



Customer Churn Retention Dashboard

Demographic
Segment

Service
Segment 1

Service
Segment 2

Service
Segment 3

Account Type
Segment

Tenure

0-1 Year

1-2 Year

2-3 Year

3-4 Year

4-5 Year

5-6 Year

Within 1 Month

Churned

No

Yes

Total Customers

7043

Churn Rate (%)

27%

Total Admin Tickets

3632

Total Tech Tickets

2955

Avg Monthly Charges

64.8

Total Revenue

16.1M

Customers by Demographic Segment

Male Count
3555

Female Count
3488

Senior Citizen Count
1142

Partners Count
3402

Dependents Count
2110

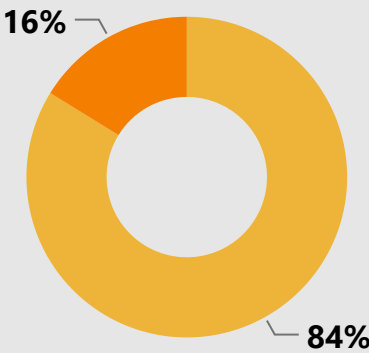
Customers by Gender

Male Female



Customers by Senior Citizen

No Yes



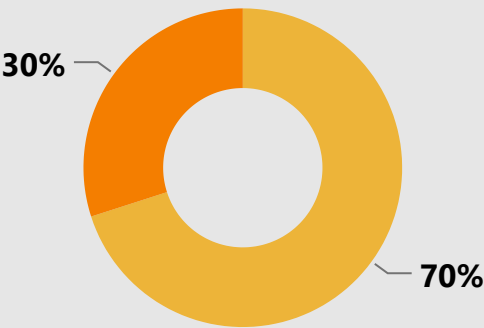
Customers by Partners

No Yes



Customers by Dependents

No Yes



Revenue by Demographic Segment

Male Revenue Rate
50%

Female Revenue Rate
50%

Senior Citizen Revenue Rate
20%

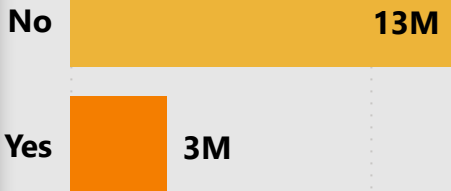
Partners Revenue Rate
64%

Dependents Revenue Rate
33%

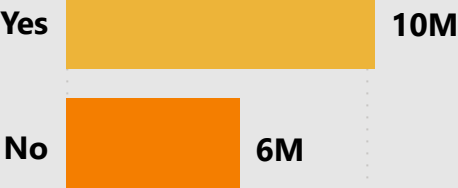
Revenue by Gender



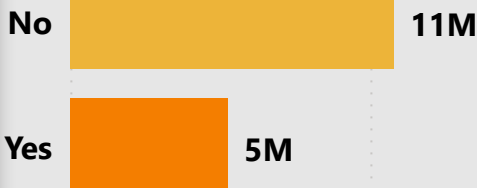
Revenue by Senior Citizen



Revenue by Partners



Revenue by Dependents





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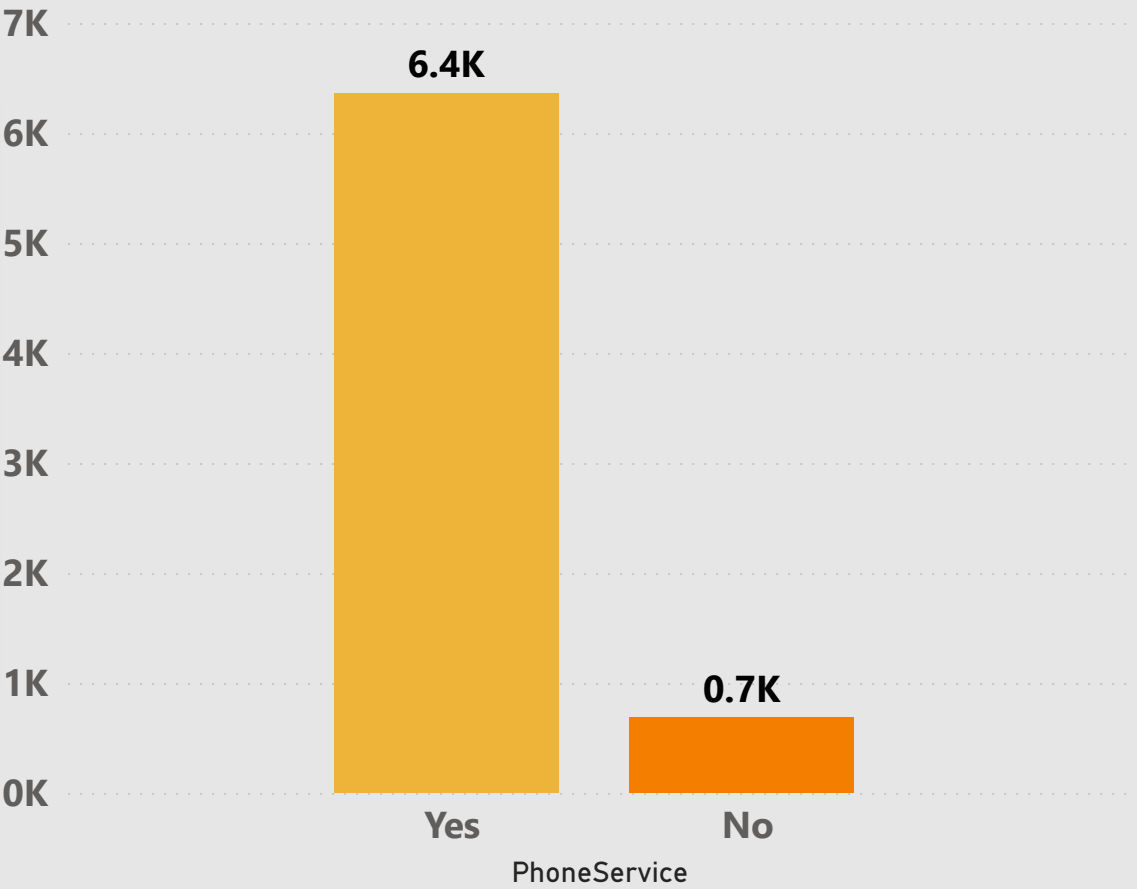
16.1M

