

Overview Page

Overview

Demographics

Services & Usage

Payment & Billing

Financials & Churn

Customers

7043

Stayed

67.02%

Churned

26.54%

Total Revenue

\$21.37M

Revenue Stayed

\$17.63M

Revenue Churned

\$3.68M

Age (bins)

All

Churn Ca...

All

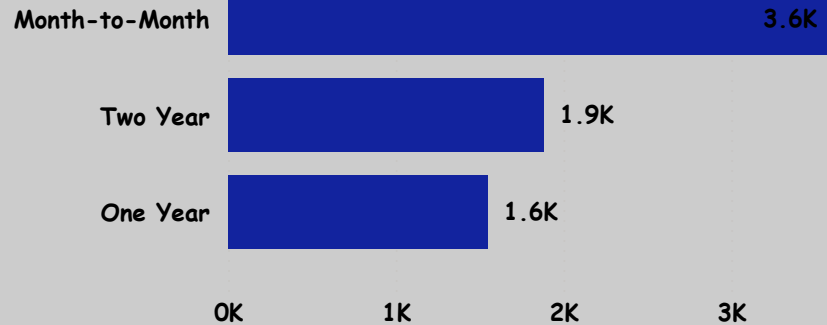
Customer...

All

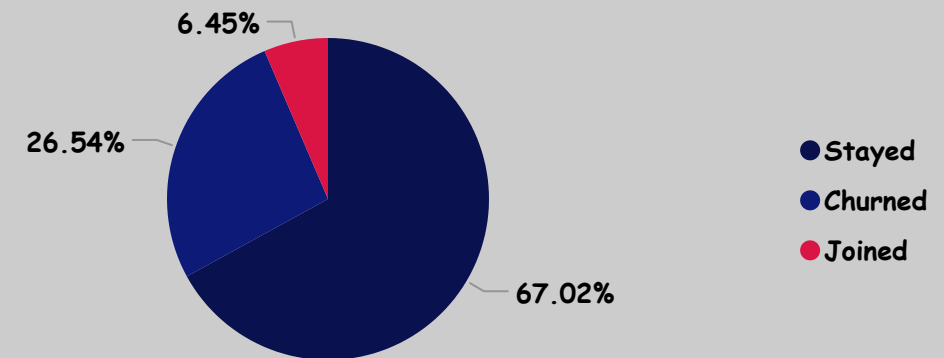
Contract

All

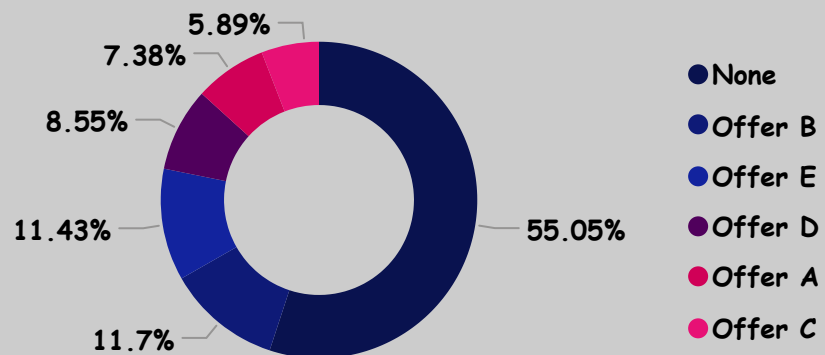
Total Customers by Contract



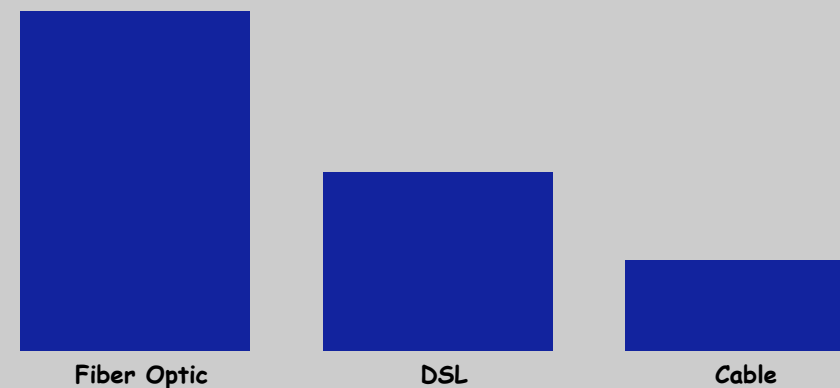
