

CHURN DASHBOARD



2.86M

Total Revenue

7043

No. of Customers

2955

Number of Tech Tickets

3632

Number of Admin Tickets

\$16.06M

Yearly Charges

456.12K

Monthly Charges

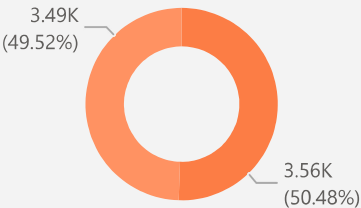
13.19M

Revenue Loss

Demographics



Male Female



25.47%

Senior Citizen

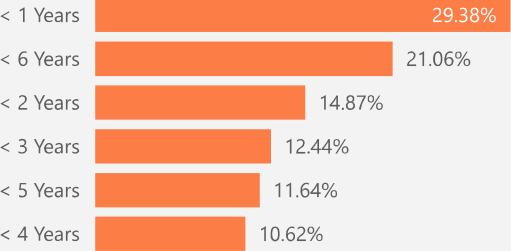
35.79%

Partner

17.44%

Dependents

Subscription Time



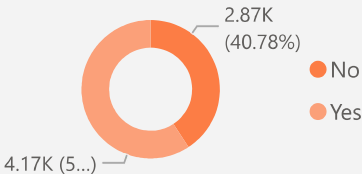
Customer Account Information



Payment Method



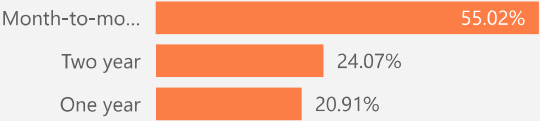
Paperless Billing



Average Charges

64.76
Monthly
\$2,283.300440...
Total

Type of Contract



Services Customer Signed Up For



90.90%
Phone Service

45.48%
Multiple Lines

43.77%
Streaming Movies

43.55%
Streaming TV

29.16%
Device Protection

27.98%
Online Backup

15.78%
Online Security

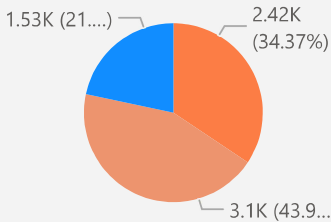
16.59%
Tech Support

Customer Opted for
all services

11



DSL Fiber optic No



CUSTOMER RISK ANALYSIS



Churn

- ☐ No
☐ Yes

7043

Count of customerID

26.54%

churn rate %

0

1869

7043

\$16.06M

Sum of TotalCharges

3632

Sum of numAdminTickets

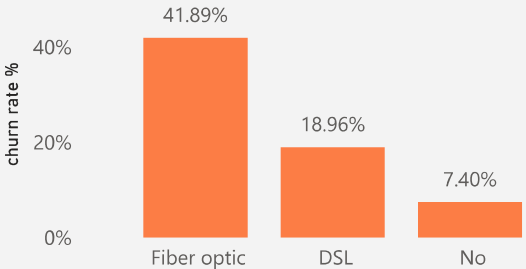
2955

Sum of numTechTickets

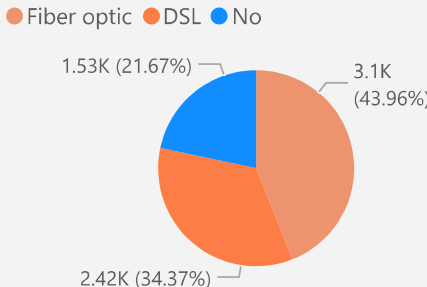
InternetService

- ☐ DSL
☐ Fiber optic
☐ No

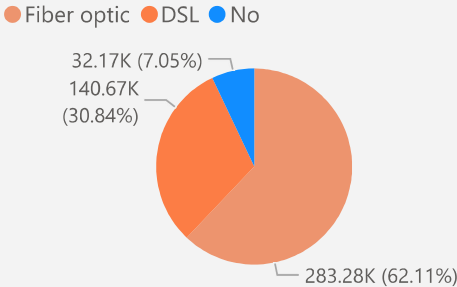
Churn by type of internet service



of customers by internet service



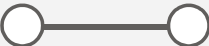
Sum of monthly charges



Tenure

0

72

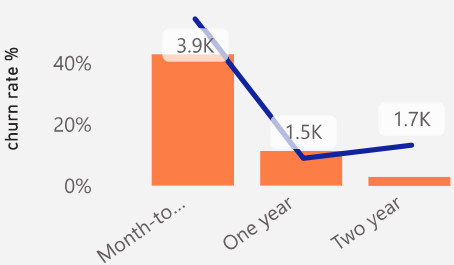


Contract

- ☐ Month-to-month
☐ One year
☐ Two year

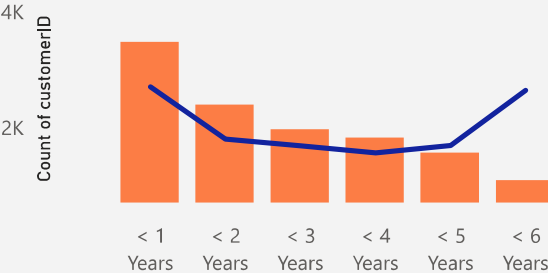
Type of Contract

churn rate % Count of customerID



Years of Contract

churn rate % Sum of MonthlyCharges



Churn by payment method

churn rate % Sum of MonthlyCharges