Customers by Service Segment 1

Customer by Phone Service

Phone Service
Customer Rate

90%

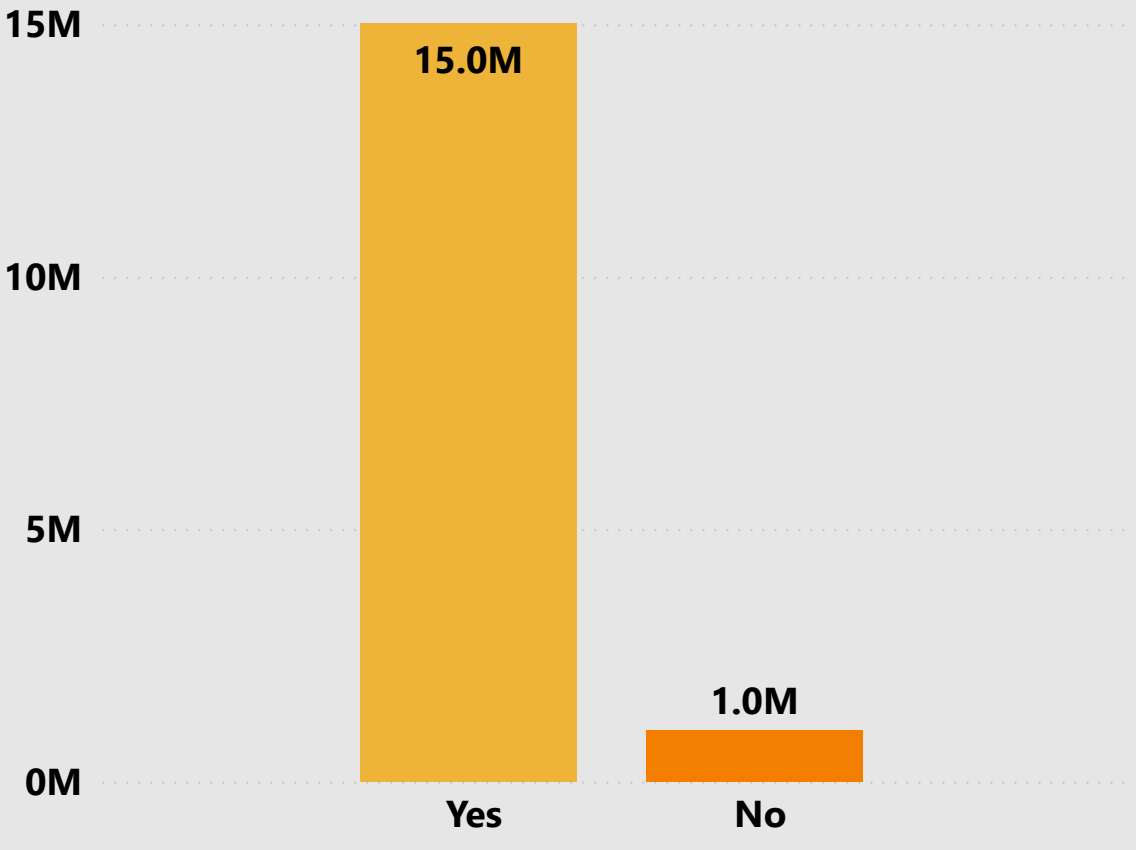


Revenue by Service Segment 1

Phone Service
Revenue Rate

94%

Revenue by Gender





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Customers by Service Segment 2

