

Customer Churn Analysis

7043

Total Customer

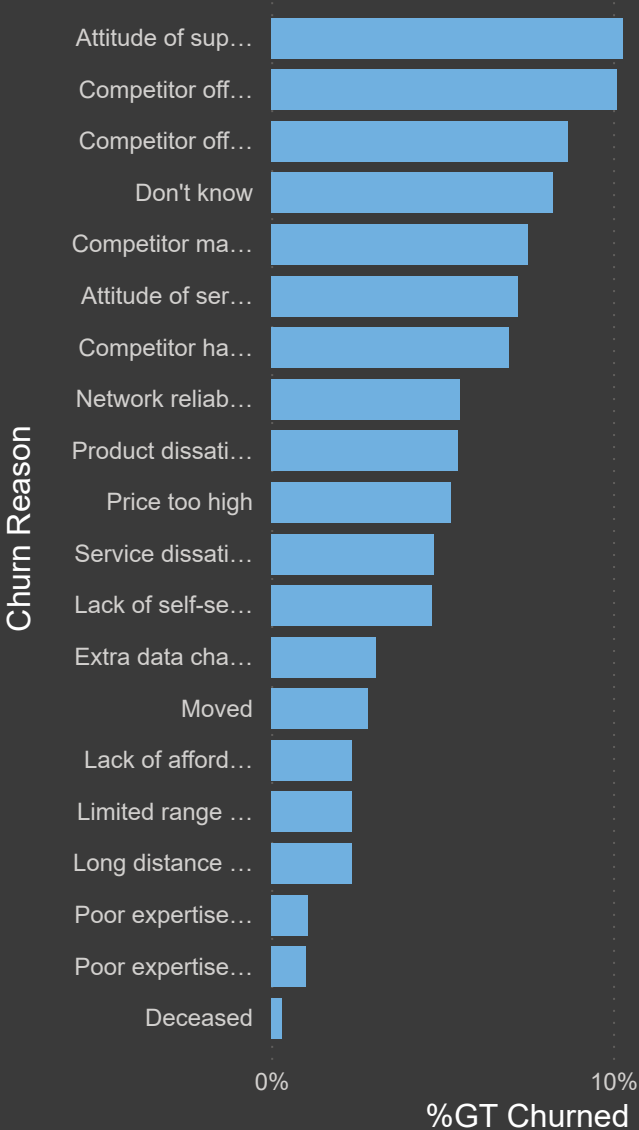
1869

Churned

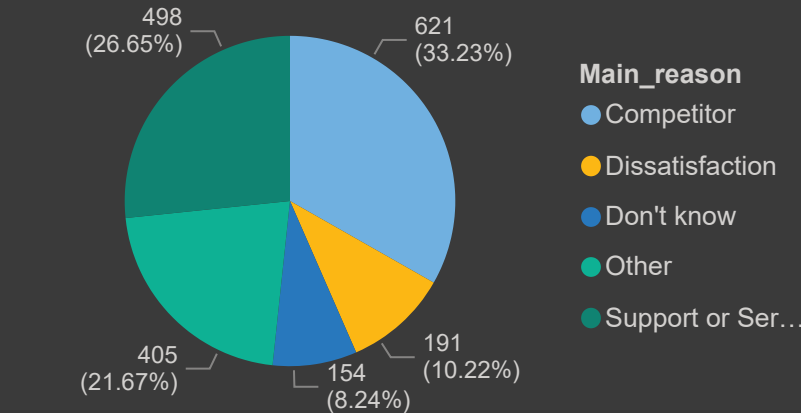
26.54%

Percentage Churned

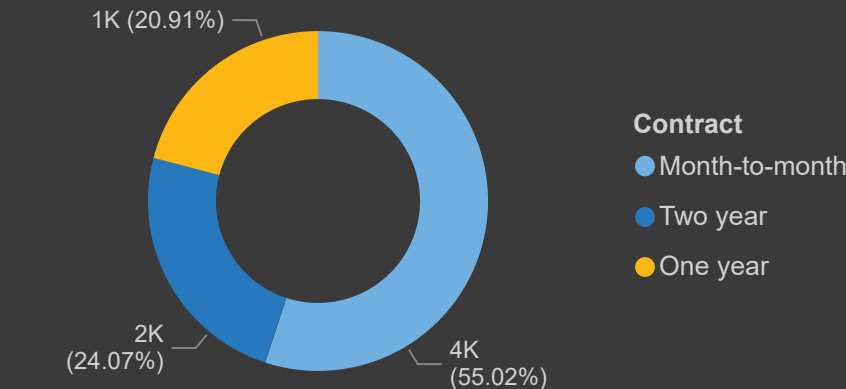
%Total Customers by Churn Reason



