

Northern Hammer*

Hardware Retailers

Churn analysis

Making customers subscribe to our DIY Channel again

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Data Analysis Bootcamp

Project Assignment 1a - Churn Analysis

September 29th, 2025

*Fictional Company & Data

Any resemblance to actual persons,
places, or events is purely coincidental.

26.5% Churn

who unsubscribes from our channel?

Internet Service

Streaming TV

Streaming Movies

Monthly Subscription Charges

Total Subscription Charges

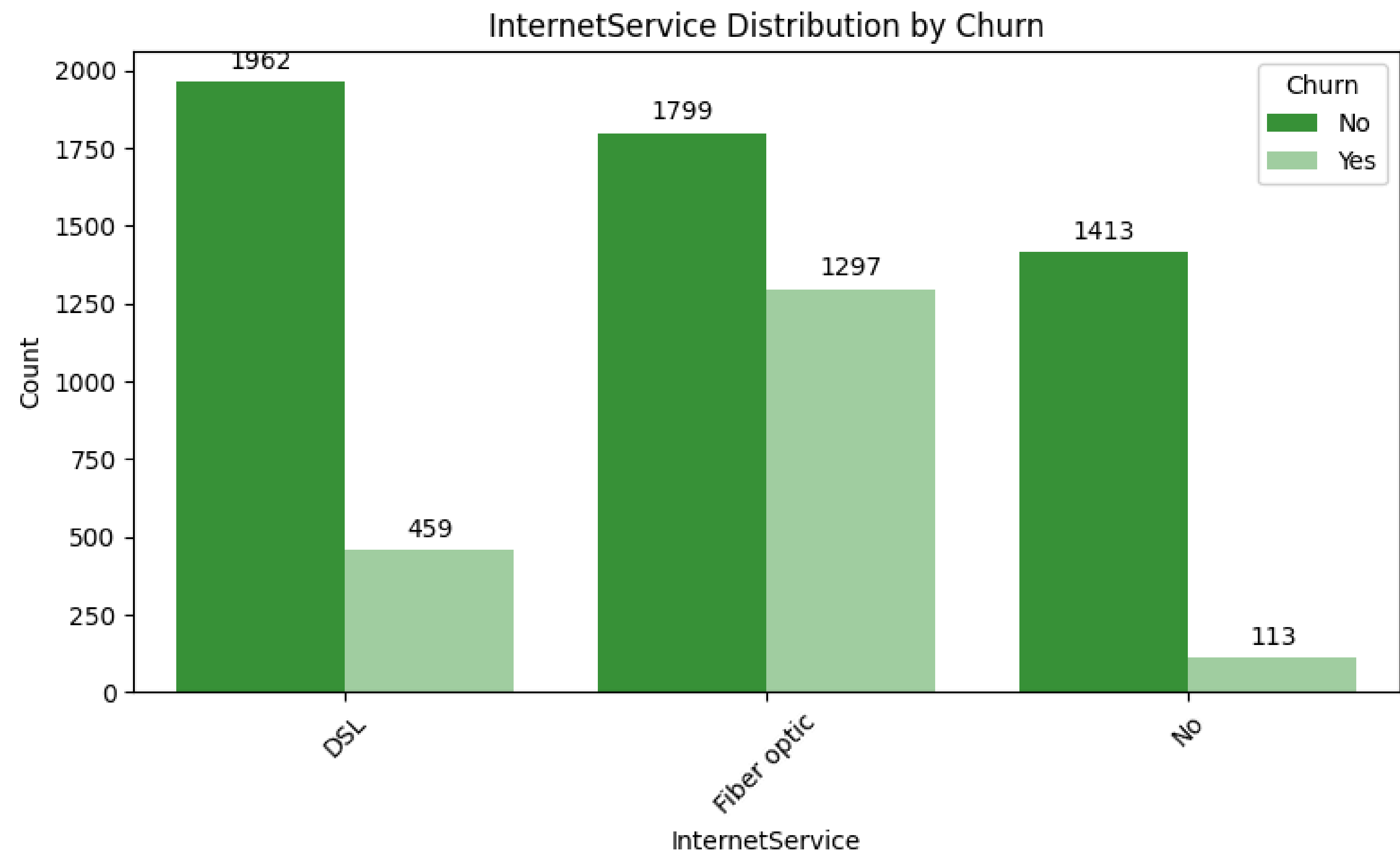
Payment Method

Senior Citizen

Partner

Gender

