Churn Dashboard

1869 — Customers At Risk

885 — # of Admin Tickets

2173 — # of Tech Tickets

2.86M — Yearly Charges

139.13K — Sum of Monthly Charges

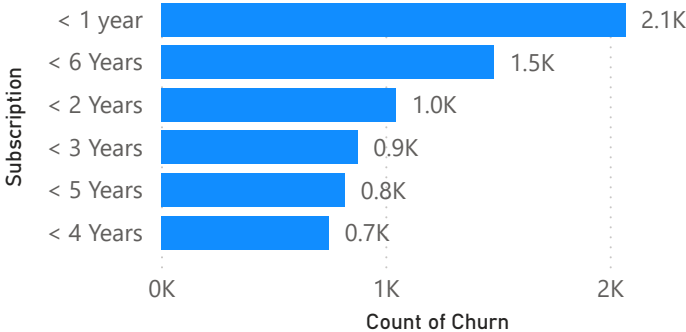## Demographics

Customers By Gender

- Female 49.52%
- Male 50.48%
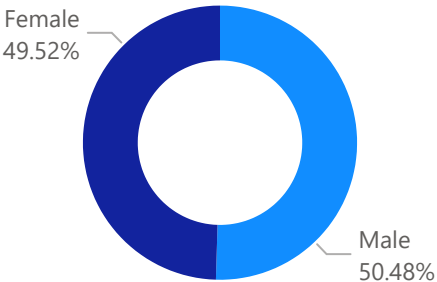
25% — % Senior Citizen

36% — % Partner

17% — % Dependents

Subscription Time

Subscription	Count of Churn
< 1 year	2.1K
< 6 Years	1.5K
< 2 Years	1.0K
< 3 Years	0.9K
< 5 Years	0.8K
< 4 Years	0.7K

Customer Account Information

Payment Method

- 33.58% Electronic ch...
- 22.89% Mailed check
- 21.92% Bank transfe...
- 21.61% Credit card (...

PaymentMethod
- Electronic ch...
- Mailed check
- Bank transfe...
- Credit card (...

Paperless Billing

- 2.87K (40.78%)
- 4.17K (59.2...)

PaperlessBilling
- Yes
- No

Contract Type

Contract	
Month-to-m...	
Two year	
One year	

(0K – 4K)

Signed Up Customers

- 91% % Phone Service
- 44% % Streaming TV
- 44% % Streaming Mov...
- 28% % Onine Backup
- 29% % Device protecti...
- 17% % Tech Support
- 16% % Online Security
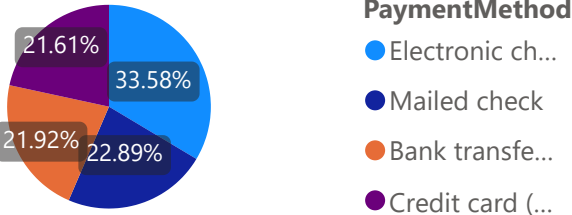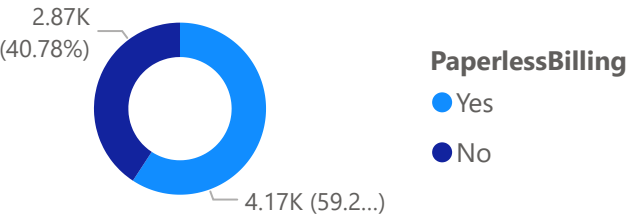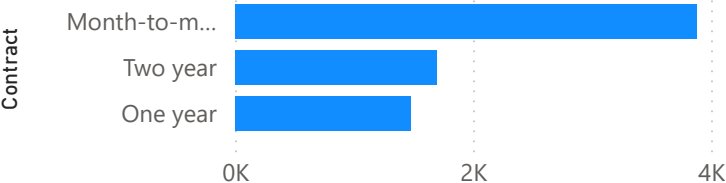
Multiple Lines

No
49.97%

Yes
50.03%

Internet Service

Inte... ● Fiber optic ● DSL ● No

- 1.53K (21.67%)
- 3.1K (43.96%)
- 2.42K (34....)

Customer Risk Analysis

PwC
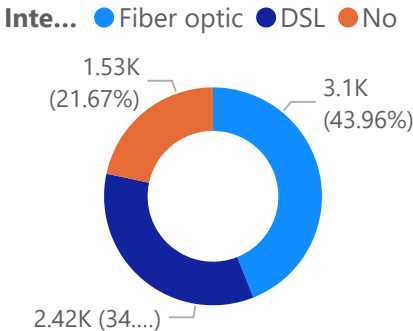
7043	26.54%	Churn	16.06M	7043
Total Customers	Churn Rate	0 1869 7043	Total Charges	Admin Tickets
				2955
				Tech Tickets

Churn
- ☐ No
- ☐ Yes

Internet Service
- ☐ DSL
- ☐ Fiber optic
- ☐ No

Contract
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

Churn Rate by Internet Service

- Fiber optic: 41.89%
- DSL: 18.96%
- No: 7.40%

(% Churn Rate vs InternetService)

Customer By Internet Service

InternetService
- Fiber optic: 3.1K (43.96%)
- DSL: 2.42K (34...)
- No: 1.53K (21.67%)

Monthly Charges by Internet Service

InternetService
- Fiber optic: 283.... (62....)
- DSL: 140.6... (30....)
- No: 32.17K (7.0...)

Payment Methods

● Count of customerID ● %GT Count Churn

- Electronic check: 2.4K
- Mailed check: 1.6K — 16.48%
- Bank transfer (automatic): 1.5K — 13.80%
- Credit card (automatic): 1.5K — 12.41%

Contract Type

● Count of customerID ● %GT Count Churn

- Month-to-month: 3.9K — 88.55%
- Two year: 1.7K — 2.57%
- One year: 1.5K — 8.88%