

# Customer Demographics



## Contract

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

## PaymentMethod

- ☐ Bank transfer (auto...)
- ☐ Credit card (automa...)
- ☐ Electronic check
- ☐ Mailed check

## InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

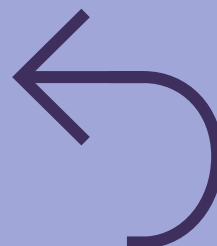
## PaperlessBilling

- ☐ No
- ☐ Yes

Demographics

Account Details

Services



Total Customers

1869

Churn Customers

1869

## Churn

- ☐ No
- ☒ Yes

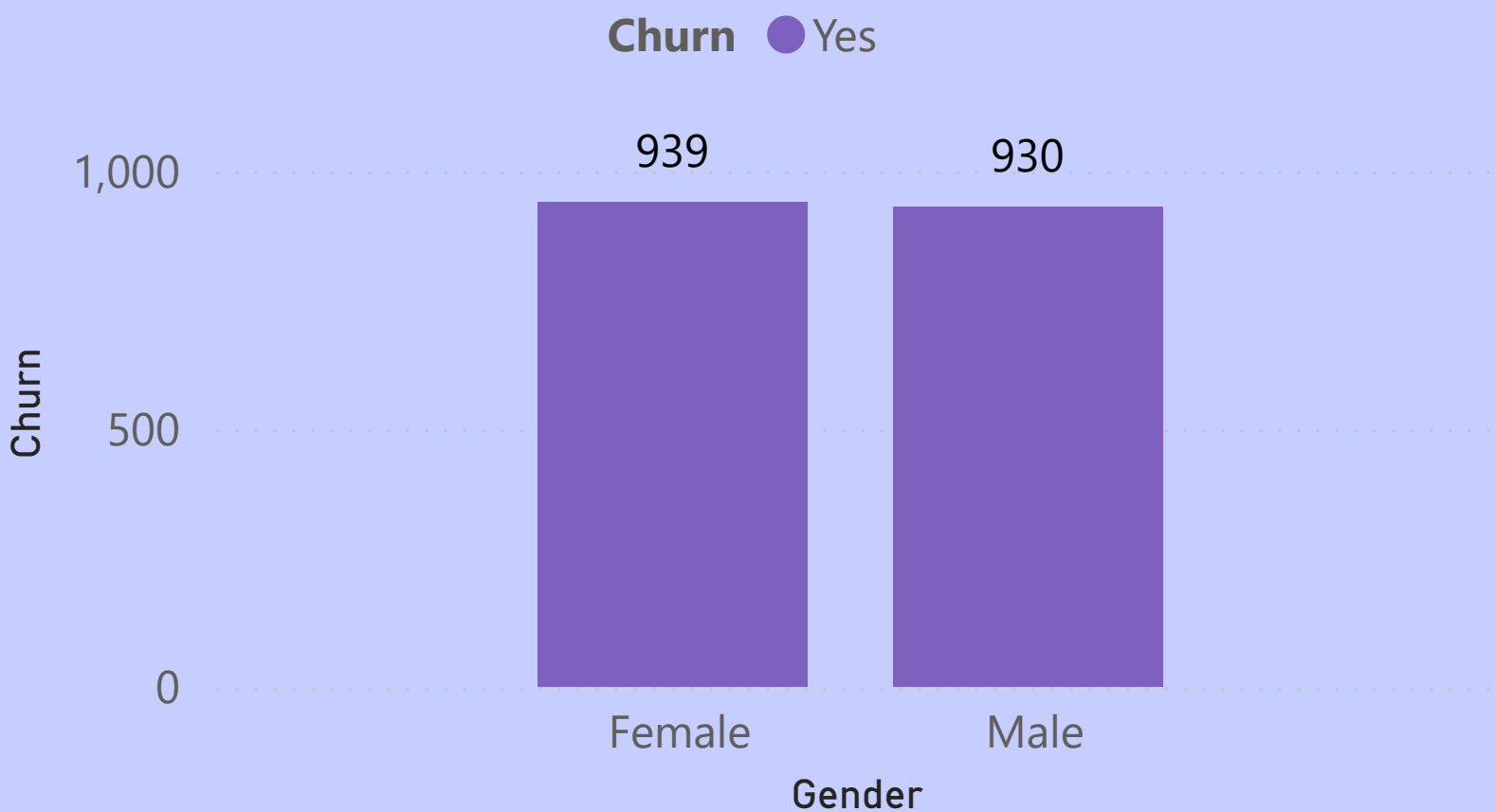
## Tenure

1

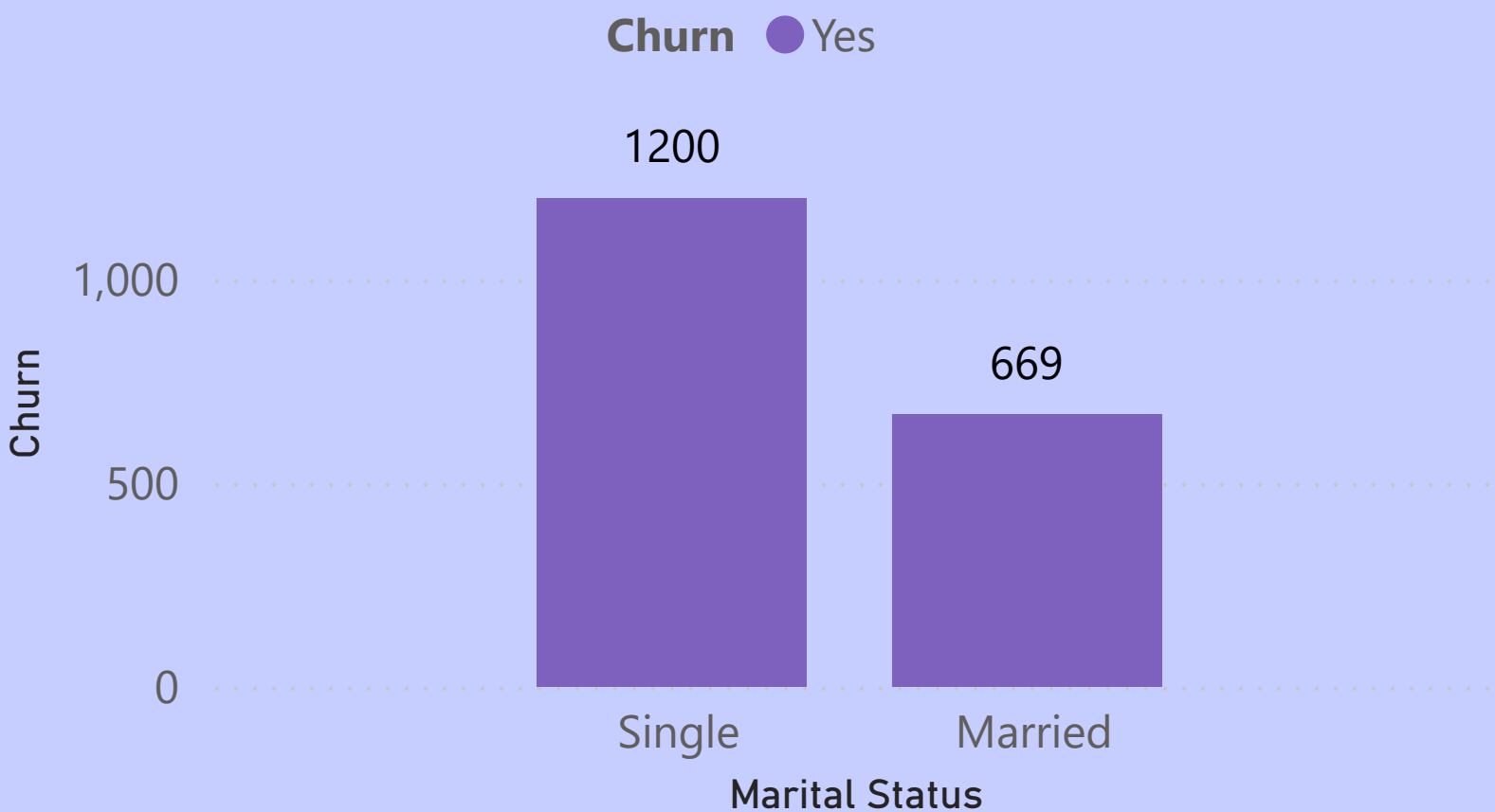
72



