

Customer Churn Exploratory Analysis

1869

Customer Churn

2173

Tech Tickets

885

Admin Tickets

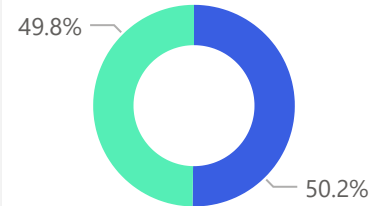
\$2.86M

Total Annual Charges

Demographics

Gender

Female Male



25%

Senior Citizen

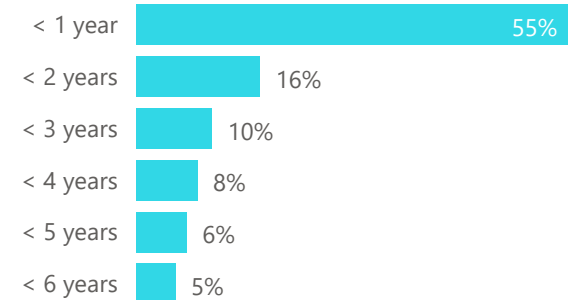
36%

Partner

17%

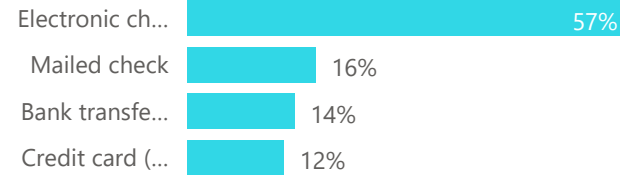
Dependent

Subscription Length



Account Information

Payment Method



Paperless Billing

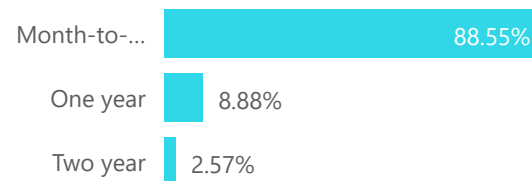
Yes No



Average Charges

\$74.44
Monthly
\$1,531.80
Annual

Contract Type



Services Signed Up

91%
Phone service



Multiple Lines

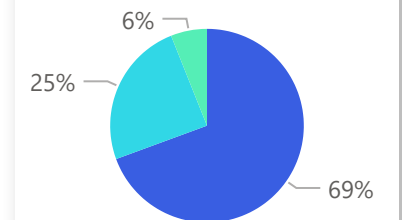
No Yes



44%
Streaming TV
44%
Streaming Movies
29%
Device protection
28%
Online backup
17%
Tech Support
16%
Online security

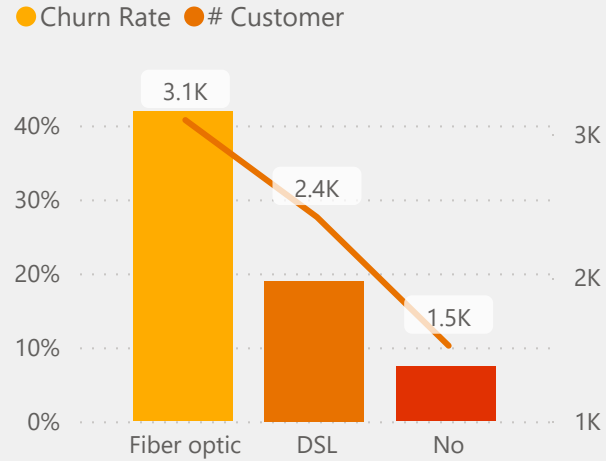
Internet Services

Fiber optic DSL No

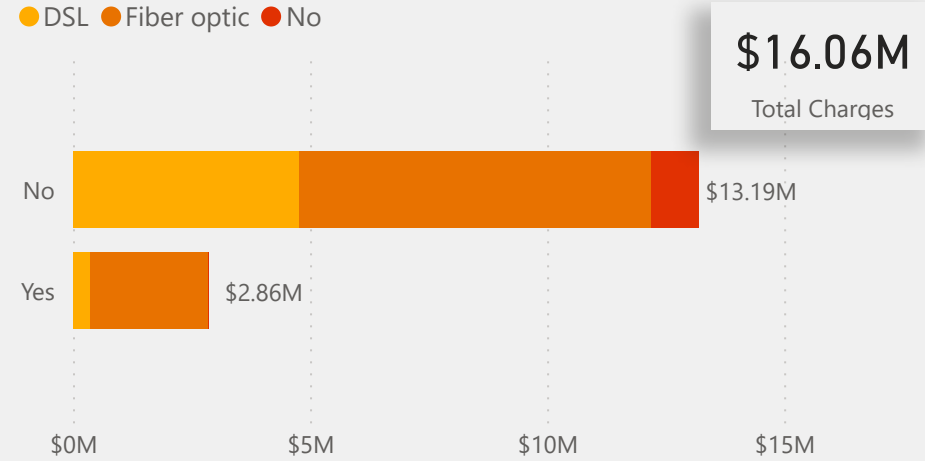


Customer Risk Analysis

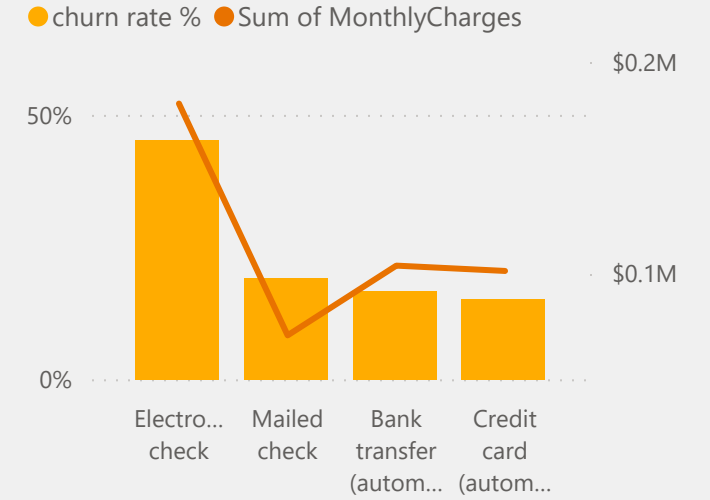
Churn by Internet Services



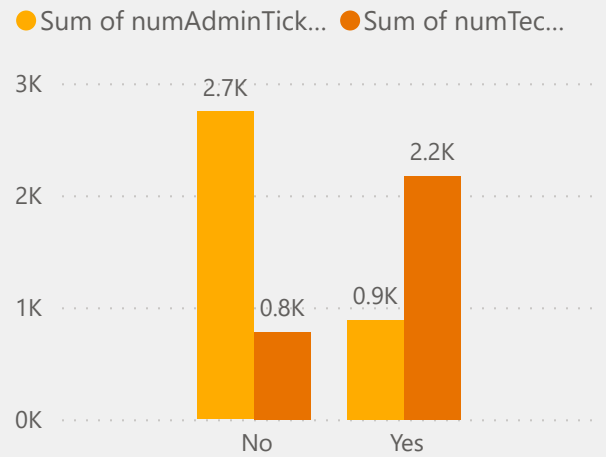
Total Annual Charges by Churn and Internet Services



Churn by Payment Method



Admin Tickets and Tech Tickets by Churn



Churn by Contract Type and Subscription Length

Churn Rate Sum of MonthlyCharges