Fiber Optic Customer Rate

44%

DSL Customer Rate

34%

Multiple Lines Customer Rate

42%

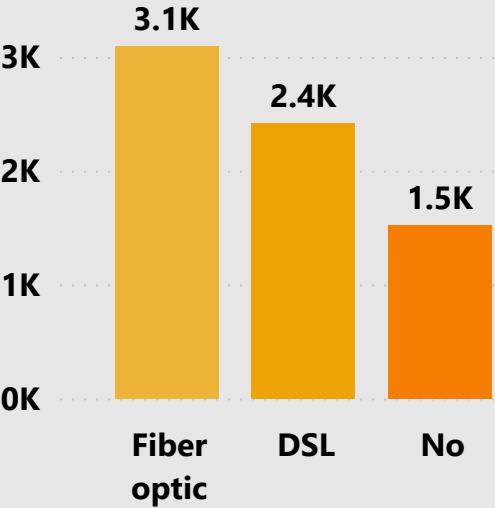
Streaming TVs Customer Rate

38%

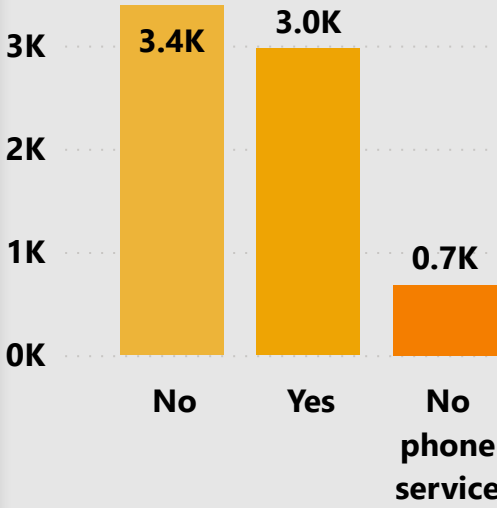
Streaming Movies Customer Rate

39%

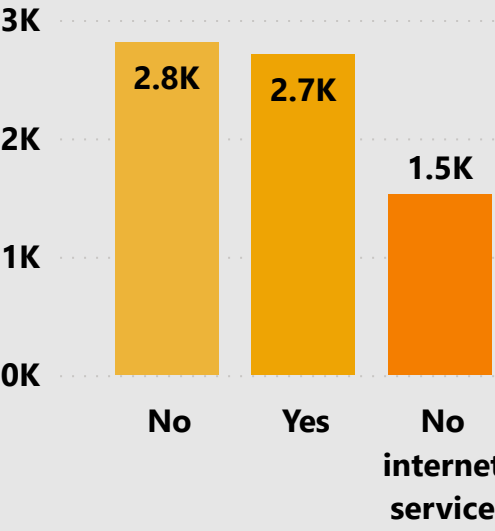
Customer by Internet Service



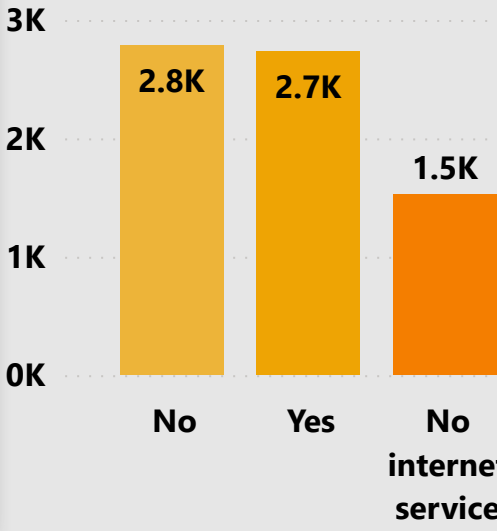
Customers by Multiple Lines



Customers by Streaming TVs



Customers by Streaming Movies



Revenue by Service Segment 2

Fiber Optic Revenue Rate