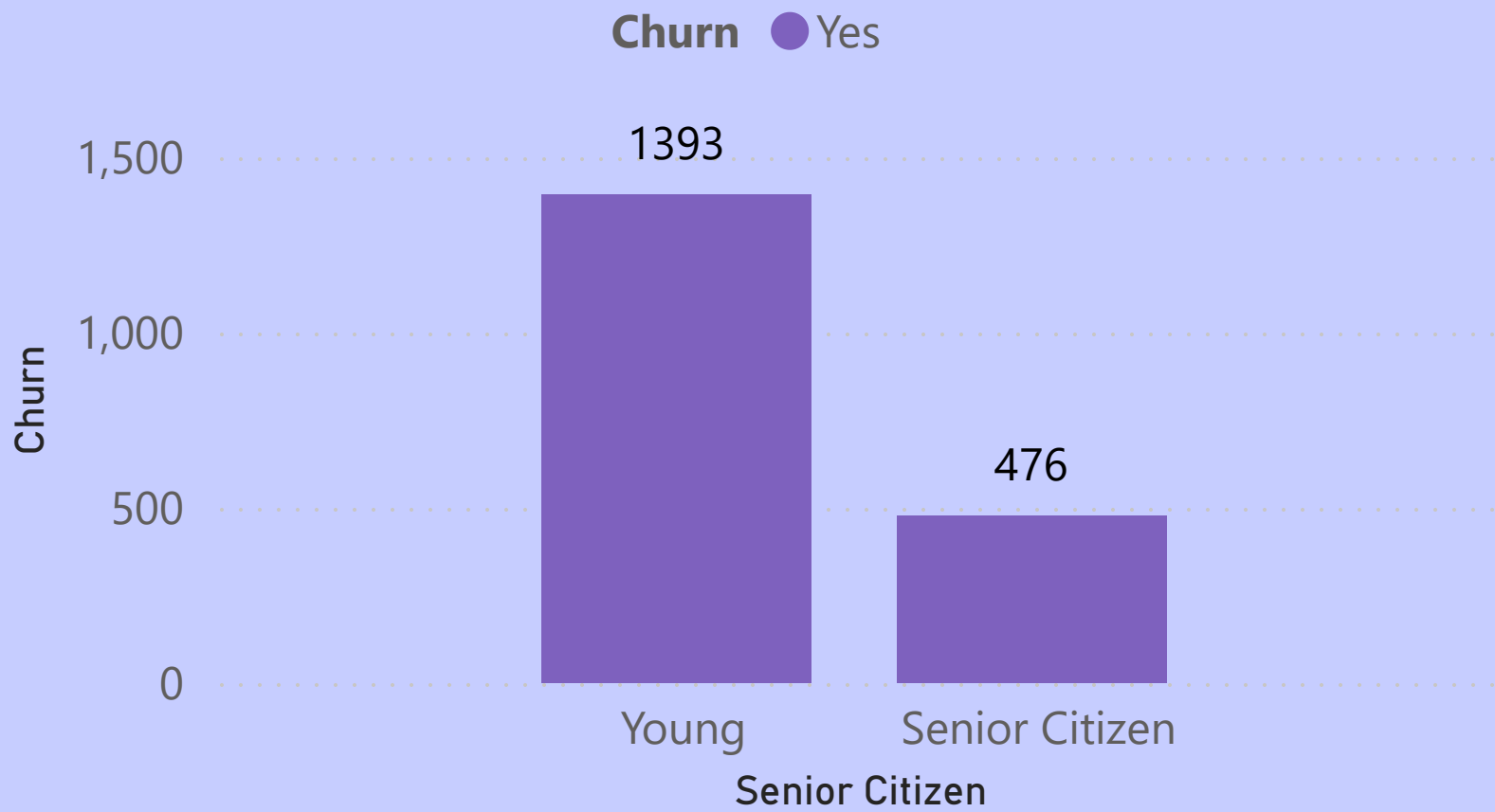
Churn Rate by Gender



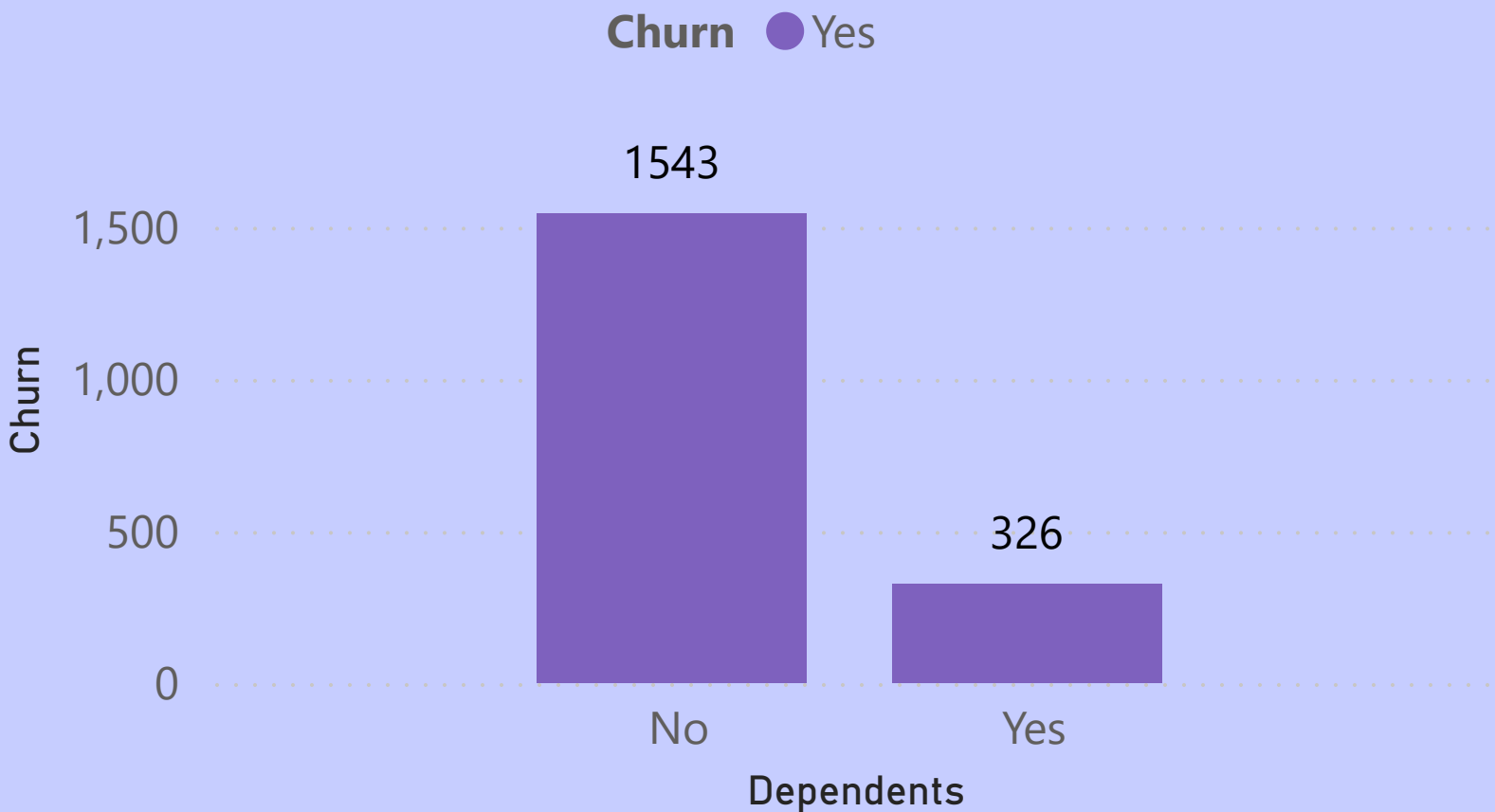
Churn Rate by Marital Status



Churn Rate by Senior Citizen



Churn Rate by Dependents



# Customer Account Details



Total Customers

1869

Churn Customers

1869

Customer Lifetime Value  
(CLV)

