7043

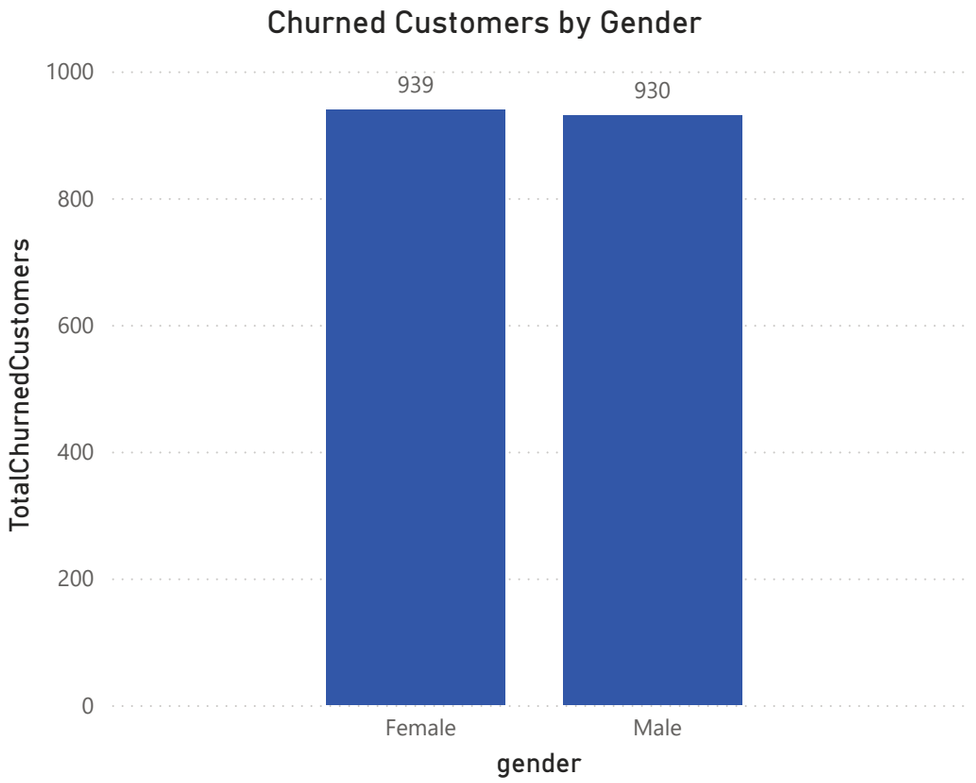
TotalCustomers

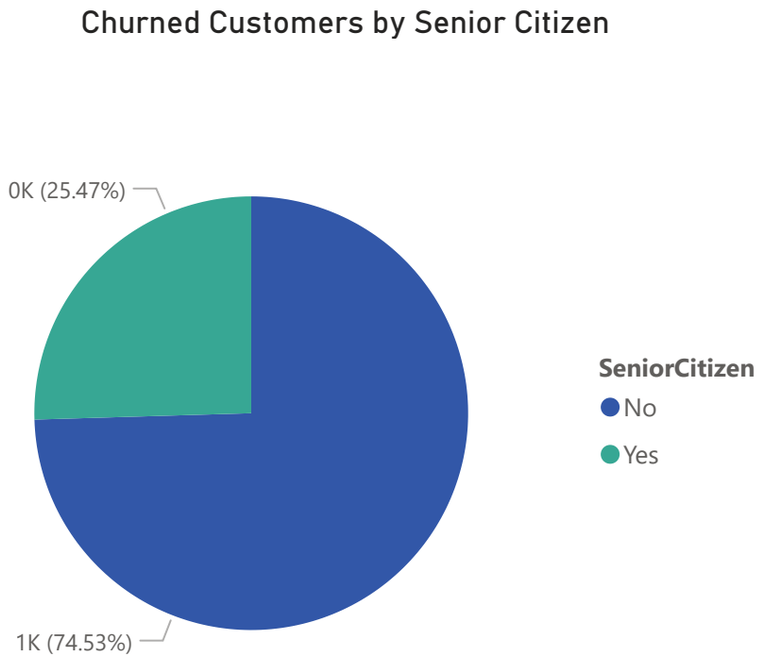
1869

TotalChurnedCustomers

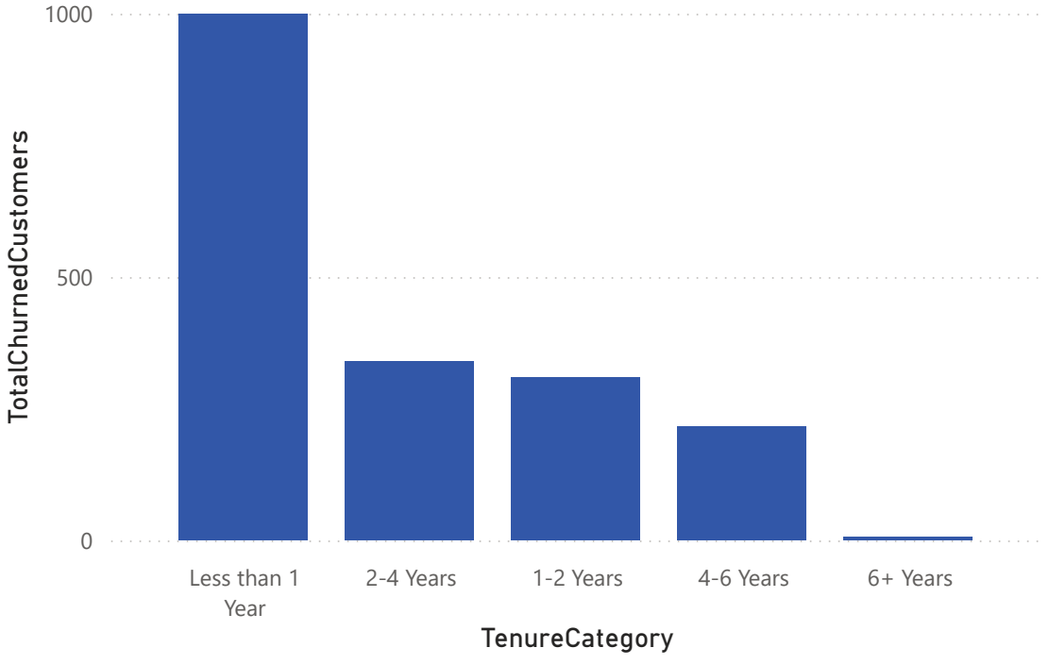
26.5%

Churn Rate (%)

