



# CHURN ANALYSIS

Churn

No

Yes



Total Customers

7043

At Risk

1869

Total Admin Tickets

3632

Total Tech Tickets

2955

Total Charges

16.06M

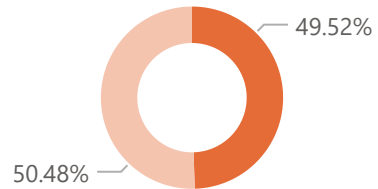
Monthly Charges

456.12K

## Customer Demographics

### Gender

Female Male



48.30%

Have Partners

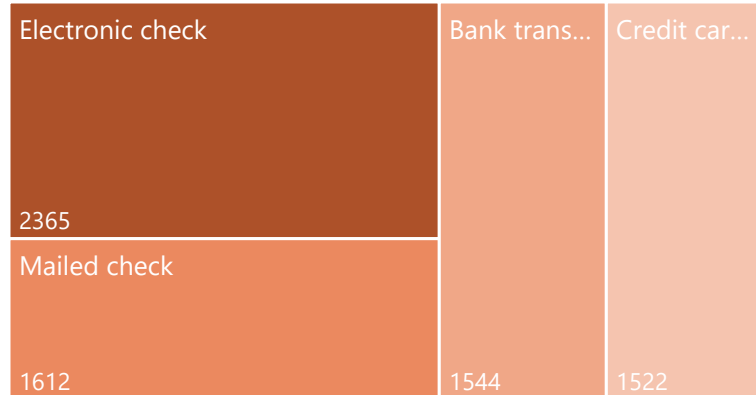
16.21%

Are Senior Citizens

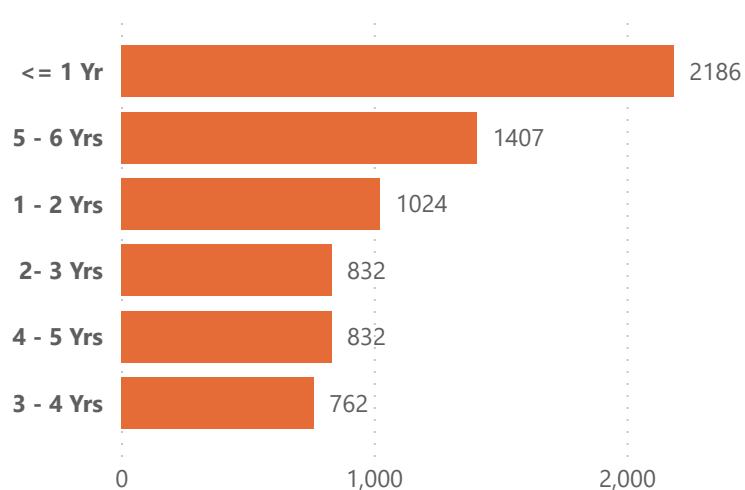
29.96%

Have Dependents

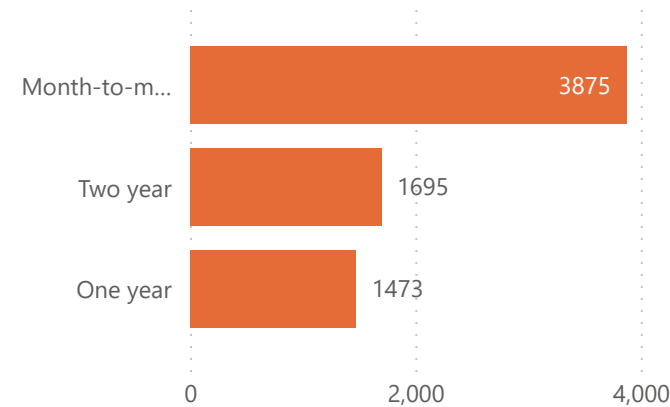
## Customers by Payment Method



## Customers by Tenure (Years)

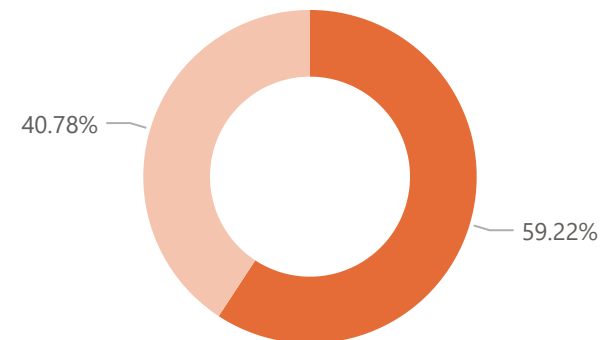


## Customers by Contract



## Paperless Billing

Yes No



## Services Signed Up To

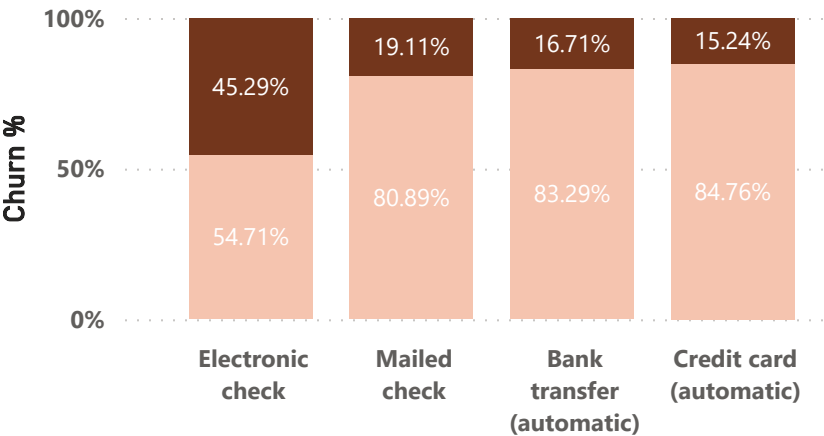
|                  |                   |
|------------------|-------------------|
| Phone Service    | Multiple Lines    |
| 90.32%           | 42.18%            |
| Streaming Movies | Streaming TV      |
| 38.79%           | 38.44%            |
| Online Backup    | Device Protection |
| 34.49%           | 34.39%            |
| Tech Support     | Online Security   |
| 29.02%           | 28.67%            |

