

CUSTOMER CHURN –EXECUTIVE SUMMARY

Gender

All

Senior?

All

InternetS...

All

Contract

All

Payment...

All

28K

Total Customers

7476

Churned Customers

26.5%

Churn Rate

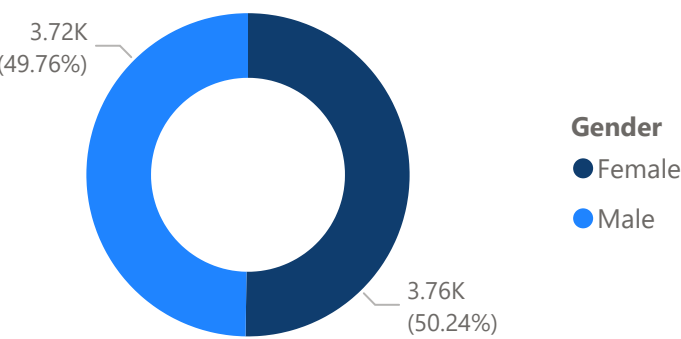
64.76

Avg Monthly Charges

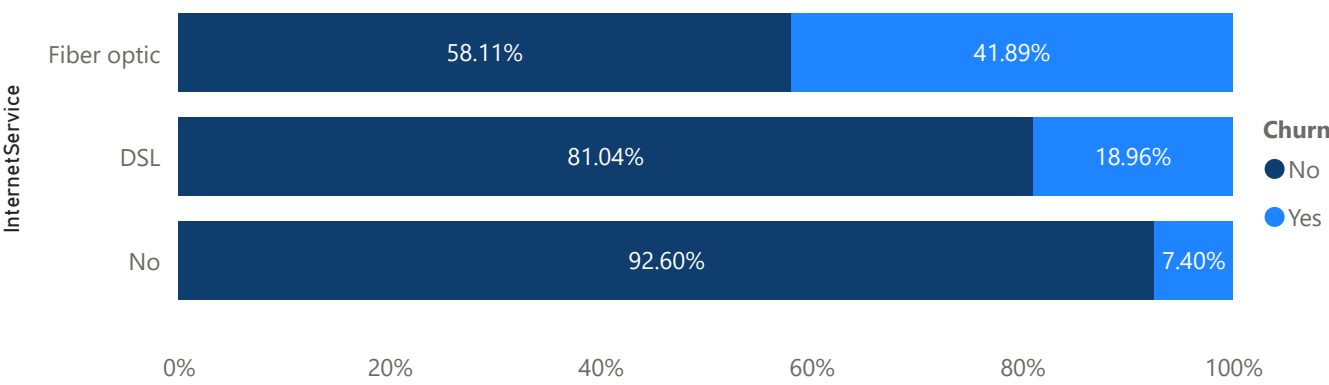
32.37

Avg Tenure

