CUSTOMER RISK ANALYSIS

- Evaluate the customers who have stayed (clients) and the ones who have recently left (churners).
- The report is divided into three segments:
    1. Demographic profile
    2. List of the services each client has subscribed to
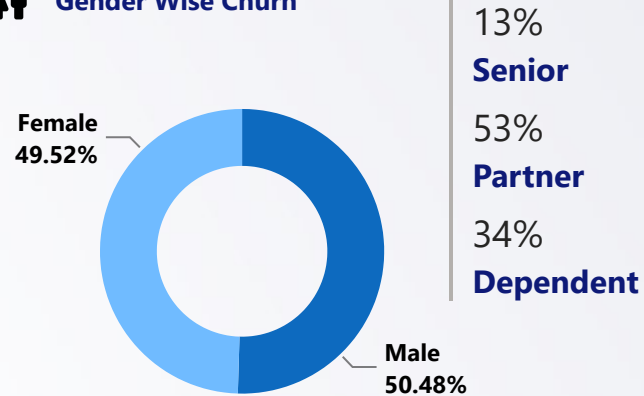   3. Contract details.
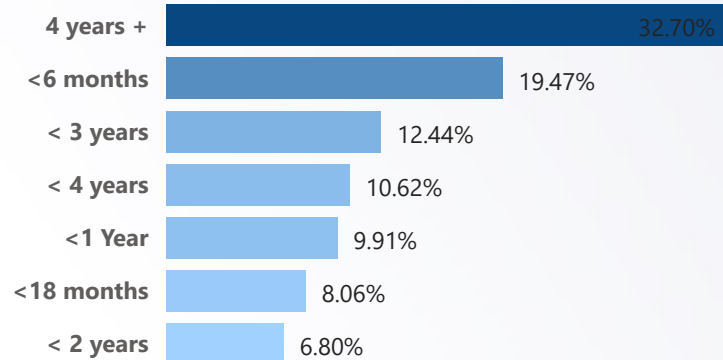
782 **Tech Tickets** 2747 **Admin Tickets**

5174

Demographic

Gender Wise Churn
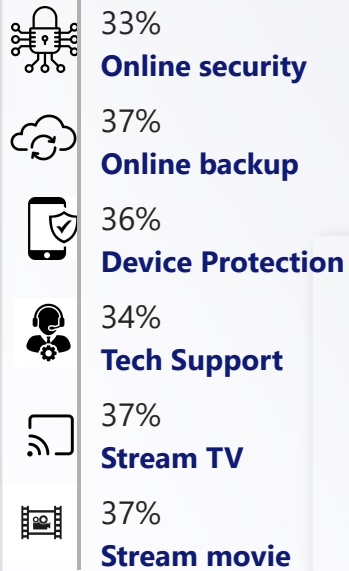
Female 49.52%

Male 50.48%

13% **Senior**

53% **Partner**

34% **Dependent**

Subscription Time

4 years +	32.70%
<6 months	19.47%
< 3 years	12.44%
< 4 years	10.62%
<1 Year	9.91%
<18 months	8.06%
< 2 years	6.80%

Phone Services

% Services

33% **Online security**

37% **Online backup**

36% **Device Protection**

34% **Tech Support**

37% **Stream TV**

37% **Stream movie**

Multiple Lines?

45.5% ✓

54.5% ✗

Phone Service

No 9.68%

Yes 90.32%

Churn by Internet Service

Fiber optic	DSL	No
3.10K	2.42K	1.53K

Contract Terms

Payment Methods

33.58%	22.89%	21.92%	21.61%
Electronic check	Mailed check	Bank transfer (automatic)	Credit card (automatic)

Paperless Billing

No 40.78%

Yes 59.22%
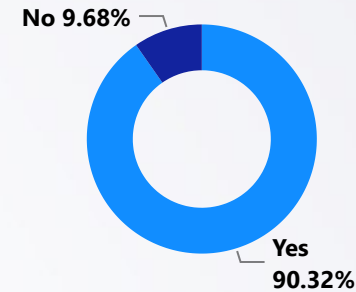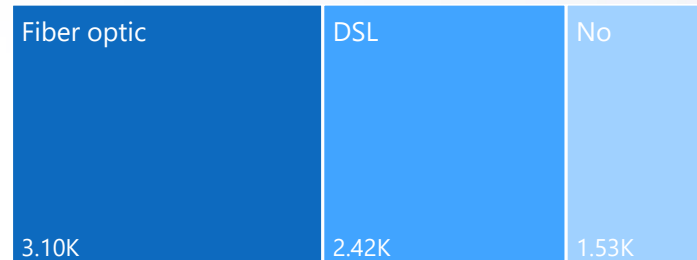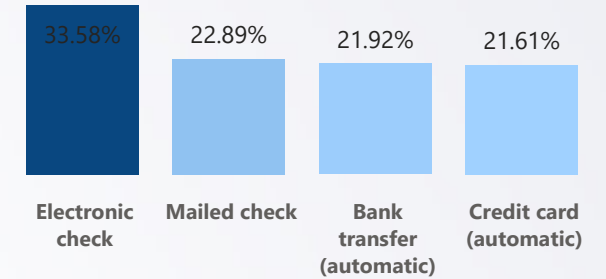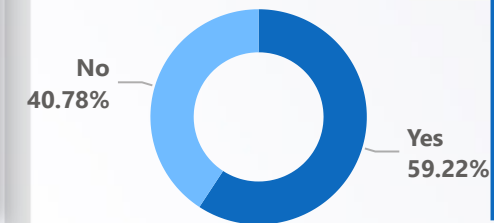
Avg Total Charges
$2.56K

