

Customer Retention Analysis: Summary

Churn Customers

Number of Total Customers

7043

Demographic



73.46% are not
Senior Citizen



64.21% Does not have
Partners



82.55% Does not have
Dependents

Services Customers uses



90.90% uses
Phone Services



65.97% does not use
Online Backup Services



64.79% does not use
Device Protection Services



93.95% uses
Internet Services



78.17% does not use
Online Security Services



50.4% does not use
Streaming TV Services

Customer Account Information



88.55% are
Month-to-Month Contract



57.30% uses
Electronic Check Payments



74.9% uses
Paperless - Billing



63.99% does not open
Administrative Ticket



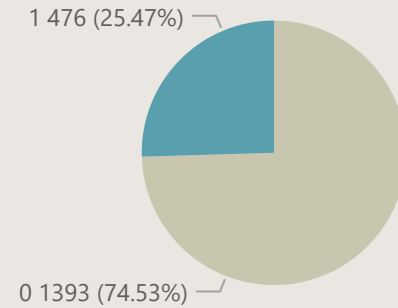
84.59% does not open
Technical Ticket

Customer Retention Analysis: Demographic

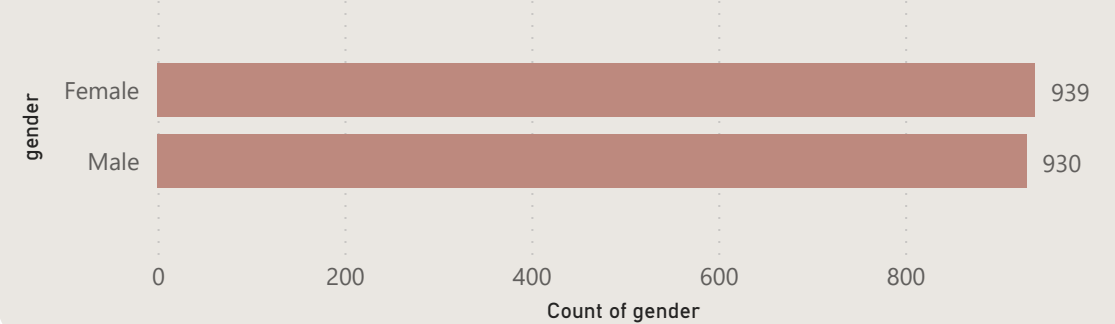
Number of Total Customers

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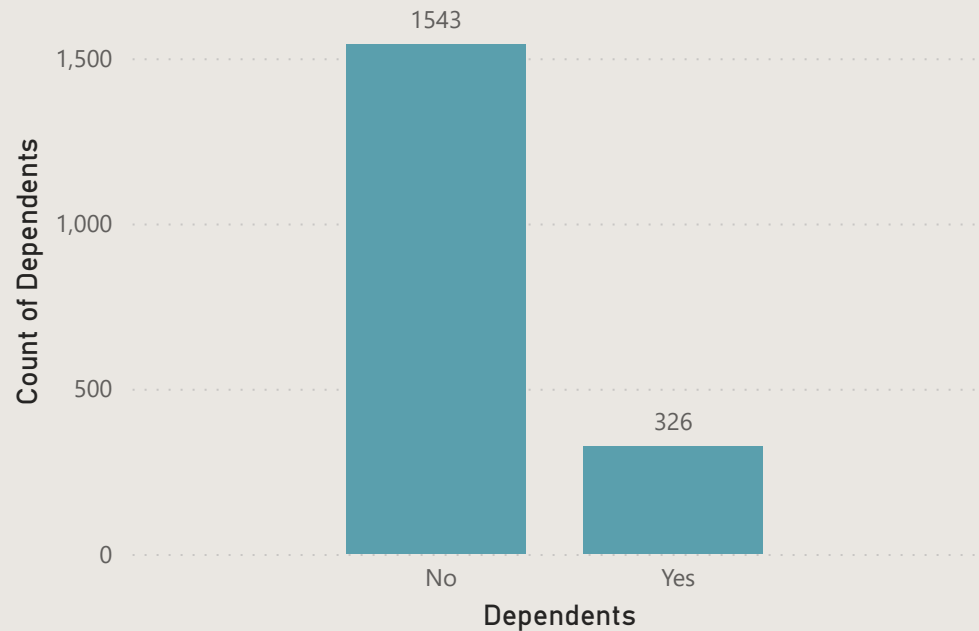
Churn per Senior Citizen