Internet Service



Fiber optic users churn
from subscribing to our channel

41.9%

FIBER OPTIC INTERNET USERS CHURN
15.4% MORE THAN AVERAGE

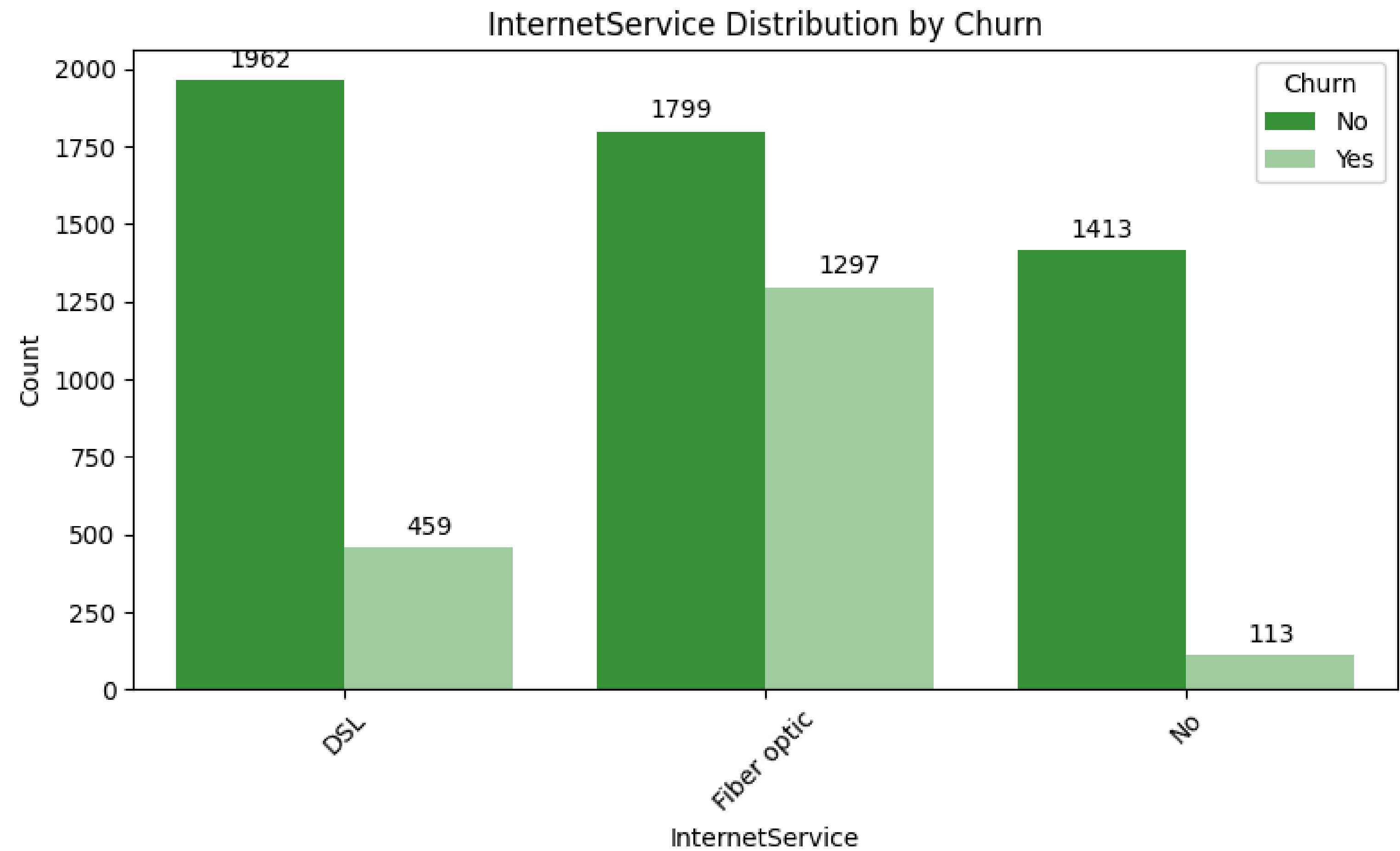
19%

DSL INTERNET USERS CHURN

7.4%

NO INTERNET USERS CHURN

TV Streaming



Both TV streamers and non TV streamers churn just a little more than average

33.5%

NON STREAMERS CHURN
7% MORE THAN AVERAGE

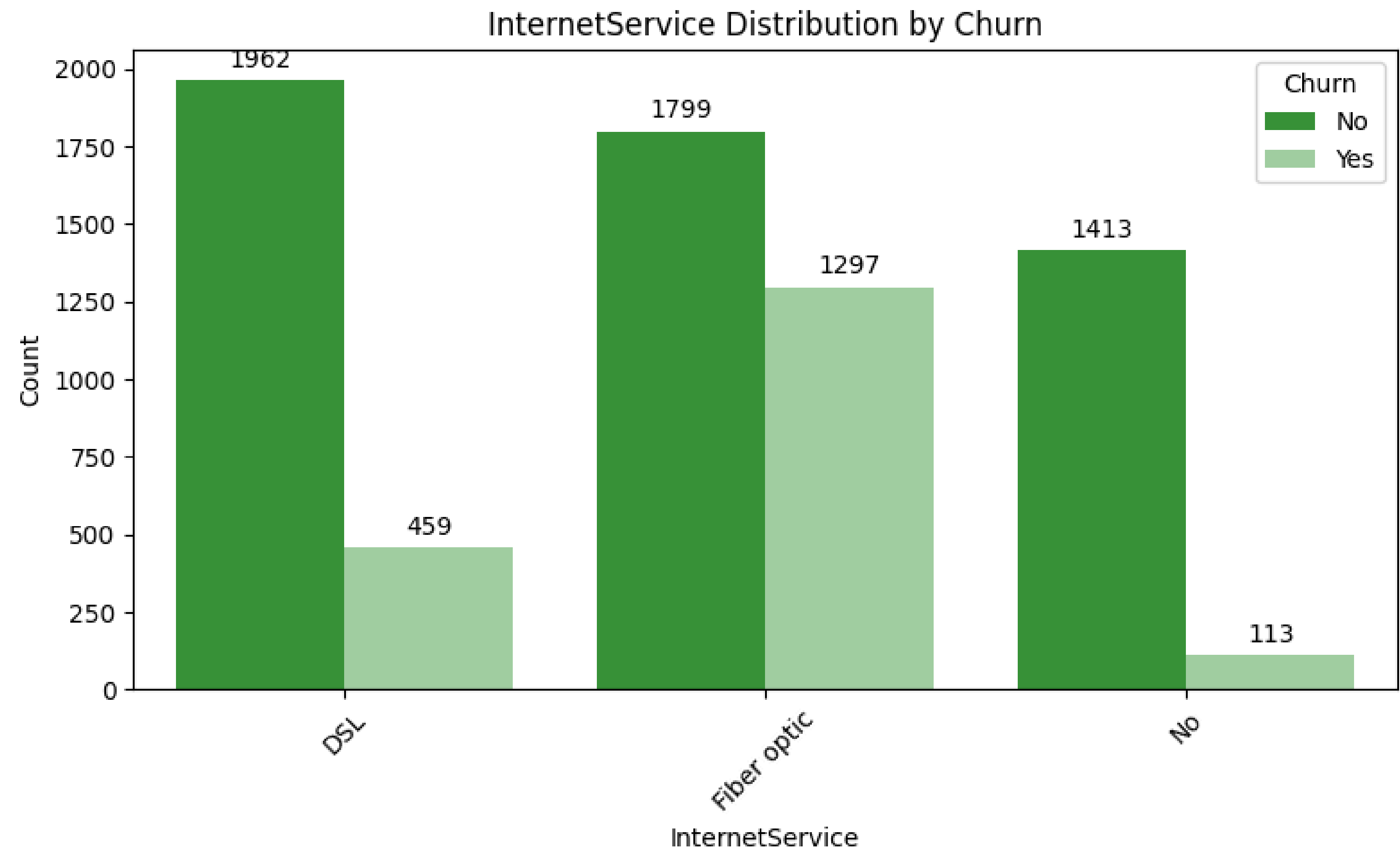
30.1%

STREAMERS CHURN
3.5% MORE THAN AVERAGE

7.4%

WITHOUT INTERNET SERVICES CHURN

Movie Streaming



Both movie streamers and non movie streamers churn just a little more than average