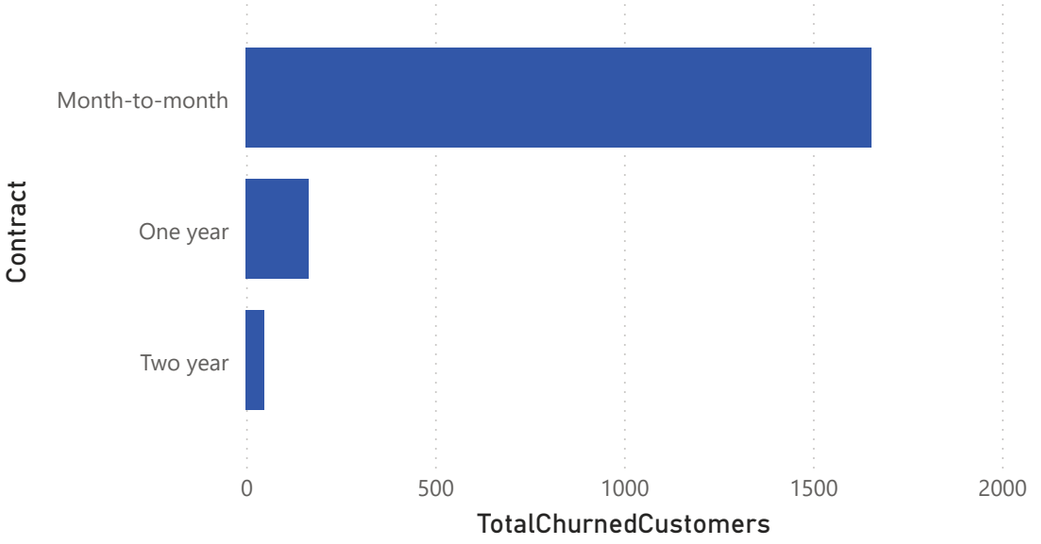




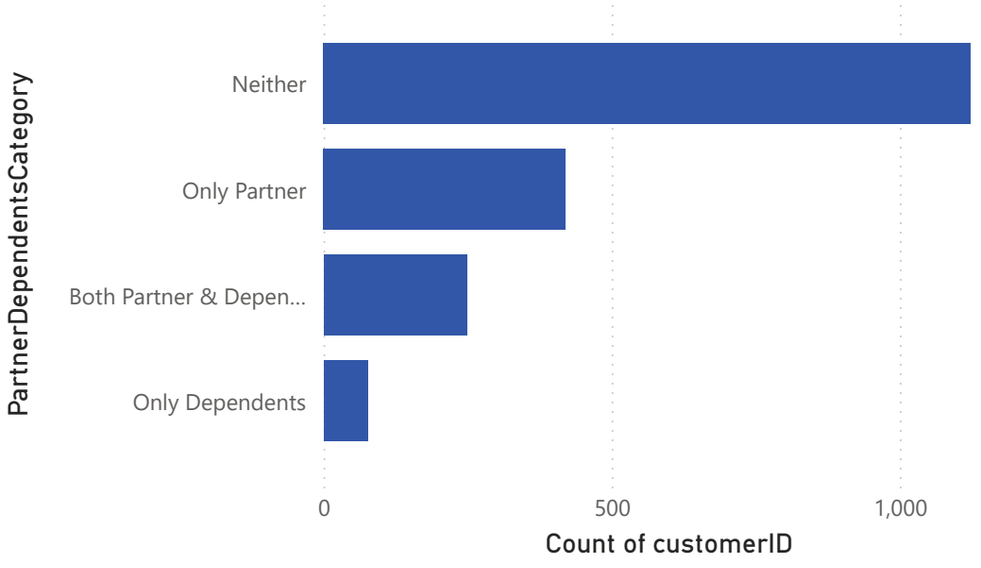
Churned Customers by Tenure period



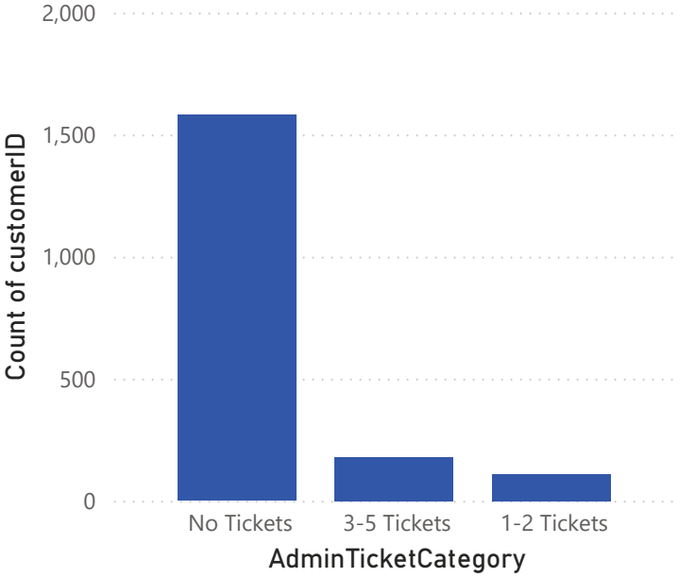
Churned Customers by Contract



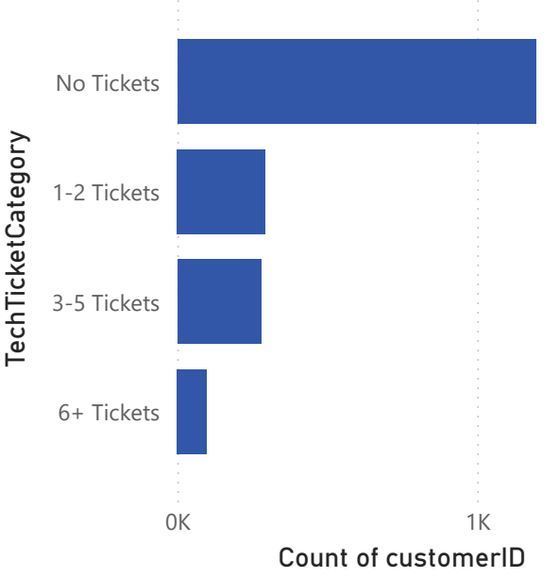
Churned Customers By Partners & Dependents



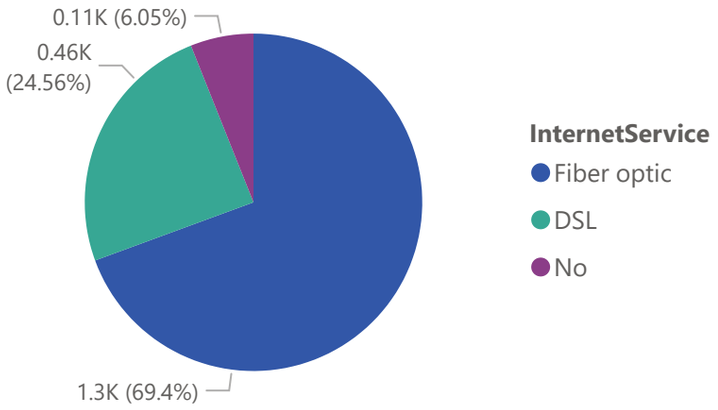
Churned Customers By Number of Admin Tickets



