Customer Overview Section:

Basic	Premium	Standard

Count of CustomerID by Gender
"Understanding the Gender Demographics of Our Customers"

Gender ●Female ●Male

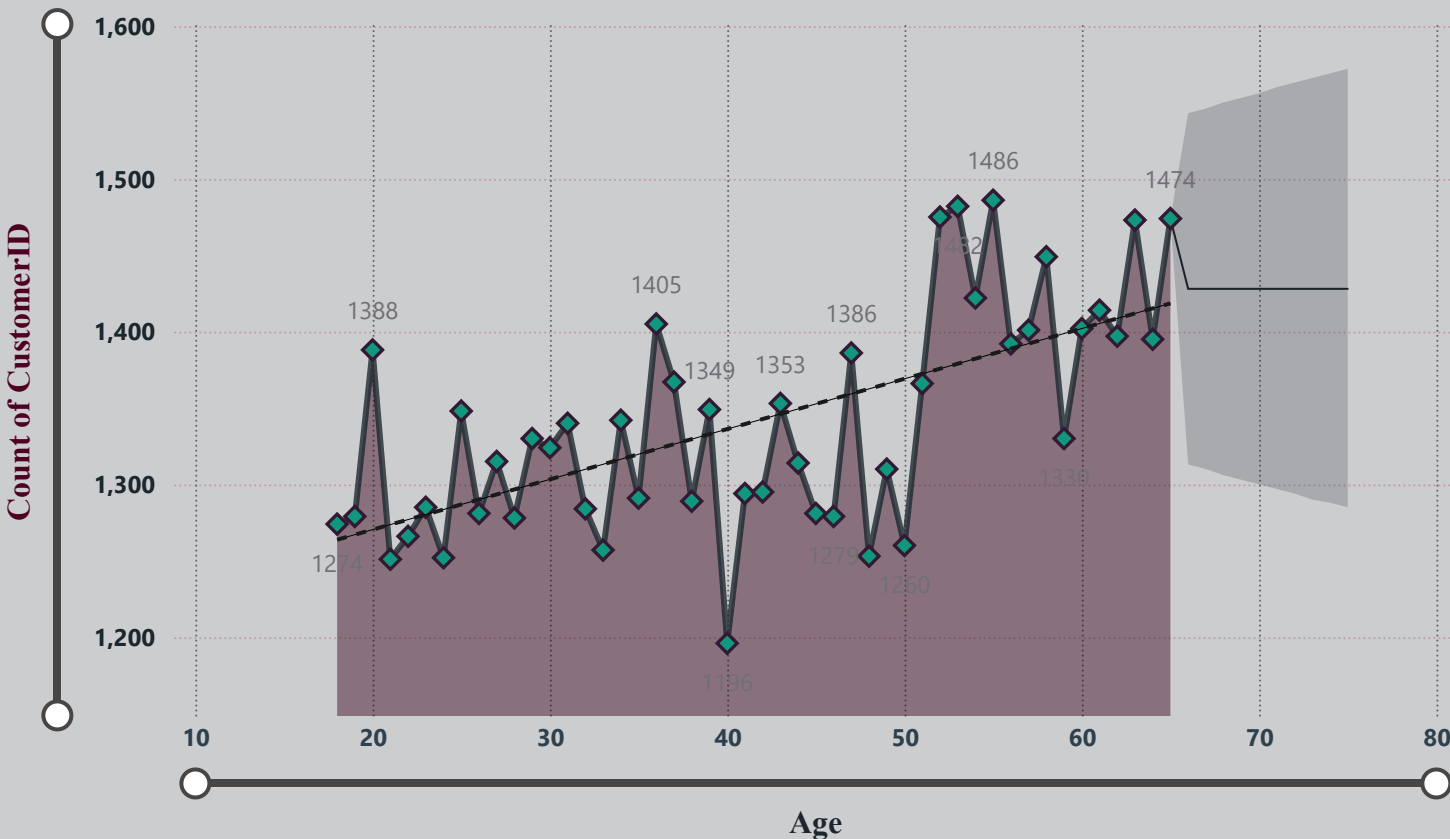30.02K (46.64%)

