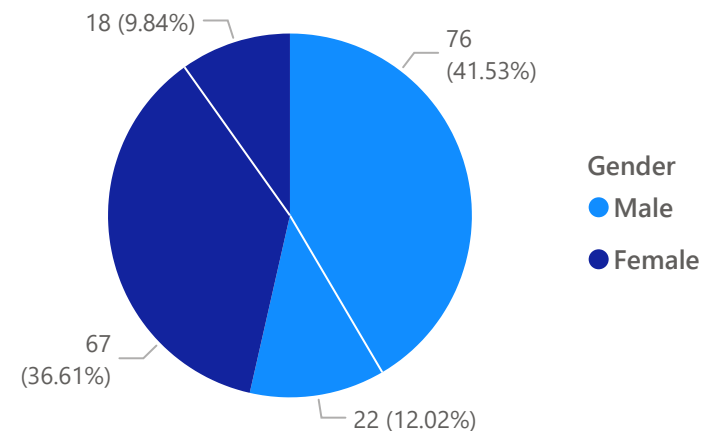
Last Age\_Group

### Identify High-value customers at risk of churning

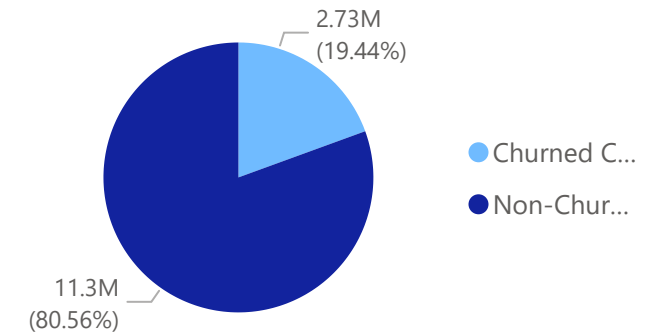
Customer\_Status ● Joined



### Gender Distribution among customers who have churned on yearly Contacts



### Total Charges Distribution for Churned and Non-Churned Customers



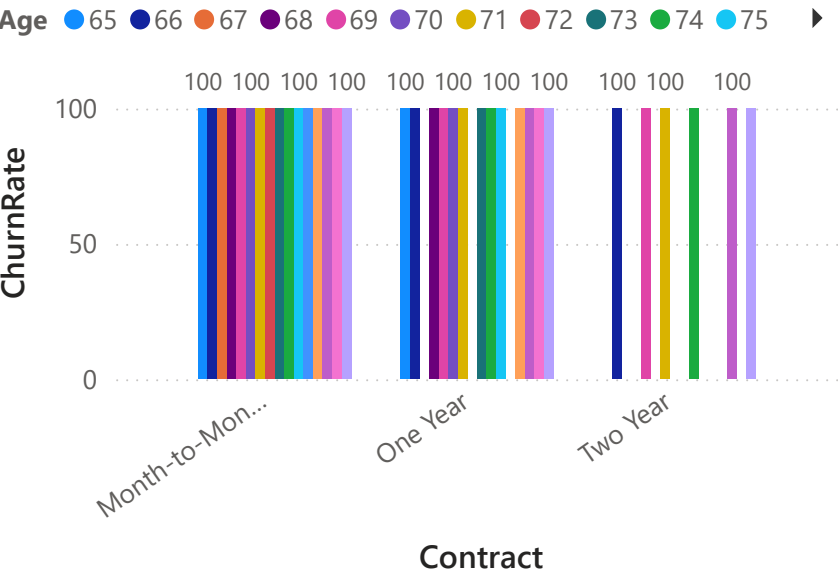
Customers With Online Security And Online Backup Service

Customer_ID	Count of Online_Backup	Count of Online_Security
0002-ORFBO	1	1
0003-MKNFE	1	1
0013-MHZWF	1	1
0013-SMEOE	1	1
0014-BMAQU	1	1
0015-UOCOJ	1	1
0016-QLJIS	1	1
0017-IUDMW	1	1
0018-NYROU	1	1
Total	3249	3249

