

# Churn Report

Churned Customers

1,869

Tickets

Admin Tickets

885

Tech Tickets

2,173

Annual Charges

\$2.86M

Monthly Charges

\$139.13K

Customer Demographics

Total Customers by gender

49.76%

50.24%

Female

Male

Senior Citizens

25.47%

With Partners

35.79%

With Dependents

17.44%

Customer Duration

Tenure Category

< 1 year

53.5%

< 2 years

16.5%

< 3 years

10.3%

< 4 years

7.8%

< 5 years

6.6%

< 6 years

5.3%

%GT Count of customerID

Subscribed Services

90.90% Phone Service

43.77% Streaming Movies

43.55% Streaming TV

29.16% Device Protection

27.98% Online Backup

16.59% Tech Support

15.78% Online Security

Multiple Lines?

50.03% Yes

49.97% No

Internet Services

6.0%

24.6%

69.4%

Customer Account Details

Paperless Billing

25.09%

74.91%

Average Monthly Charges

\$74.44

Average Total Charges

\$1.53K

Payment Methods

Electronic check

57.30%

Mailed check

16.48%

Bank transfer (a...

13.80%

Credit card (aut...

12.41%

%GT Count of customerID

Contract Type

Month-to-month

88.55%

One year

8.88%

Two year

2.57%

# CHURN ANALYSIS

PhoneNow Data Retention...

Churned Status

☐ No

☐ Yes

Total Customers

7,043

Churn Rate

26.54%

Tickets

Admin Tickets

3632

Tech Tickets

2,955

Annual Charges

\$16.06M

Monthly Charges

\$456.12K

Internet Service

☐ DSL

☐ Fiber optic

☐ No

Customer By Gender

Male

Female

Customers by Internet Service

Fiber optic

DSL

No

Churn by Internet Service

Fiber optic

DSL

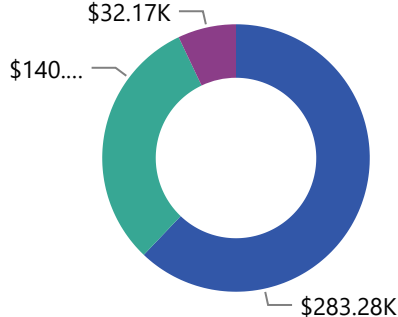
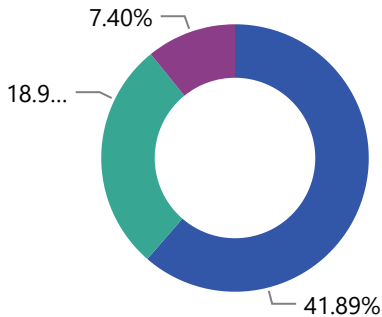
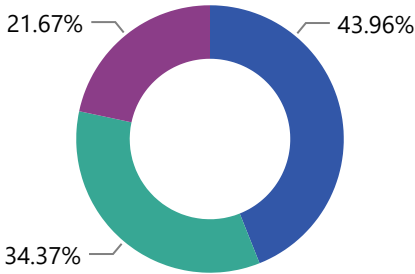
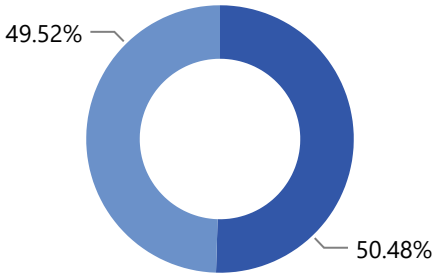
No

Internet Service Monthly Charges

Fiber optic

DSL

No



Phone Service

☐ No

☐ Yes

Contract Type

All

Months

0

72

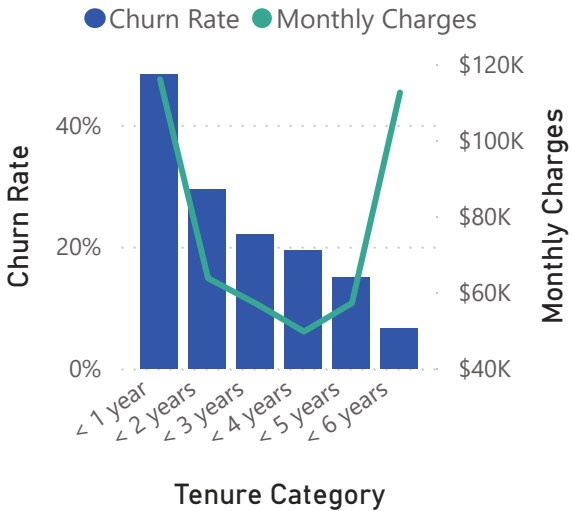
15.00%

26.54%

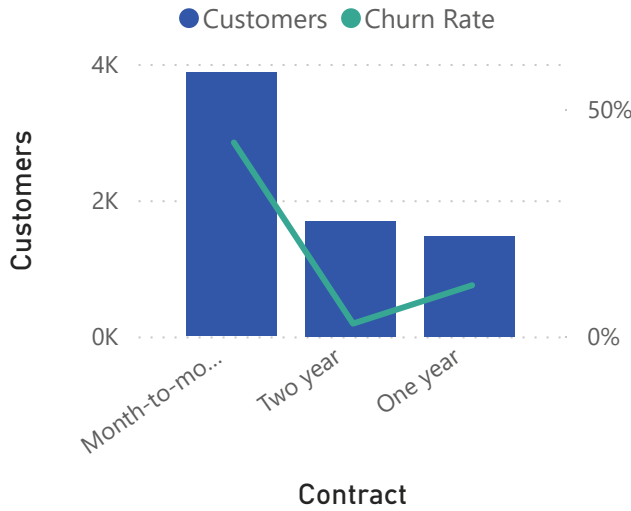
0.00%

100.00%

Churn Rate and Monthly Charges by Tenure Category



Customers and Churn Rate by Contract



Churn Rate and Monthly Charges by PaymentMethod