34.35K (53.36%)
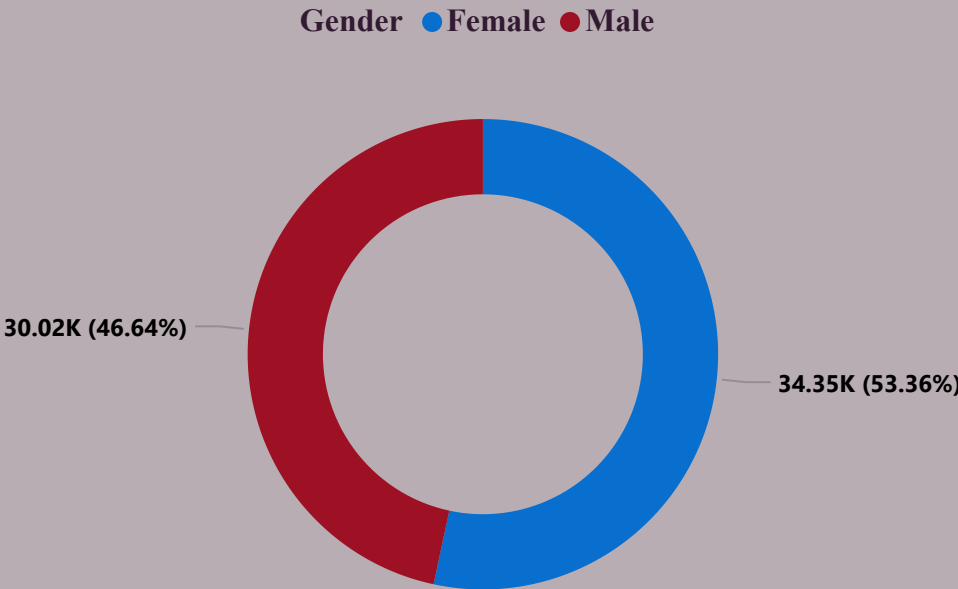
"Insights into Customer Retention: Average Tenure Overview"

31.99
Average of Tenure

Count of CustomerID
"Analyzing the Demographic Spread: Age Distribution of Customers"

1,600
1,500
1,486   1474
1,405
1388
1349   1353   1386
1,400
1,300
1274
1279
1,200
1196

Count of CustomerID

10   20   30   40   50   60   70   80
Age

Variance of Tenure by Subscription Type
"Analyzing Subscription-Based Differences in Customer Tenure"
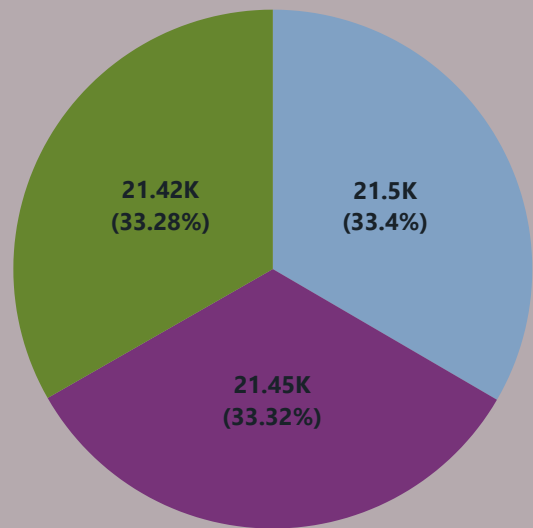
Subscription Type ●Basic ●Standard ●Premium

291.22 (33.21%)
294.54 (33.58%)
291.26 (33.21%)
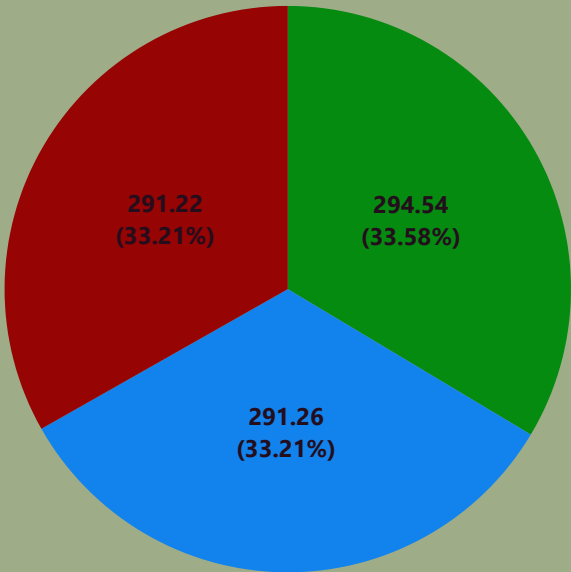
"Start Exploring the Data! 📊 🔍 "

Next Slide →

Subscription and Payment Section:

Basic	Premium	Standard

Count of CustomerID by Subscription Type
"Analyzing Customer Spread Across Subscription Types"

Subscription Type ● Standard ● Basic ● Premium

21.42K (33.28%)
21.5K (33.4%)
21.45K (33.32%)

"Customers with Delayed Payments"

0 Payment Delay	1594 Count of CustomerID
1 Payment Delay	1539 Count of CustomerID
2 Payment Delay	1531 Count of CustomerID
3 Payment Delay	1543 Count of CustomerID
4 Payment Delay	1588 Count of CustomerID
5	1568

Sum of Payment Delay by Contract Length
"Exploring Payment Delay Patterns by Contract Length"