Churned Customers By Tech Tickets

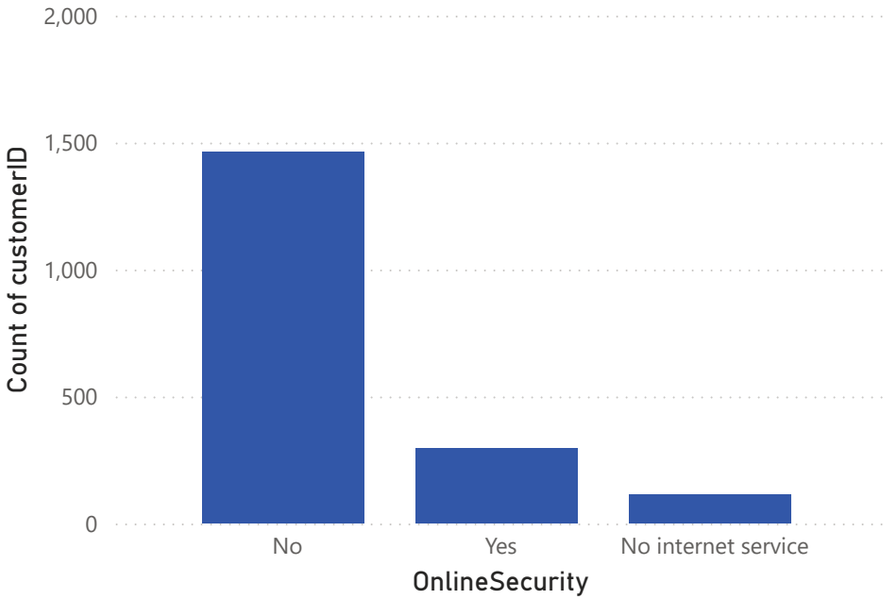


Churned Customers By Internet Service

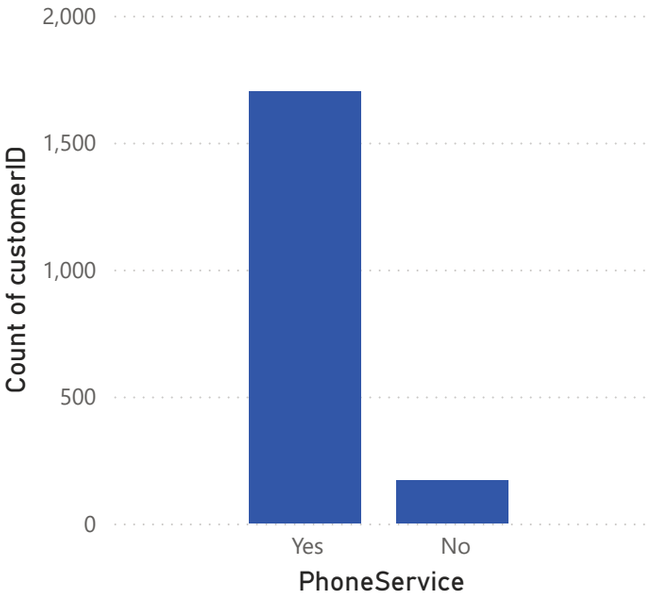


Churned Customers belong more to category of "Fiber optic" which indicates service issues.

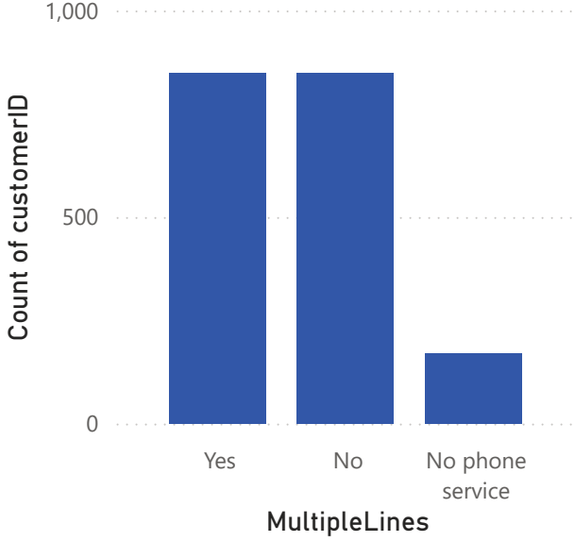
Churned Customers By Online security service



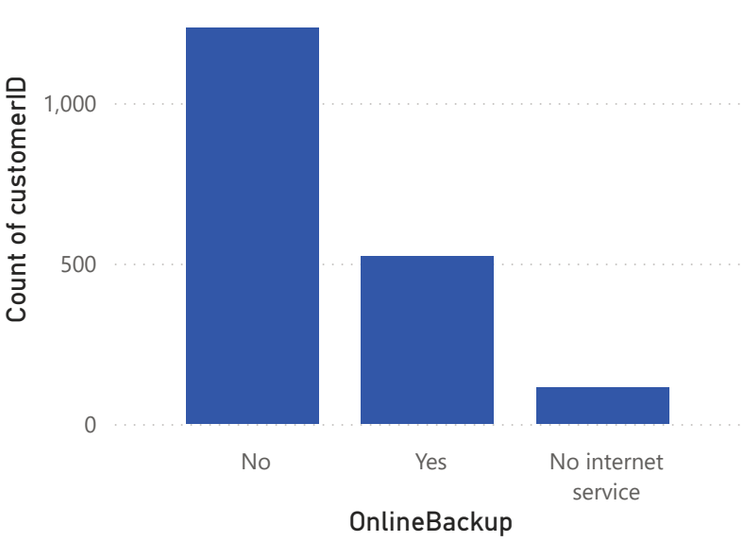
Churned Customers By Phone Service



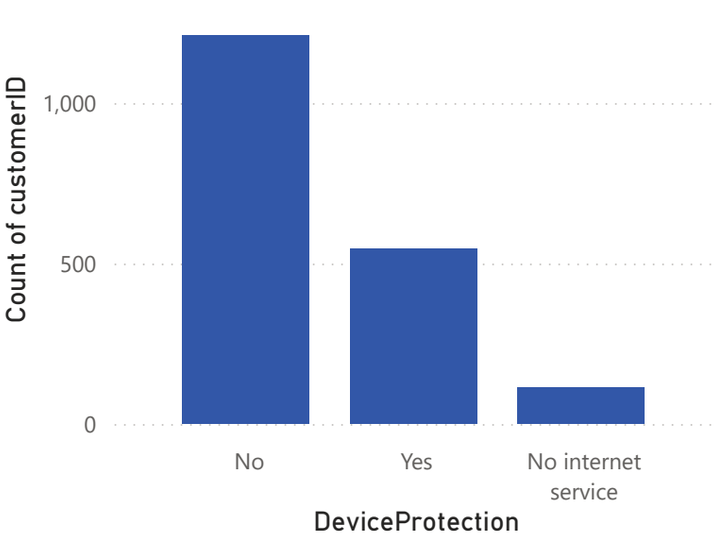
Churned Customers By Multiple lines (Phone service)



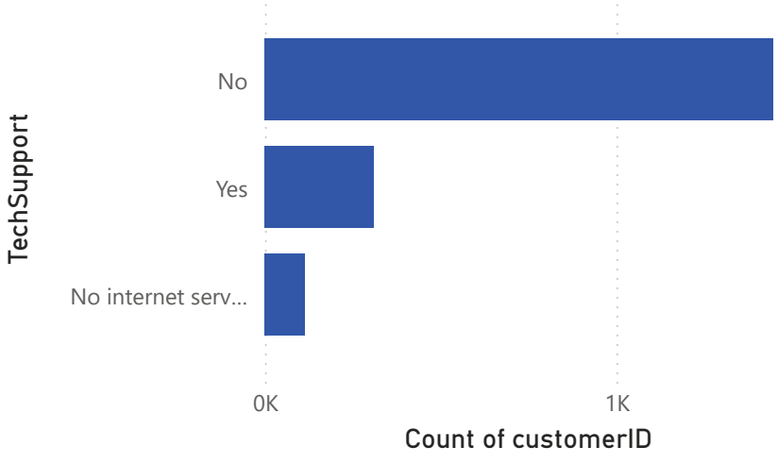
Churned Customers By online Backup service



