Customer Detailed Report

Churned Customer Analysis

Customer Analysis ← **Contents** → Not Churn Customer Risk Analysis

Q & A
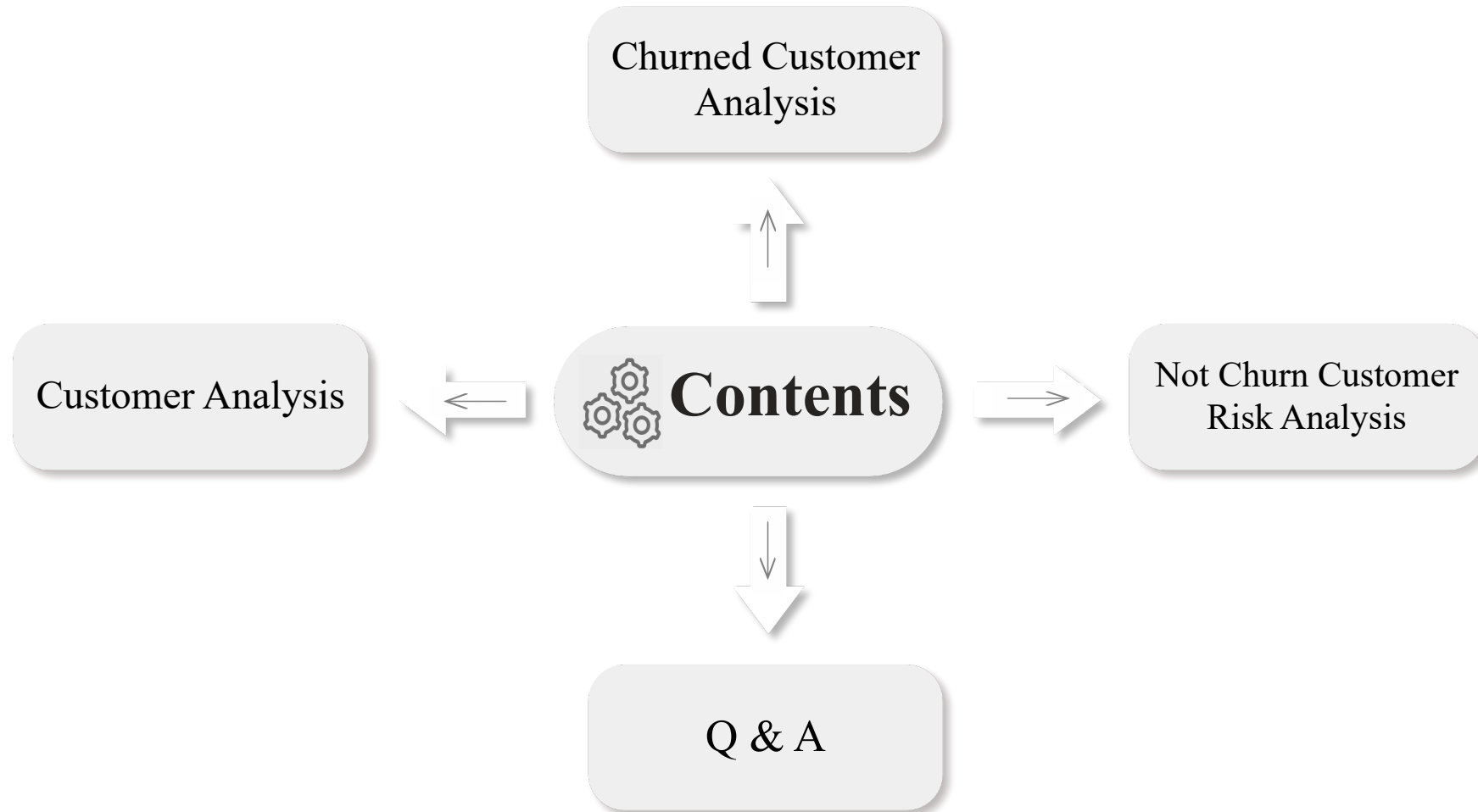
Churned Customer Analysis

1869 — Total Churned

$139.13K — Monthly Charges

$2.86M — Yearly Charges
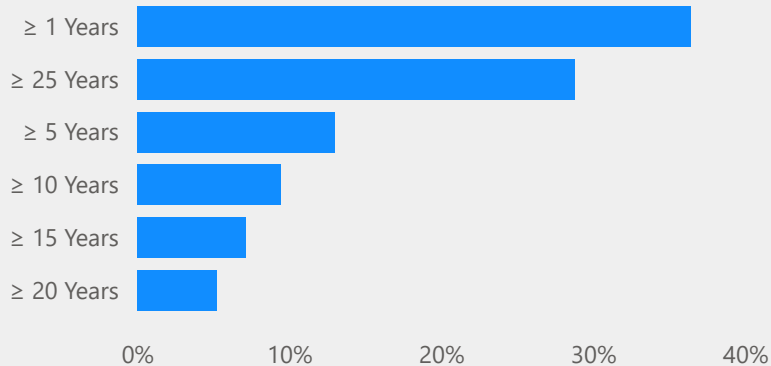
Demographics

- ● Female ● Male

49.76% — 50.24%
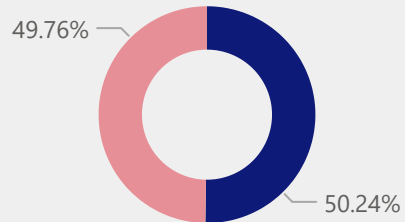
25% Senior Citizen

36% Avg Partner

17% Avg Dependents

Years	
≥ 1 Years	
≥ 25 Years	
≥ 5 Years	
≥ 10 Years	
≥ 15 Years	
≥ 20 Years	

0% 10% 20% 30% 40%

Customer account information

Electronic check

Mailed check

Bank transfer (automatic)

Credit card (automatic)

0% 50%

Paperless billng

- ● Yes ● No

25.09% — 74.91%
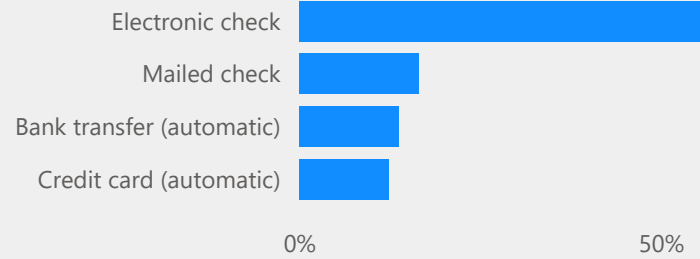
Average charges