- Monthly: 0.39M
- Annual: 0.36M
- Quarterly: 0.35M

Contract Length

Sum of Payment Delay
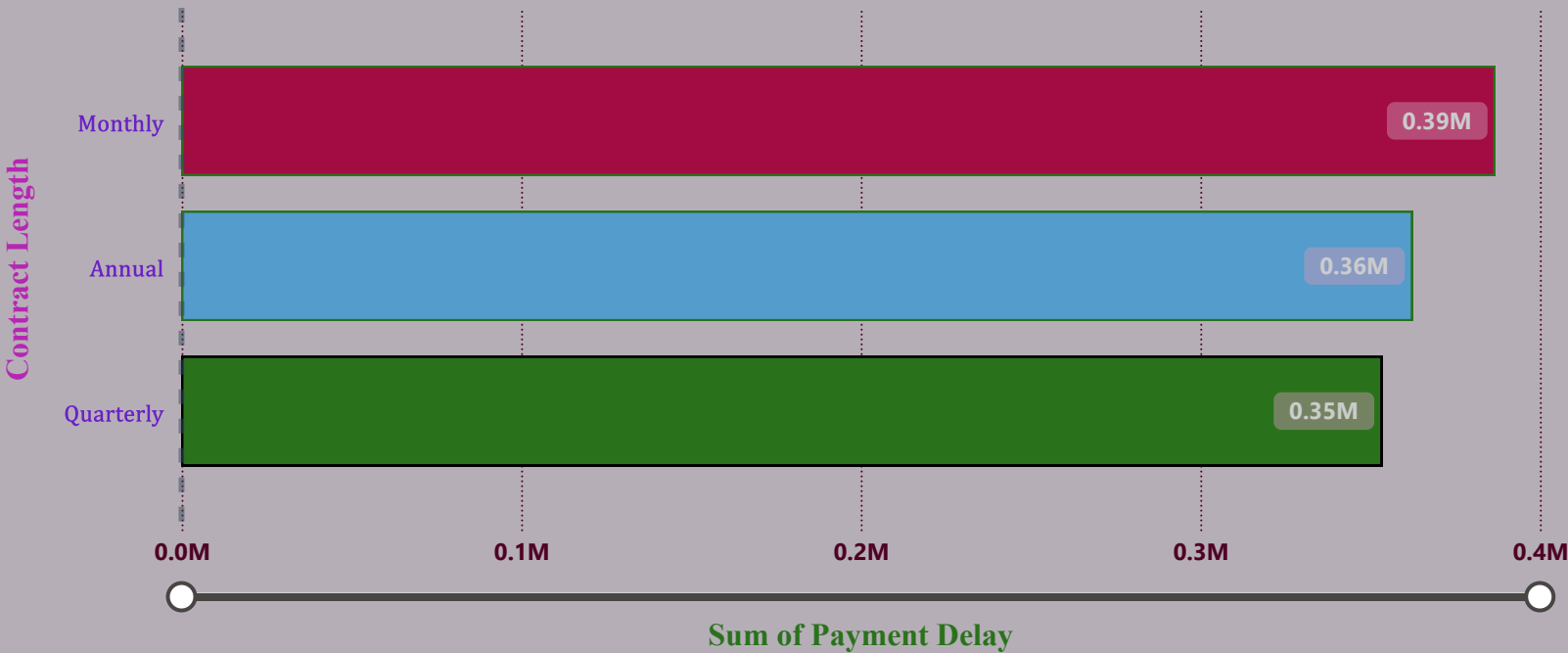
"Subscription Type Contribution to Total Spend"

Premium
11644061
Sum of Total Spend

Previous

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Next Slide

Usage and Support Section:

"Average Customer Usage Frequency"

15.08

Average of Usage Frequency

"Top Customers by Support Call Volume"
"Analyzing Customer Segments with the Highest Support Call Volume"

💡 CustomerID ×

Sum of Support Calls
347664

2052
10

2061
10

2064
10

Count of CustomerID by Subscription Type and Contract Length
"Identifying High Usage Frequency Among Customer Groups"

100%

Premium Annual	369
Standard Annual	348
Basic Annual	307
Basic Monthly	280
Premium Quarterly	278
Premium Monthly	276
Basic Quarterly	266
Standard Monthly	263
Standard Quarterly	246

66.7%

Sum of Support Calls, Sum of Payment Delay and Sum of Total Spend by Subscription Type
"Examining the Correlation Between Support Calls and Payment Delays"

Subscription Type ■ Basic ◆ Premium ▲ Standard

Sum of Payment Delay

369K

368K

367K

366K

Standard

Basic

Premium

115200 115400 115600 115800 116000 116200 116400

Sum of Support Calls

"The End of Insights! 🔍 📈 "