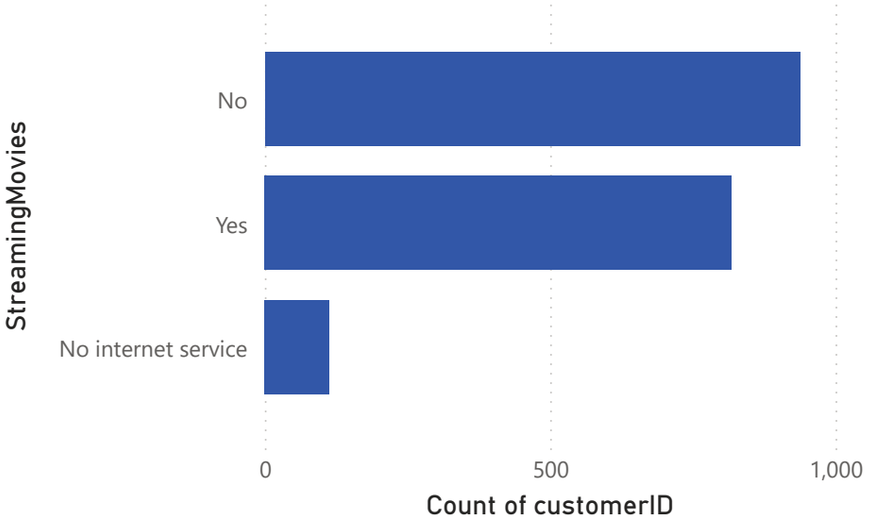
Churned Customers By Device Protection Service



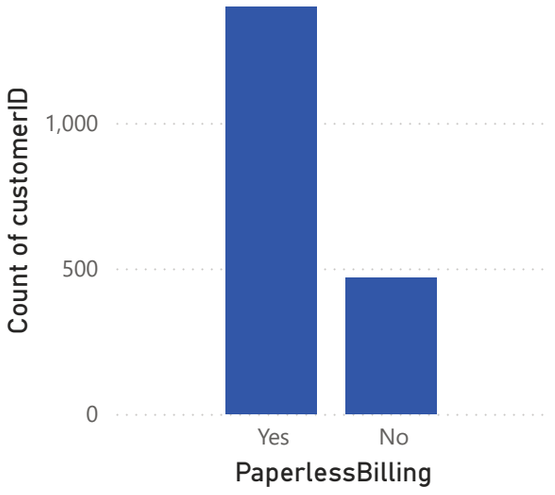
Churned Customers By Tech Support



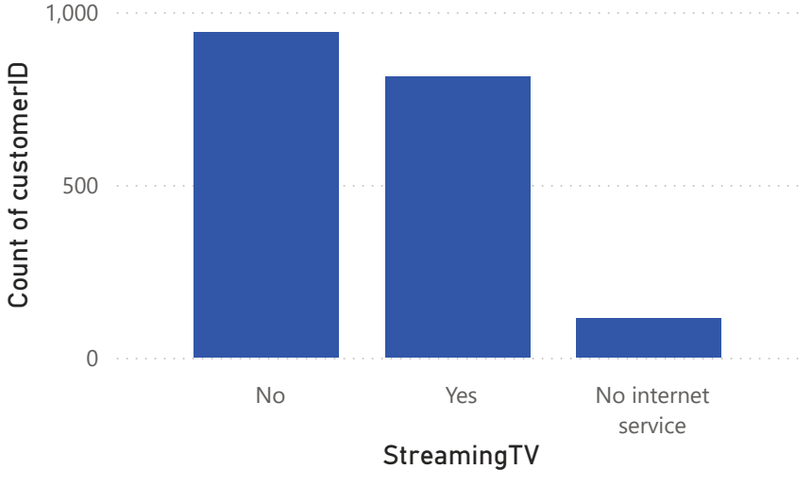
Churned Customers by Streaming Movies service