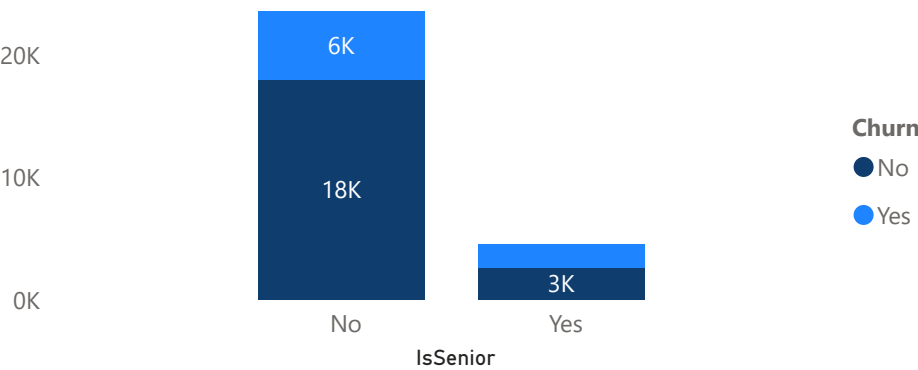
Churned Customers by Gender



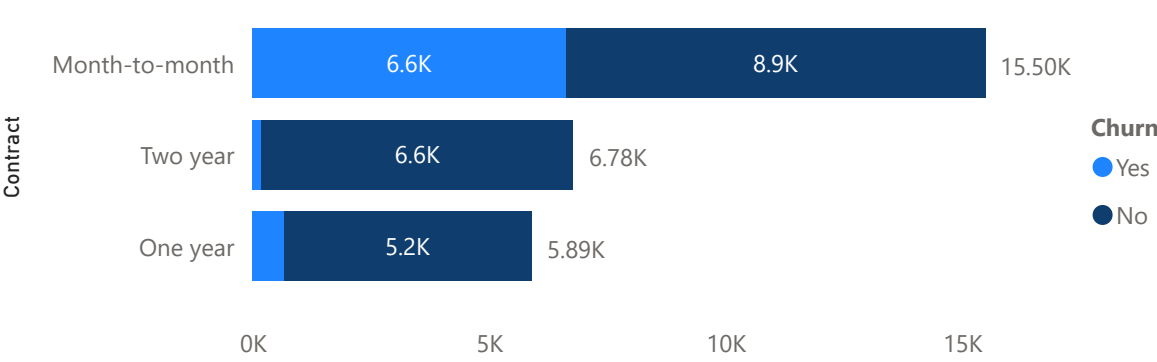
Churn by Internet Service



Churn by Senior Citizen Status



Churn by Contract Type



DEMOGRAPHICS DASHBOARD

30.0%

Dependents?

48.3%

With Partners

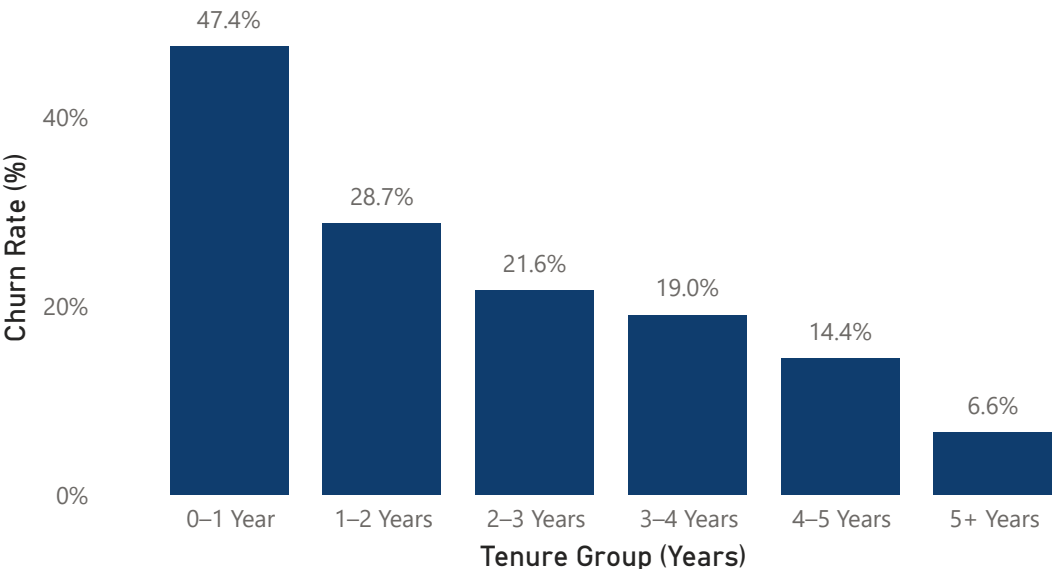
18

Avg Tenure (Churned)

