

Customer Retention Analysis



7,043

Number of Customers



73.46%

Retention Rate



26.54%

Churn Rate



\$16.06M

Sum of Total Charges



\$2.86M

Total Revenue at Risk

Contract

☐ Month-to-month

☐ One year

☐ Two year

Internet Service

DSL

Fiber optic

Payment Method

All

Churn by Contract

Churned ● No ● Yes

Month-to-month

57.29%

42.71%

Two year

97.17%

One year

88.73%

Churn by Charges

Churned ● No ● Yes

95.85%

36.32%

63.68%

15.11%

84.89%

Two year

Month-to-month

One year

Churn by Customers

No

5.17K

Yes

1.87K

Duration (Months)

72

Churn by Payment Method

Churned ● No ● Yes

Electronic check

1071

1294

Mailed check

308

1304

Bank transfer (automatic)

258

1286

Credit card (automatic)

232

1290

Our Customers



7,043

Number of Customers



3,555

Number of Male Customers



3,488

Number of Female Customers



3,402

Customers with Partners



3,641

Customers without Partners



2,110

Customers with Dependents



4,933

Customers without Dependents

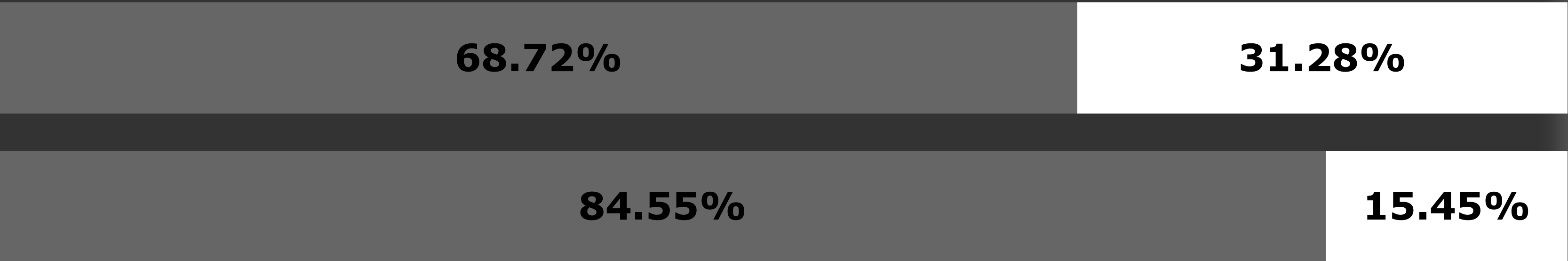


1,869

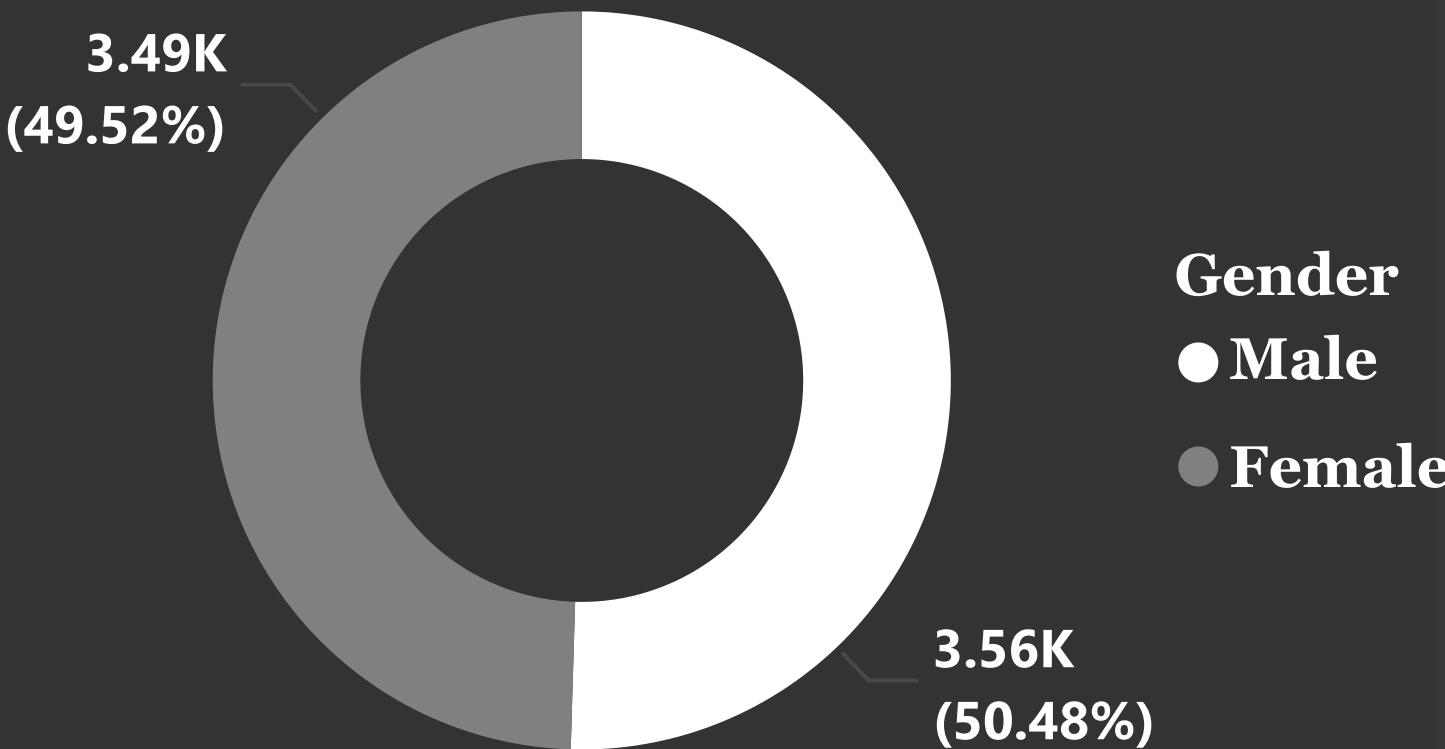
Churn Count

Churn Rate by Dependents

Churn ● No ● Yes



Customer Distribution by Gender



Churn rate by Partners

Churn ● No ● Yes

