Customer Churn Exploratory Analysis

This dashboard has a filter with churn = "yes"

1869	2173	885	$2.86M
# Customer Churn	# Tech Tickets	# Admin Tickets	Total Annual Charges

Demographics

Gender
- Female
- Male

49.8%
50.2%
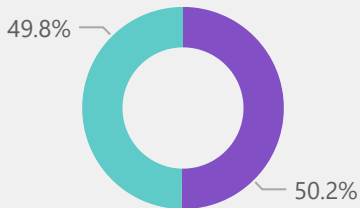
25% Senior Citizen

36% Partner

17% Dependent

Subscription Length
- < 1 year — 55%
- < 2 years — 16%
- < 3 years — 10%
- < 4 years — 8%
- < 5 years — 6%
- < 6 years — 5%
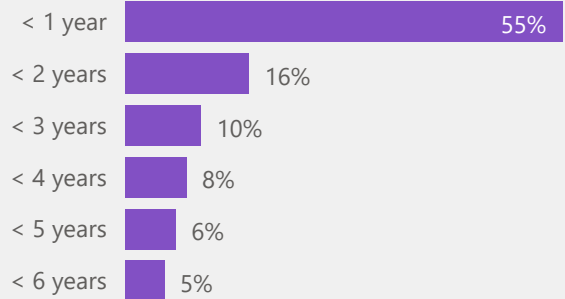
Account Information

Payment Method
- Electronic ch... — 57%
- Mailed check — 16%
- Bank transfe... — 14%
- Credit card (... — 12%
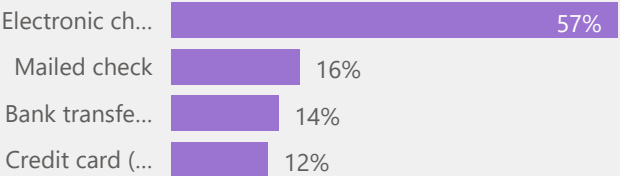
Paperless Billing
- Yes
- No

25%
75%
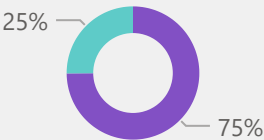
Average Charges
$74.44 Monthly

$1,531.80 Annual

Contract Type
- Month-to-... — 88.55%
- One year — 8.88%
- Two year — 2.57%
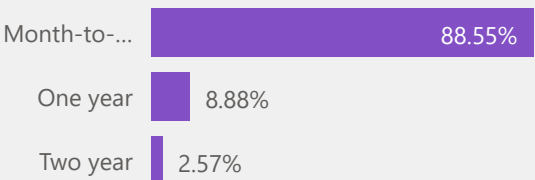
Services Signed Up

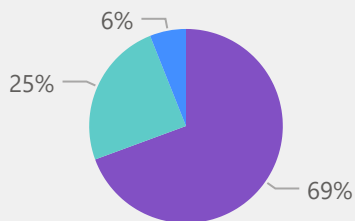91% Phone service → Multiple Lines
- No
- Yes