62%

DSL Revenue Rate

32%

Multiple Lines Revenue Rate

65%

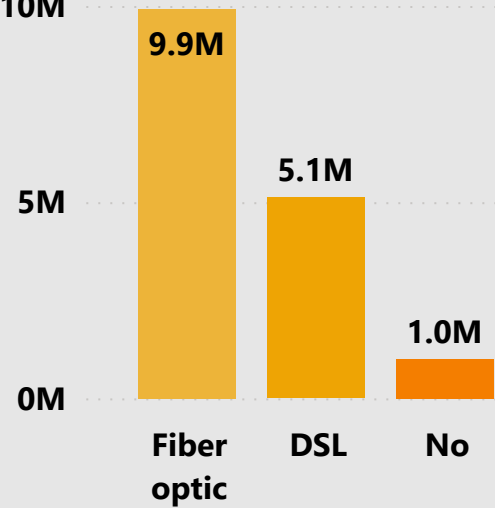
Streaming TVs Revenue Rate

63%

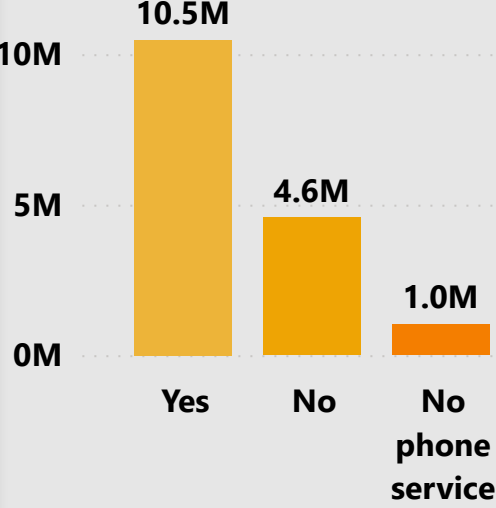
Streaming Movies Revenue Rate

64%

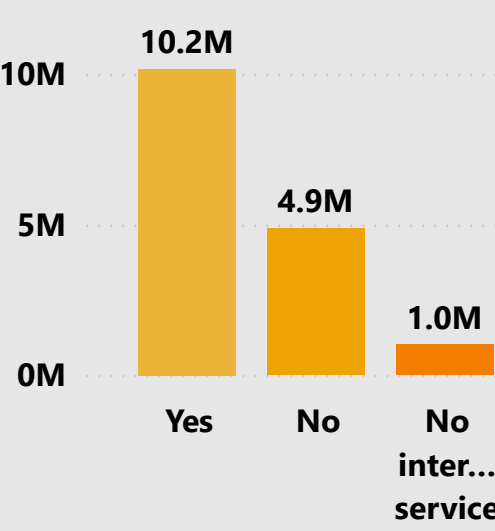
Revenue by Internet Service



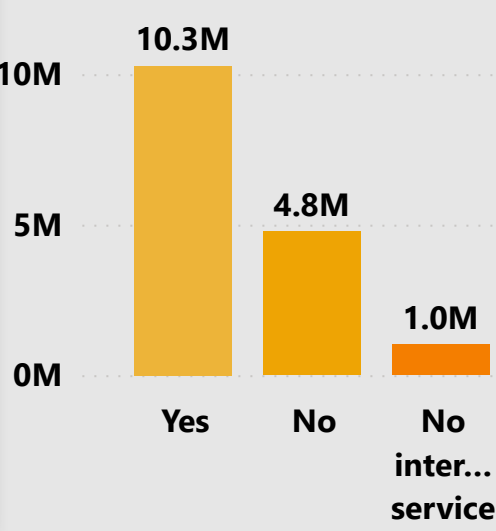
Revenue by Multiple Lines



Revenue by Streaming TVs



Revenue by Streaming Movies





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Customers by Service Segment 1