33.6%

NO MOVIE STREAMERS CHURN
7% MORE THAN AVERAGE

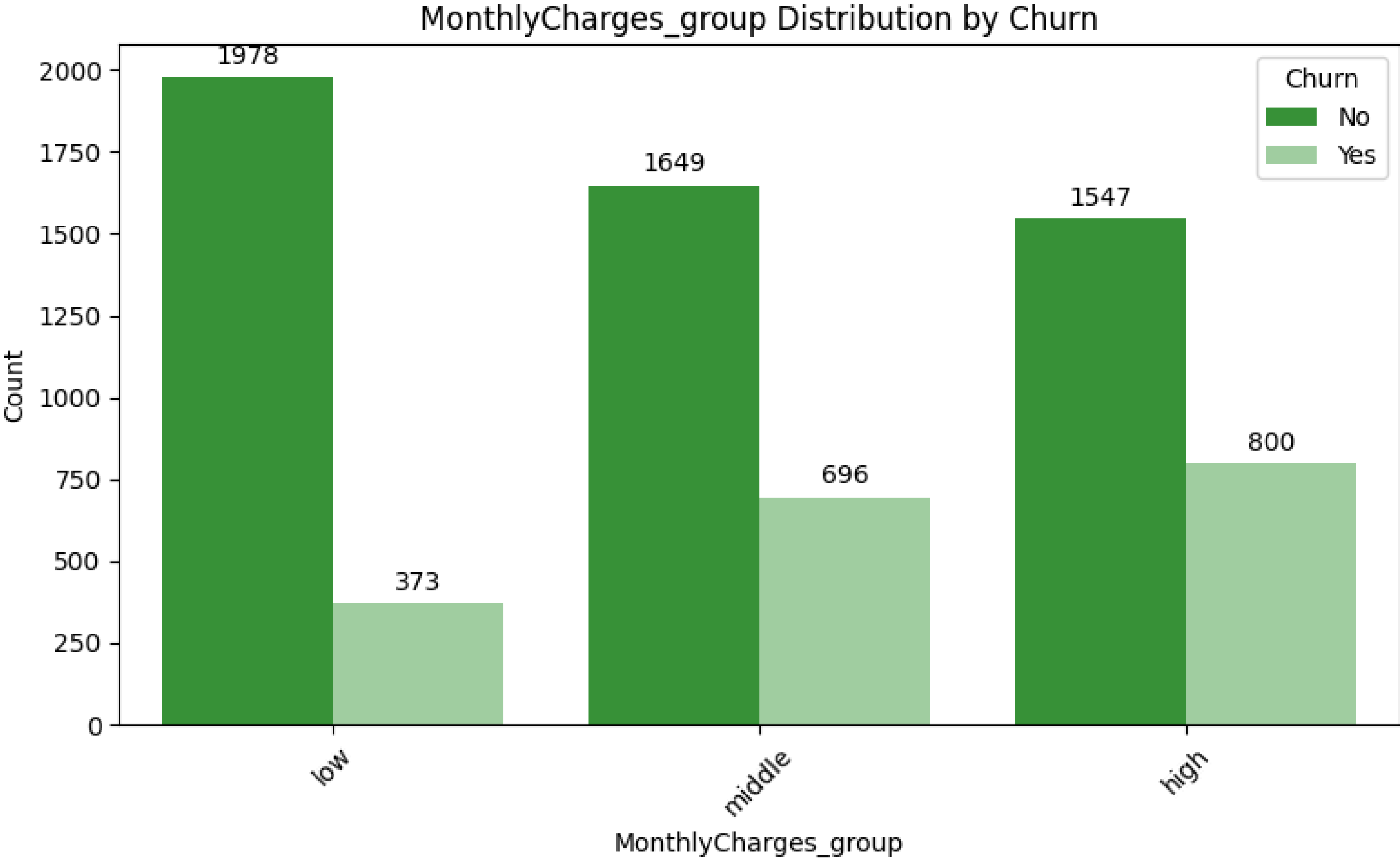
30%

STREAMERS CHURN
3.5% MORE THAN AVERAGE

7.4%

WITHOUT INTERNET SERVICES CHURN

Monthly Subscription Charges



Payers with higher monthly charges are slightly more likely to churn.

