

# CHURN ANALYSIS DASHBOARD

Internet\_Service

All

Age

All

Gender

All

State

All

5,000

Total Customers

313

New Customers

1,358

Lost Customer

27%

Churn Rate

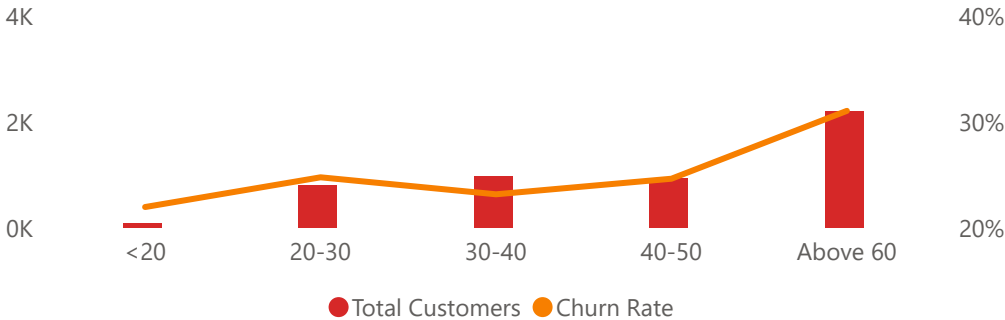
15M

Total Revenue

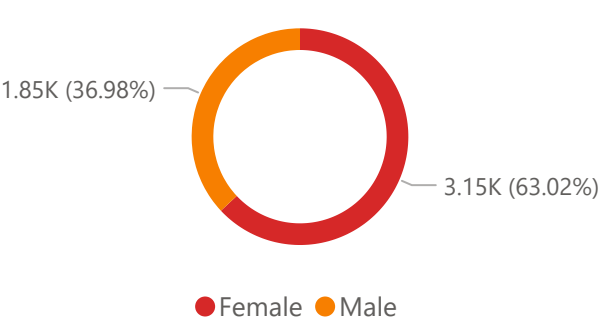
3,051

ARPU

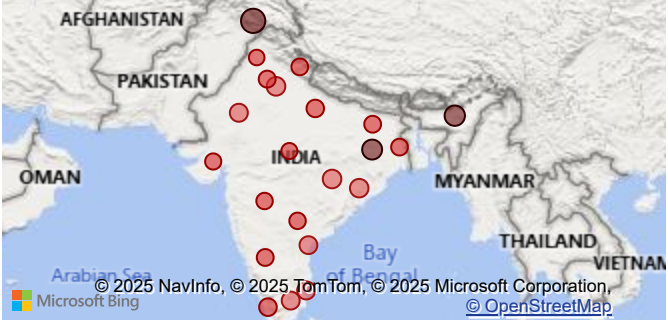
Churn Rate by Age Group



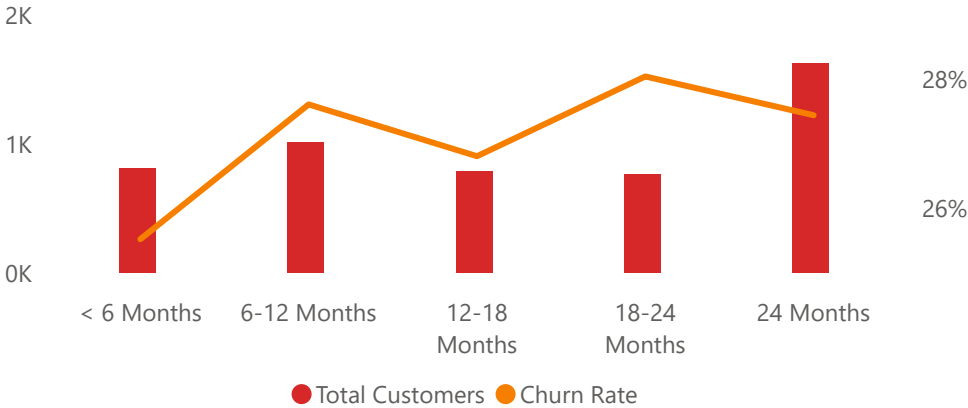
Churn by Gender



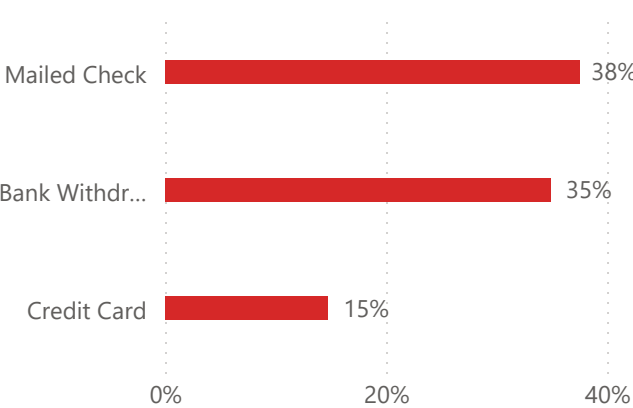
Churn Rate by State



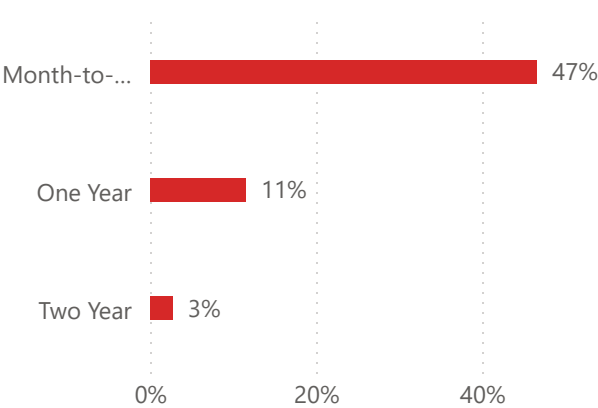
Churn Rate by Tenure (In Months)



