

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

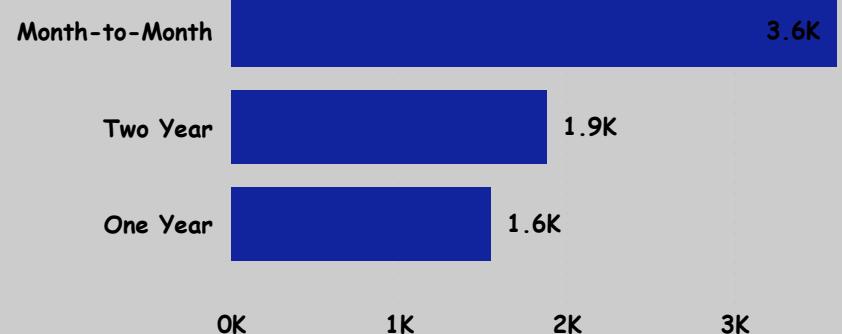
Customer...

All

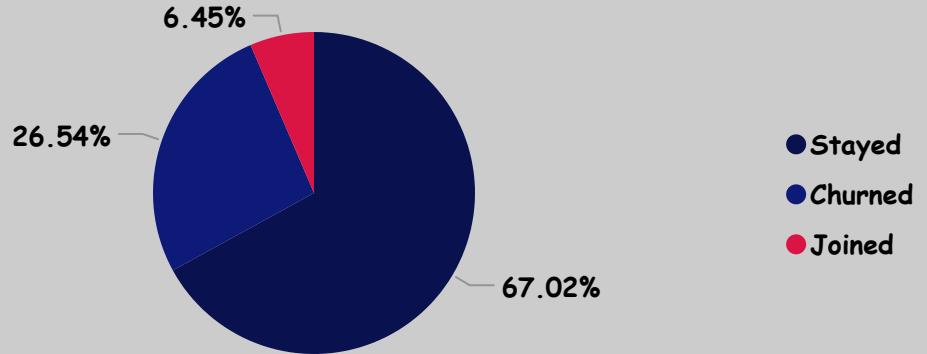
Contract

All

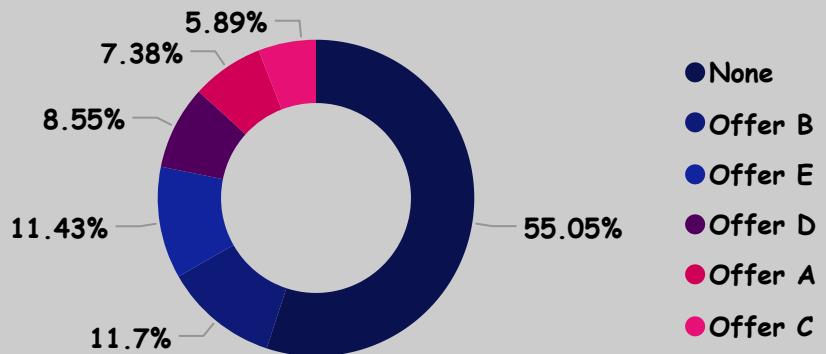
Total Customers by Contract



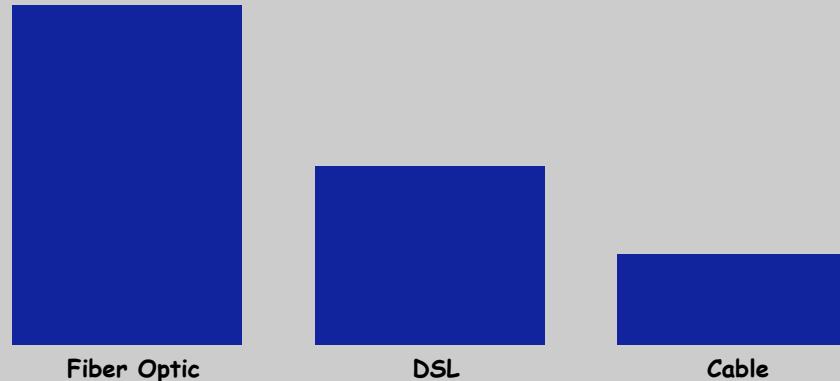
Total Customers by Customer Status



Total Customers by Offer



Total Customers by Internet Type



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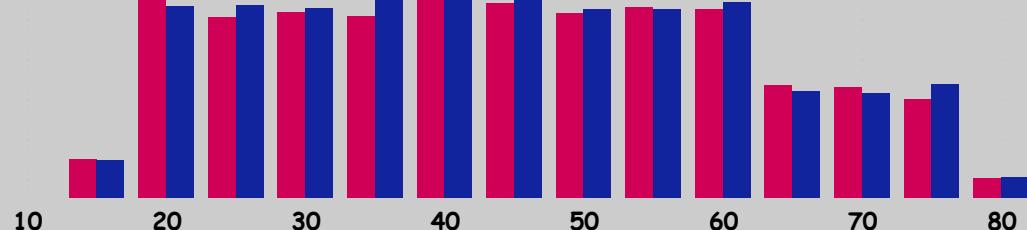
All

