

Customer Churn Exploratory Analysis

This dashboard has a filter with churn =

1869

Customer churn

2173

Tech Tickets

1869

Admin Tickets

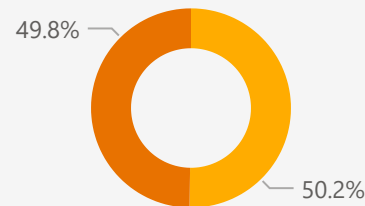
\$2.86M

Total Charges

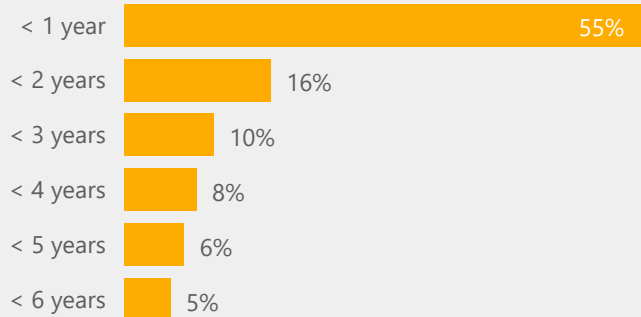
Demographics

Gender

Female Male

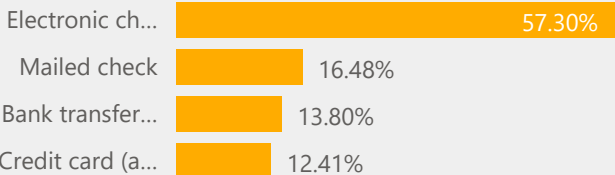


Subscription Length by loyalty



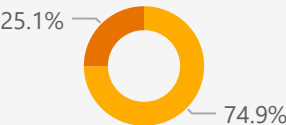
Account Information

Payment Method



Paperless Billing

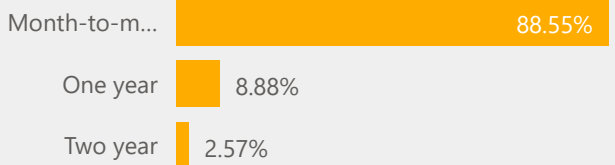
Yes No



Average Charges

\$74.44
Monthly
\$1,531.80
Annual

Contract Type



Services Signed Up

90.90%
Phone service

43.77%
Streaming Movies

43.55%
Streaming TV

29%
