

# CUSTOMER PROFILE CHURNED

Total Customers

7043

Churned Customers

1869

Average Monthly Charges

64.76

Average total Charges

2.28K

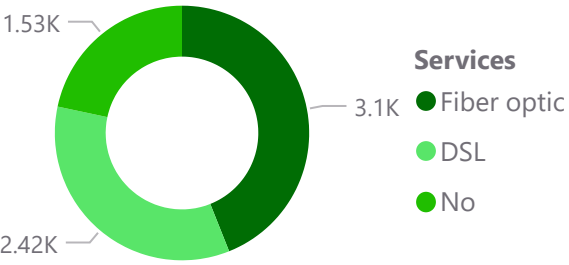
Total Admin tickets

3632

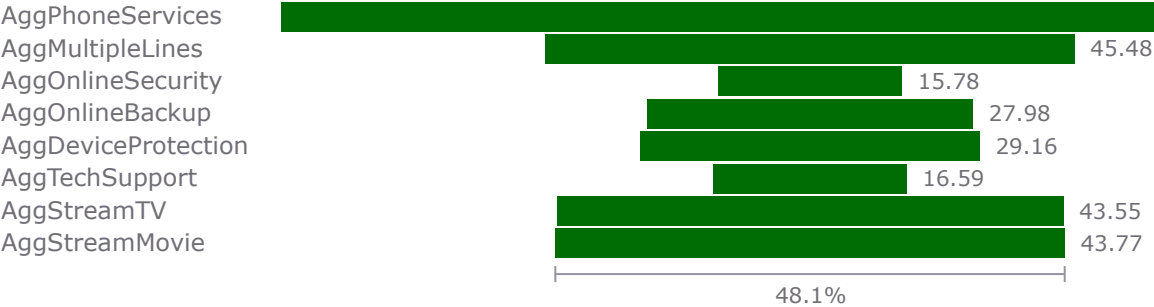
Total Tech Tickets

2955

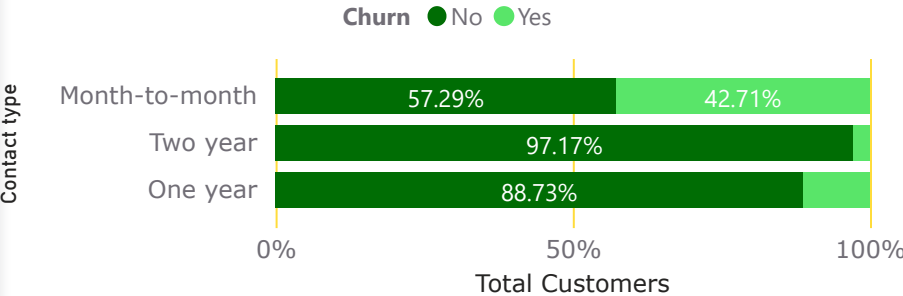
## Types of Internet Services



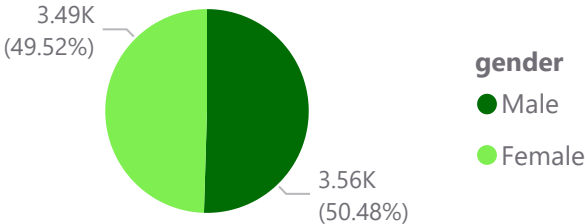
## Services



## Type of Contract



## Gender



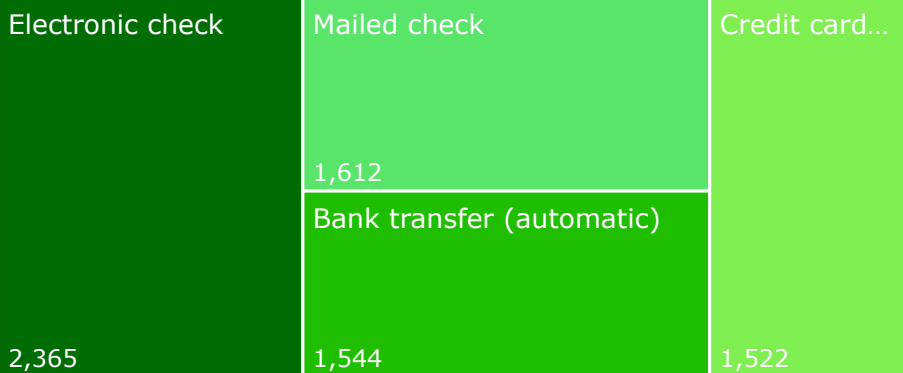
Number of Customers with Partners in %

35.8

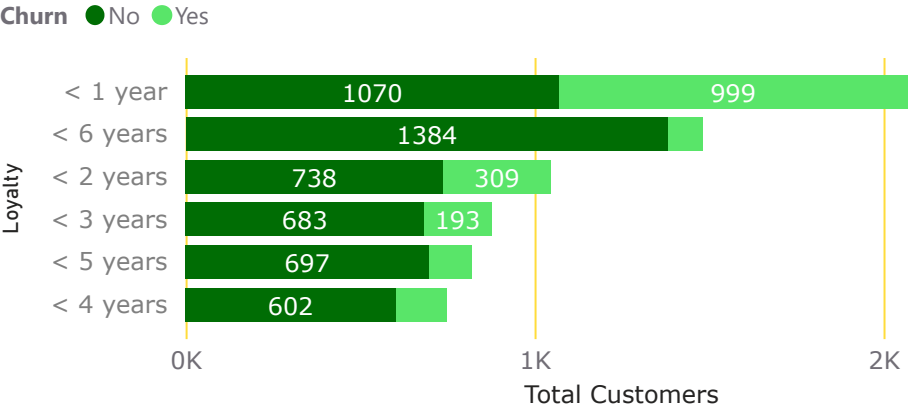
Number of customers who are Dependent in %