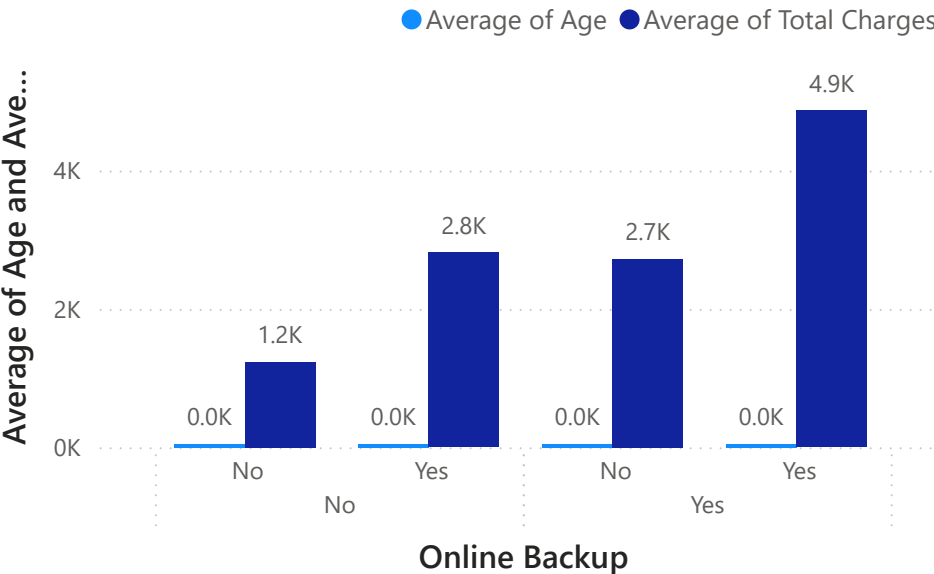
Most combination of service among churned customer

Customer_ID	Device_Protection_Plan	Internet_Service	Multiple_Lines	Online_Backup	Online_Security	Phone_Service	Premium_Tech
	No	Yes	No	No	No	Yes	No
0004-TLHLJ	No	Yes	No	No	No	Yes	No
0011-IGKFF	No	Yes	No	No	No	Yes	No
0013-EXCHZ	No	Yes	No	No	No	Yes	No
0022-TCJCI	No	Yes	No	No	No	Yes	No
0023-XUOPT	No	Yes	No	No	No	Yes	No
0067-DKWBL	No	Yes	No	No	No	Yes	No
0093-XWZFY	No	Yes	No	No	No	Yes	No
0094-OIFMO	No	Yes	No	No	No	Yes	No
0107-XHUNA	No	Yes	No	No	No	Yes	No
Total							

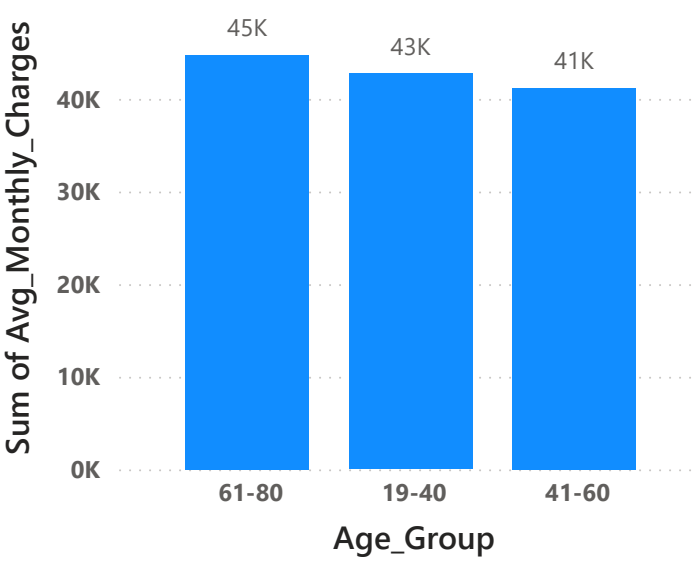
Contract type with highest churn rate among senior citizen



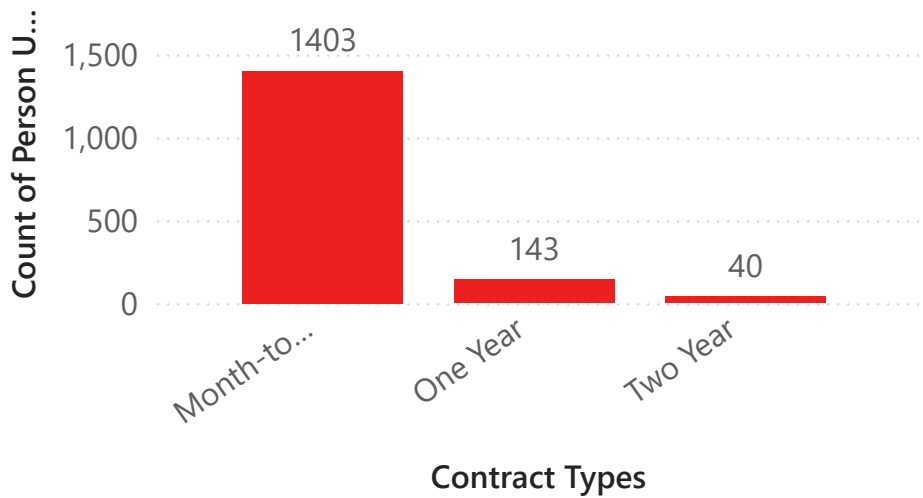
Average age & Avg total charges with Multiple lines & Online Backup