# CHURN INSIGHTS



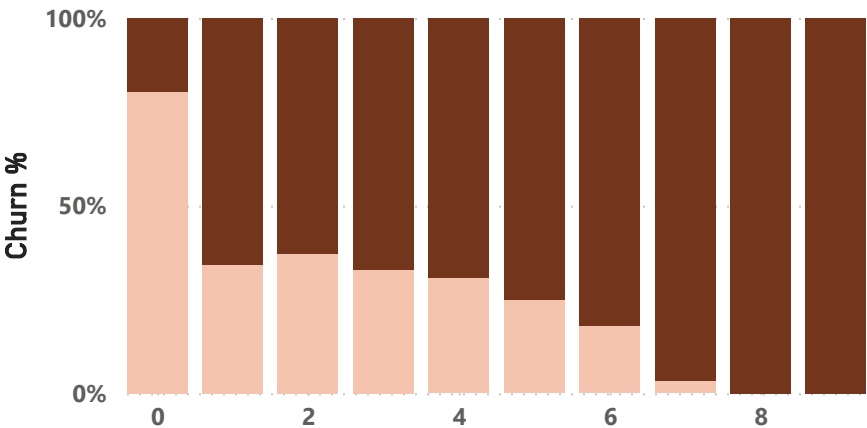
Churn By Payment Method

Churn No Yes



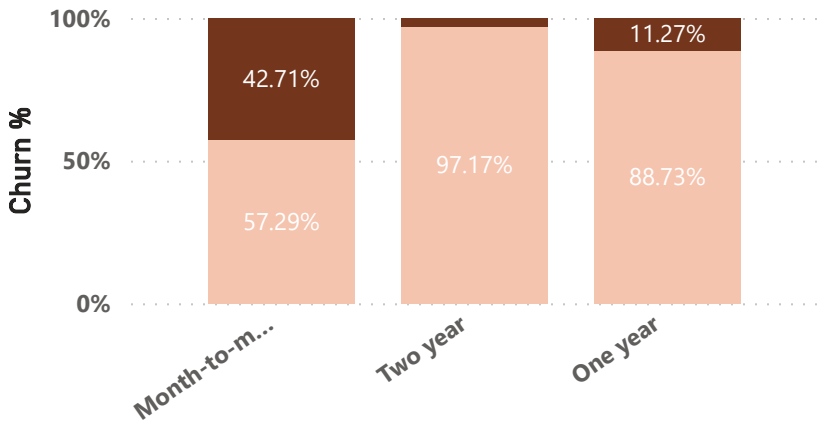
Churn by Number of Tech Tickets

Churn No Yes



