



Customer Churn Analysis

Demographics Overview

Services Overview

Customer Account Overview



Telco Customer Churn

Key Metrics & Demographics Overview



Total Customers

7043

Total Churn

1869

Current Subscribed

5174

Churn Rate

26.54%

Avg of Monthly Charges

64.76

Annual Revenue

\$5.47M



Demographics Analysis

Churn

No

Yes

Customers by Senior Citizen

83.79%



younger

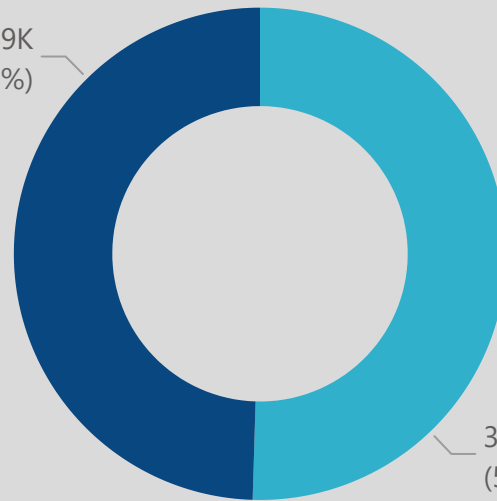
16.21%



older

Gender

3.49K
(49.52%)



3.56K
(50.48%)

gender

Male

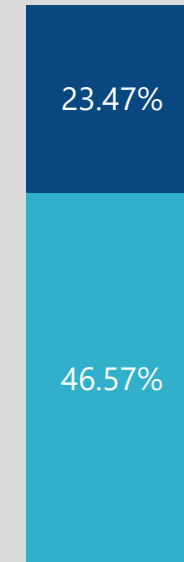
Female

Customers by Dependents and Partner

Partner

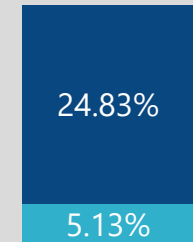
No Yes

23.47%



No

24.83%



Yes

5.13%



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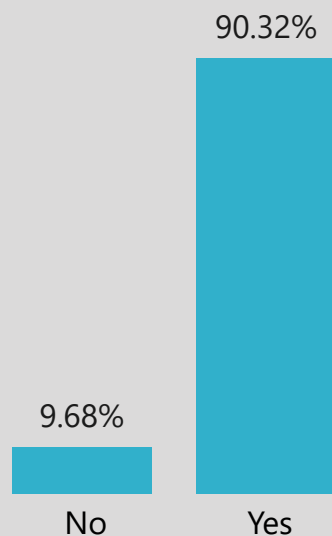
Services Information Analysis