Total Customers by Customer Status



Total Customers by Offer



Total Customers by Internet Type



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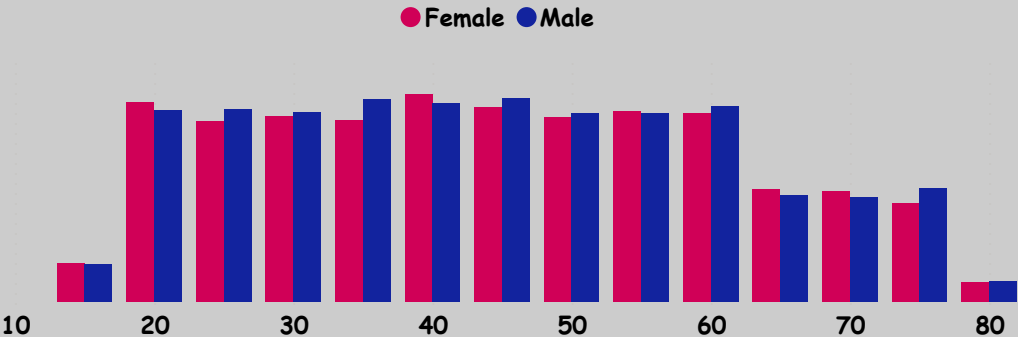
Customer...

All

Contract

All

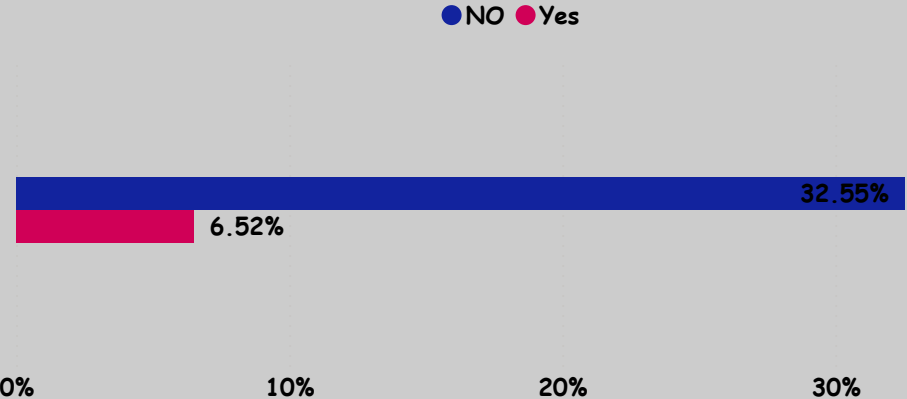
Total Customers by Age (bins) and Gender



Churned Customers by City



Churned Customers by Dependent



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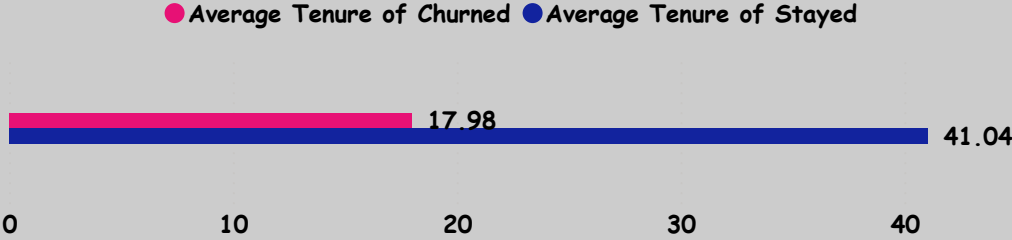
Customer...