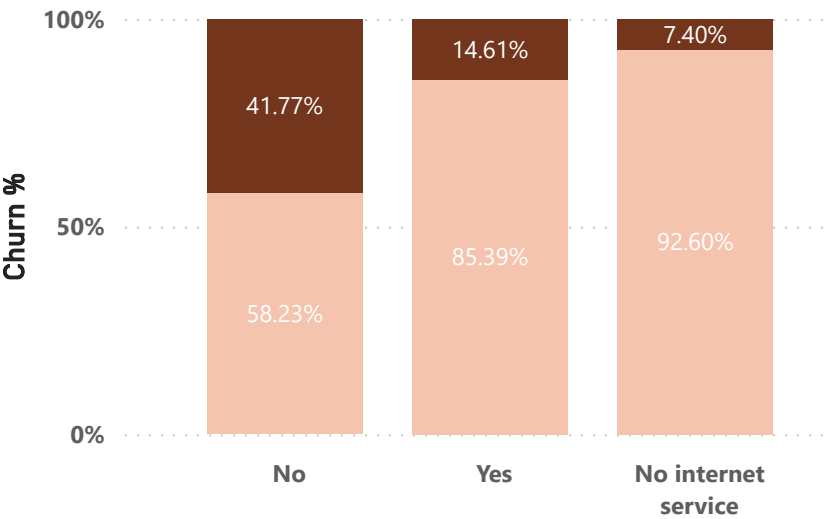
Churn by Contract

Churn No Yes



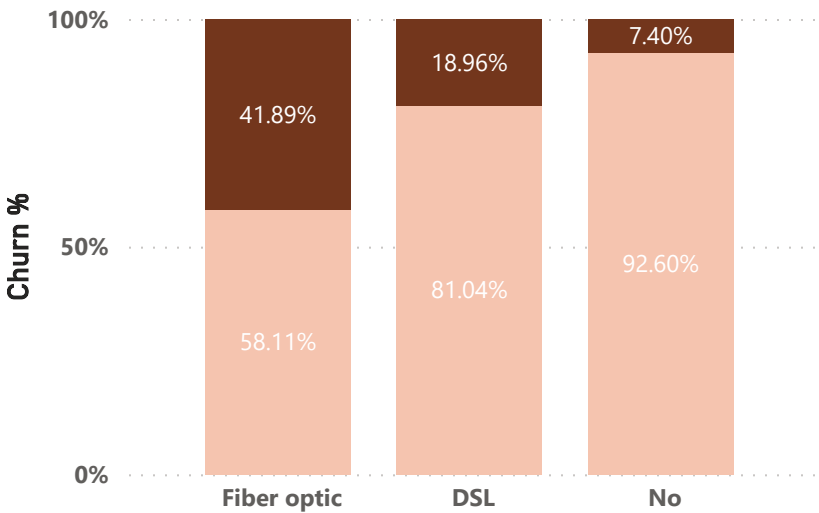
Churn by Online Security

Churn No Yes



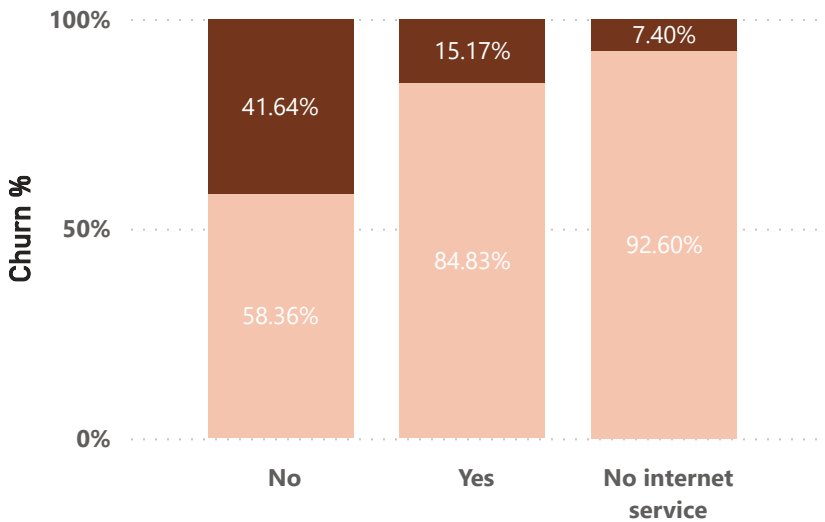
Churn by Internet Service