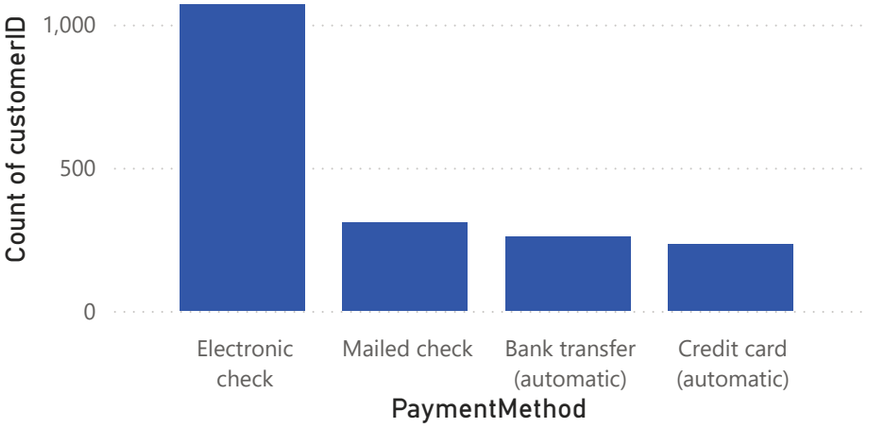
Churned Customers By paperless Billing

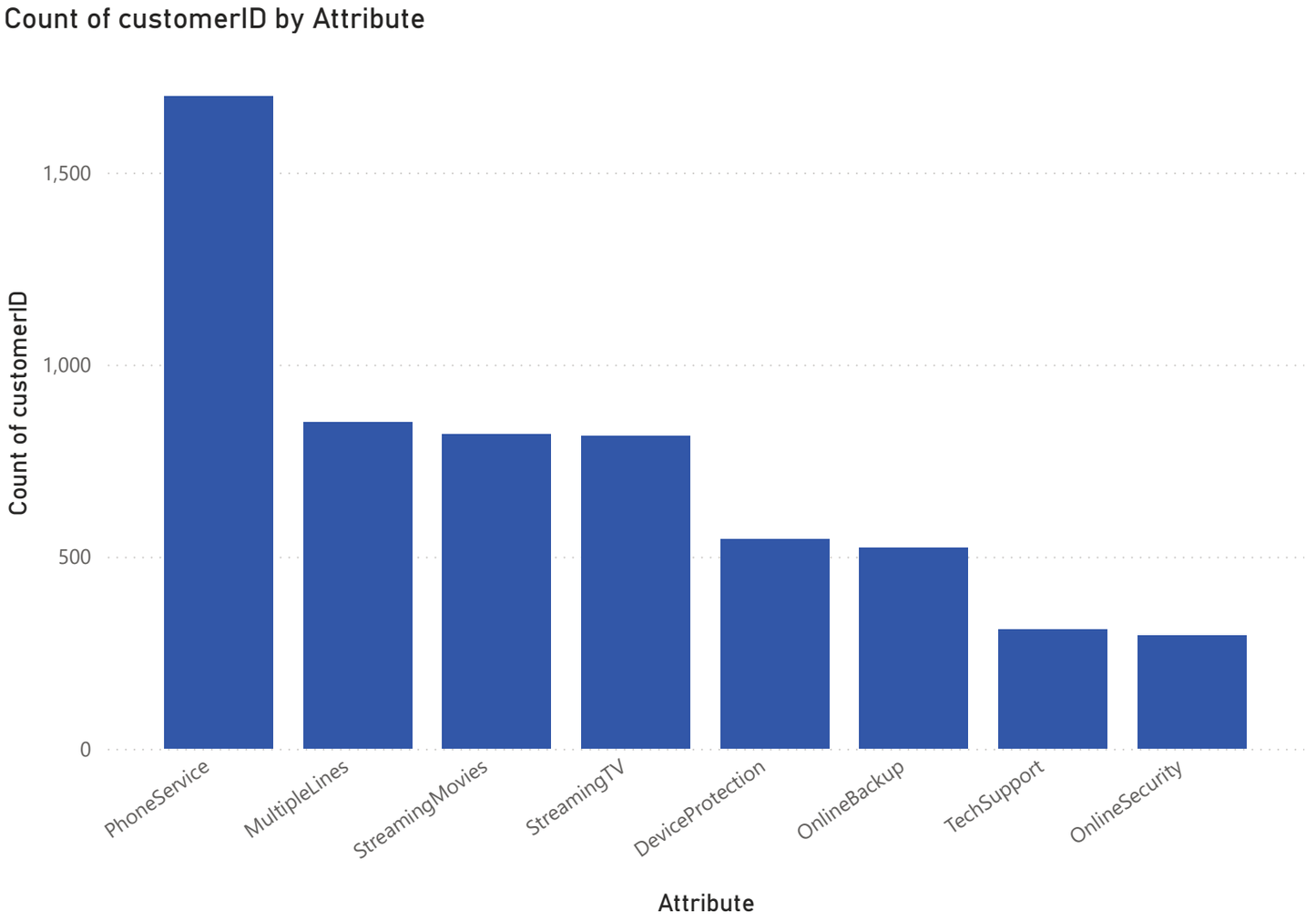


Churned Customers by Streaming Tv service



Churned Customers By payment Method




Count of customerID by Attribute
1,500
1,000
500
0
Count of customerID
PhoneService
MultipleLines
StreamingMovies
StreamingTV
DeviceProtection
OnlineBackup
TechSupport
OnlineSecurity
Attribute

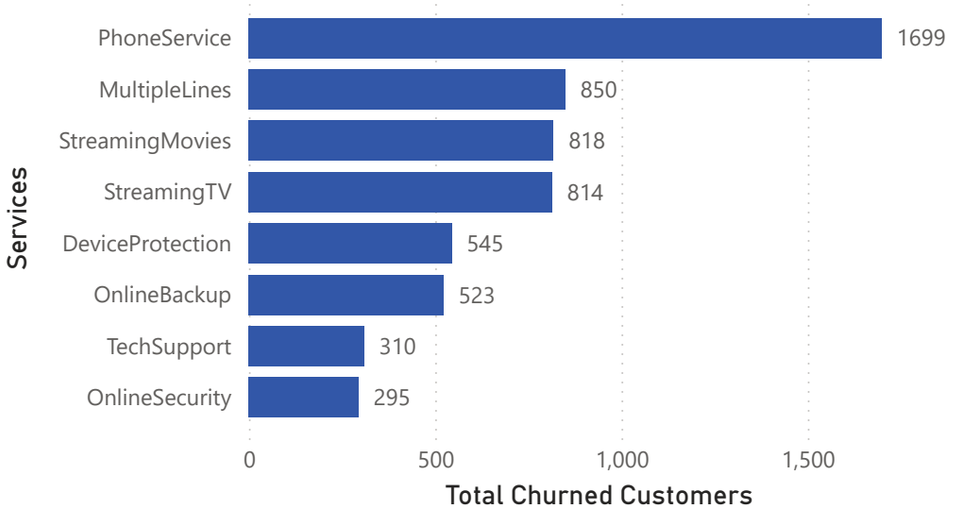
Telecom Customer Churn Analysis

7043
Total Customers

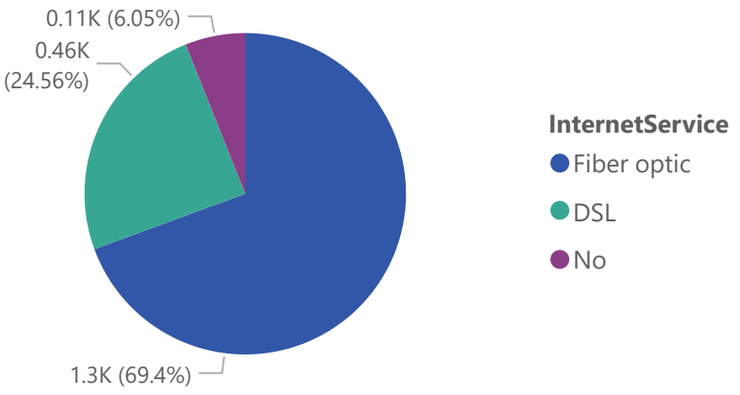
1869
Total Churned Customers

26.5%
Churn Rate (%)