Churn Rate by Payment\_Method



Churn Rate by Contract



# CHURN ANALYSIS DASHBOARD

Internet\_Service

All

Age

All

Gender

All

State

All

15.25M

Total\_Revenue

3.05K

ARPU

9.14K

Total\_Refund

3.05K

Refund\_Rate

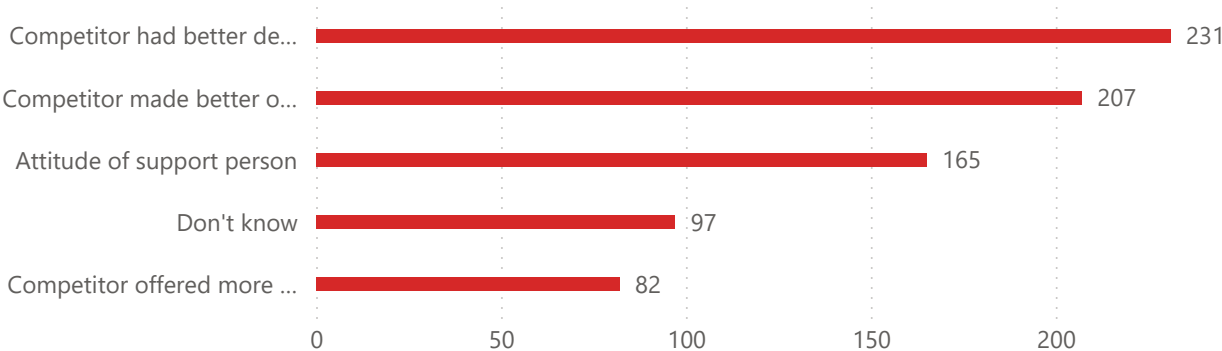
2.72M

Total\_Lost\_Revenue

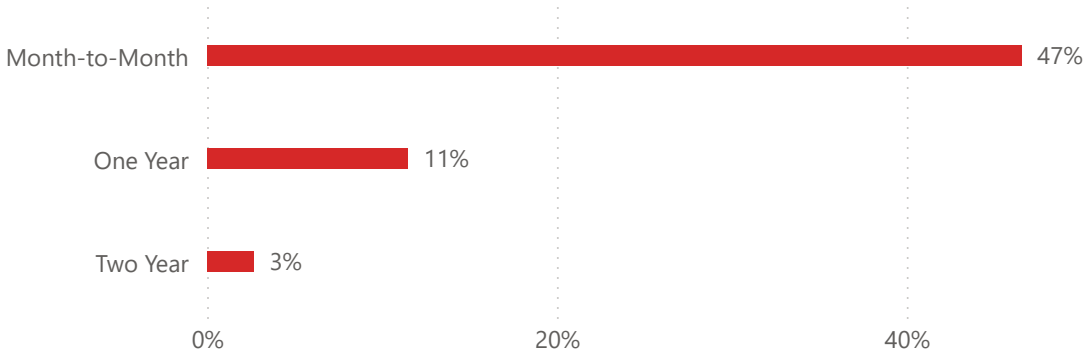
18%

% of Rev\_Lost

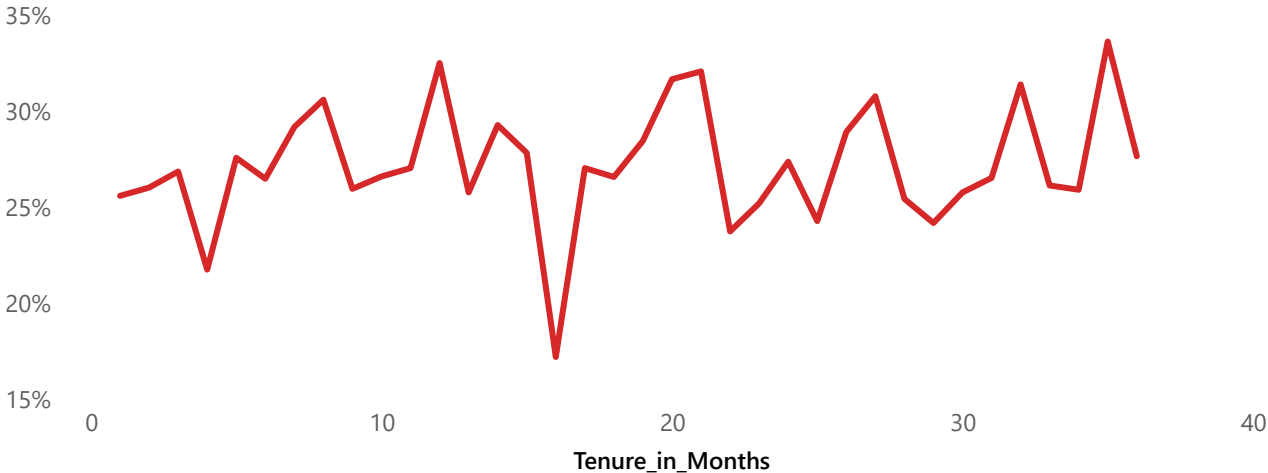
Top 10 Churn Reasons



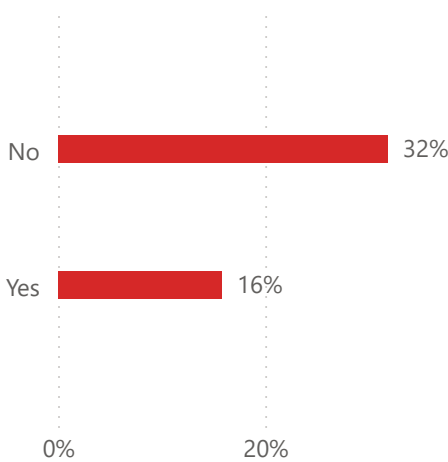
Churn Rate by Contract



Churn Rate by Tenure\_in\_Months



Churn Rate by Premium\_Support



Churn By Services

Services	No	Yes
Device_Protection_Plan	70.91%	29.09%
Internet_Service	6.63%	93.37%
Multiple_Lines	55.89%	44.11%
Online_Backup	71.80%	28.20%
Online_Security	84.83%	15.17%
Paperless_Billing	26.36%	73.64%
Phone_Service	8.91%	91.09%
Premium_Support	83.21%	16.79%
Streaming_Movies	55.52%	44.48%
Streaming_Music	60.97%	39.03%
Streaming_TV	56.77%	43.23%