1.34K

No. of Admin  
Tickets

885

No. of Tech  
Tickets

2173

Demographics

customerID

- ☐ 0004-TLHLJ
- ☐ 0011-IGKFF
- ☐ 0013-EXCHZ
- ☐ 0022-TCJCI
- ☐ 0023-HGHWL

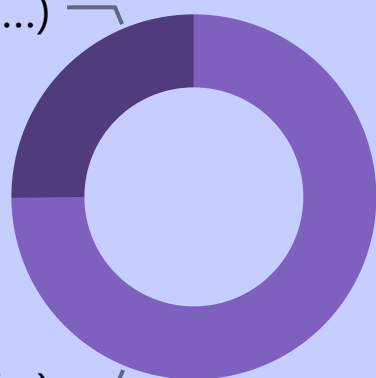
Churn

- ☐ No
- ☒ Yes

Paperless Billing

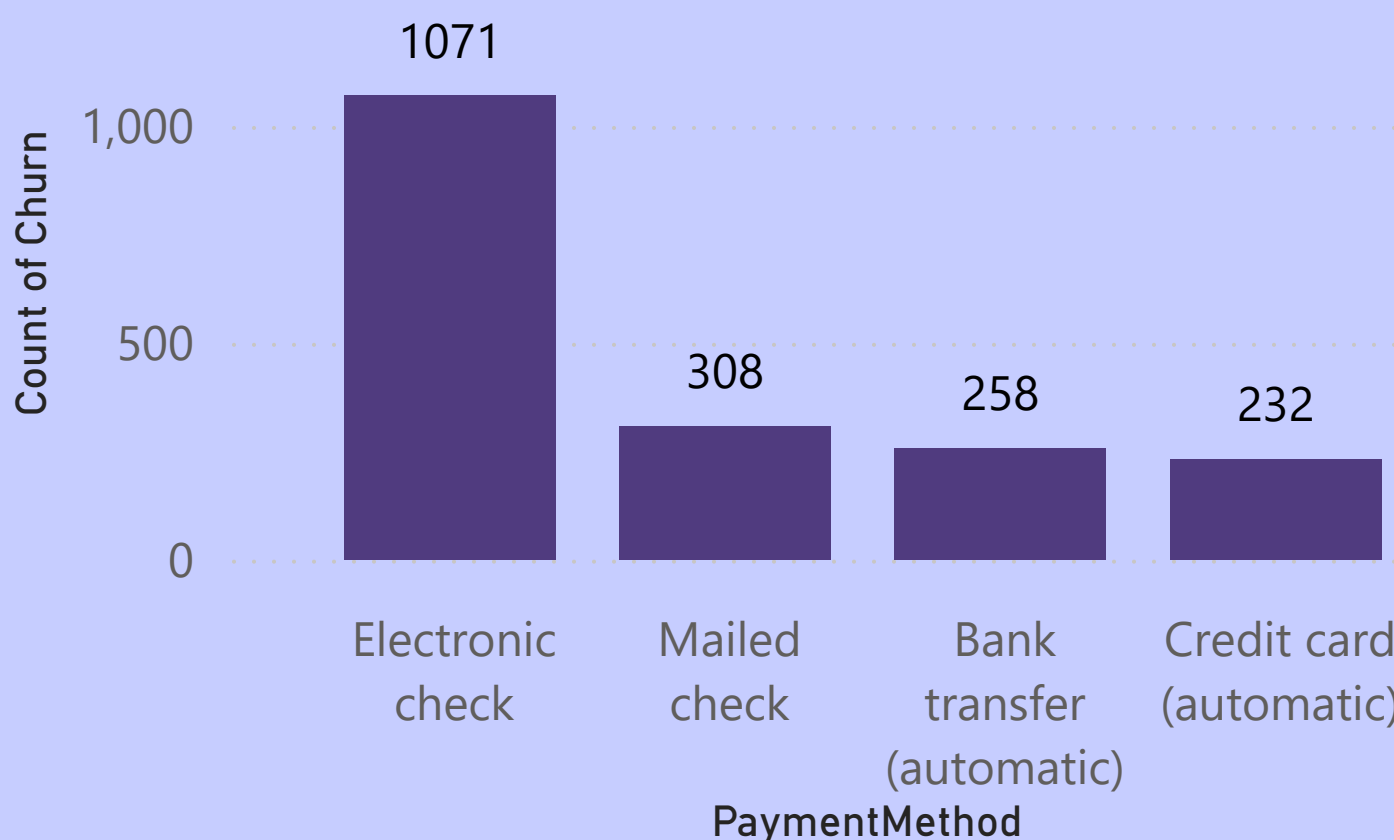
☒ Yes ☐ No

0.47K (2...)