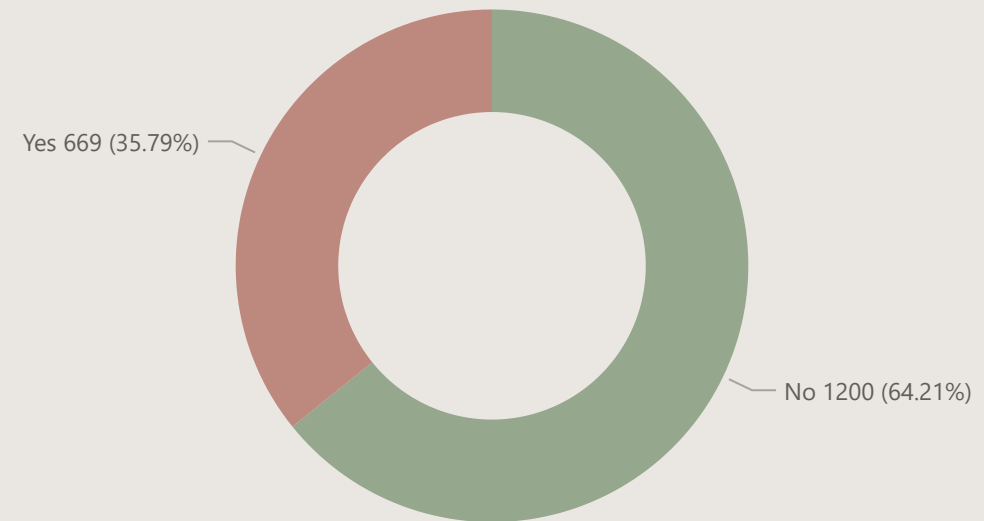
Churn by Gender



Churn by Customers Dependent

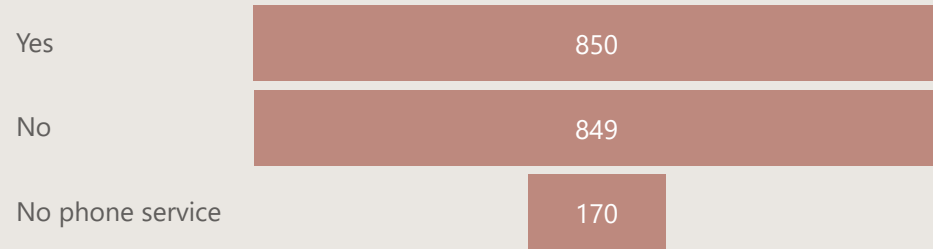


Churn by Customers Partner

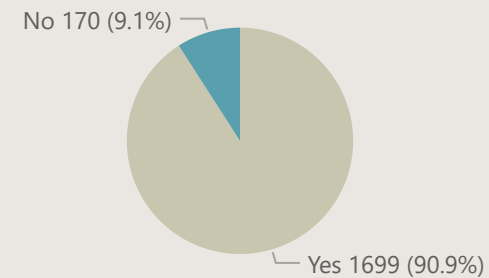


Customer Retention Analysis: Services Used

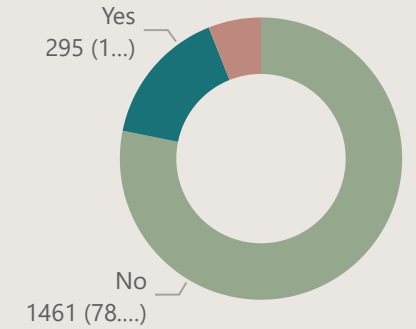
Churn by Service used (Multiple Lines)



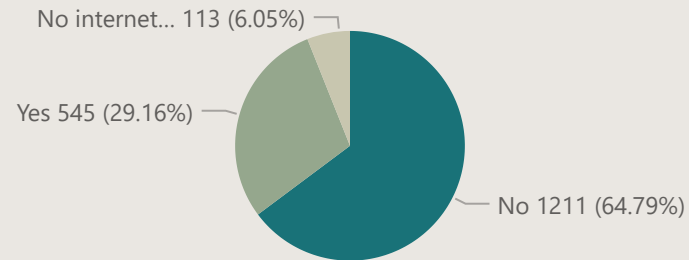
Churn by Service used (Phone Service)



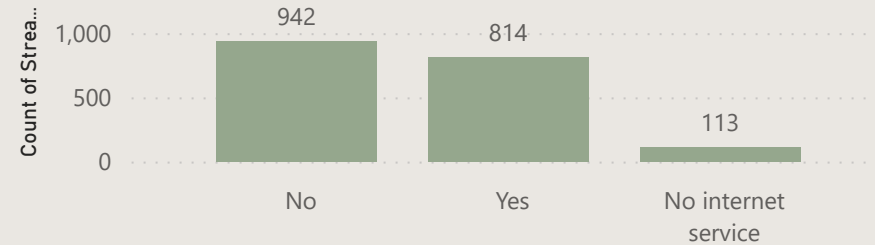
Churn by Service used (Online Security)