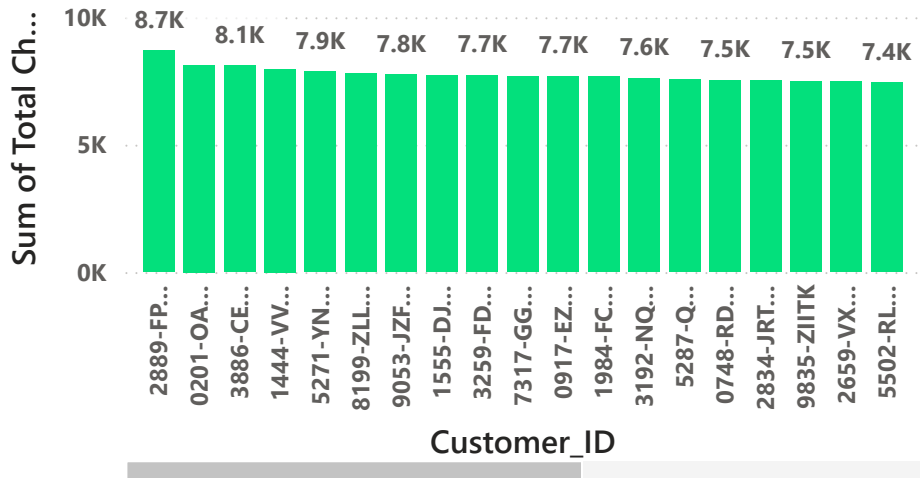
Average Monthly charges for Different Age Groups



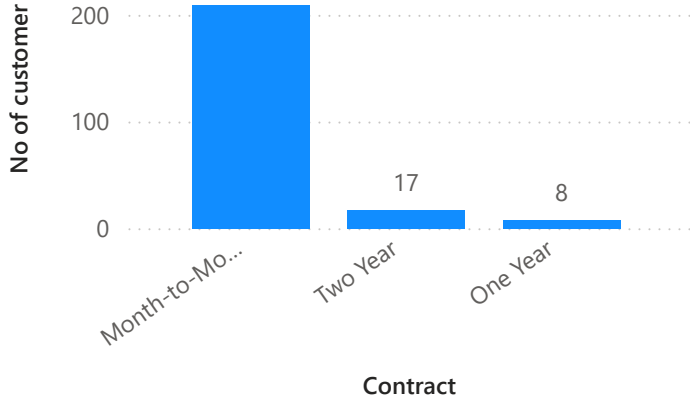
Most Common Contract Types Among Churned Customer



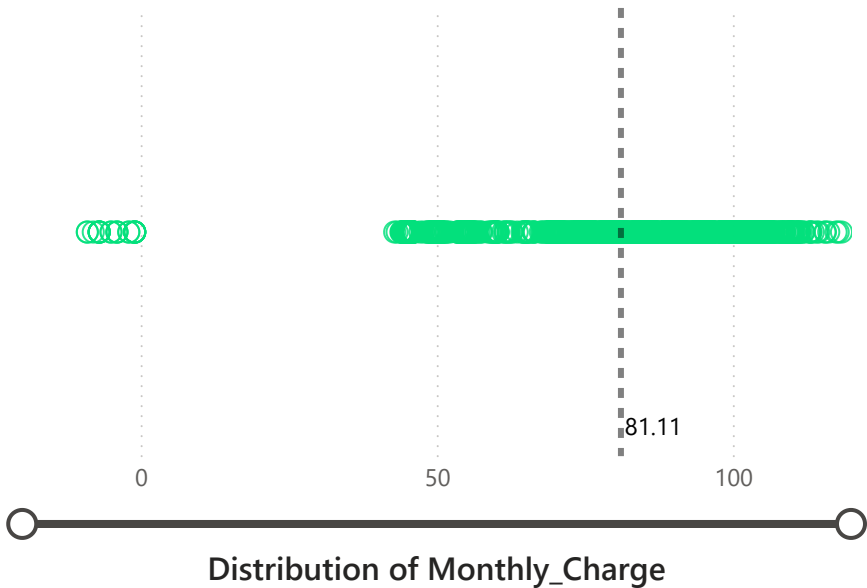
Customers Above 7K who have been Churned