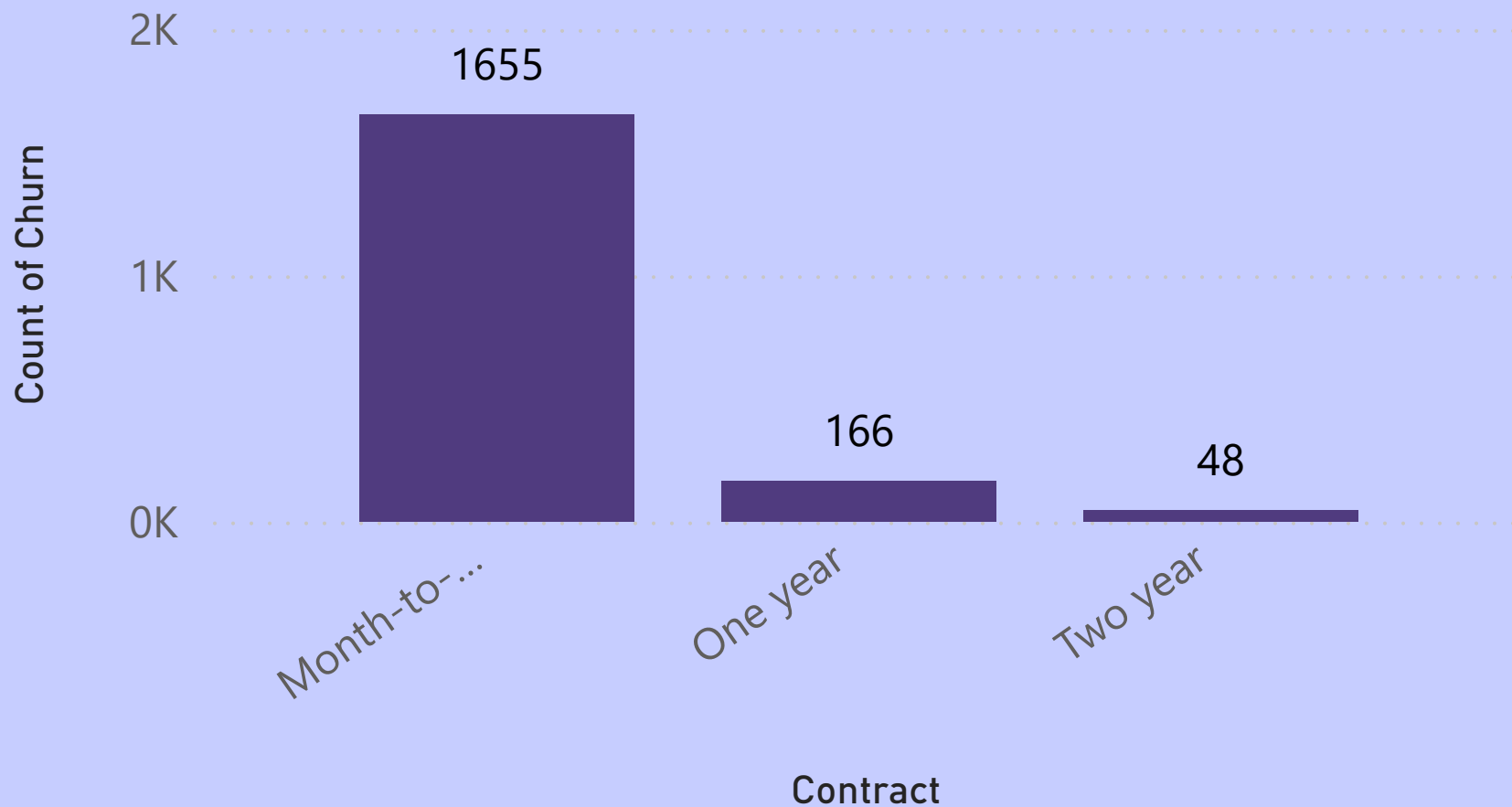


1.4K (7...)