All

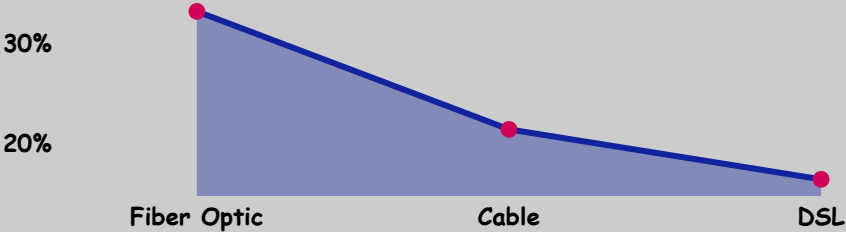
Contract

All

Average Tenure of Churned and Average Tenure of Stayed

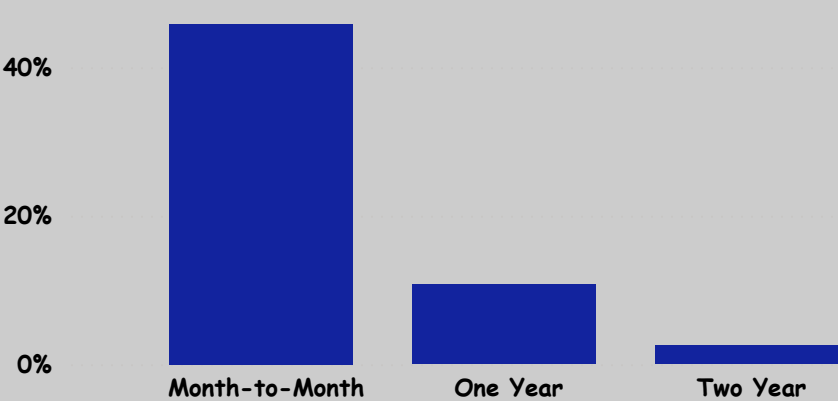


Churned Customers by Internet Type



Streaming Movies	Streaming Music	Streaming TV	% Churned Customers
No	No	No	27.02%
No	No	Yes	25.03%
No	Yes	No	51.56%
No	Yes	Yes	56.10%
Yes	No	No	42.34%
Yes	No	Yes	37.13%
Yes	Yes	No	24.55%
Yes	Yes	Yes	22.69%
Total			26.54%