Contract

All

Total Customers by Age (bins) and Gender

Female Male



Churned Customers by City



Churned Customers by Dependent

NO Yes



0%

10%

20%

30%

Microsoft Bing

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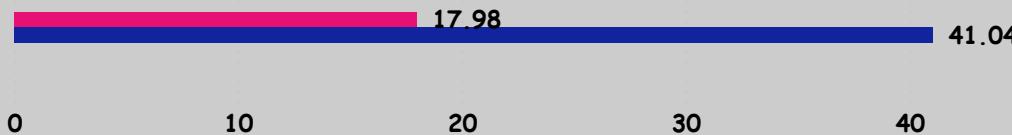
\$3.68M

Age (bins)

All

Average Tenure of Churned and Average Tenure of Stayed

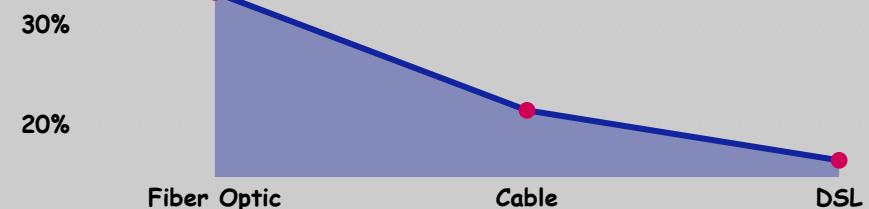
● Average Tenure of Churned ● Average Tenure of Stayed



Churn Ca...

All

Churned Customers by Internet Type



Customer...

All

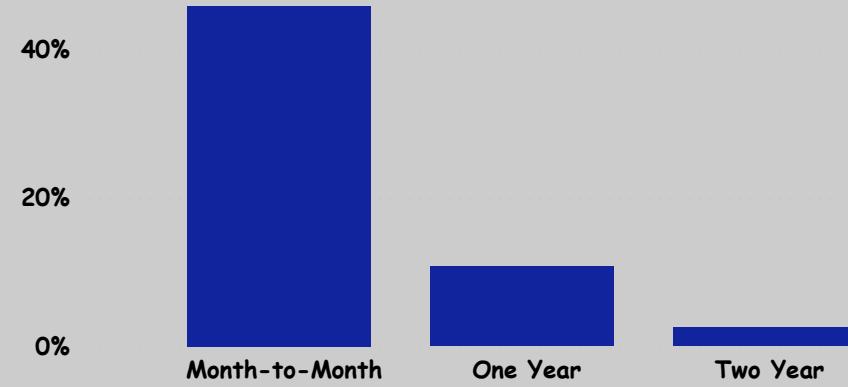
Streaming Movies Streaming Music Streaming TV % Churned Customers