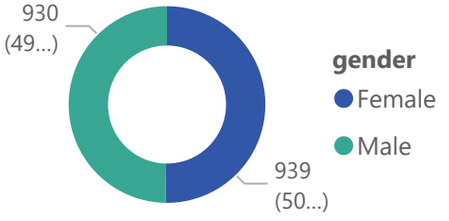
Churned Customers By Services



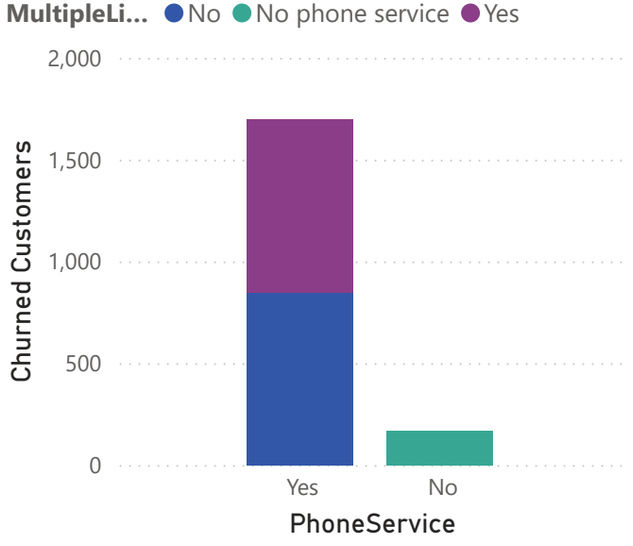
Churned Customers By Internet Service



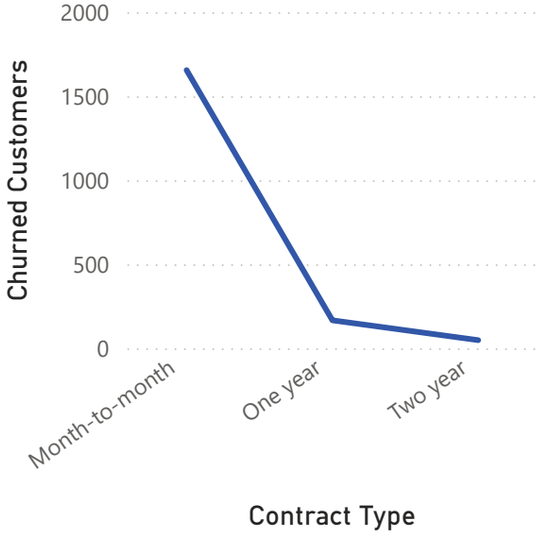
Churned Customers by Gender



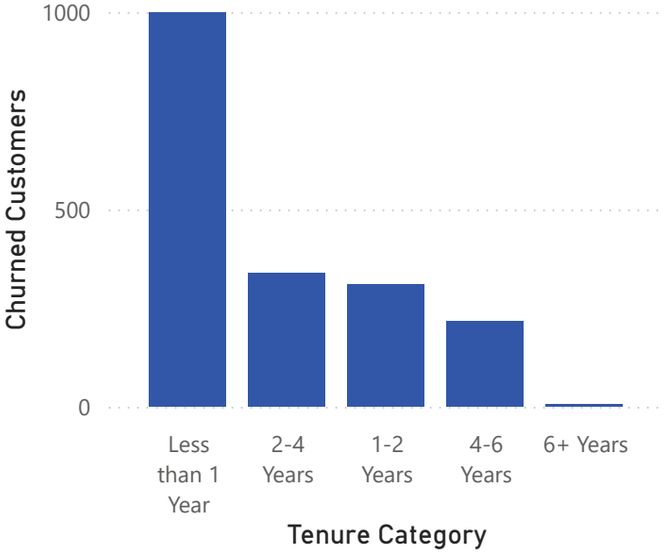
Churned Customers By Phone Service



Churned Customers by Contract



Churned Customers by Tenure period



7043

TotalCustomers

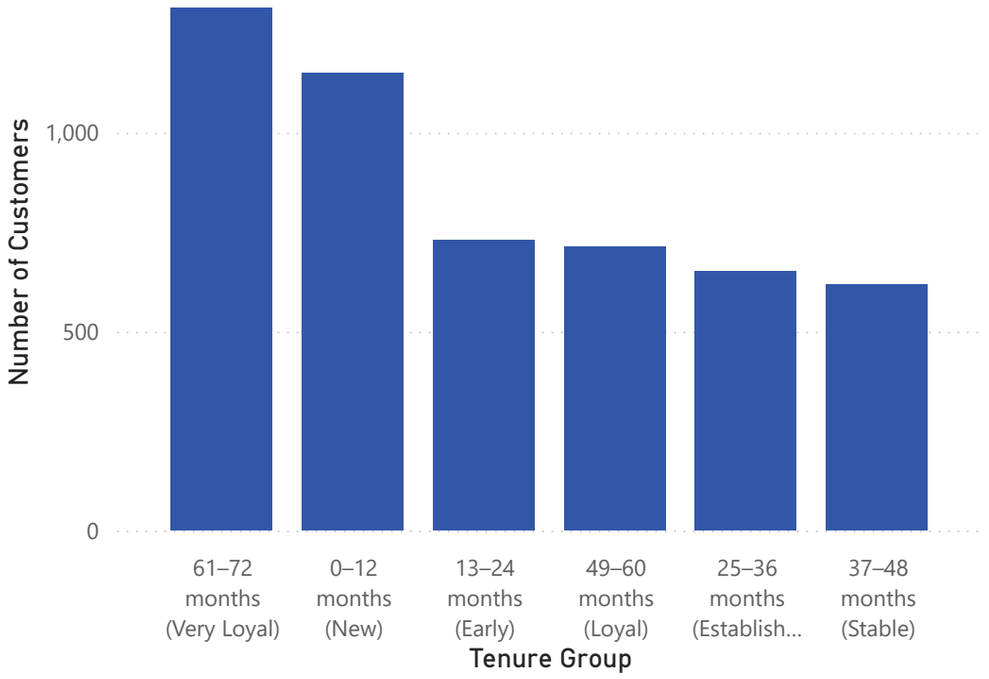
5174

Count of Total Retained Customers

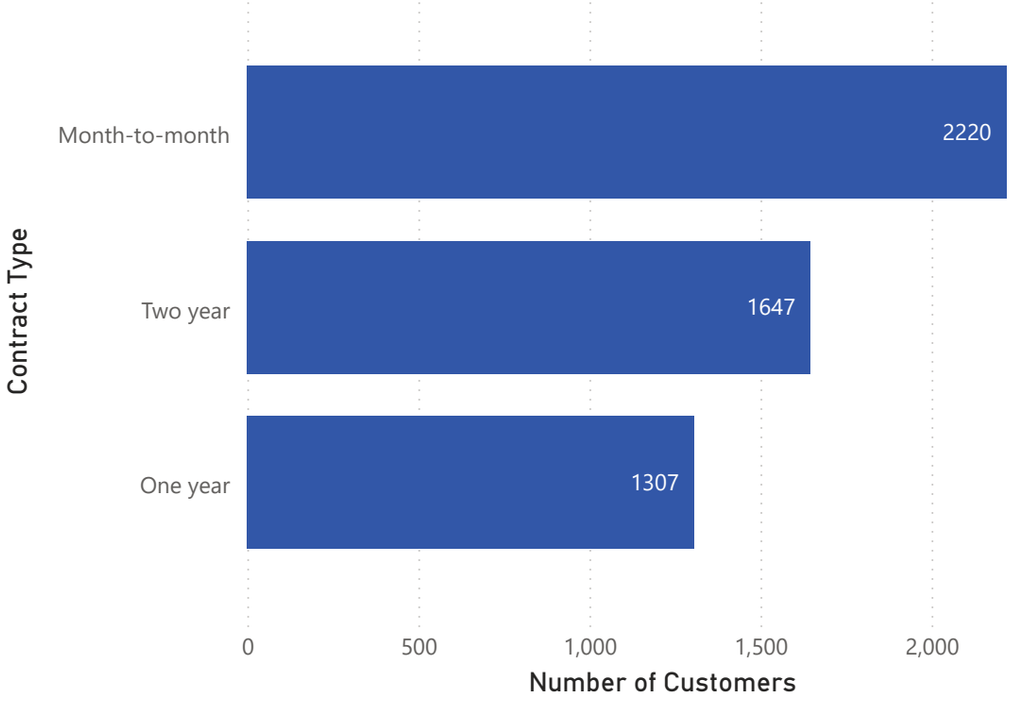
73.5%

Retention Rate (%)