34.1%

WITH HIGH MONTHLY CHARGES
CHURN | 7.5% MOVE THAN AVERAGE

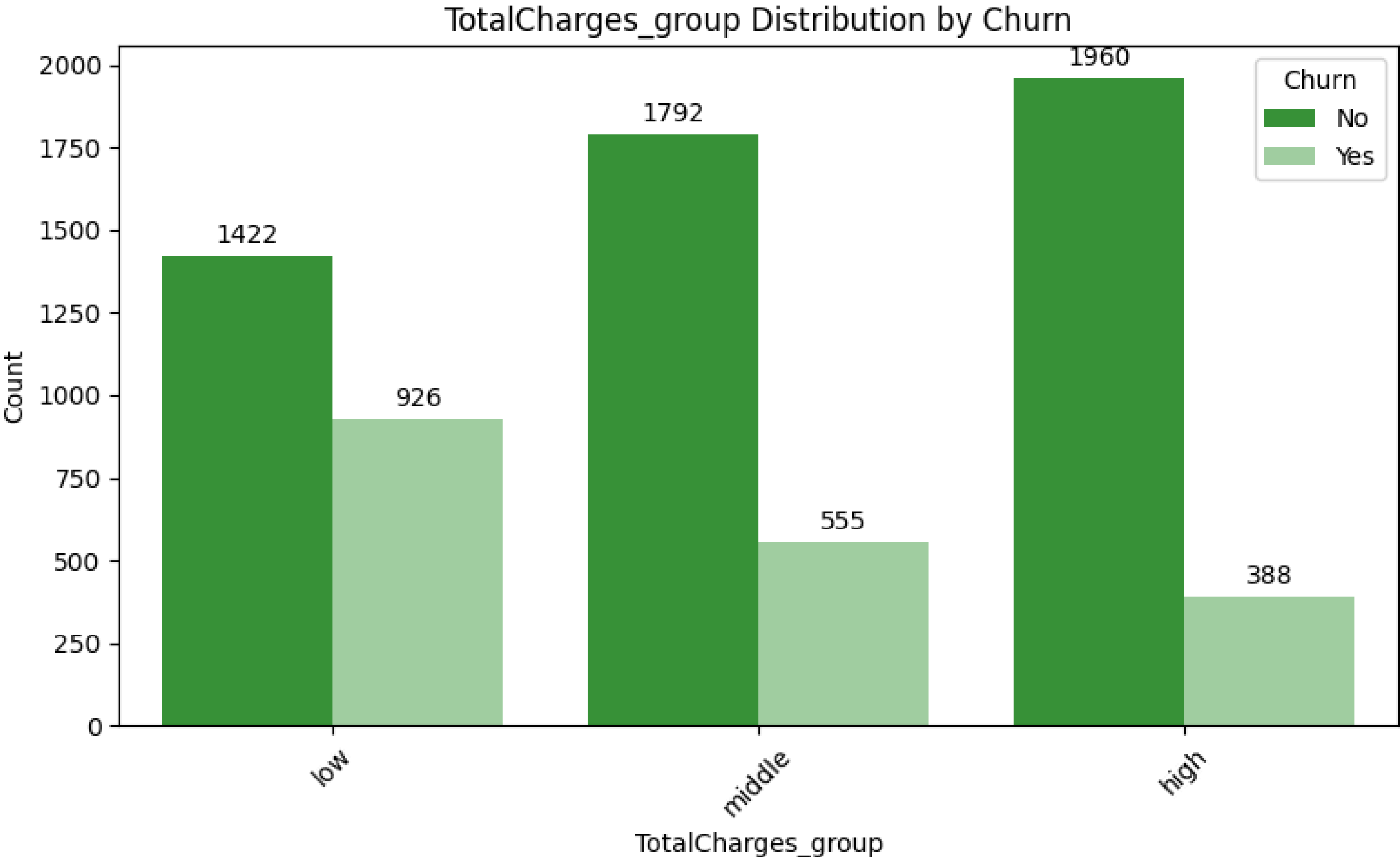
29.7%

WITH MODERATE MONTHLY CHARGES
CHURN

15.9%

WITH LOW MONTHLY CHARGES CHURN

Total Subscription Charges



Payers with higher total charges are highly more likely to churn.