$74.44 Monthly

$1,531.80 Total

Month-to-mo...

One year

Two year

0% 50% 100%
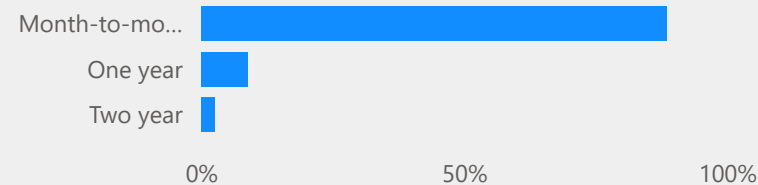
Services customers signed up

Services	Yes	No	No internet service
Phone Service	91%	64%	0%
Streaming Movies	44%	50%	6%
Streaming Tv	44%	50%	6%
Device Protection	29%	65%	6%
Online Backup	28%	66%	6%
Tech Support	17%	77%	6%
Online Security	16%	78%	6%

- ● Fiber optic ● DSL ● No

6.05%

24.56%

69.4%
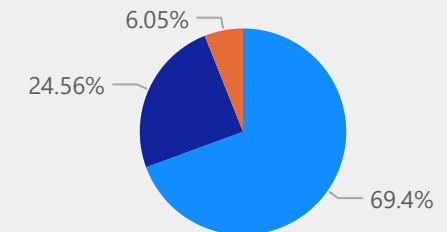
Customer Analysis

7032
Total Customer

$455.66K
Monthly Charges

$16.06M
Yearly Charges

Demographics

● Male ● Female

49.53%

50.47%
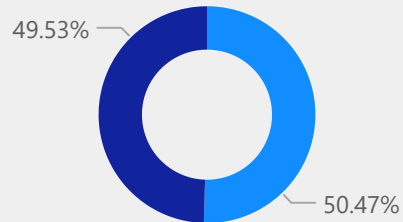
16%
Senior Citizen

48%
Partner

30%
Dependents

Subscription time

≥ 25 Years	55%
≥ 1 Years	17%
≥ 5 Years	9%
≥ 10 Years	7%
≥ 15 Years	6%
≥ 20 Years	6%