Avg Monthly Charges
$61.27

Contract Period
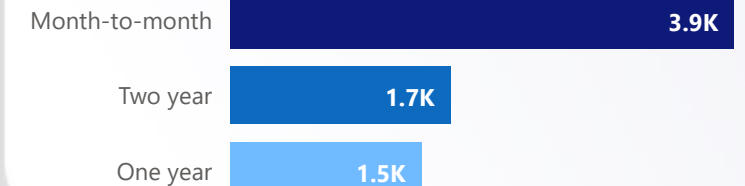
Month-to-month	3.9K
Two year	1.7K
One year	1.5K

CHURNER PROFILE

2955	3632
Tech Tickets	Admin Tickets

Total Left this month
1869

Demographic

Gender Wise Churn

Male 49.76%

Female 50.24%

25% **Senior**

36% **Partner**

17% **Dependent**

Subscription Time

<6 months	39.81%
<1 Year	13.64%
4 years +	11.88%
< 3 years	10.33%
<18 months	10.22%
< 4 years	7.81%
< 2 years	6.31%

Phone Services

% Services

16% **Online security**

28% **Online backup**

29% **Device Protection**

17% **Tech Support**

44% **StreamTV**

44% **Stream movie**
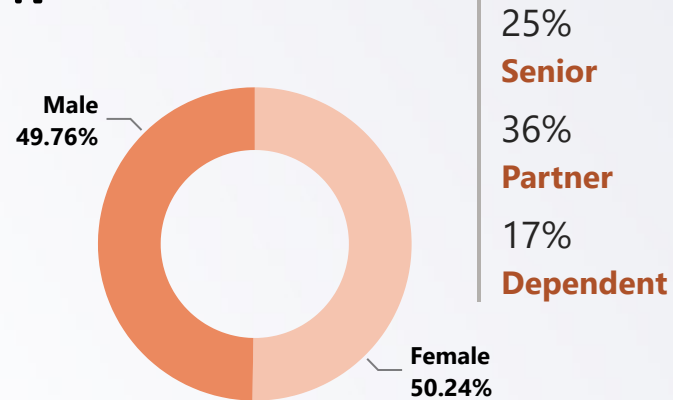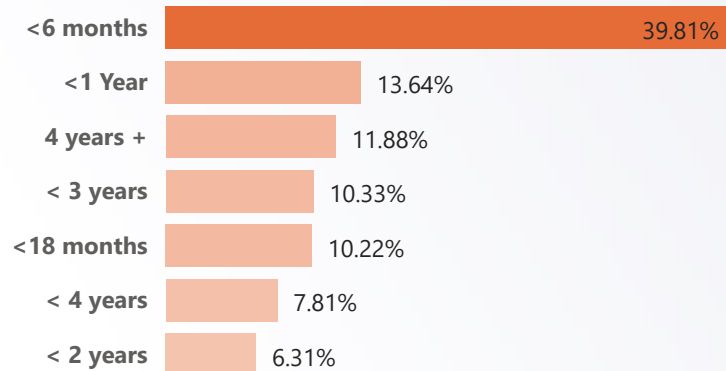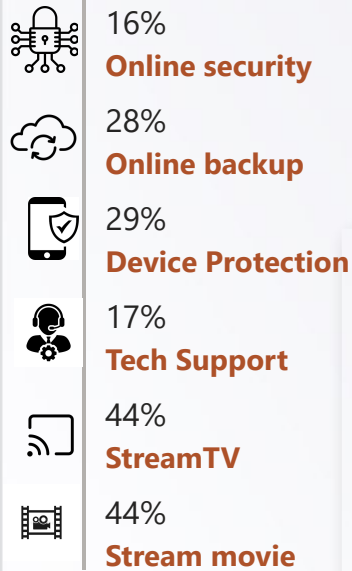
Multiple Lines?

50.0% ✓

50.0% ✗

Phone Service
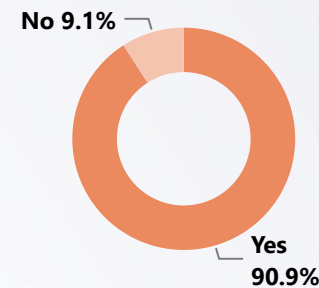
No 9.1%

Yes 90.9%

Churn by Internet Service

Fiber optic	DSL
1297	459
	No

Contract Terms

Payment Method

57.30%	16.48%	13.80%	12.41%
Electronic check	Mailed check	Bank transfer (automatic)	Credit card (automatic)

Paperless Billing

No 25.09%

Yes 74.91%
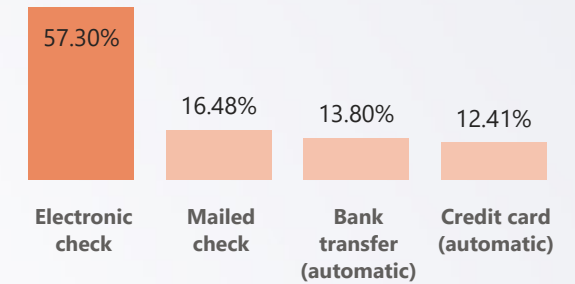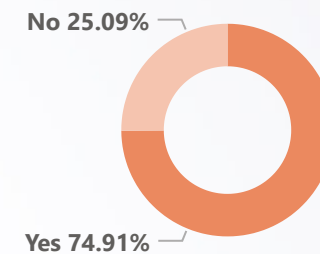
Avg Total Charges
$1.53K

Avg Monthly Charges
$74.44

Contract Period

Month-to-month	1.7K
One year	0.2K
Two year	0.0K