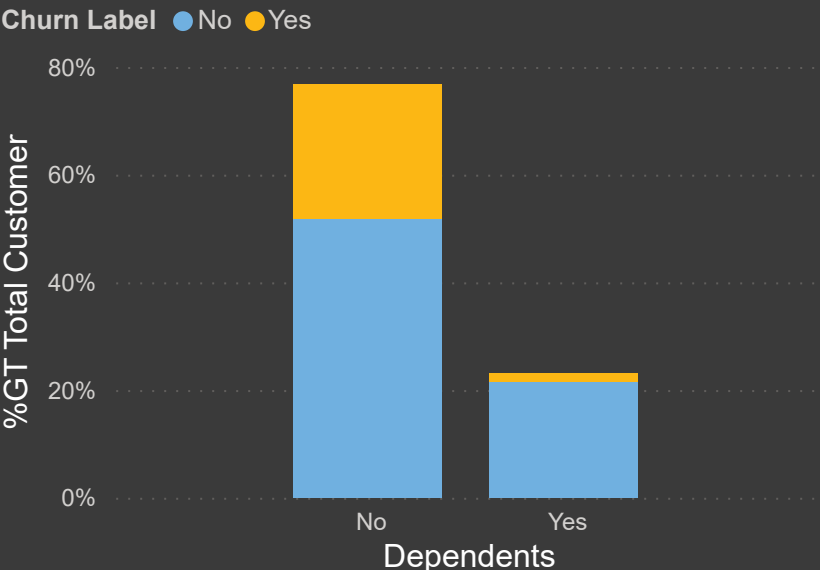
Churn Rate by Churn Category



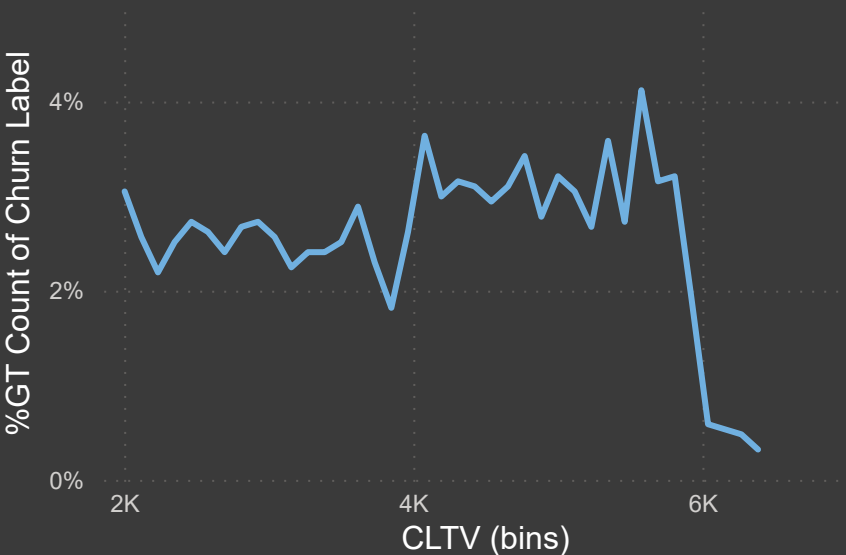
Customer Count by Contract Type



Customer Base by Dependents and Churn Status



Churn Rate by Customer Lifetime Value (CLTV)