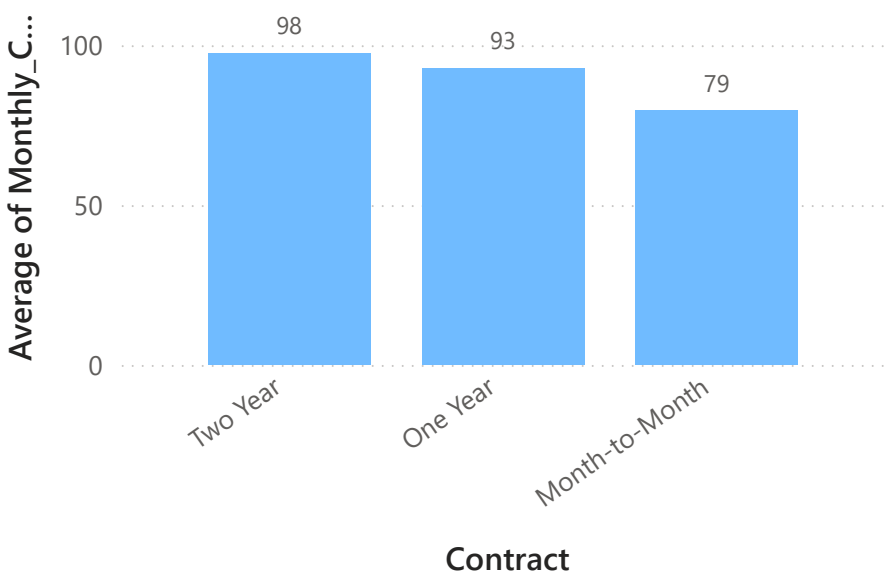
No of customer most prone to churn According to Contract Types



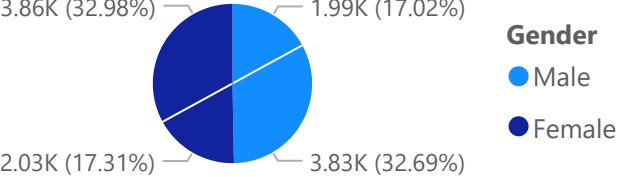
Distribution of Monthly Charges among churned Customer



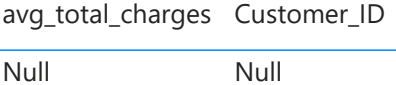
Average Monthly Charges by Contract Type among Churned Customer



Average of Total Charges by Gender and Married



Churned and Not using Online Service



### Churned Customer duration in months

Customer_ID	Contract
0004-TLHLJ	Month-to-Month
0011-IGKFF	Month-to-Month
0013-EXCHZ	Month-to-Month
0023-XUOPT	Month-to-Month
0067-DKWBL	Month-to-Month
0093-XWZFY	Month-to-Month
0094-OIFMO	Month-to-Month
0107-YHINA	Month-to-Month
0115-TFERT	Month-to-Month
0122-OAHPZ	Month-to-Month
0125-LZOXX	Month-to-Month

### Avg monthly charge for Streaming TV & Multiple Line

Multiple_Lines	Streaming_TV	Average of Monthly_Charge
Yes	Yes	97.42
No	Yes	86.01
Yes	No	77.69
No	No	64.47
Total		81.11

### Avg age & Avg Total charge for customers with different combination of Streaming service

Average of Age	Streaming TV	Streaming Movies	Streaming Music	Average of Total Charges
48.52	No	No	No	1,553.42
48.26	Yes	No	No	2,646.48
24.16	No	No	Yes	1,021.23
23.26	Yes	No	Yes	1,953.70
73.19	No	Yes	No	2,720.28
73.28	Yes	Yes	No	4,339.54
44.60	No	Yes	Yes	2,692.99
43.98	Yes	Yes	Yes	4,472.28