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%

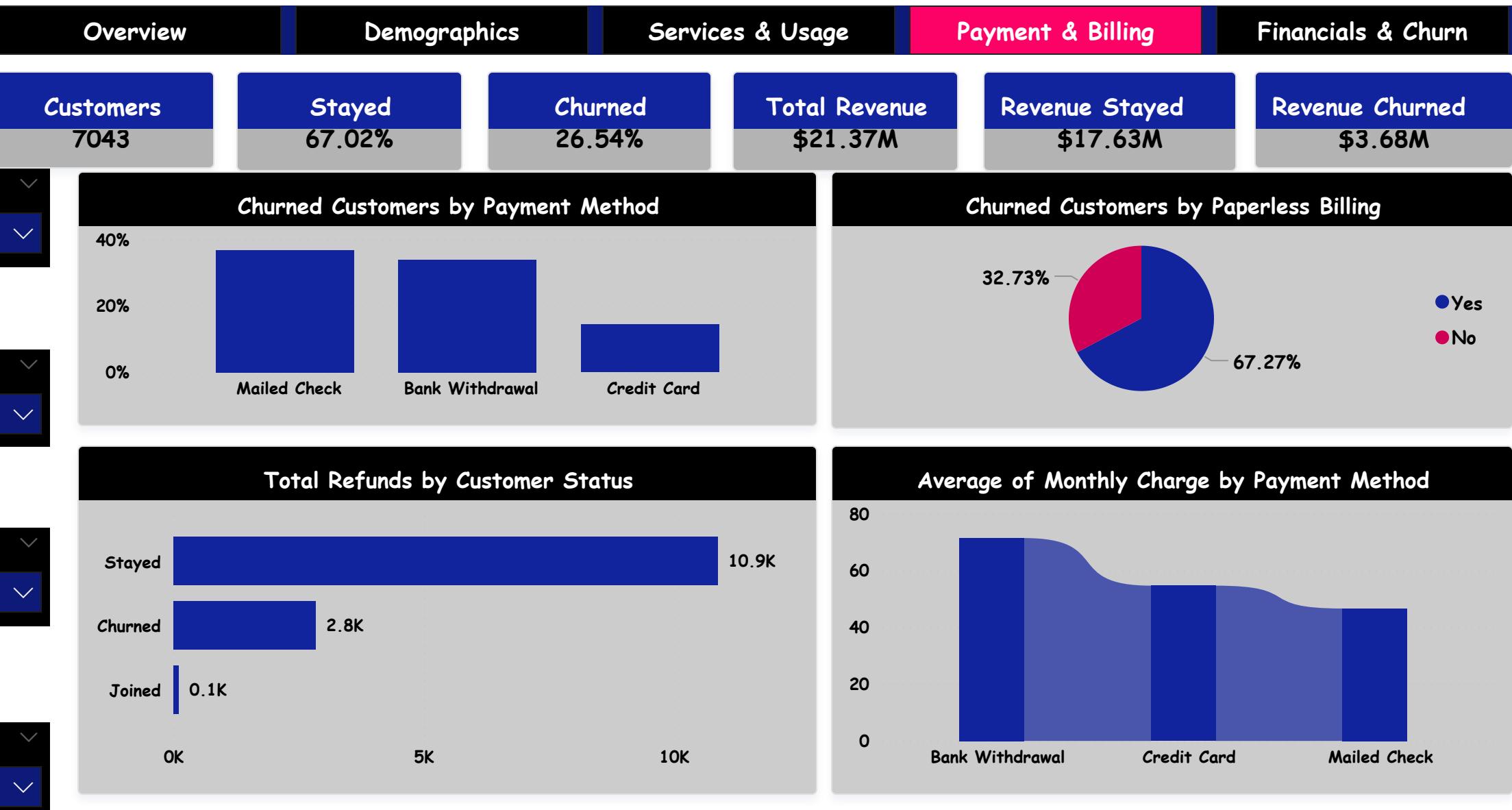
Contract

All

Churned Customers by Contract



Payment & Billing Page



Financial & Churn Page

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Customer...

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Contract

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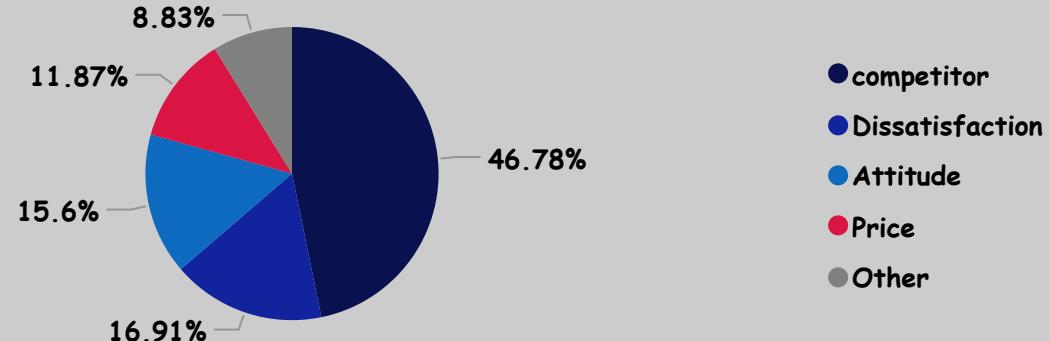
Customer Lifetime Value

15.80M

Total Customers by Churn Reason

Competitor	1179
Competitor	1177
Attitude	733
Competitor	527
Don't know	462
Competitor	412
Attitude	366
Network	297
Long dist...	287
Price too ...	285
Product d...	268
Service d...	260
Moved	139
Lack of a...	134
Extra dat...	130
Poor expen...	117

Total Customers by Churn Category



Total Revenue by Customer Status