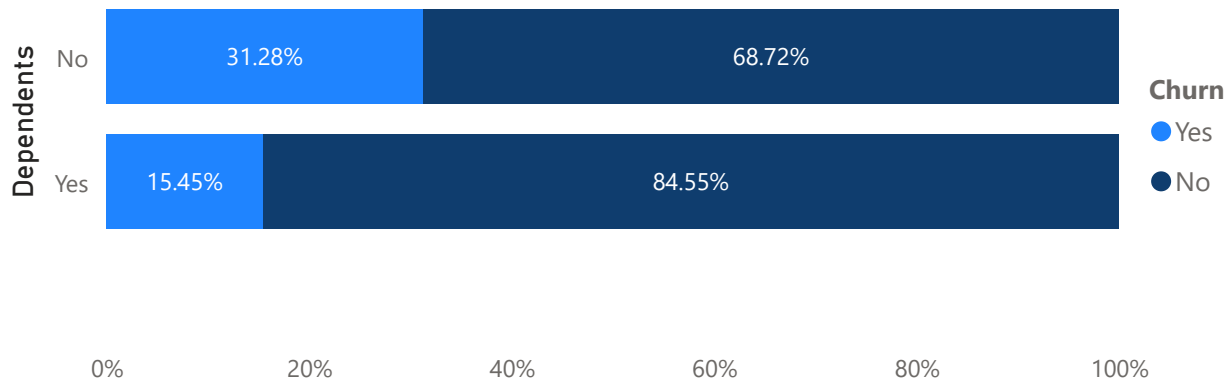
Churn by Partner Status



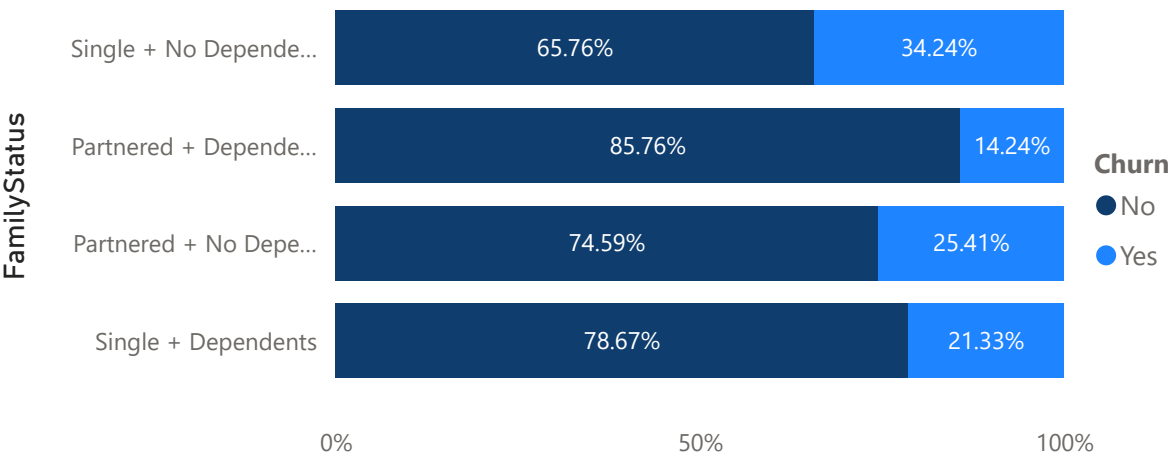
Churn by Tenure Group



Churn by Dependent Status



Churn by Family Status



SERVICES DASHBOARD

90.3%
Phone Service

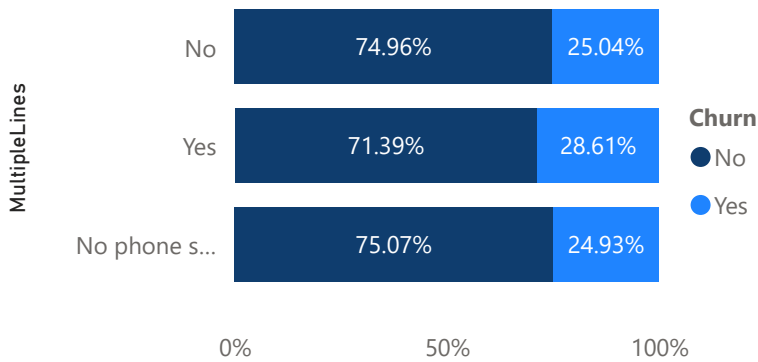
42.2%
Multiple Lines

78.3%
Internet Service

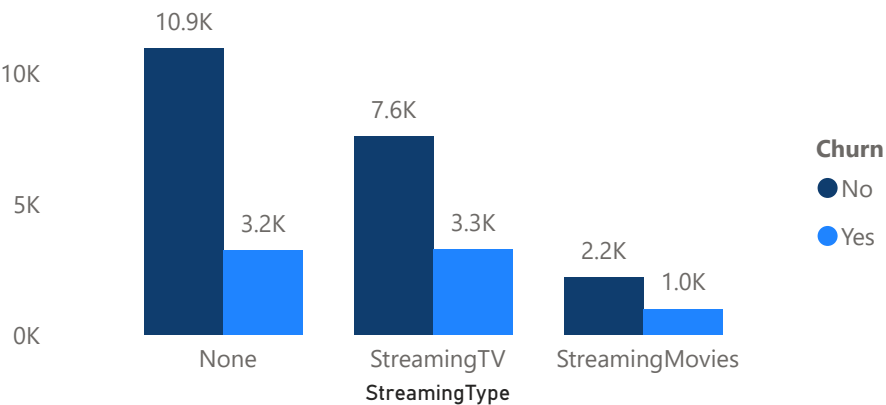