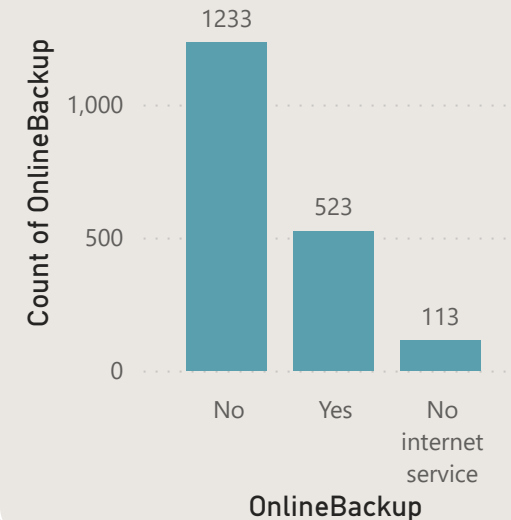
Churn by Service used (Device Protection)



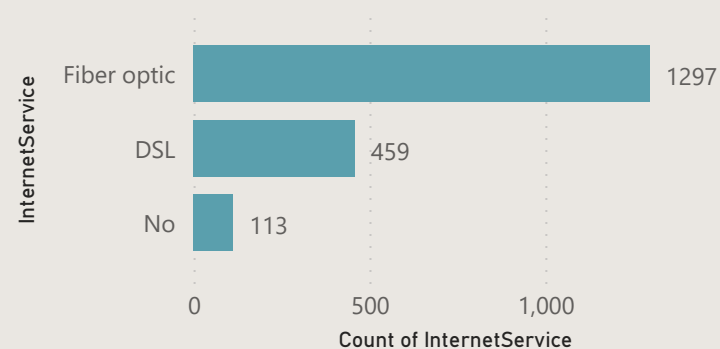
Churn by Service used (Streaming TV)



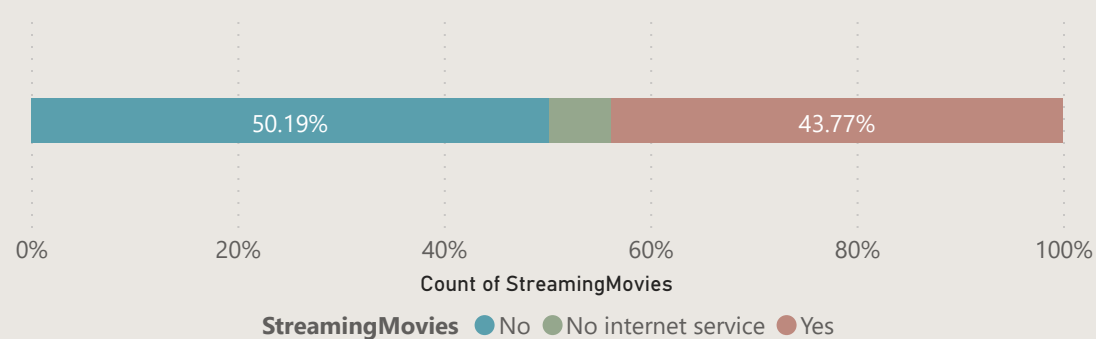
Churn by Service used (Online Backup)



Churn by Service used (Internet Service)