39.4%

WITH HIGH TOTAL CHARGES CHURN
12.9% MOVE THAN AVERAGE

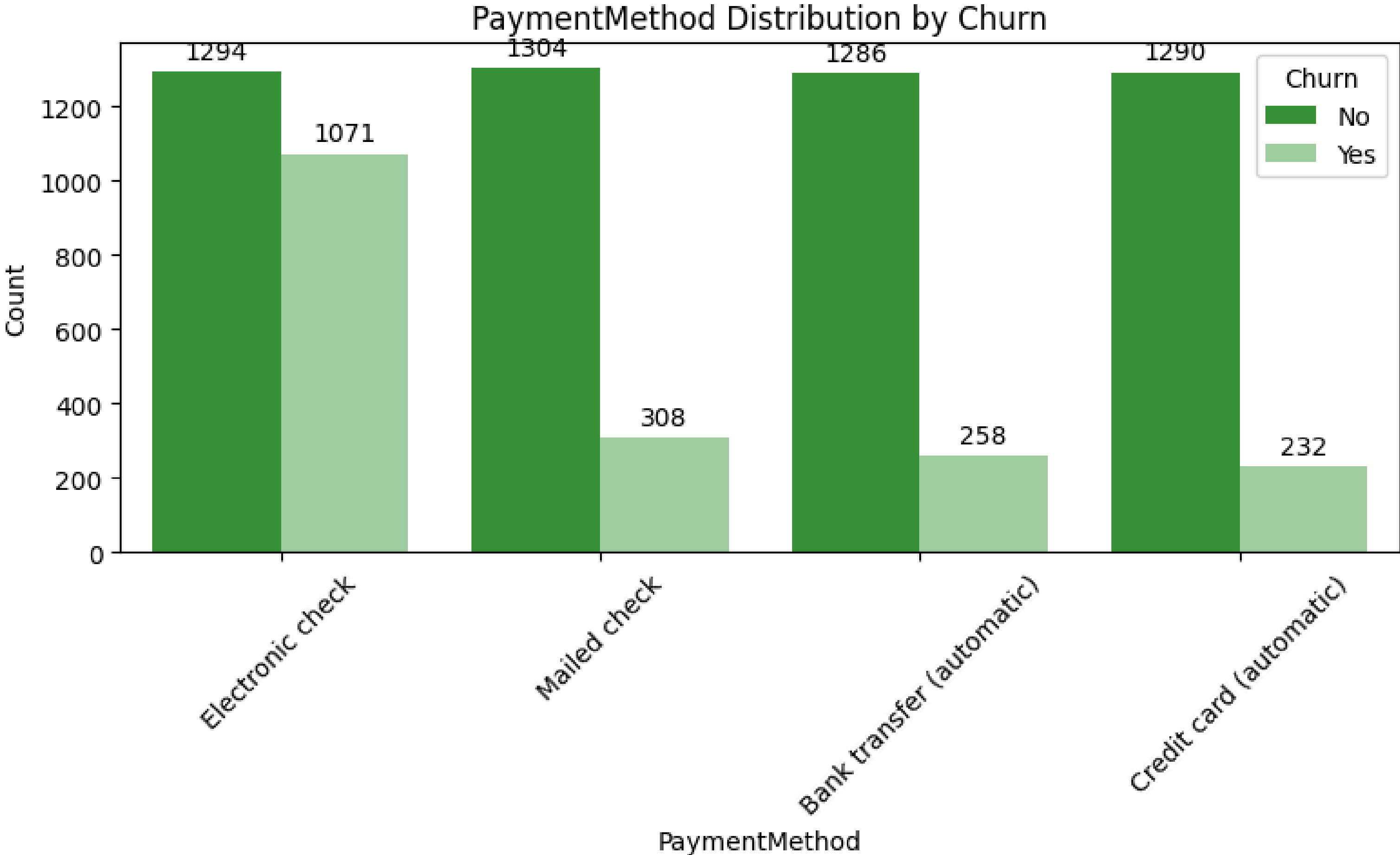
23.6%

WITH MODERATE TOTAL CHARGES
CHURN

16.5%

WITH LOW TOTAL CHARGES CHURN

Payment Method



Payers with electronic check churn significantly more that those who pay with other methods

