

Customer Churn Exploratory Analysis

Customer Churn

1869

Tech Tickets

2173

Admin Tickets

885

Total Annual Charges

\$2.86M

Account Information

Total Charges

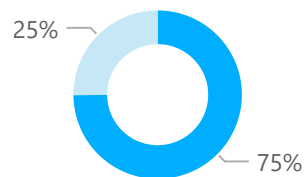
\$1.53K

Monthly Charges

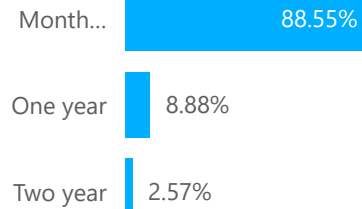
\$74.44

Paperless Billing

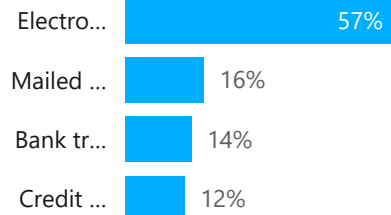
● Yes ● No



Contract Type

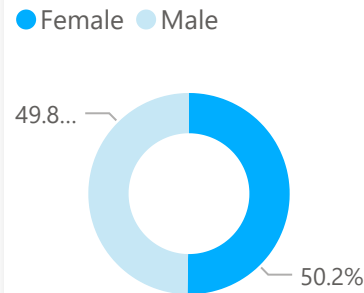


Payment Method



Demographic

Gender



SenioCitizen

25%

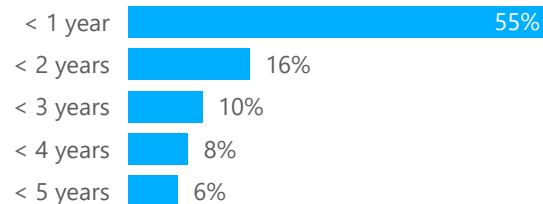
Partner

36%

Dependent

17%

Subscription Length



Services Signed Up

Streaming TV

44%

Phone Services

91%

Streaming Movies

44%

Devices Protection

29%

Online Backup

28%

Online security

16%

Tech Support

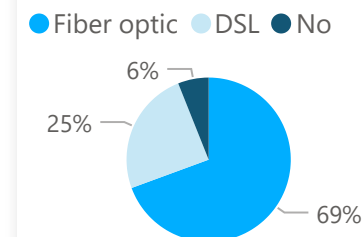
17%

Multiple Lines

● No ● Yes



Internet Services



Customer Risk Analysis

Churn Rate
26.54%

Total Charges
\$16.06M

Customer Count
1869

Tech Tickets
2955

Admin Tickets
3632

Gender

- ☐ Female
- ☐ Male

Contract Type

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

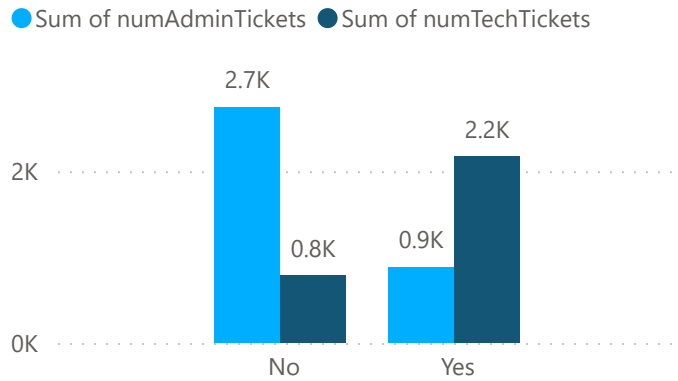
Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

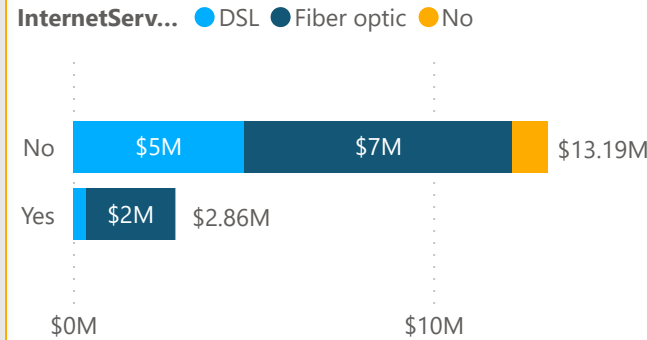
Risk Of Churn

- ☐ No
- ☐ Yes

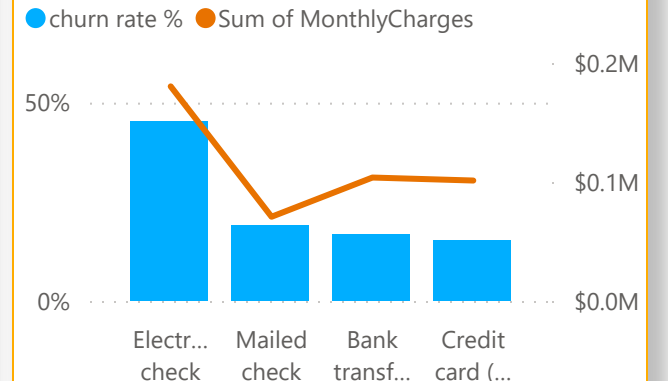
Admin Tickets and Tech Tickets by Churn



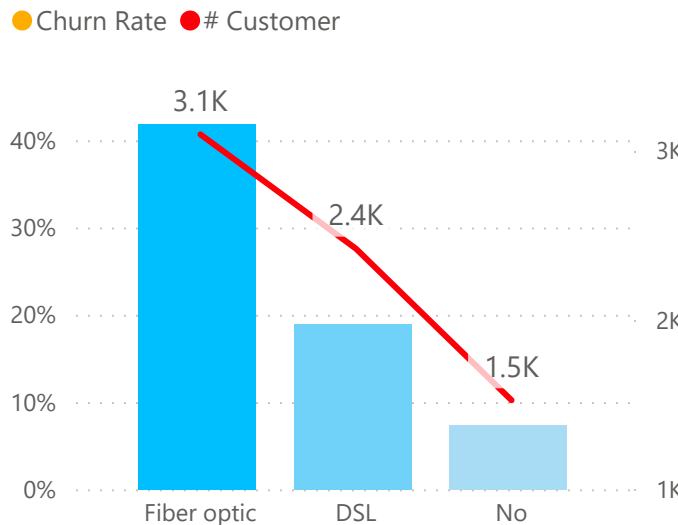
Total Annual Charges by Churn and Internet Services



Churn by Payment Method



Churn by Internet Services



Churn by Contract Type and Subscription Length

