

ACTIVE USERS

CUSTOMER RETENTION REPORT

CHURNED USERS



DEMOGRAPHIC INFORMATION

5174

Active Users

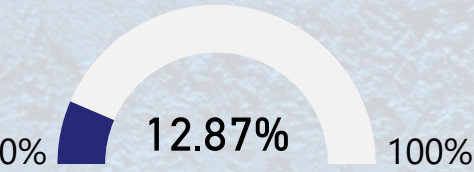
1869

Churned Users

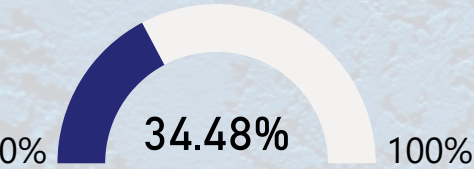
SERVICES

CUSTOMERS INFORMATION

Senior Citizen Percentage



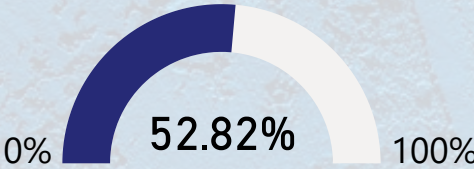
Dependants Percentage



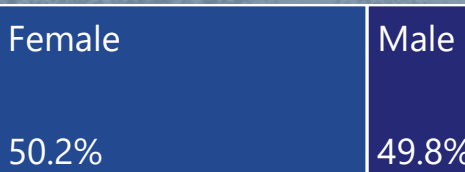
Users by Gender



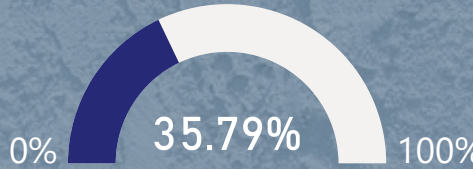
Partners Percentage



Users by Gender



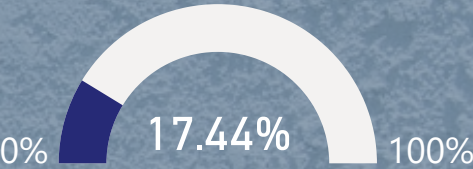
Partners Percentage



Senior Citizen Percentage



Dependants Percentage



Device Protection



Online Backup



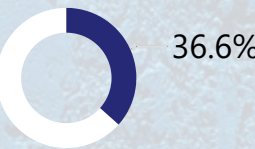
Tech Support



Streaming Movies



Streaming TV



Streaming TV



Streaming Movies



Tech Support



Online Backup



Device Protection



Phone Users



Online Security



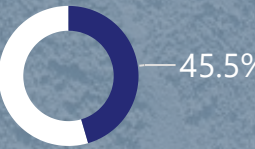
Internet Service



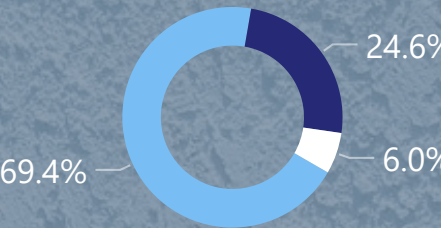
Multiple Lines



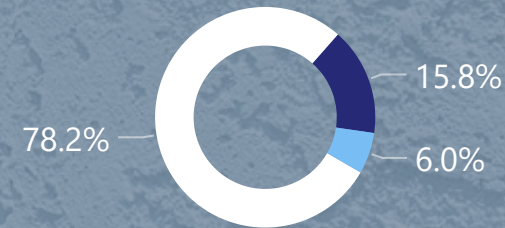
Multiple Lines



Internet Service



Online Security



Phone Users



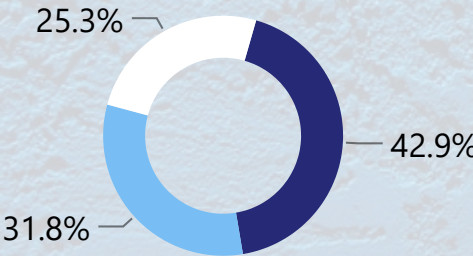
● No ● Yes ● No internet service

● DSL ● Fiber optic ● No

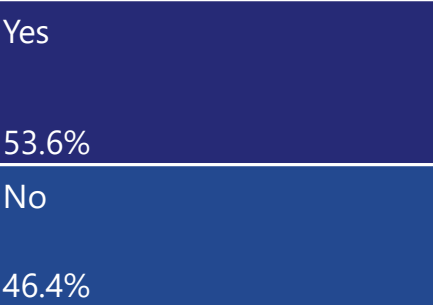
● Fiber optic ● DSL ● No

● No ● Yes ● No internet service

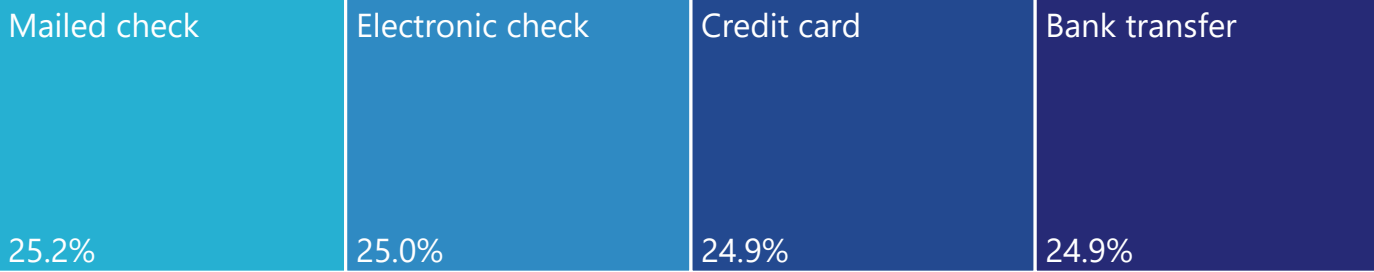
Contract Type



Paperless Billing



Payment Methods



\$13.19M

Total Charges (Active Users)

\$0.32M

Monthly Charges (Active Users)

2747

Admin Tickets (Active Users)

782

Tech Tickets (Active Users)

\$2.86M

Total Charges (Churned Users)

\$0.14M

Monthly Charges (Churned Users)

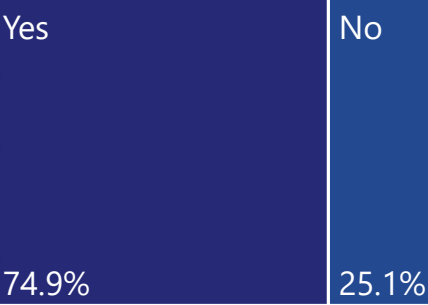
885

Admin Tickets (Churned Users)

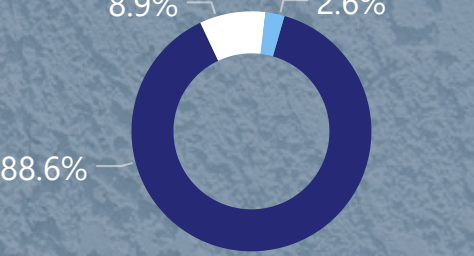
2173

Tech Tickets (Churned Users)

Paperless Billing



Contract Type



Payment Methods



● Month-to-month
● One year
● Two year