



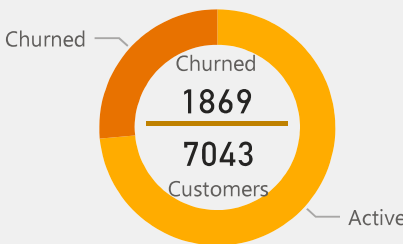
Customer Churn Analysis

Forage Internship Project

7K
Total Customers

\$16.06M
Total revenue

26.54%
% Churn Rate



Churn Status

Active

Churned

Monthly charges

18.25

118.75

Tech Ticket

No

Yes

970
have tech ticket

1201
Have Admin...

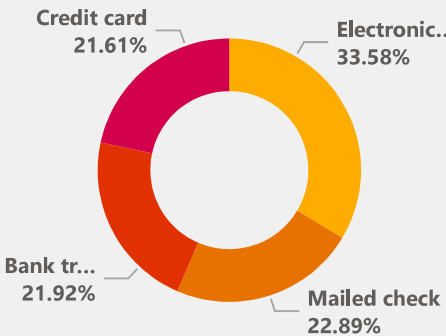
Accounts

\$456.12K
Monthly revenue

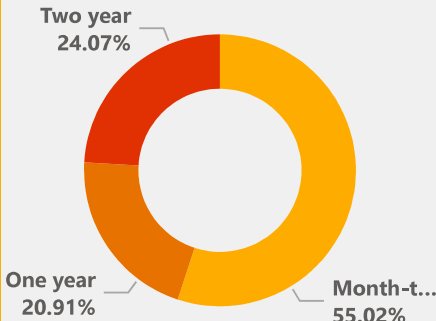
\$64.76
Avg Monthly Revenue

30.50%
Revenue at risk

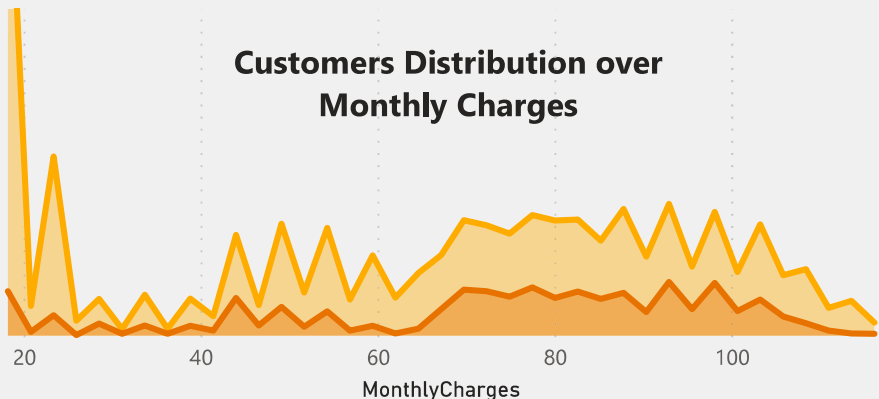
PaymentMethod



Contract



Customers Distribution over Monthly Charges



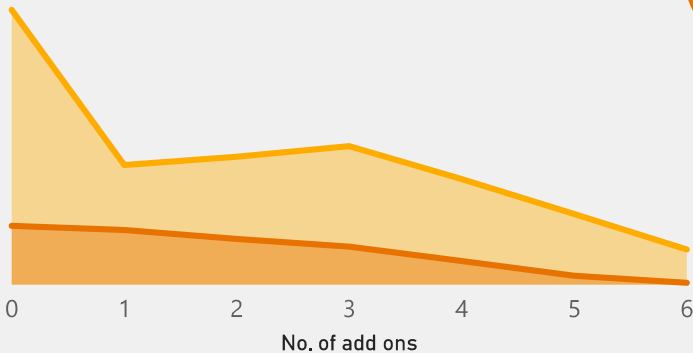
Services

90.32%
Phone Service

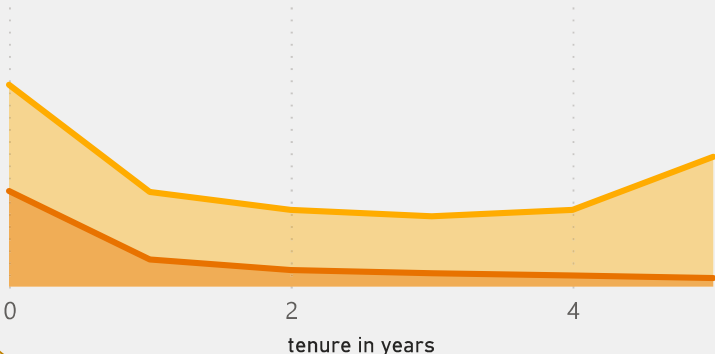
42.18%
MultipleLines

59.22%
PaperlessBilling

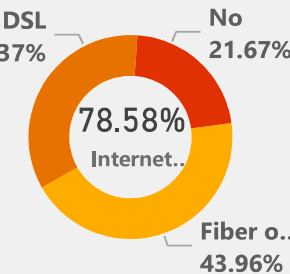
No of add-ons and churn



Tenure and Churn



InternetService



28.67%
OnlineSecurity

34.49%
OnlineBackup

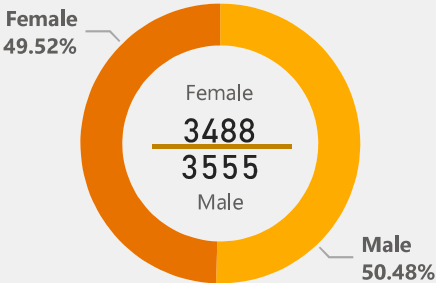
34.39%
DeviceProtection

38.79%
StreamingMovies

38.44%
StreamingTV

29.02%
TechSupport

Demographics



48.30%
Have Partners

16%
SeniorCitizen

29.96%
Dependants