32.37

Average of Tenure Months

2.28K

Average of Total Charges

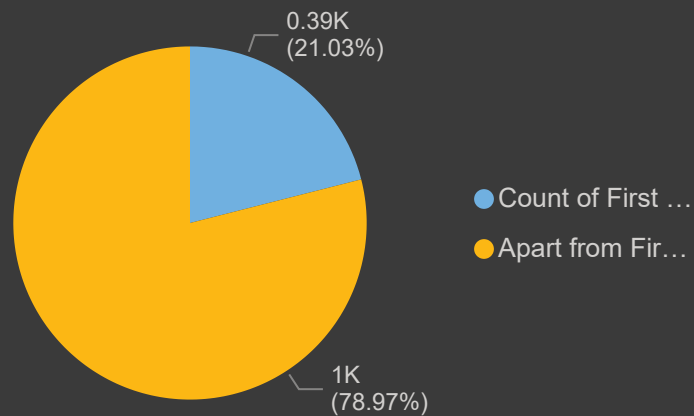
1.53K

Average of Total Charges average per Churn Label

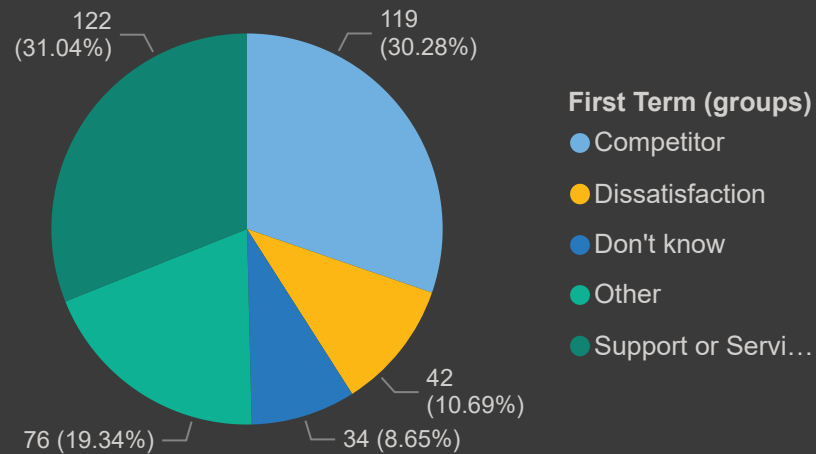
64.76

Average of Monthly Charges

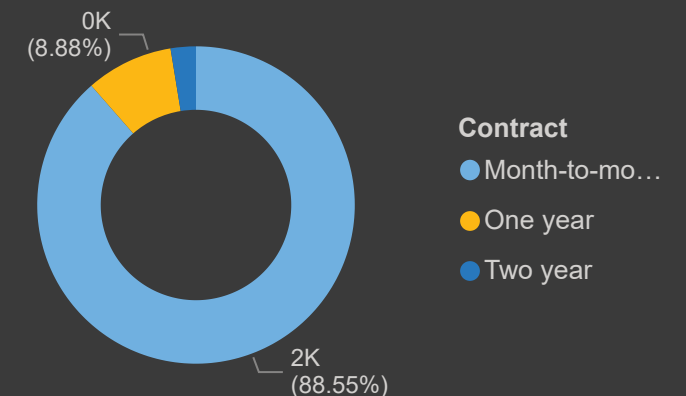
First Term vs. Later Term



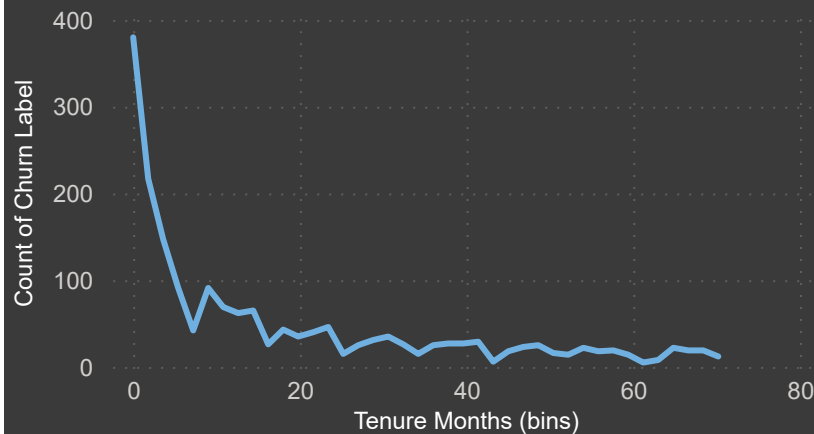
Churn Rate by Churn Category during First term



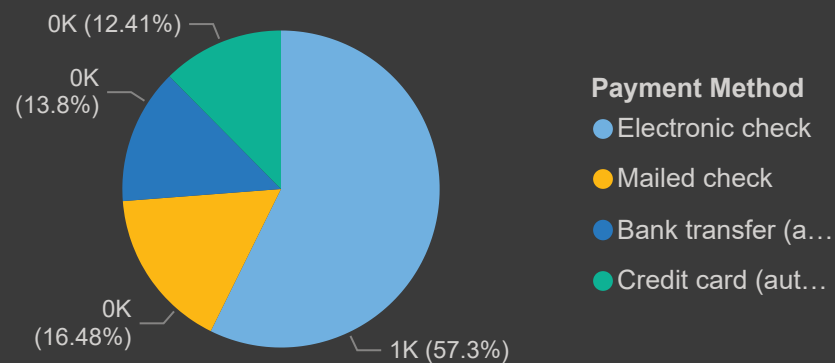
Churn Rate by Contract Type



Churn Rate by Customer Tenure



Churn Rate by Payment Method



Churn Rate by Monthly Charges