Churn

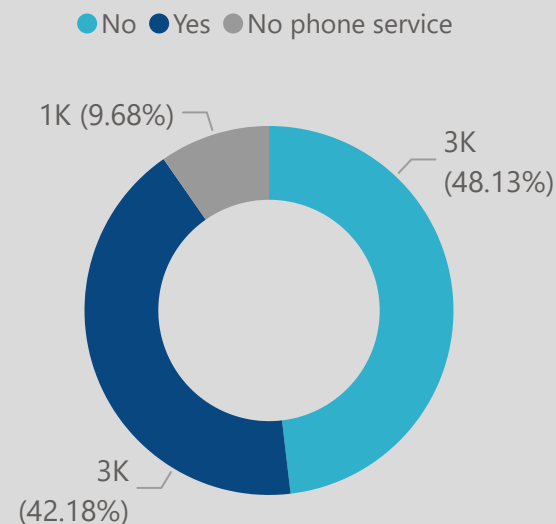
No

Yes

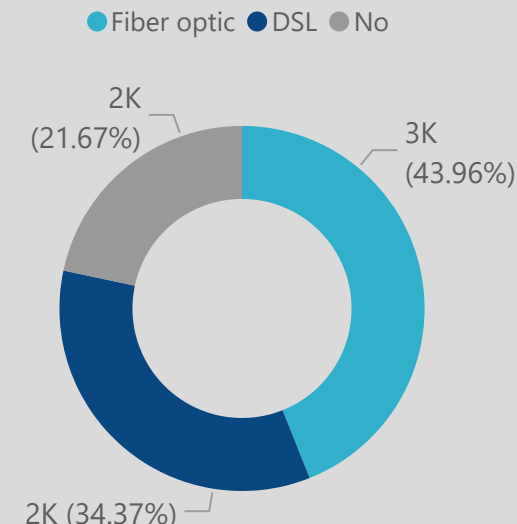
Customers by Phone Service



Multiple Lines



Customers by Internet Service



Services Offered

28.67%

Online security

34.49%

Online backup

34.39%

Device protection

38.44%

Streaming TV

38.79%

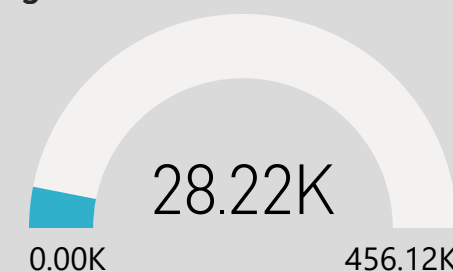
Streaming Movies

29.02%

Tech Support



Monthly charges of customers using additional services





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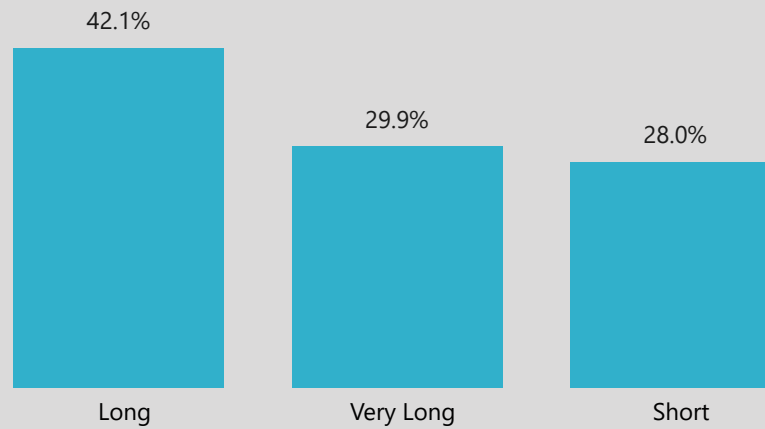
Account Information Analysis

Churn

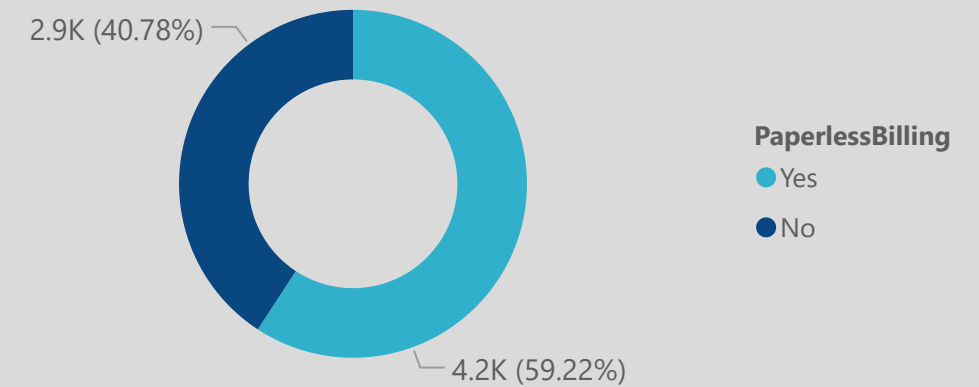
No

Yes

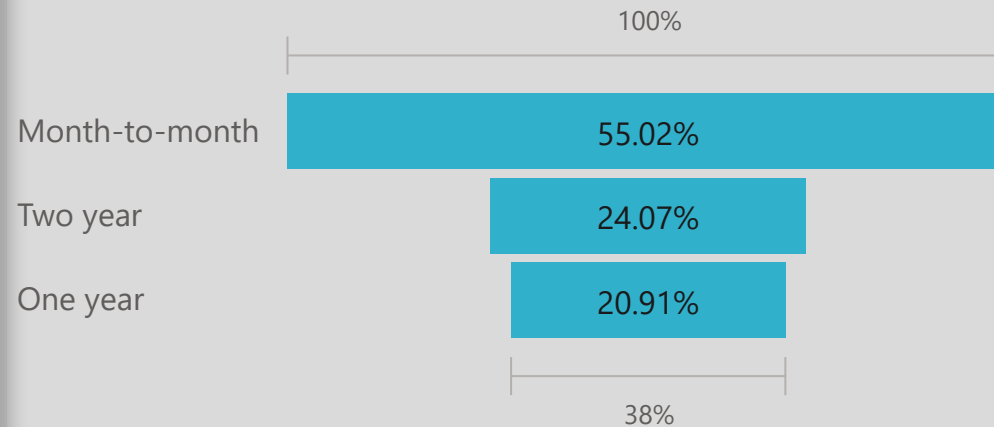
Customers by Tenure



Paperless Billing



Contract Type



Payment Type