0%   20%   40%   60%
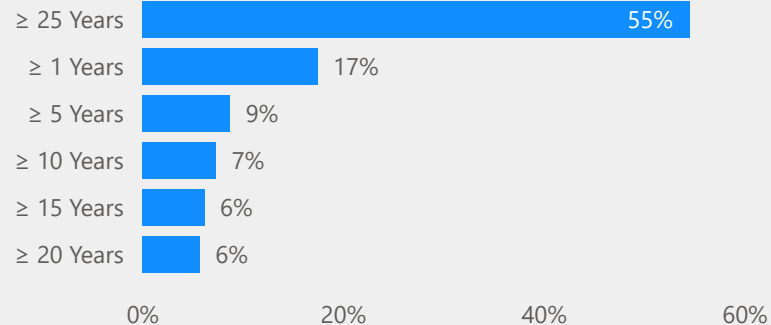
Customer account information

Payment method

Electronic check	34%
Mailed check	23%
Bank transfer (automatic)	22%
Credit card (automatic)	22%

0%   20%

Paperless billng

40.73%

59.27%

● Yes
● No
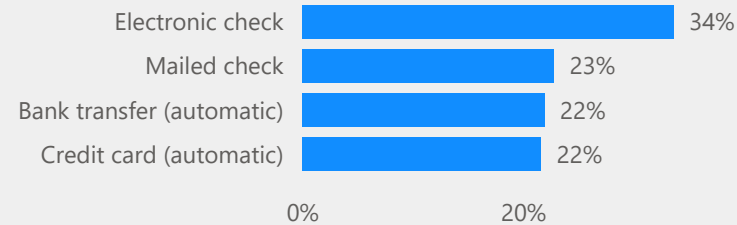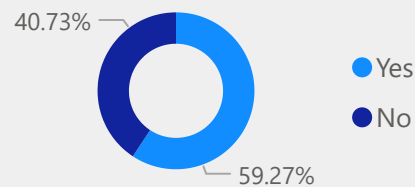
Average charges

$64.80
Monthly

$2,283.30
Total

Type of Contract

Month-to-month	55%
Two year	24%
One year	21%
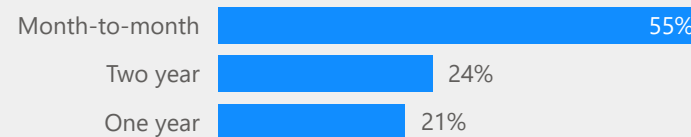
Services customers signed up

Services	Yes	No	No Internet Service
Device Protection	34%	44%	22%
Online Backup	34%	44%	22%
Online Security	29%	50%	22%
Phone Service	90%	52%	0%
Streaming Movies	39%	40%	22%
Streaming Tv	38%	40%	22%
Tech Support	29%	49%	22%

Internet Service
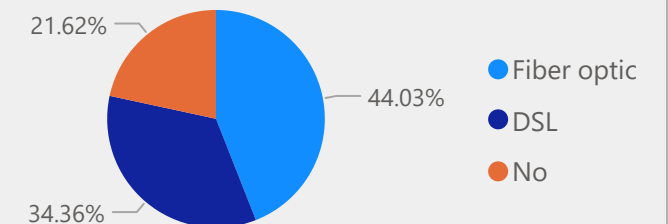
21.62%

44.03%

34.36%

● Fiber optic
● DSL
● No

Not Churn Customer Risk Analysis

7032	1869	5163	1839	3324
Total Customer	Churned Customer	Not Churn Customer	Risky Customer	Non Risky Customer