### Churned Customer Using Most Online Service

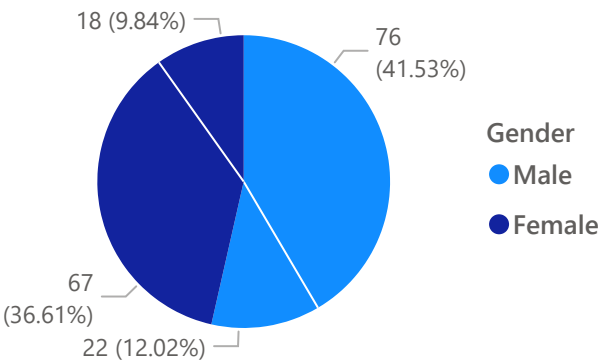
Customer_ID	Multiple_Lines	Online_Backup	Online_Security	Streaming_Movies	Streaming_Music
0201-OAMXR	Yes	Yes	Yes	Yes	Yes
0363-QJVFX	Yes	Yes	Yes	Yes	Yes
0691-IFBQW	Yes	Yes	Yes	Yes	Yes
1444-VVSGW	Yes	Yes	Yes	Yes	Yes
1555-DJEQW	Yes	Yes	Yes	Yes	Yes
2408-TZMJL	Yes	Yes	Yes	Yes	Yes
2659-VXMWZ	Yes	Yes	Yes	Yes	Yes
2889-FPWRM	Yes	Yes	Yes	Yes	Yes
3325-FUYCG	Yes	Yes	Yes	Yes	Yes
3331-HQDTW	Yes	Yes	Yes	Yes	Yes

Total

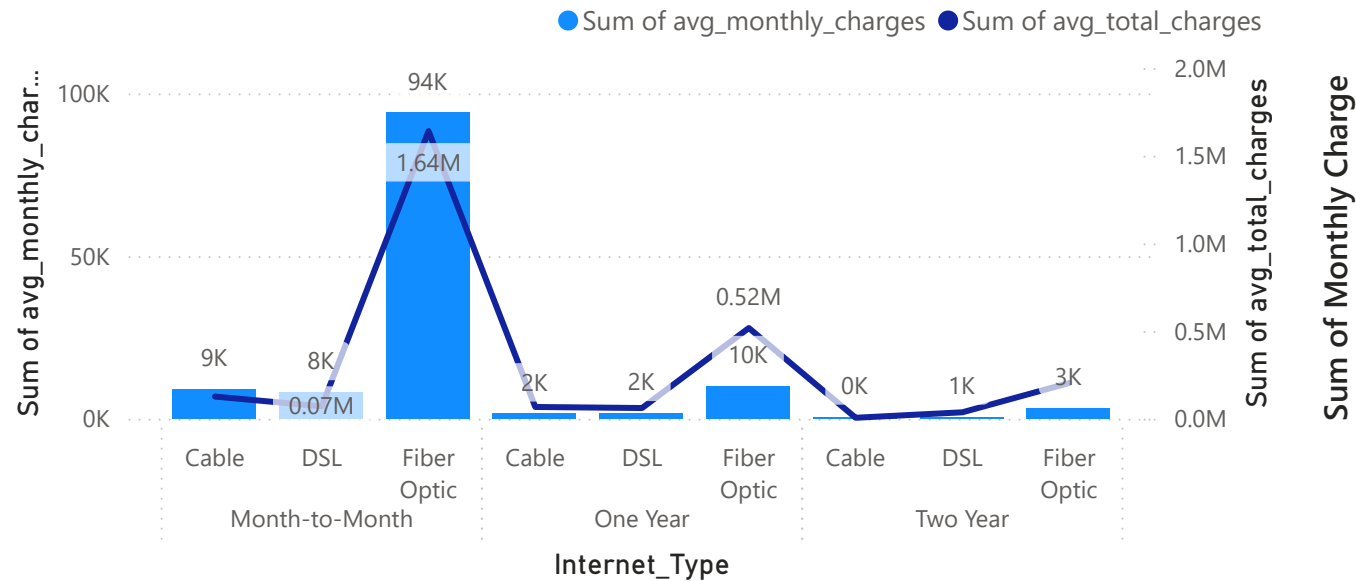
### Churned and Not using Online Service