Device protection

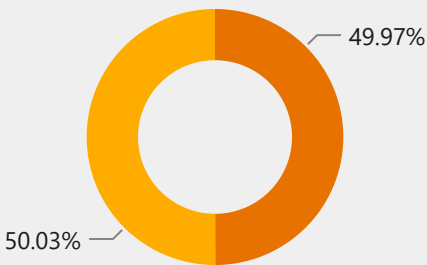
27.98%
Online backup

16.59%
Tech Support

15.78%
Online security

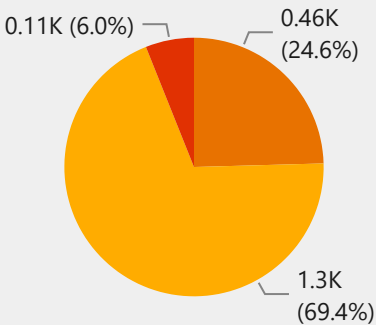
Multiple Lines

No Yes



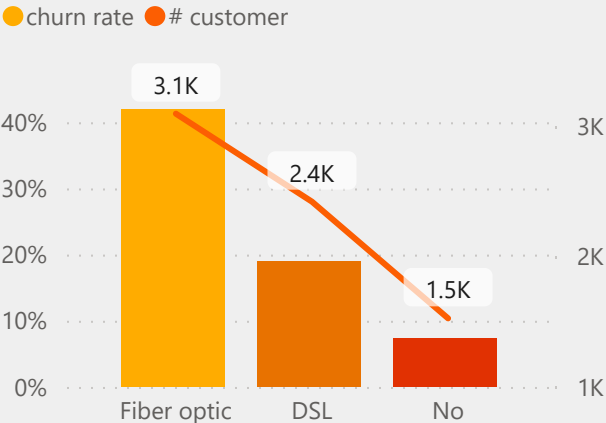
Internet Service

DSL Fiber optic No

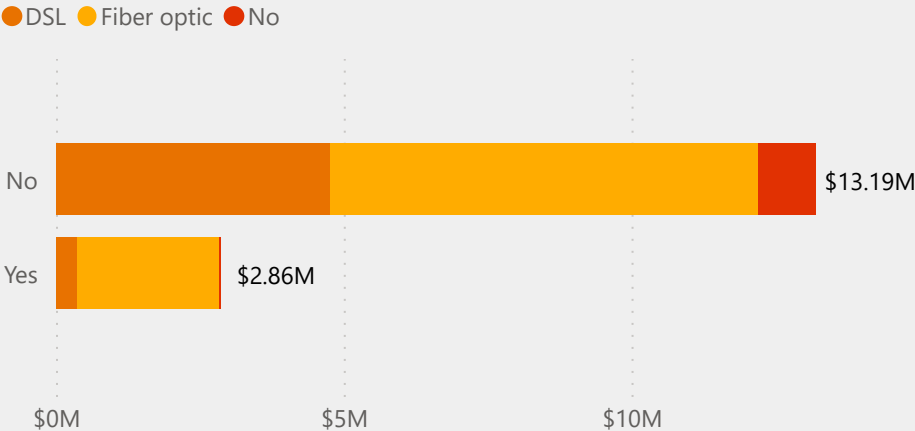


Customer Risk Analysis

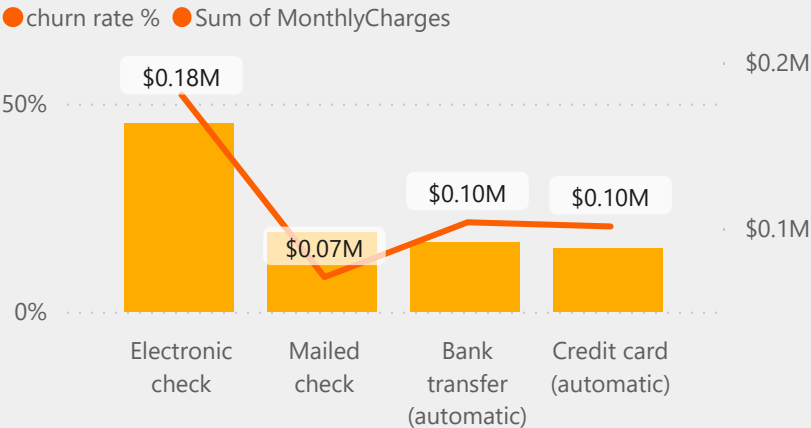
churn by Internet Service



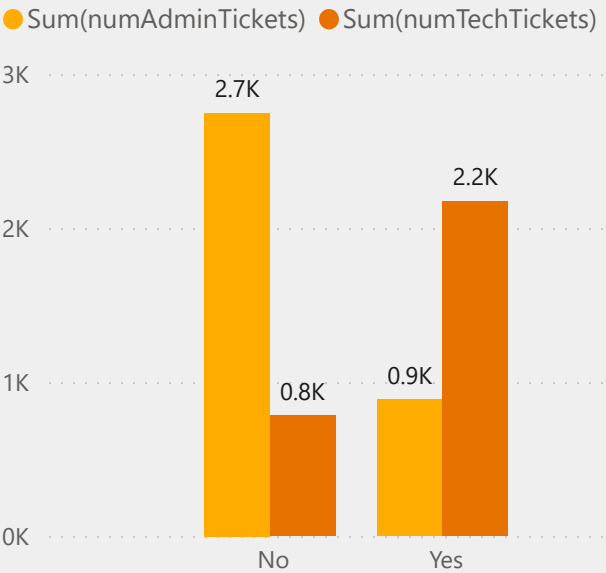
Total Annual Charges by Churn and Internet Services



churn rate % and Sum of MonthlyCharges by PaymentMethod



Admin Tickets and Tech Tickets by Churn



churn rate and Sum of MonthlyCharges by loyalty and Contract