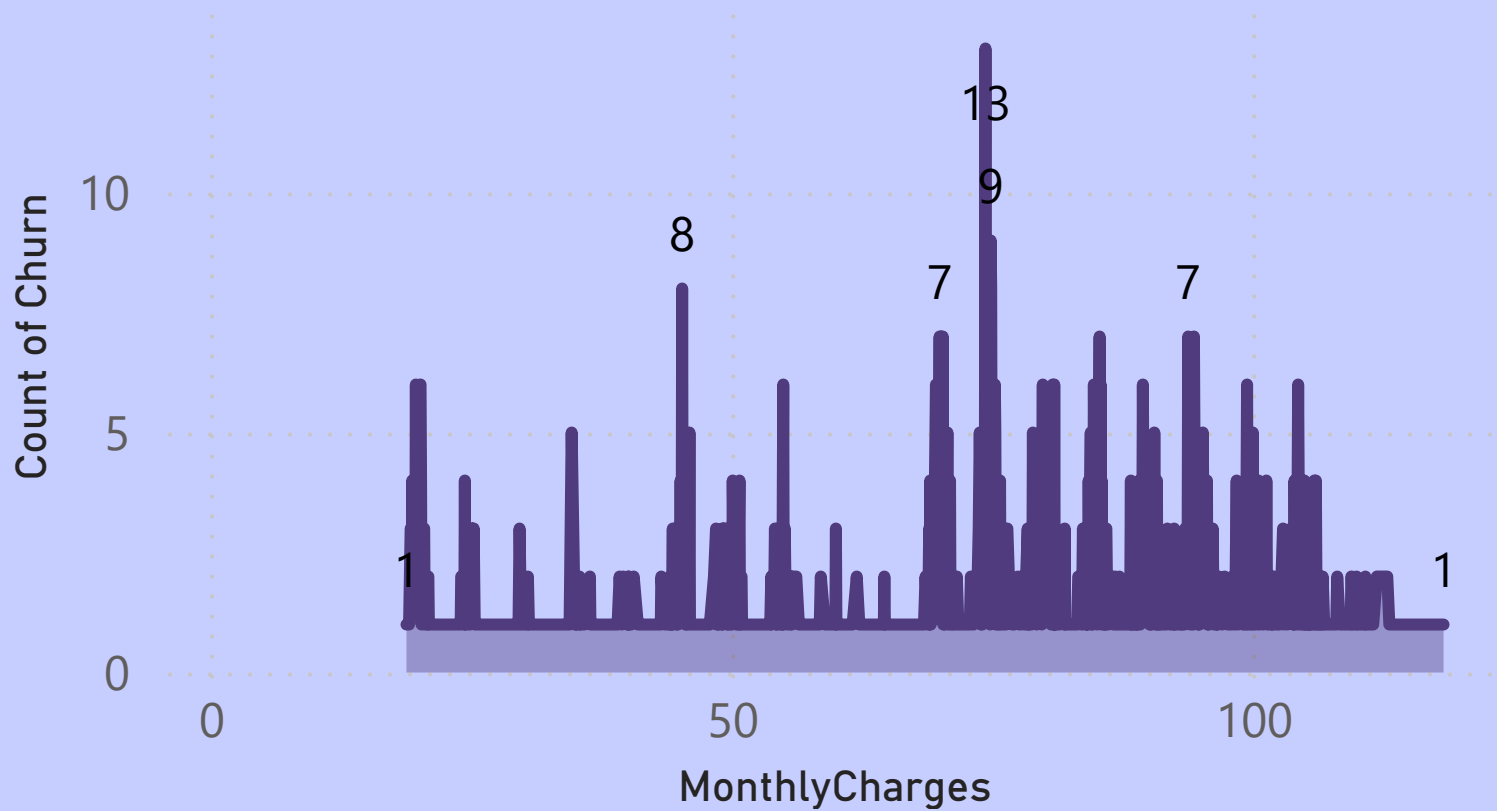
Payment Method



Contract



Monthly Charges



# Customer Services



Total Customers

1869

Churn Customers

1869

Churn

☐ No

☒ Yes

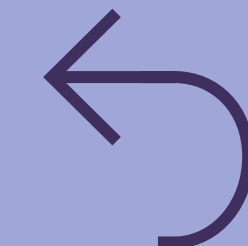
PaymentMethod

☐ Bank transfer (auto...)

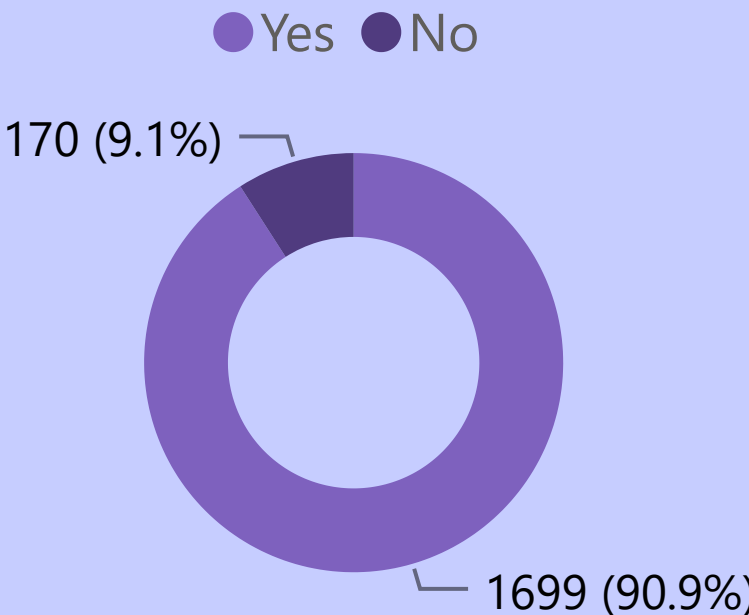
☐ Credit card (autom...)