45.3%

E-CHECK PAYERS CHURN
18.8% MORE THAN AVERAGE

<20%

AMONG THOSE
THAT USE OTHER PAYMENT METHODS
LESS THAN 20% CHURN

Senior Citizens

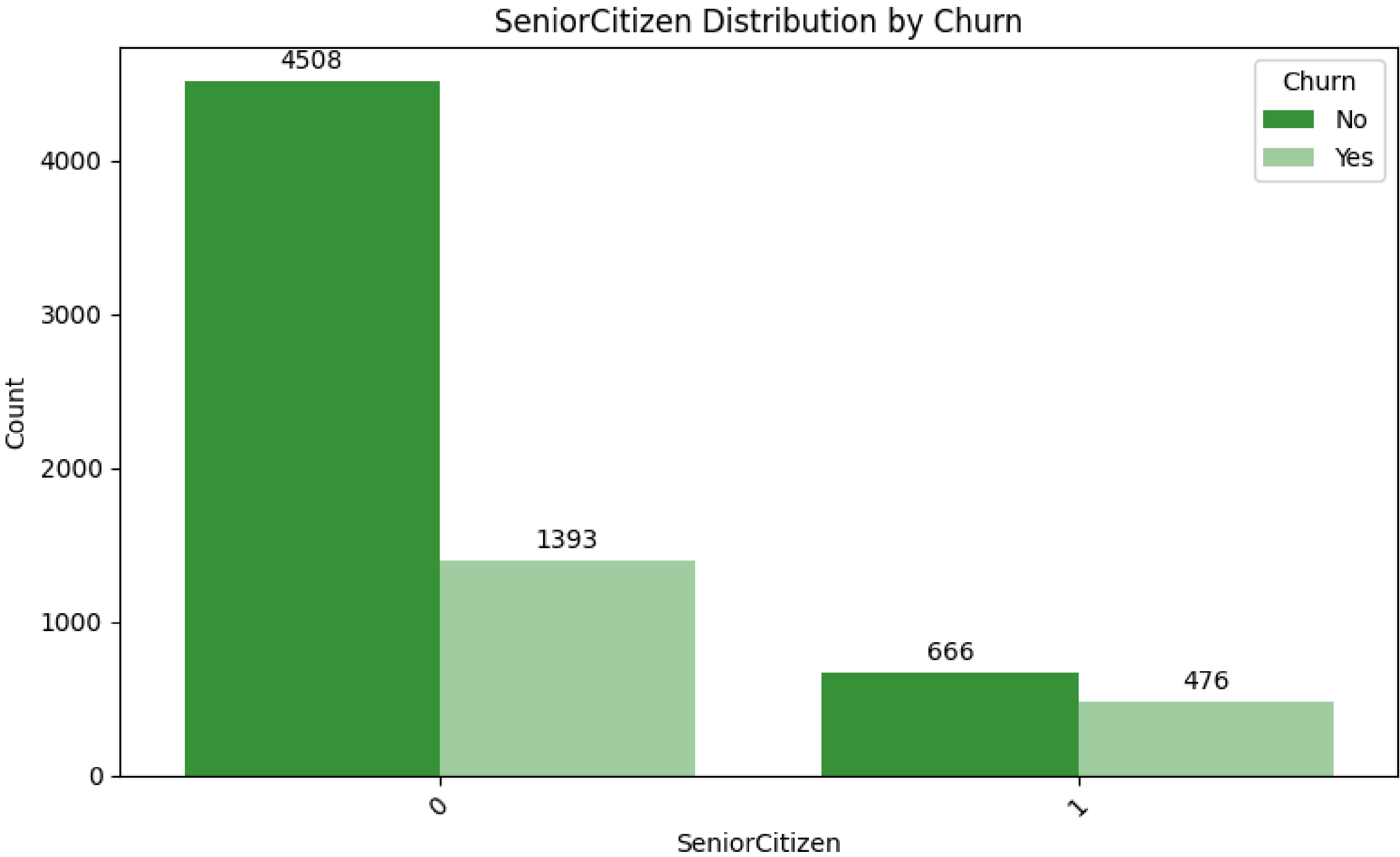
Senior citizens are much more likely to churn