50.03%
49.97%

44% Streaming TV

44% Streaming Movies

29% Device protection

28% Online backup

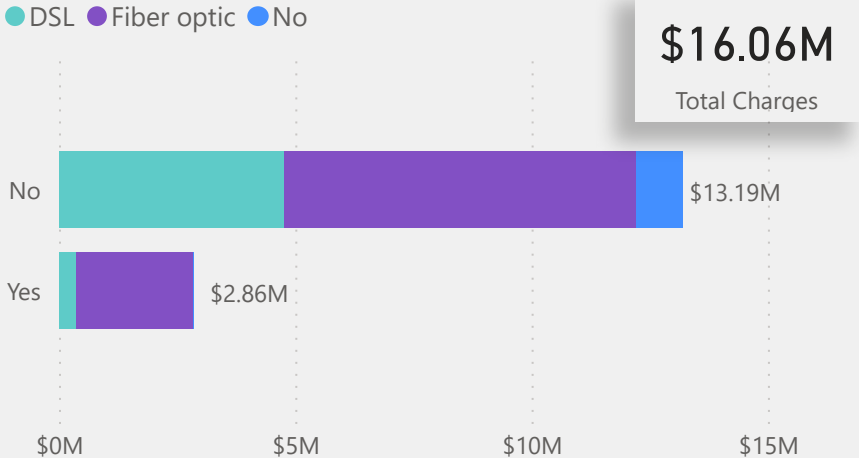17% Tech Support

16% Online security
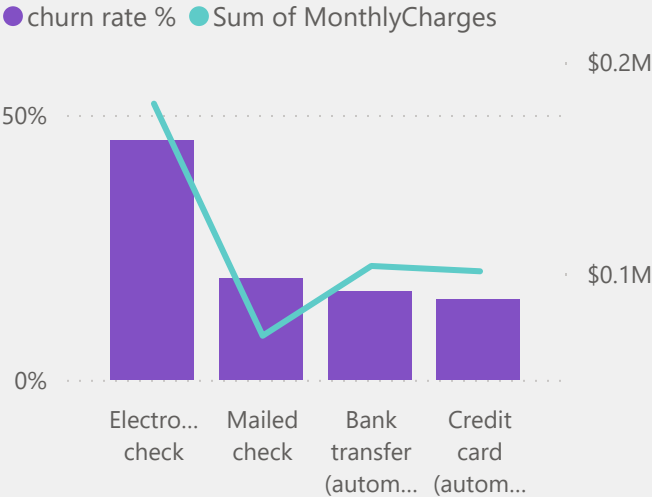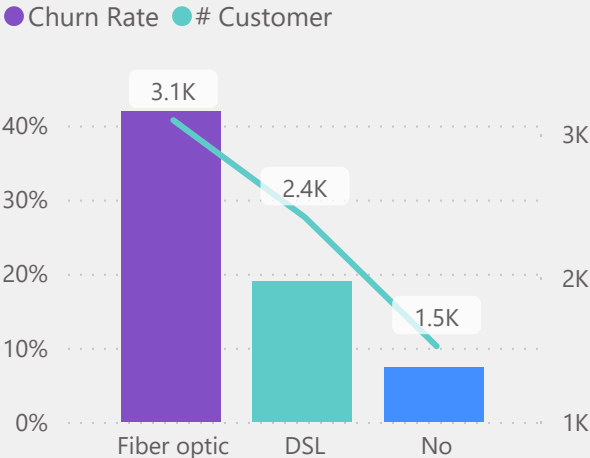
Internet Services
- Fiber optic
- DSL
- No

6%
25%
69%

Customer Risk Analysis

Total Annual Charges by Churn and Internet Services

● DSL ● Fiber optic ● No

$16.06M
Total Charges

No — $13.19M

Yes — $2.86M

$0M $5M $10M $15M

Churn by Payment Method

● churn rate % ● Sum of MonthlyCharges

$0.2M

50%

$0.1M

0%

Electro... check | Mailed check | Bank transfer (autom... | Credit card (autom...

Churn by Internet Services

● Churn Rate ● # Customer

3.1K
2.4K
1.5K

40%   3K
30%
20%   2K
10%
0%   1K

Fiber optic | DSL | No

Admin Tickets and Tech Tickets by Churn

● Sum of numAdminTick... ● Sum of numTec...
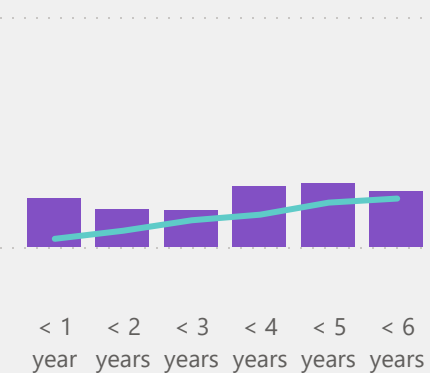
3K
2.7K
2K
2.2K
1K
0.8K 0.9K
0K

No | Yes
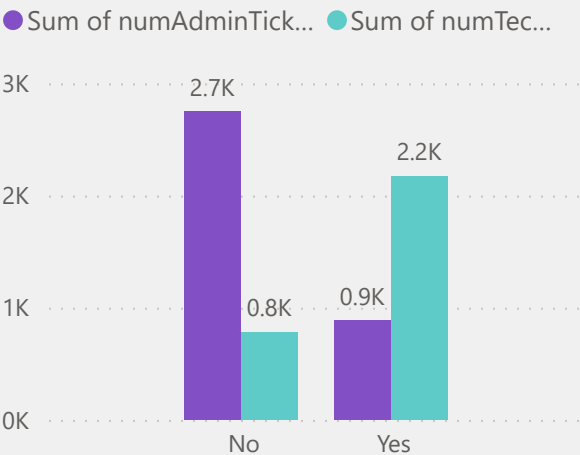
Churn by Contract Type and Subscription Length

● Churn Rate ● Sum of MonthlyCharges

Month-to-month

50%

0%

< 1 year | < 2 years | < 3 years | < 4 years | < 5 years | < 6 years

One year

< 1 year | < 2 years | < 3 years | < 4 years | < 5 years | < 6 years

Two year

$0.1M

$0.0M

< 1 year | < 2 years | < 3 years | < 4 years | < 5 years | < 6 years