avg_total_charges	Customer_ID
Null	Null

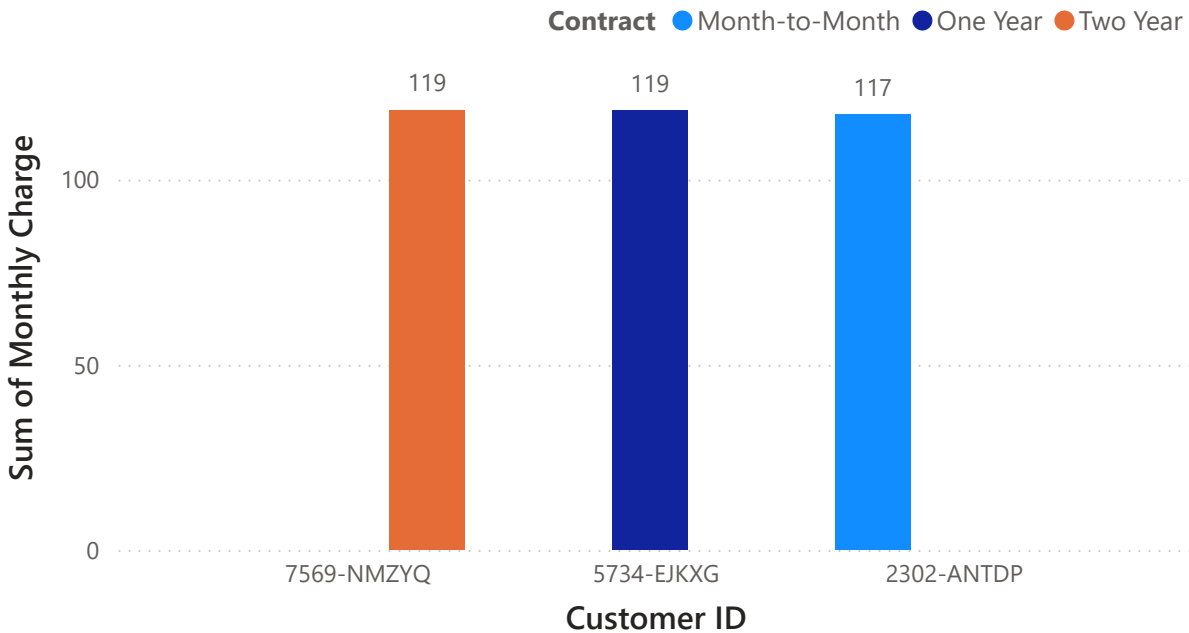
### Gender Distribution among customers who have churned on yearly Contacts



Churned customer Avg monthly charges and Total charges grouped by contract and Internet service



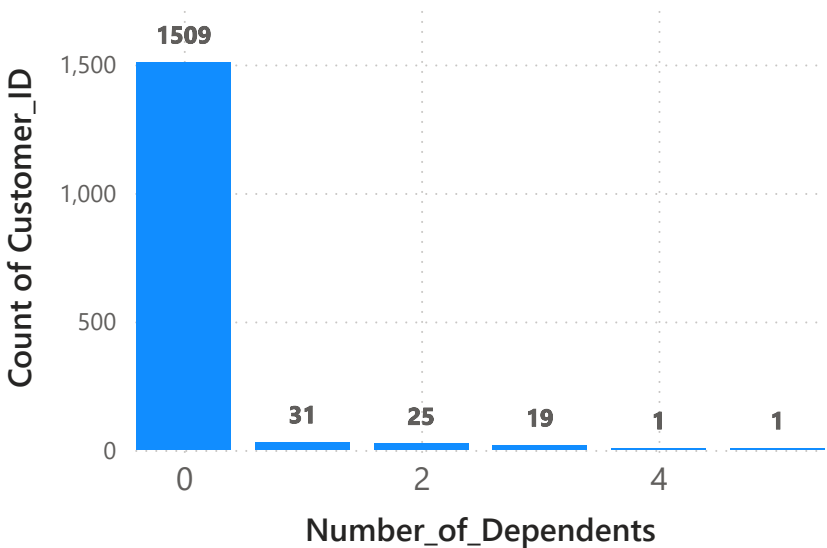
Highest Monthly Charges in Each Contract Types



Customers who churned and their cummalative total charges over time

Customer_ID	Sum of Monthly_Charge	Sum of Total_Charge
0004-TLHLJ	73.90	280.0
0011-IGKFF	98.00	1,237.0
0013-EXCHZ	83.90	267.0
0022-TCJCI	62.70	2,791.0
0023-XUOPT	94.10	1,215.0
0067-DKWBL	49.25	91.0
0093-XWZFY	104.50	4,036.0
0094-OIFMO	95.00	1,120.0
0107-YHINA	99.75	99.0
Total	1,28,638.35	27,26,469.0

Churned customer grouped by num of dependents.



Churned Customer Avg age and Total charges Grouped by Internet Service & Phone Service