17.44

## Payment Method



## Subscription Tenure of the Customers



# CUSTOMER RISK ANALYSIS

Churned Customers

No

Yes

Contract

Month-to-month

One year

Two year

Internet Service

DSL

Fiber optic

No

Total Customers

7043

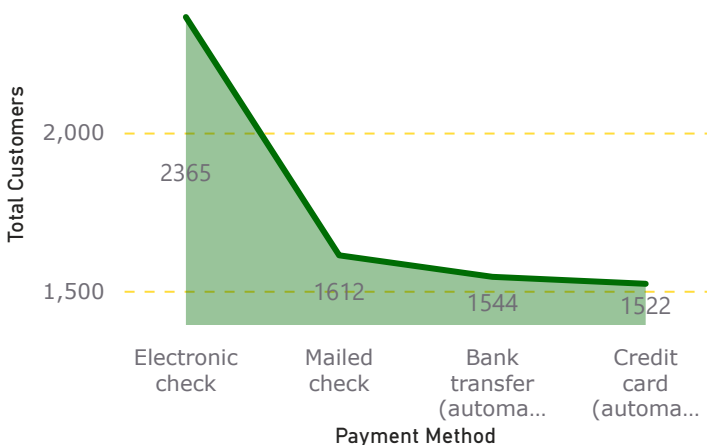
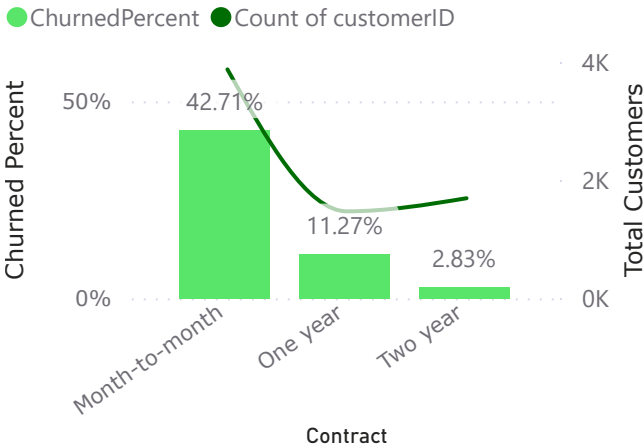
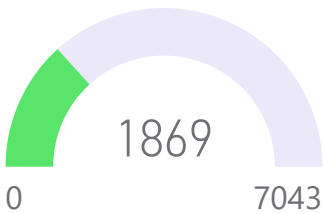
Total Percent of  
customers churned

26.54%

Average Total Charges

2.28K

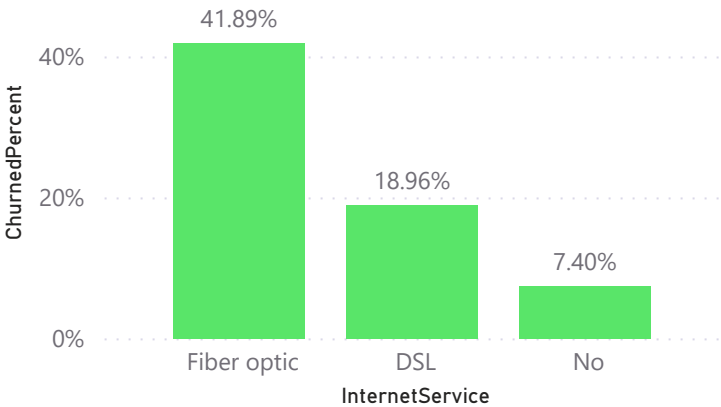
Churned



Subscription tenure

0

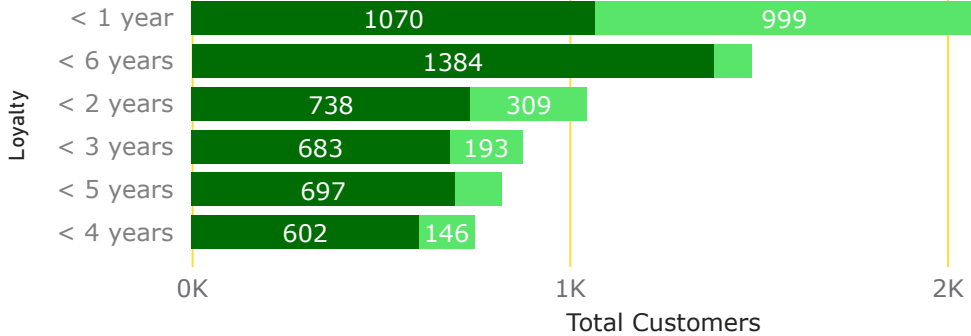
72



Churn

No

Yes



## **Conclusion :**

- . There are 7,043 consumers, and 1,869 of them (26.54%) have left this business.
- . In the past month alone, about 380 of the 1,869 consumers have churned.
- . Before one year, fewer consumers were churned than this year.
- . Customers with month-to-month contracts were the most likely to leave.
- . Gender doesn't affect churning as the ratio of Male and Female customers is the same.
- . Most customers have Fiber optics internet.

Churning factors are:

- . Customers with tenure of last than 12 months
- . Customers with month-to-month contract
- . Customers subscribed to fiber optic
- . Customers paying high charges