Online Security
Customer Rate

29%

Online Backup
Customer Rate

34%

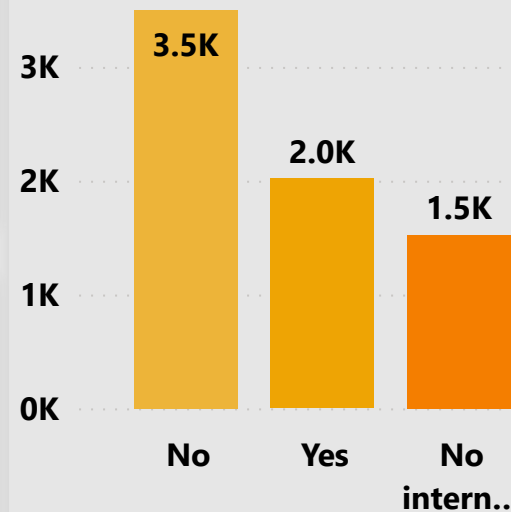
Device Protection
Customer Rate

34%

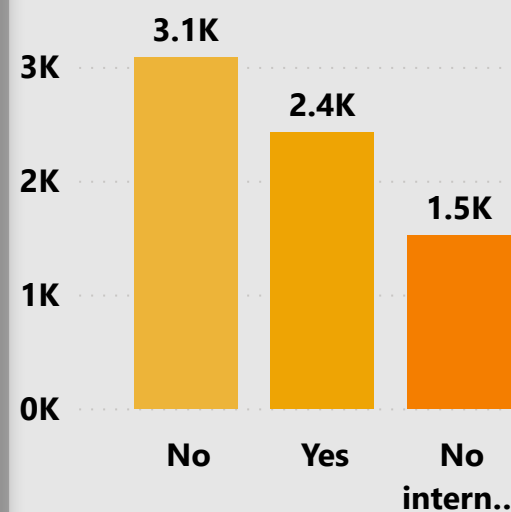
Tech Support Customer
Rate

29%

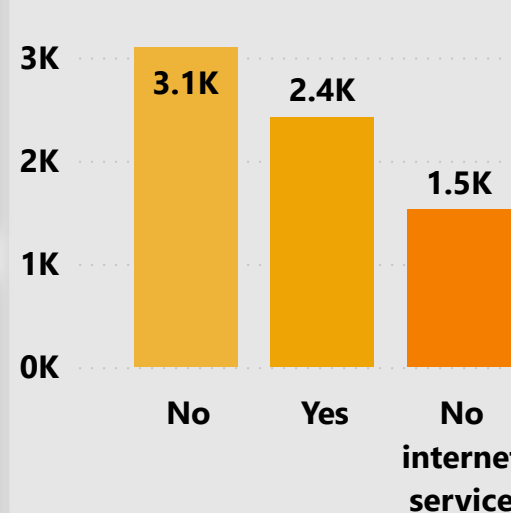
Customers by Online Security



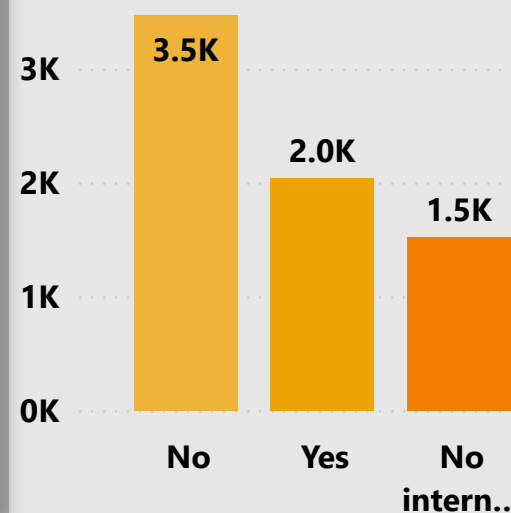
Customers by Online Backup



Customers by Device Protection



Customers by Tech Support



Revenue by Service Segment 1

Online Security Revenue
Rate

47%