42.7%

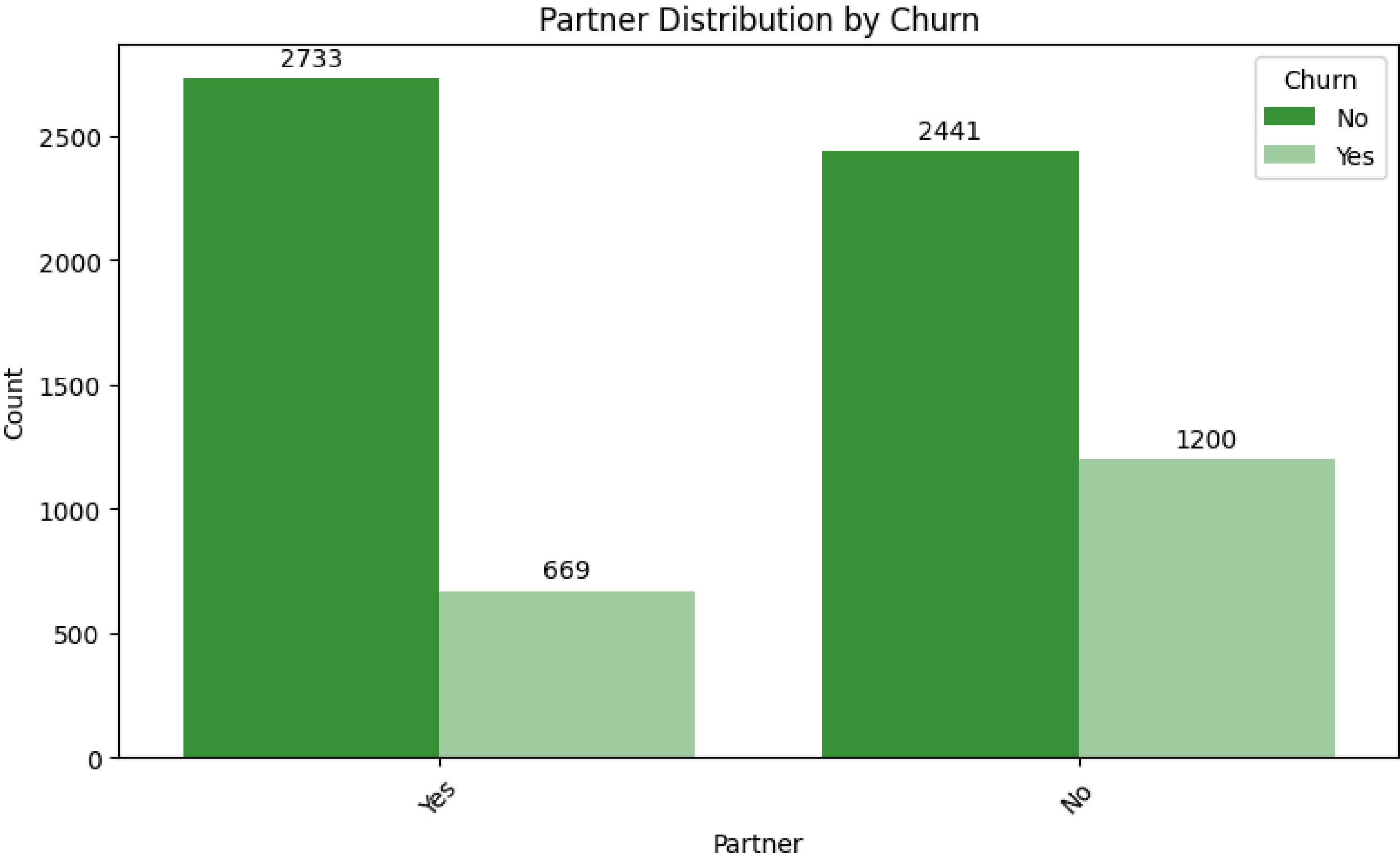
SENIOR CITIZENS CHURN
16.2% MORE THAN AVERAGE