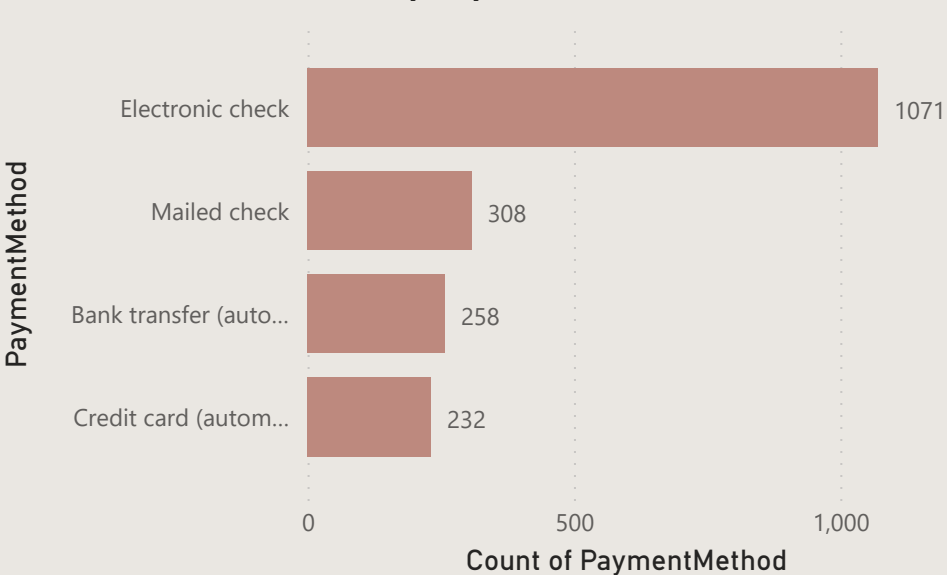


Churn by Service used (Streaming Movies)



Customer Retention Analysis: Account Info

Churn by Payment Method



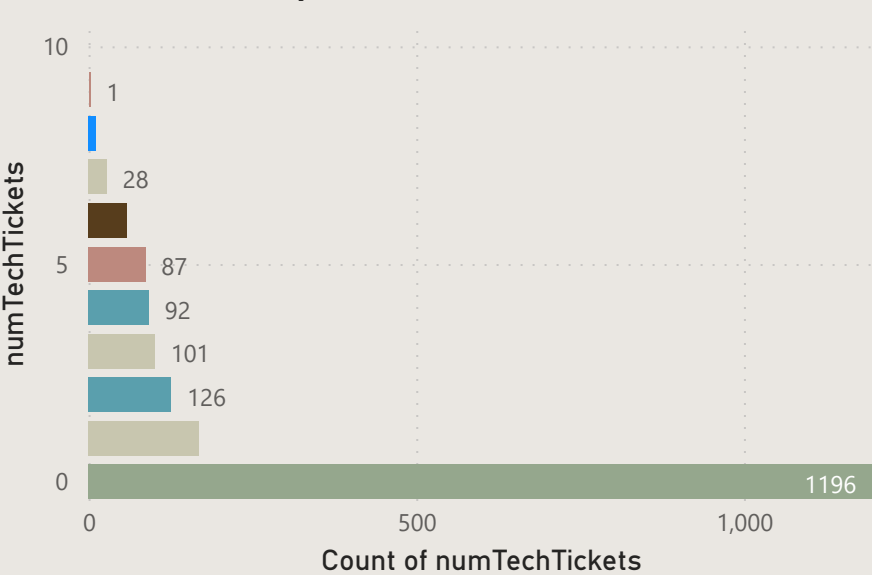
Average Monthly Charges

74.44

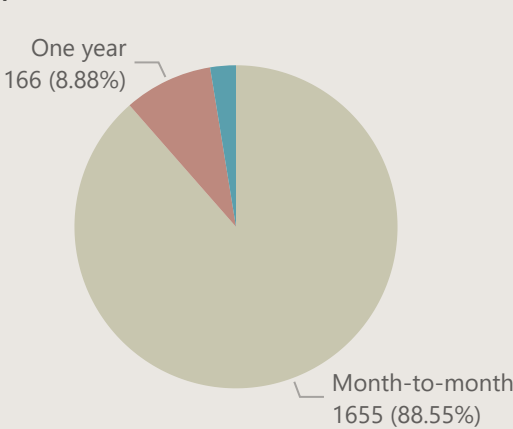
Average Total Charges

1,531.80

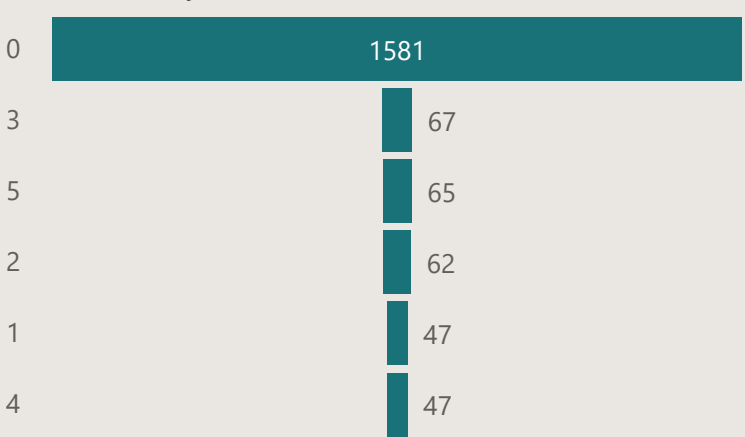
Churn by Numbers Technical Tickets



Churn per Contract



Churn by Numbers Administrative Tickets



Churn by Paperless Billing