Online Backup Revenue
Rate

59%

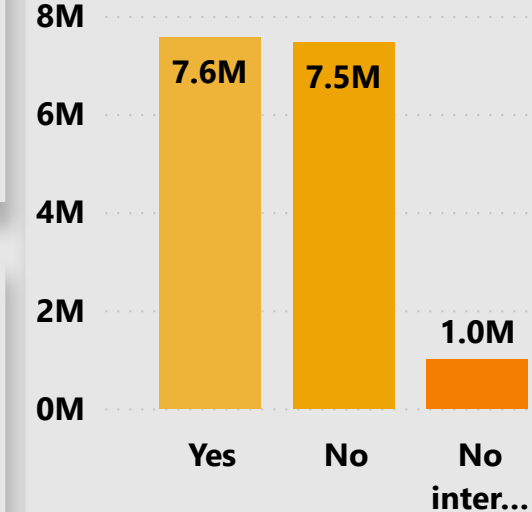
Device Protection
Revenue Rate

59%

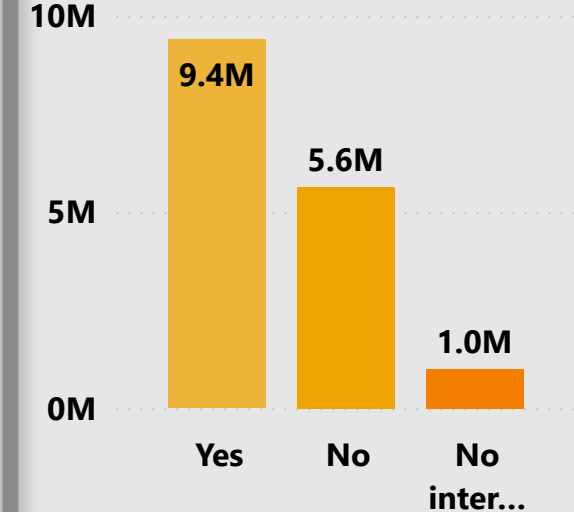
Tech Support Revenue
Rate

49%

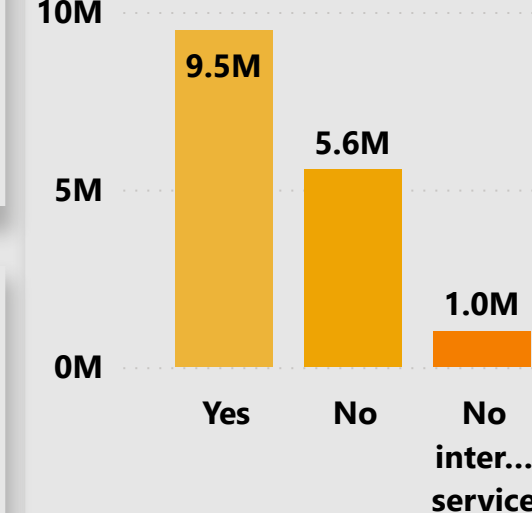
Revenue by Online Security



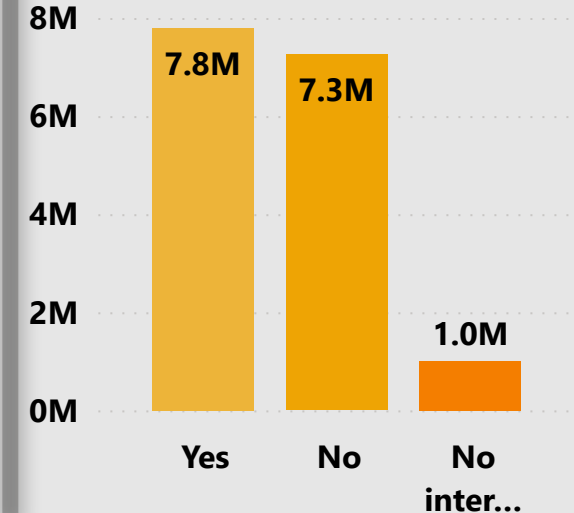
Revenue by Online Backup



Revenue by Device Protection



Revenue by Tech Support





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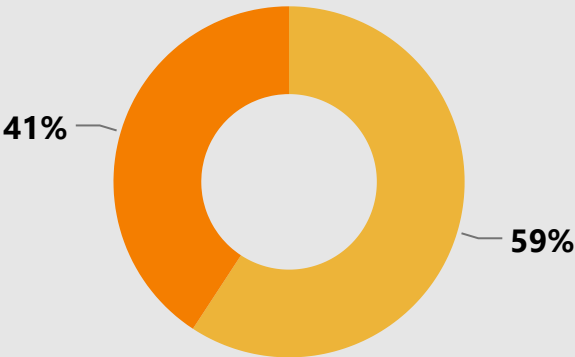
Total Revenue