Churn No Yes



Churn by TechSupport

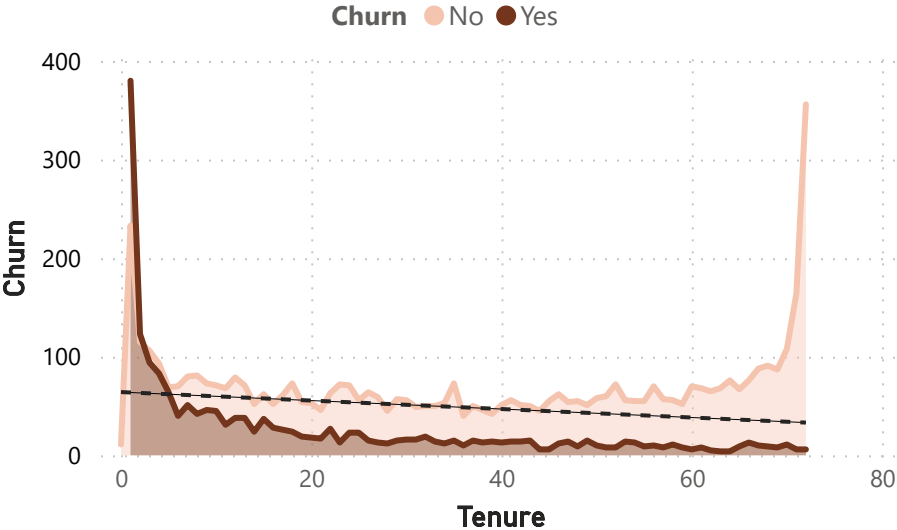
Churn No Yes



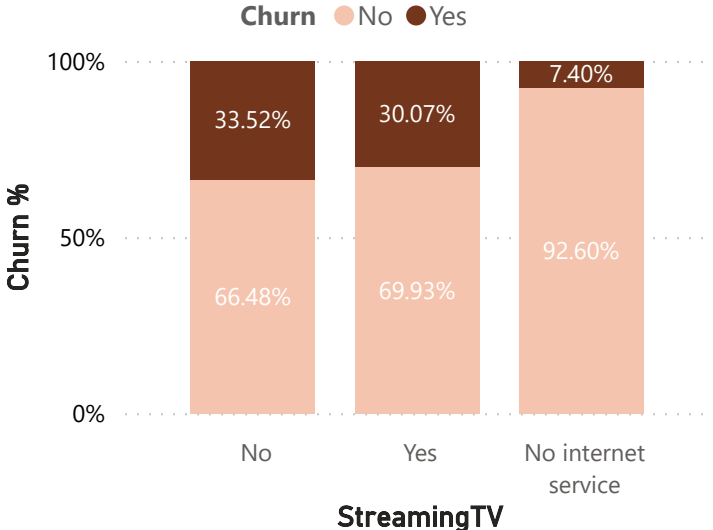
# CHURN INSIGHTS



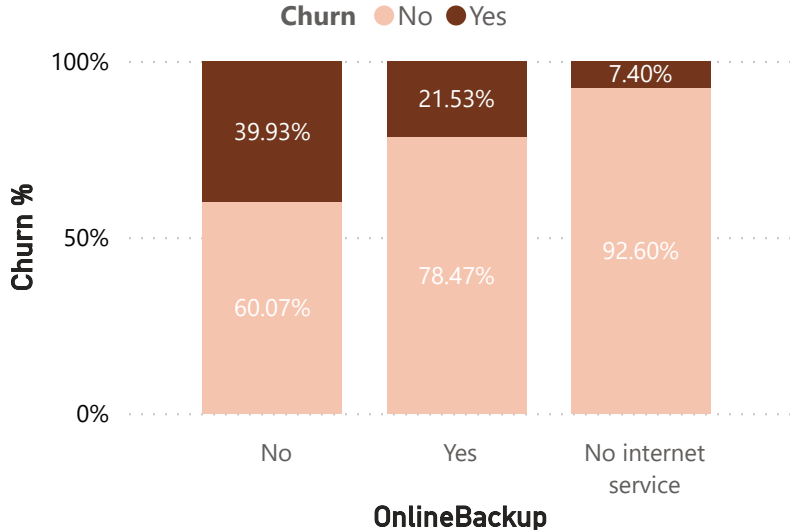
Churn over Tenure