👥 Demographics

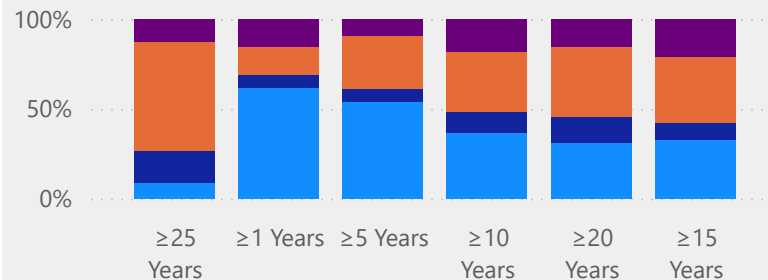● Male ● Female

49.05%

50.95%
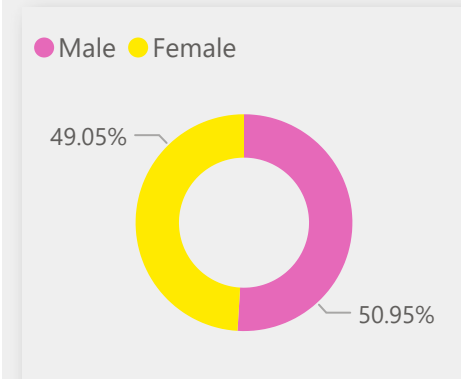
19%
Senior Citizen

37%
Partner

20%
Dependents

Subscription time

Risk : ● High Risky ● Low Risky ● Non Risky ● Risky

Predicton by Risk Group

Non Risky	2552
High Risky	1142
Low Risky	772
Risky	697

0   1,000   2,000
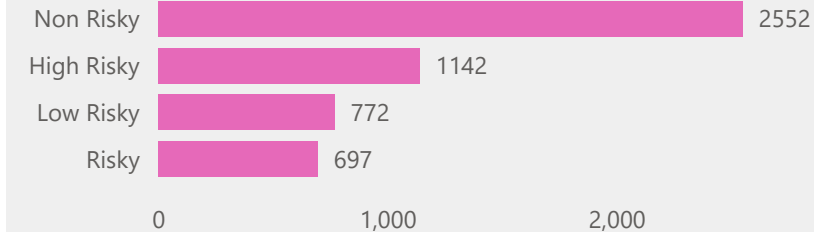
Average of TotalCharges by Risk

4,000

3430   2824   2660

2,000

1300

0

Low Risky   Non Risky   Risky   High Risky
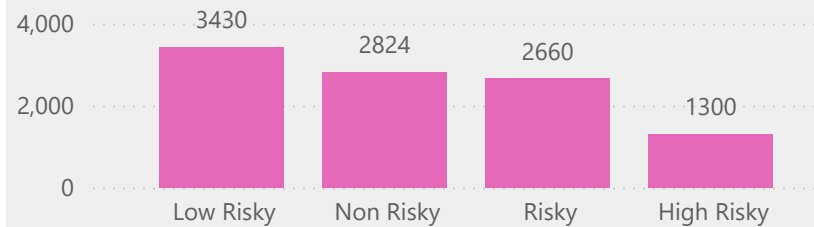
Average of MonthlyCharges by Risk

74   73   70

50

50

0

High Risky   Low Risky   Risky   Non Risky
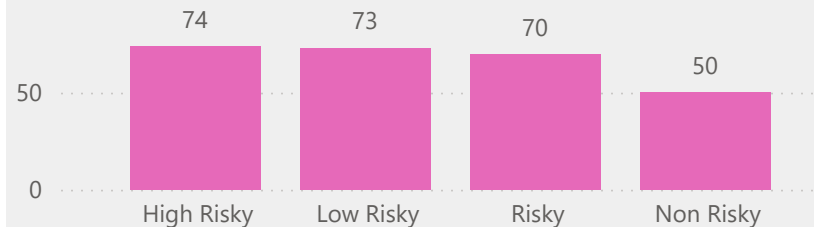
🤝 Services customers signed up

Services	Yes(Not-Churned)	Yes(Risky Custo...
Device Protection	36%	
Online Backup	37%	
Online Security	33%	
Phone Service	90%	
Streaming Movies	37%	
Streaming Tv	37%	
Tech Support	34%	

Risky Customers of Internet Service

5.11%

34.69%

60.2%

InternetService
● Fiber optic
● DSL
● No
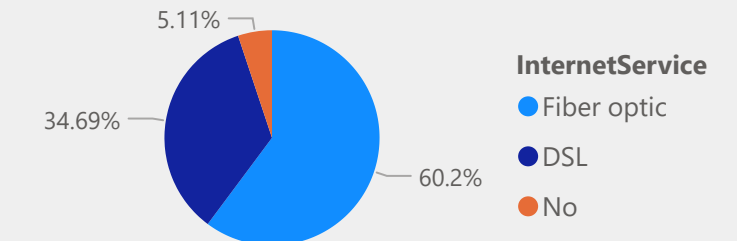
Ask A Question

Ask a question about your data

Try one of these to get started

| what is the measure by not churn customer & risk customer data customer ID | top tenure group 2 by measure | top customer data streaming TVs by measure | top tenure group 3 by avg senior citizen 1 | top tenure group 2 by avg senior citizen 1 | top customer data streaming TVs by measure 2 |

Show all suggestions