23.6%

NON SENIOR CITIZENS CHURN



Partner



Those without partners are slightly more likely to churn

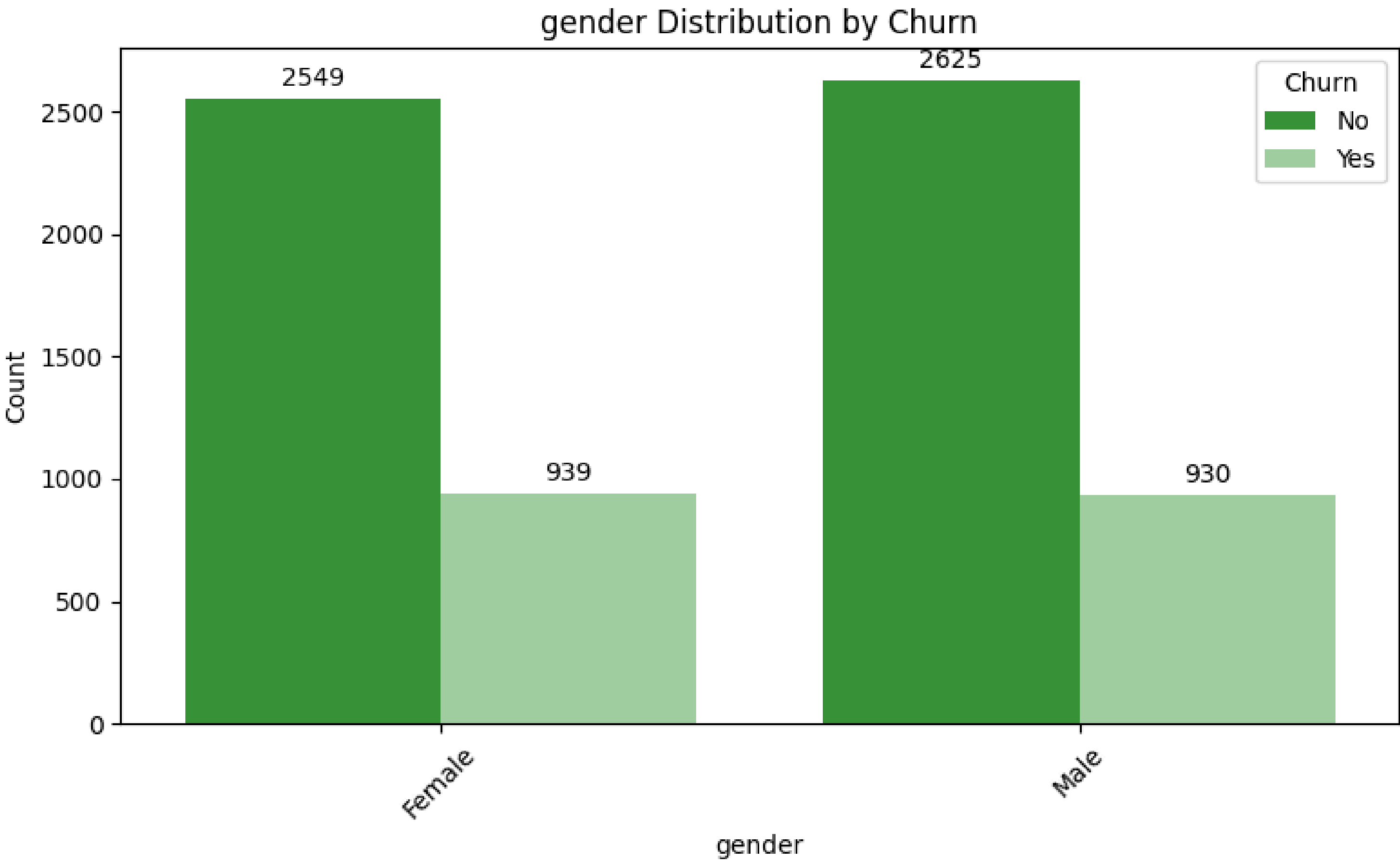
33%

WITHOUT PARTNERS CHURN
6.5% MORE THAN AVERAGE

19.7%

WITH PARTNER CHURN

Gender



Men are not more or less likely to churn than women

26.9%

WOMEN CHURN

26.1%

MEN CHURN

Key insights

Highly more likely to churn

Senior Citizens
E-check Payers
Optic Fiber Internet
High Total Charges

Slightly more likely to churn

Internet users, both streamers and not streamers
High Monthly Charges
No partner

No differences in churn between genders