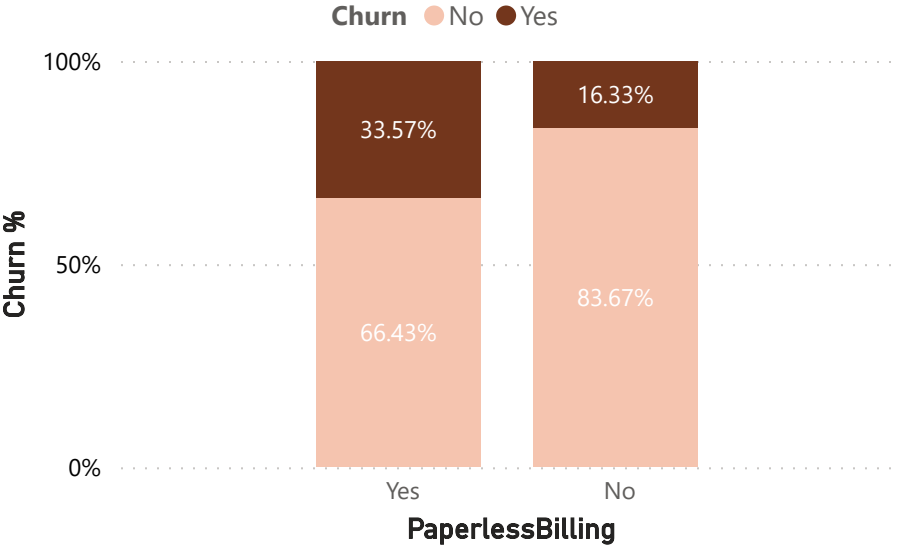
Churn by Streaming TV



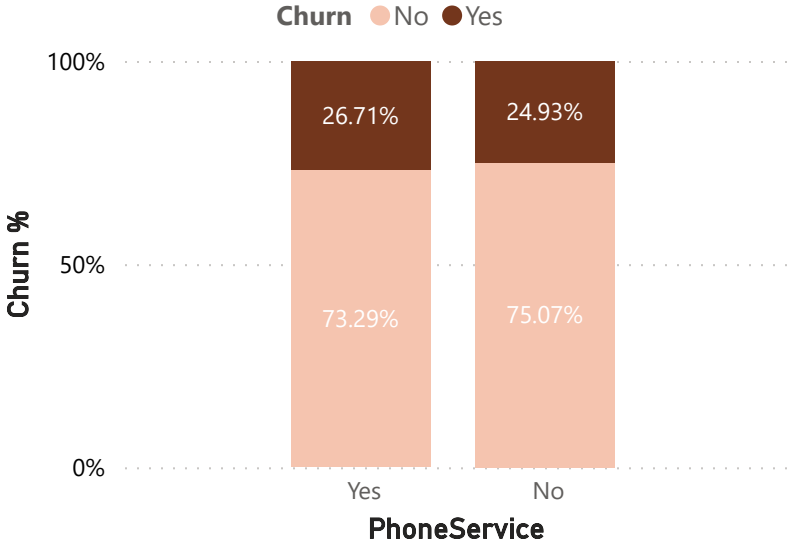
Churn by OnlineBackup



Churn by PaperlessBilling



Churn by PhoneService



Churn by StreamingMovies