Churned Customers by Contract



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Age (bins) ▾

All ▾

Churn Ca... ▾

All ▾

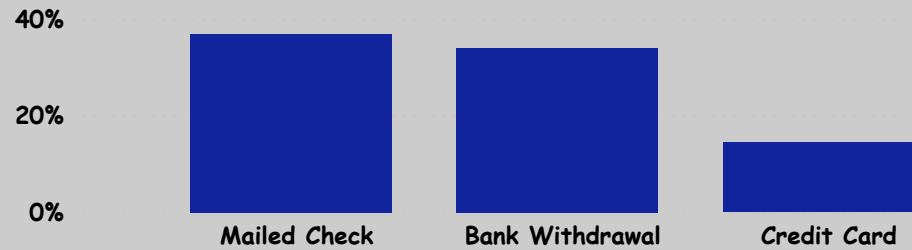
Customer... ▾

All ▾

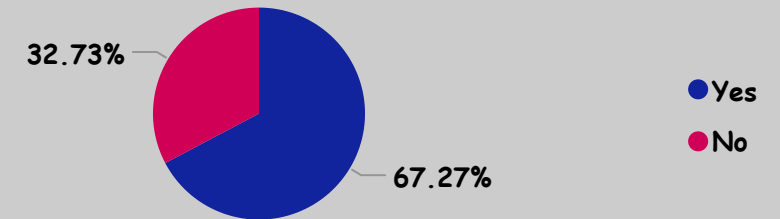
Contract ▾

All ▾

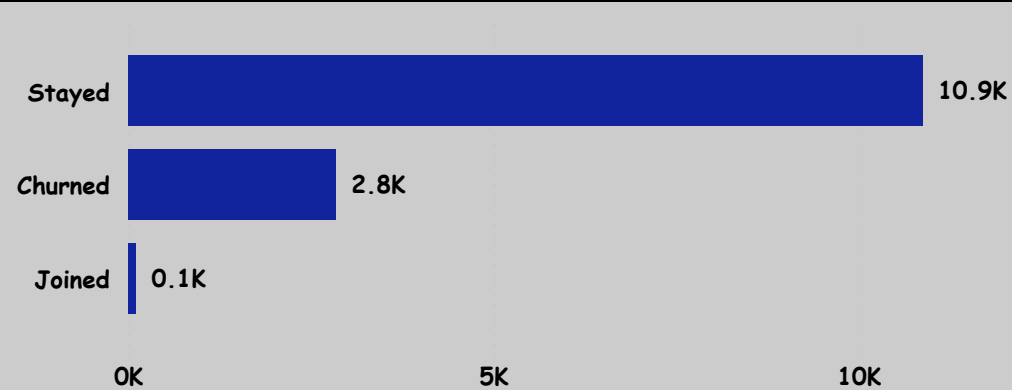
Churned Customers by Payment Method



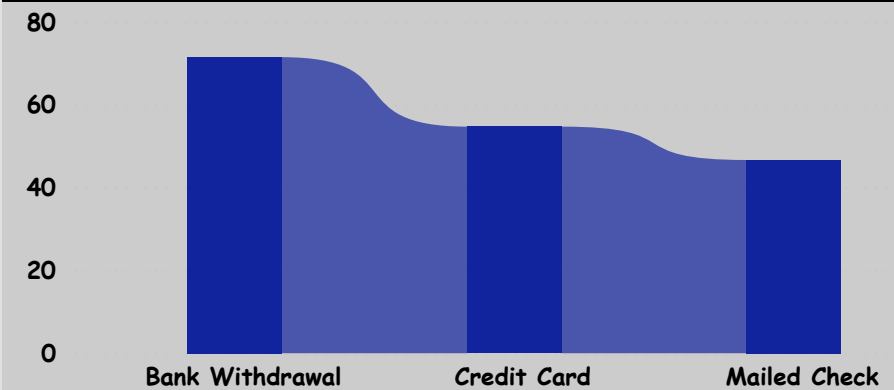
Churned Customers by Paperless Billing



Total Refunds by Customer Status



Average of Monthly Charge by Payment Method



Financial & Churn Page

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Customer...

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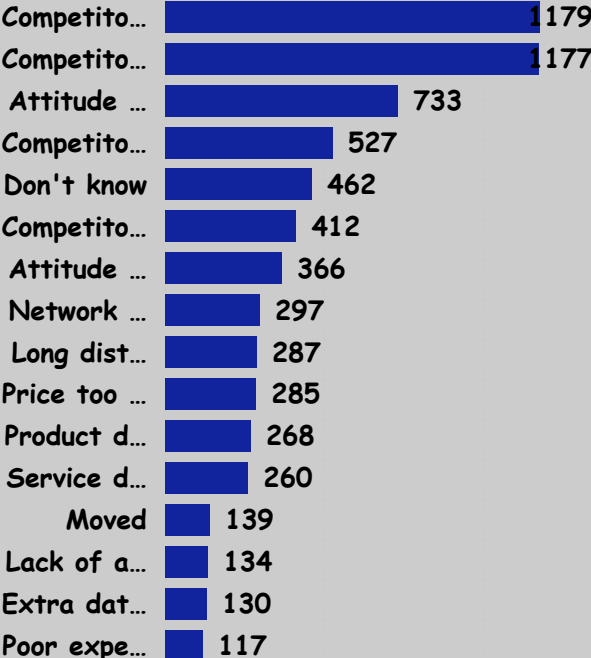
Contract

All

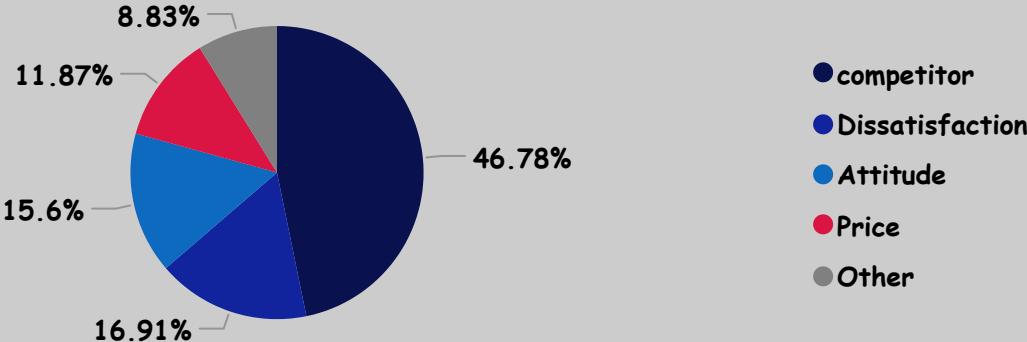
Customer Lifetime Value

15.80M

Total Customers by Churn Reason



Total Customers by Churn Category



Total Revenue by Customer Status