☐ Electronic check

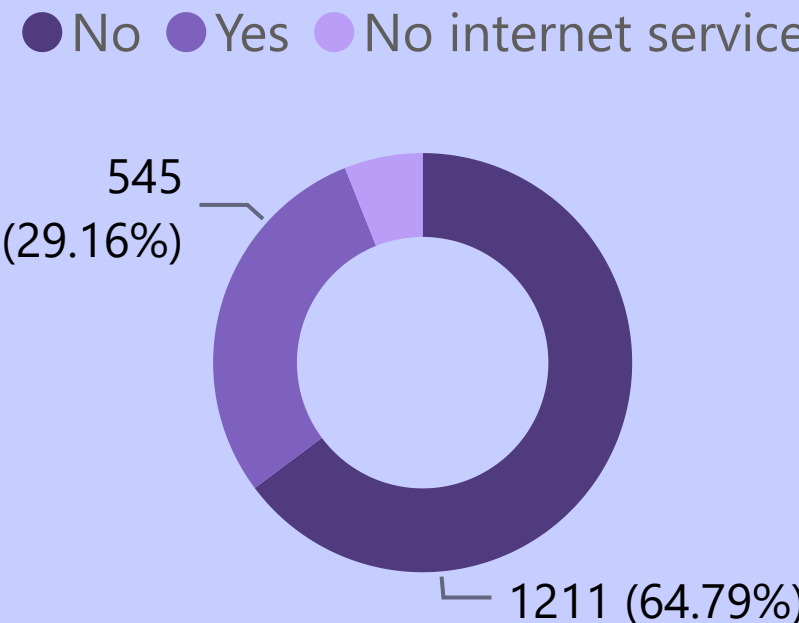
☐ Mailed check



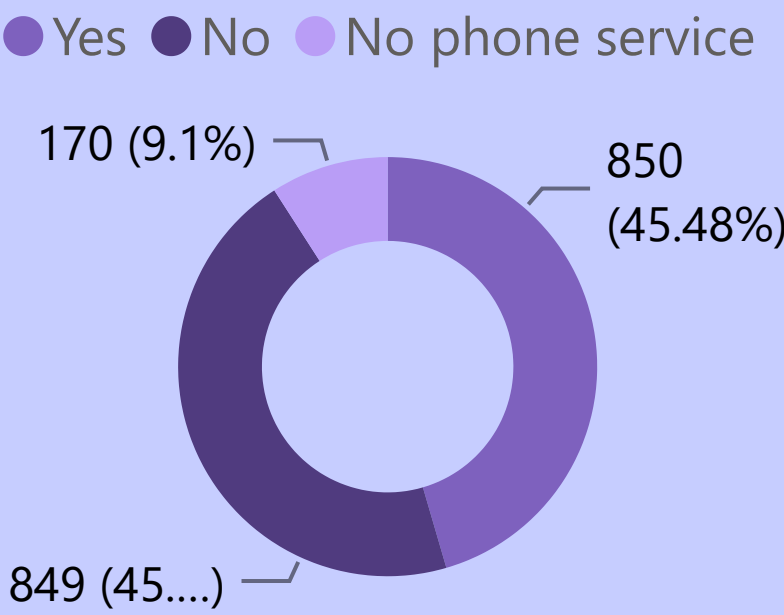
Phone Service



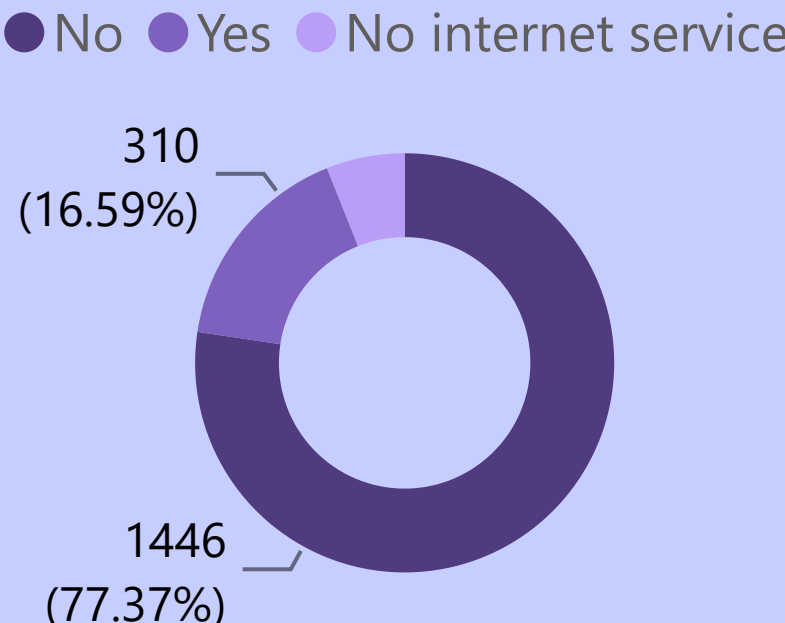
Device Projection



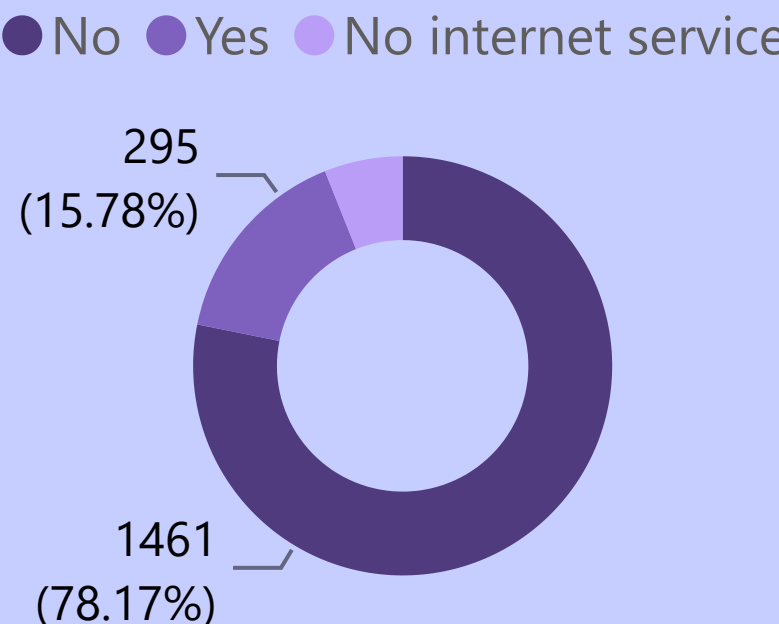