49.7%
Streaming Usage

74.4
Avg Monthly Charges (Chur...

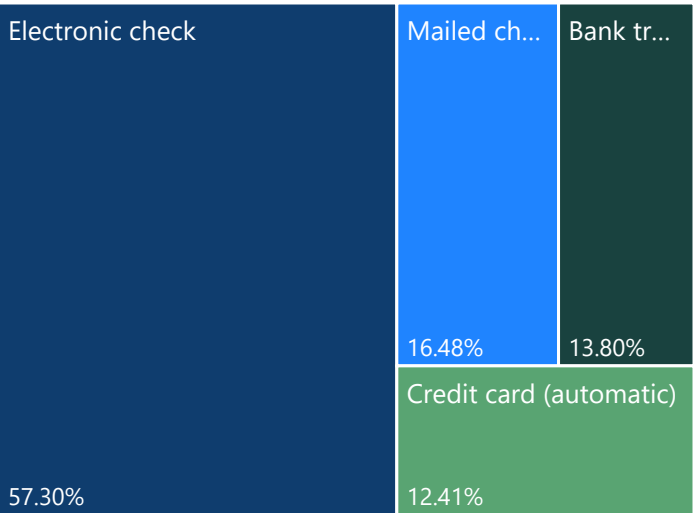
Churn by Multiple Lines



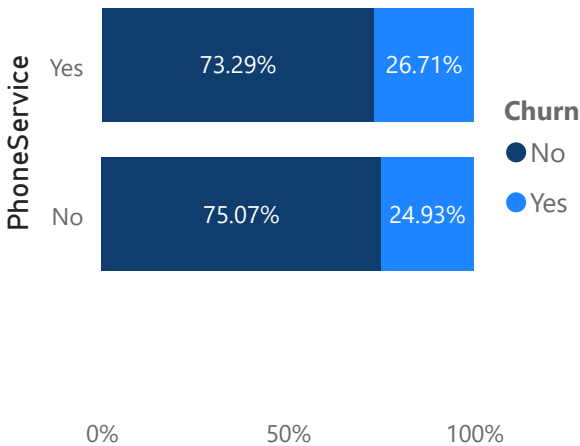
Churn by StreamingType



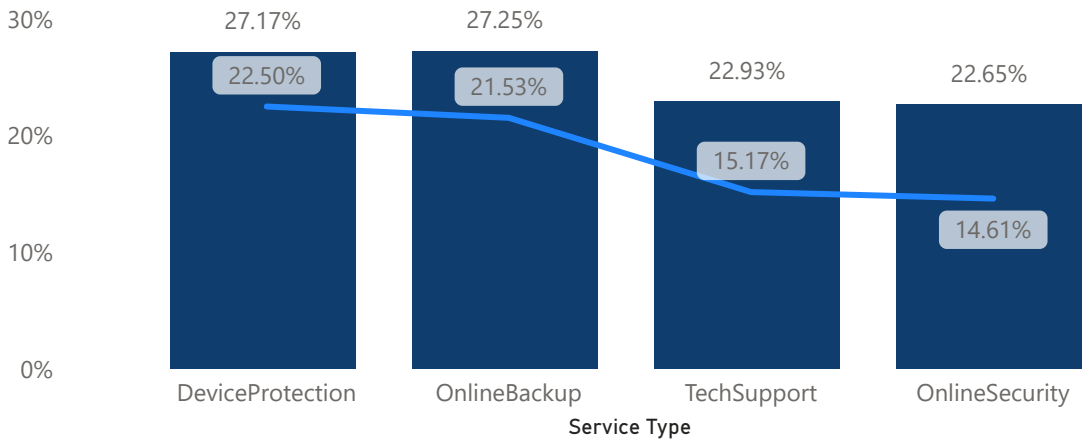
PaymentMethod



Churn by Phone Service



Churn Rate vs Support Features



Paperless Billing

