

# Customer Risk Analysis



Total Customer  
**7043**

Churn Rate  
**27%**

Avg Monthly Charge  
**\$65**

Revenue  
**2.86M**

## Demo graphic information

Senior citizen

**17%**

Dependents

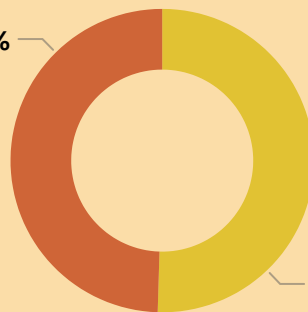
**25%**

Partner

**36%**

Gender

49.52%



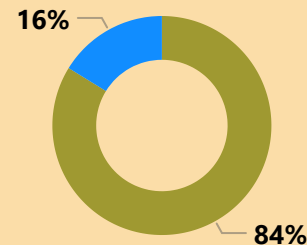
50.48%

## Churn by SeniorCitizen

SeniorCiti...

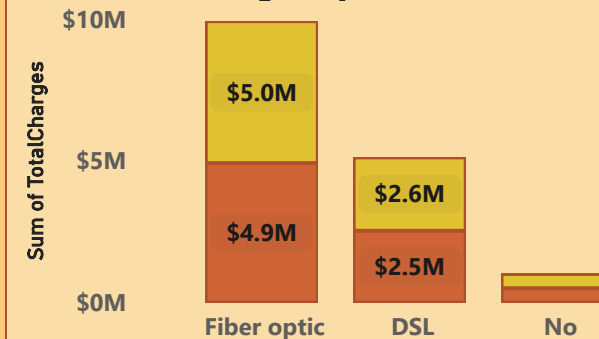
● No

● Yes

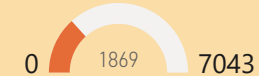


84%

## TotalCharges by InternetService



## Churn



## Churn by gender

Male

**3.56K**

Female

**3.49K**

## Payment method

Electronic check

16.61%

16.97%

Mailed check

11.05%

11.84%

Bank transfer (automatic)

11.19%

10.73%

Credit card (automatic)

10.68%

10.93%

0%

20%

40%

## Subscription time

<1 year

15.39%

15.65%

<2 year

7.21%

7.33%

<3 years

5.75%

6.06%

<4 years

5.68%

5.14%

<5 years

5.92%

5.89%

<6 years

9.57%

10.41%

0%

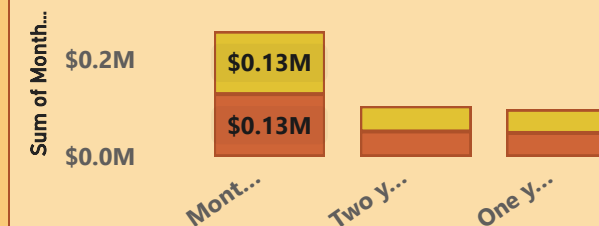
10%

20%

30%

%GT Count of Churn

## Sum of MonthlyCharges by Contract and gender



## PaperlessBilling by Contract