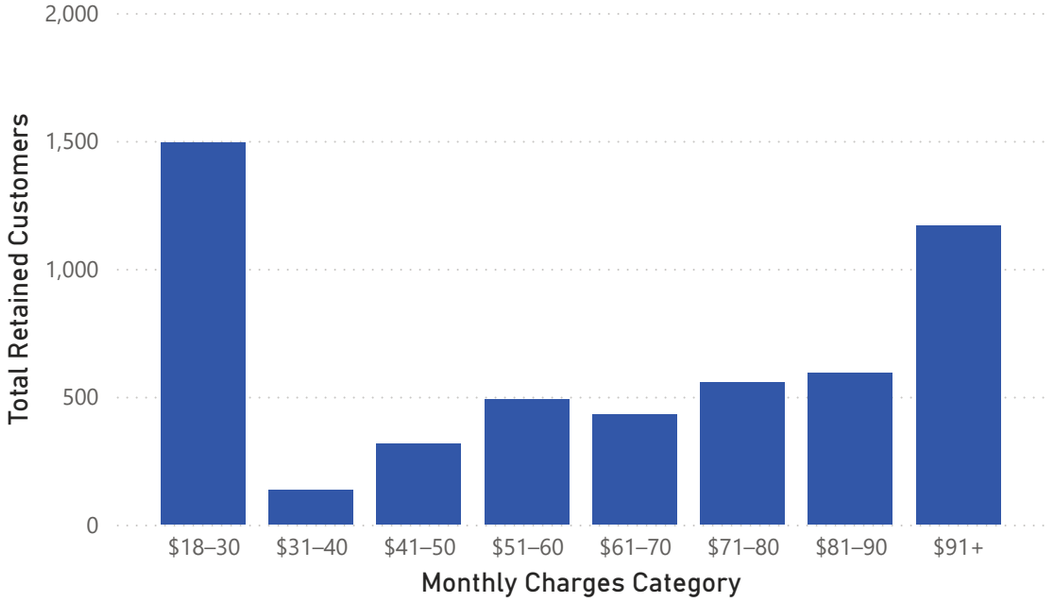
Retention by Tenure Group



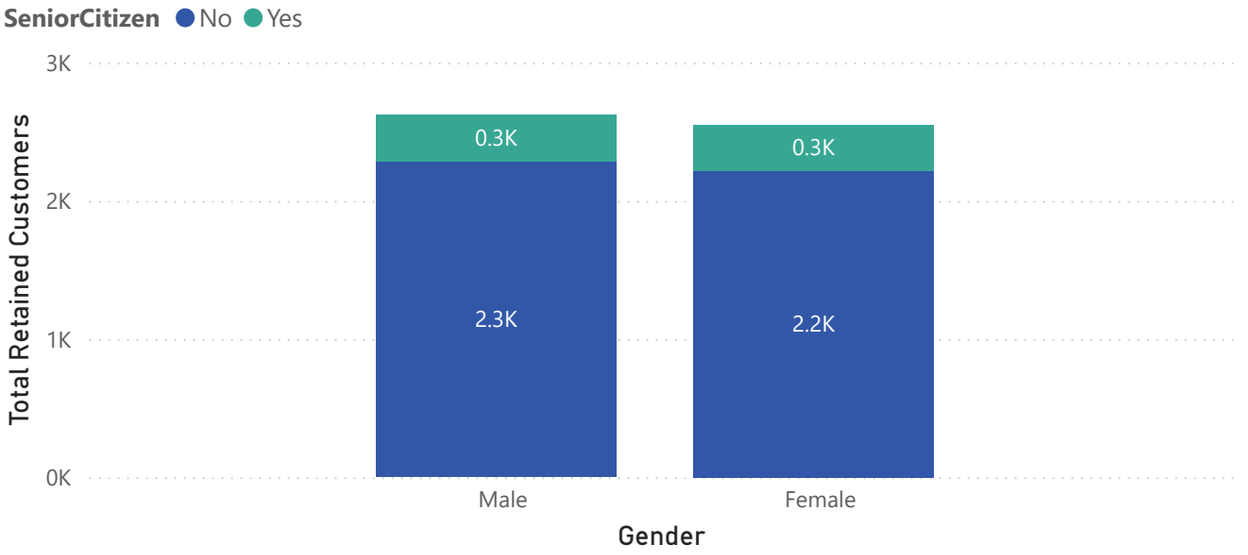
Retained Customers by Contract Type



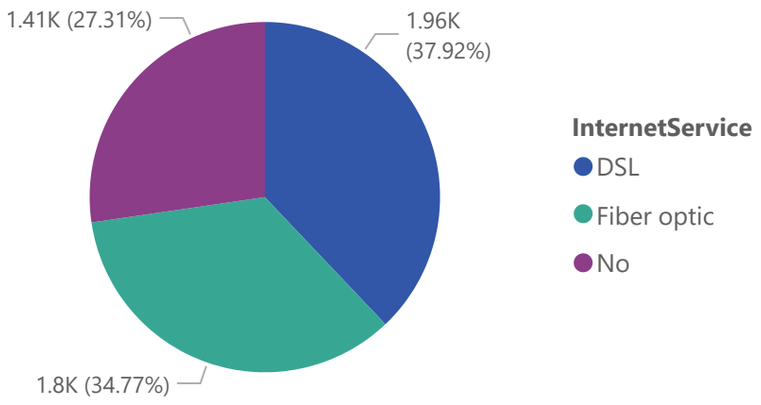
Monthly Charges Breakdown - Retained Customers



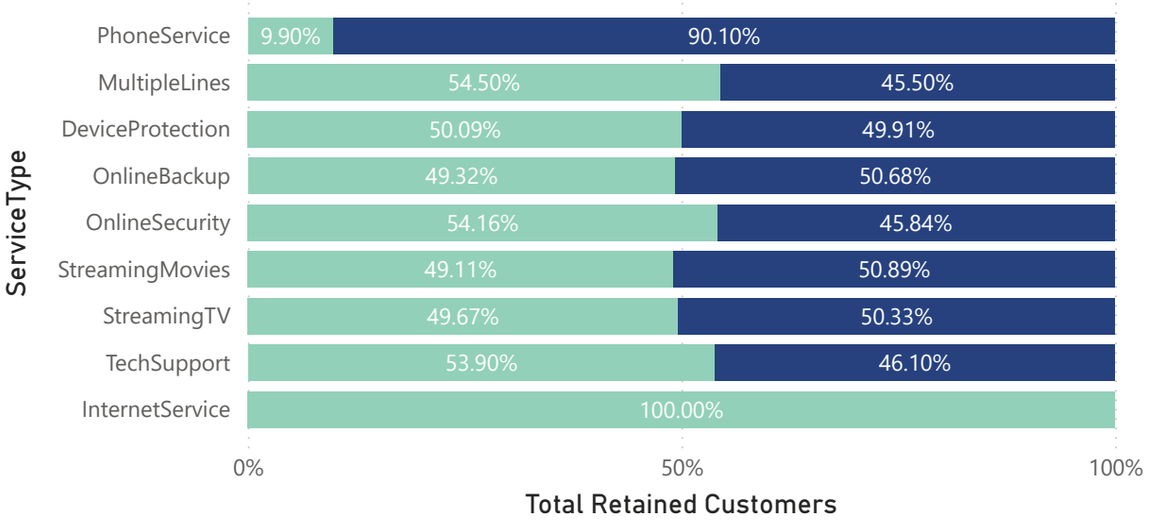
Retention by Gender and Age Group



Retention by Internet Service Type



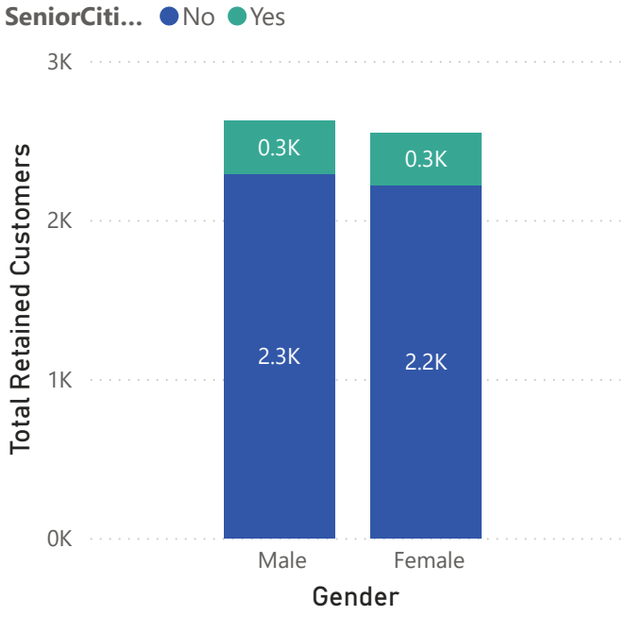
Service Adoption Among Retained Customers (Yes vs. No)