Multiple Lines



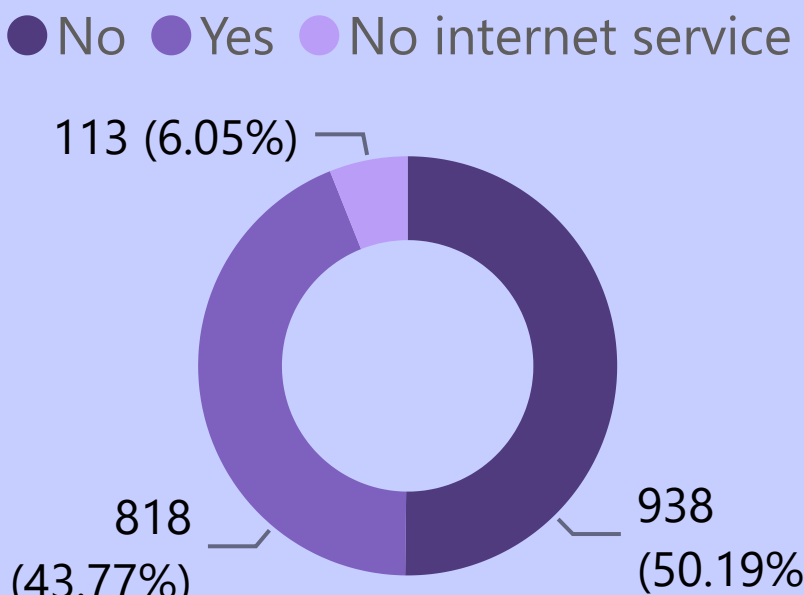
Tech Support



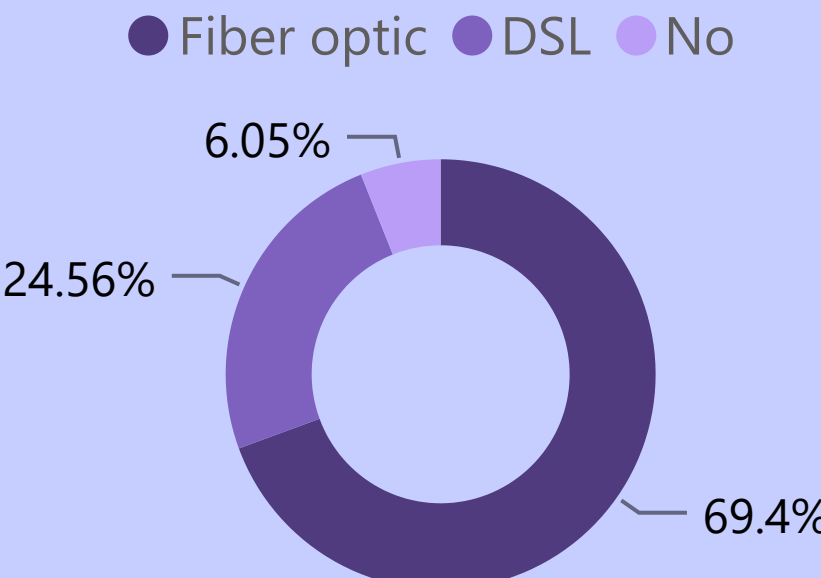
Online Security



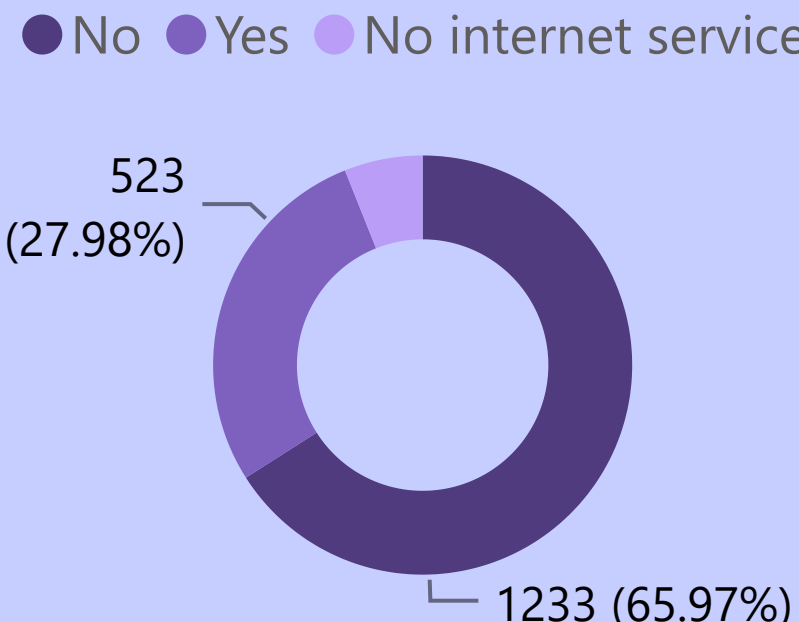
Streaming Movies



Internet Services



Online Backup



Streaming TV