16.1M

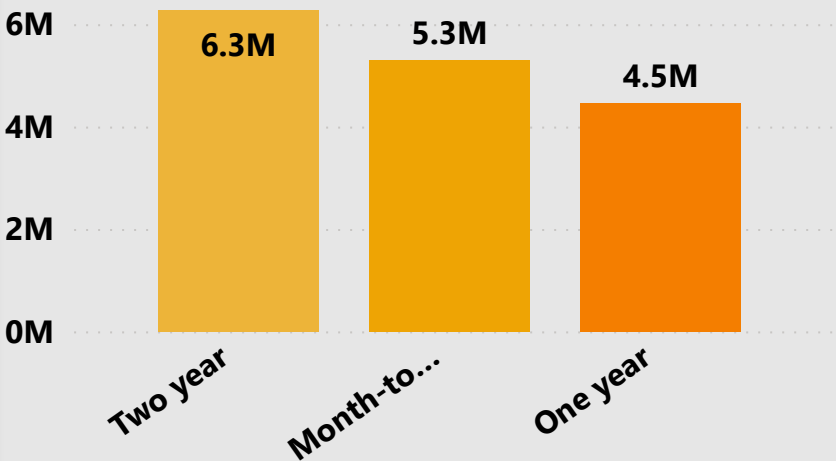
Customers by Account Type Segment

Customers by Paperless Billing

Yes No

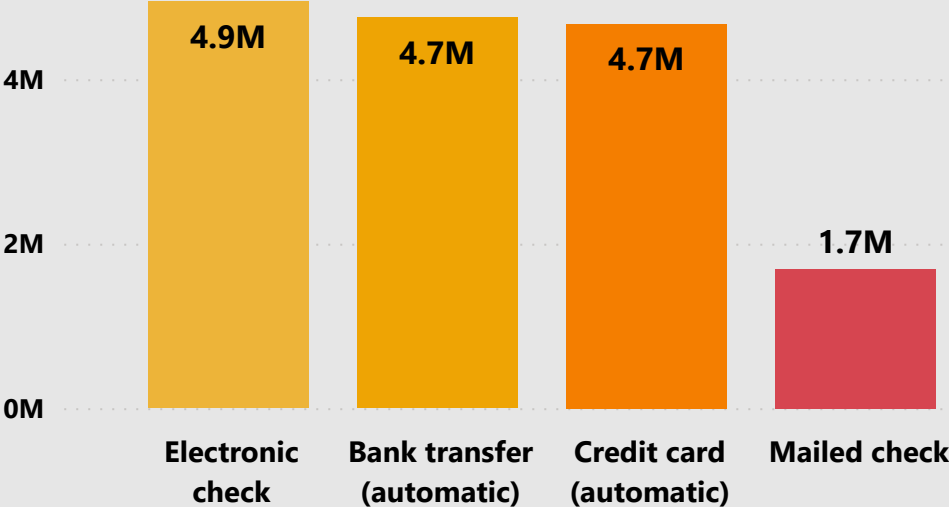


Customers by Contract Type

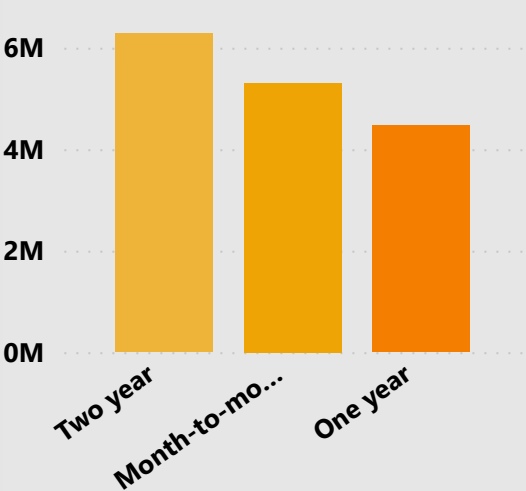


Revenue by Account Type Segment

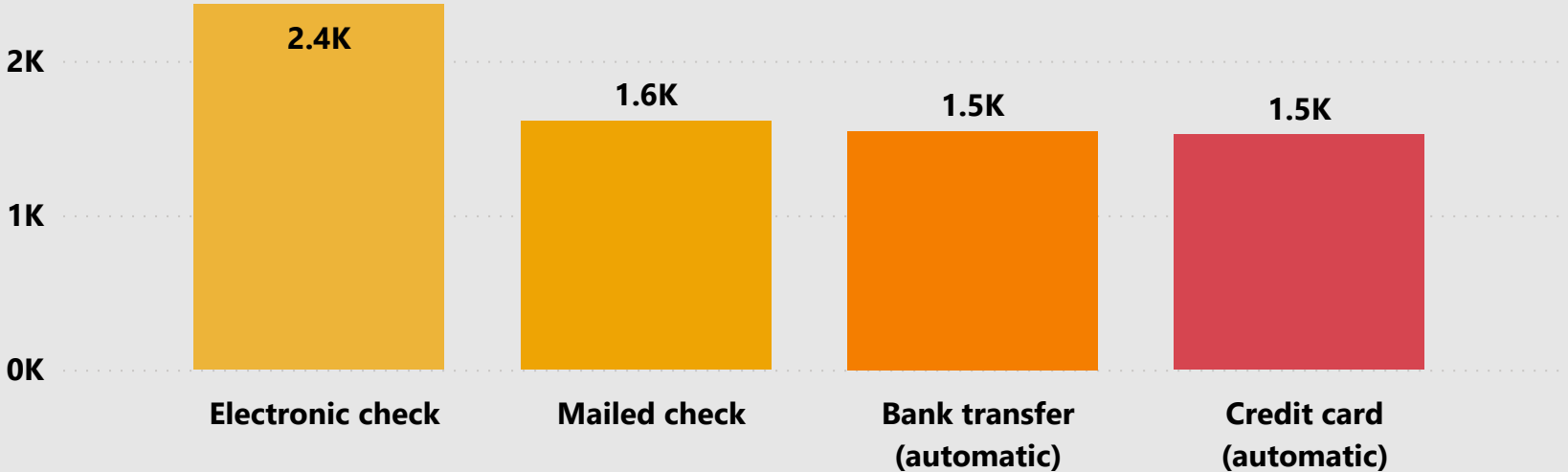
Total Revenue by Payment Method



Total Revenue by Contract Type



Customers by Payment Method



Customer List

customerID	gender	PhoneService	InternetService	Sum of MonthlyCharges	Churn
0002-ORFBO	Female	Yes	DSL	65.60	No
0003-MKNFE	Male	Yes	DSL	59.90	No
0004-TLHLJ	Male	Yes	Fiber optic	73.90	Yes
0011-IGKFF	Male	Yes	Fiber optic	98.00	Yes
0013-EXCHZ	Female	Yes	Fiber optic	83.90	Yes
0013-MHZWF	Female	Yes	DSL	69.40	No
0013-SMEOE	Female	Yes	Fiber optic	109.70	No
0014-BMAQU	Male	Yes	Fiber optic	84.65	No
0015-UQCOJ	Female	Yes	DSL	48.20	No
Total				4,56,116.60	