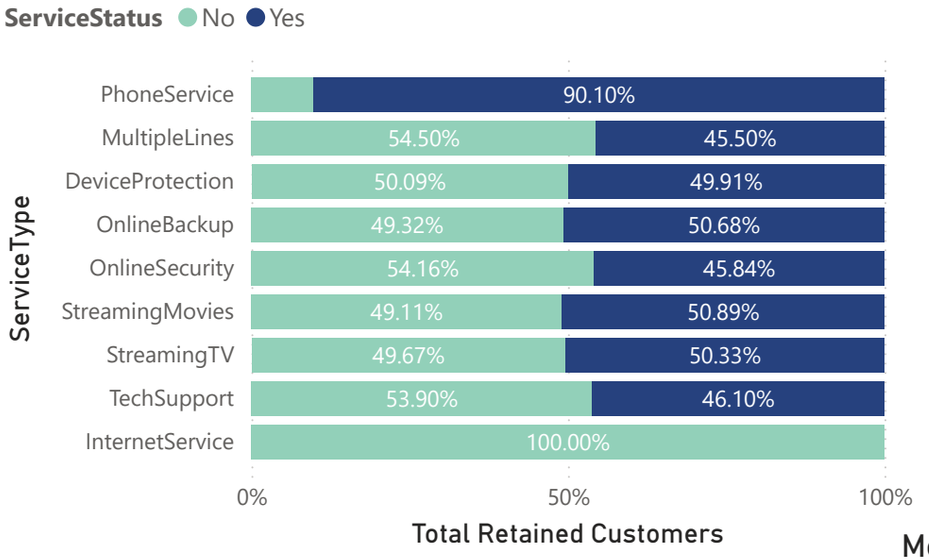
Telecom Customer Retention Analysis

7043	5174	73.5%
TotalCustomers	Count of Total Retained Customers	Retention Rate (%)

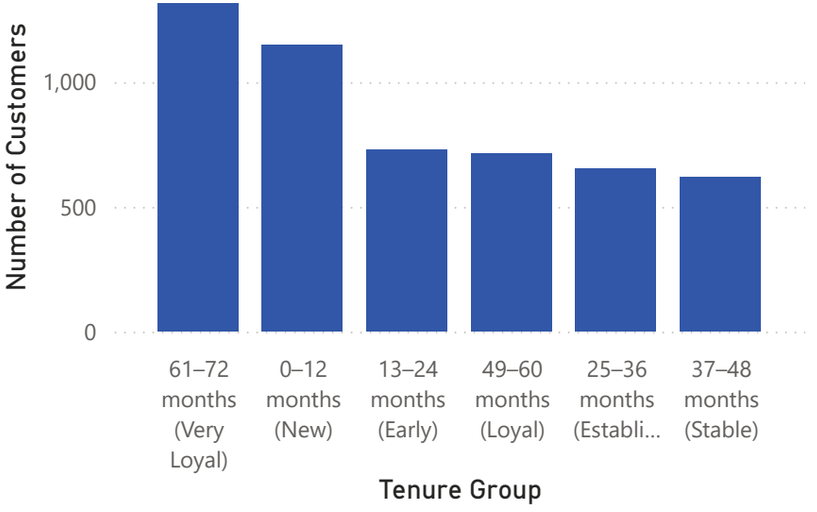
Retention by Gender and Age Group



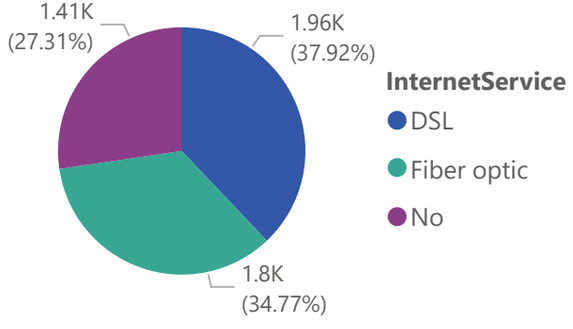
Service Adoption Among Retained Customers (Yes vs. No)



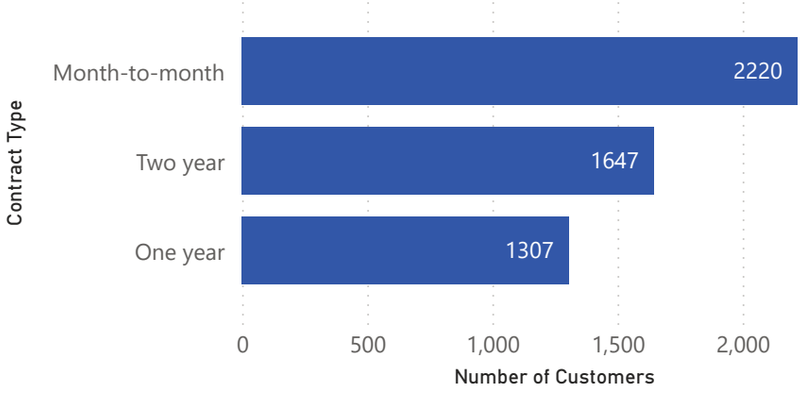
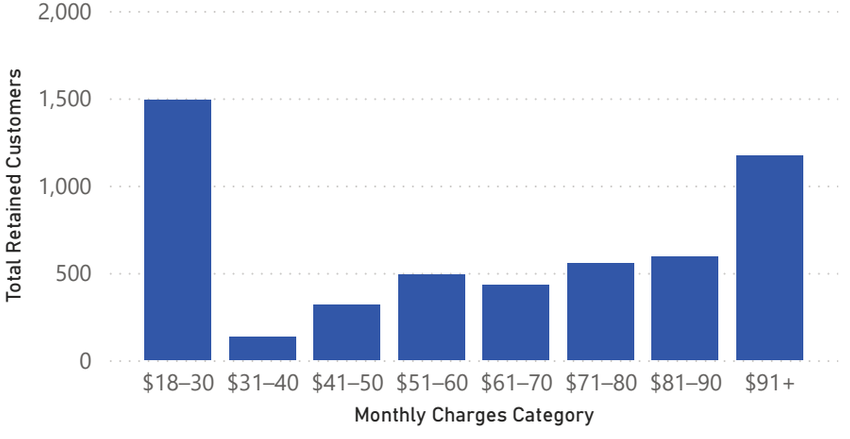
Retention by Tenure Group



Retention by Internet Service Type



Retained Customers by Contract Type



Monthly Charges Breakdown - Retained Customers