



Customer Churn Analysis Report

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Customer Demographics

Account Details

Customer Subscriptions



CUSTOMER DEMOGRAPHICS



7043

Total Customer's

1869

Churned Customers

26.54%

Churn Rate %

\$456K

Monthly Revenue \$

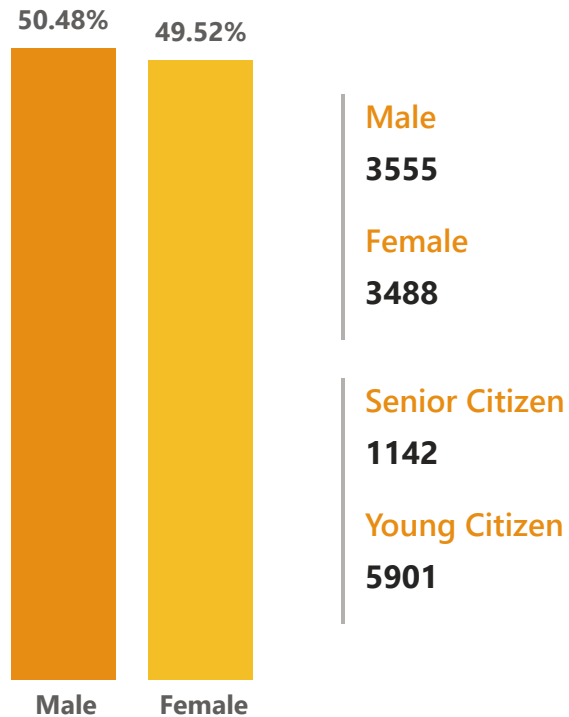
\$139.13K

Monthly Revenue Loss

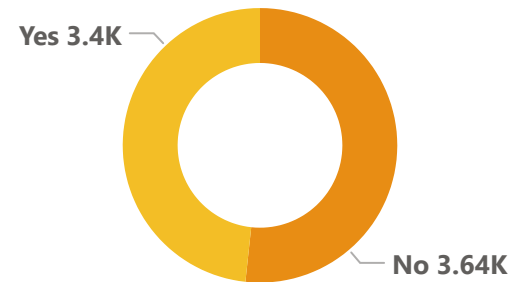
30.50%

Revenue Loss %

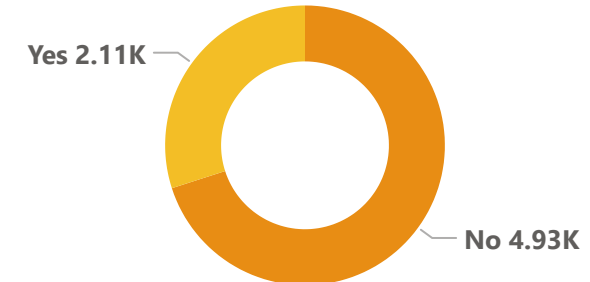
Total Customers



Have Partner ?



Have Dependents ?



Churned Customers

● Churned Customers ● Retained Customers

26.54%

73.46%



ACCOUNT DETAILS



Tenure

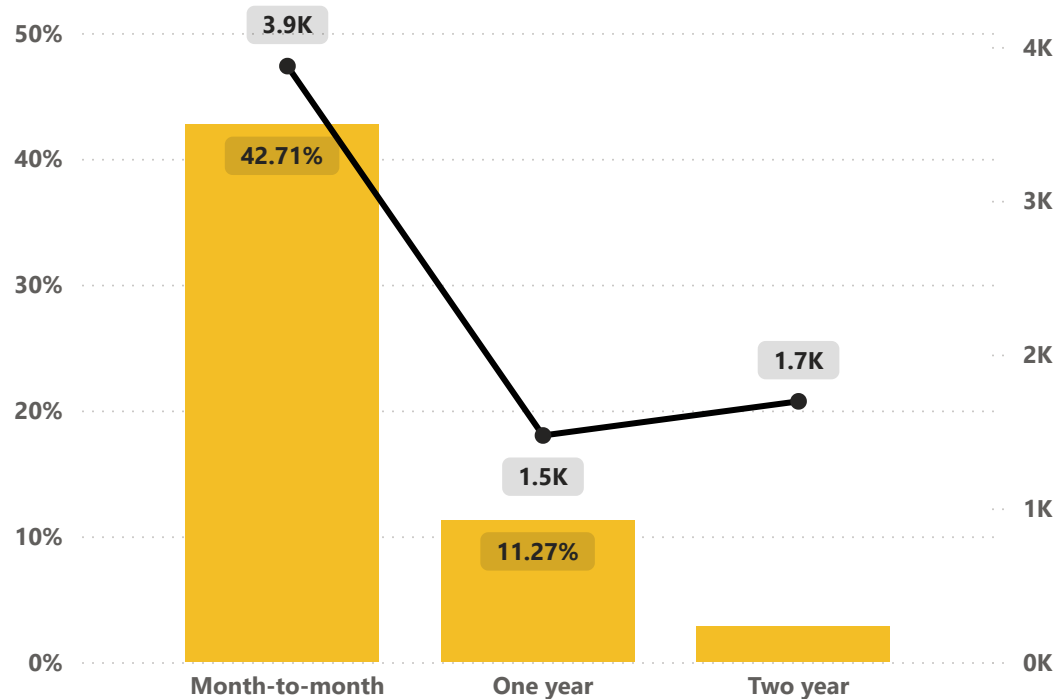
Tickets

Charges

Payments

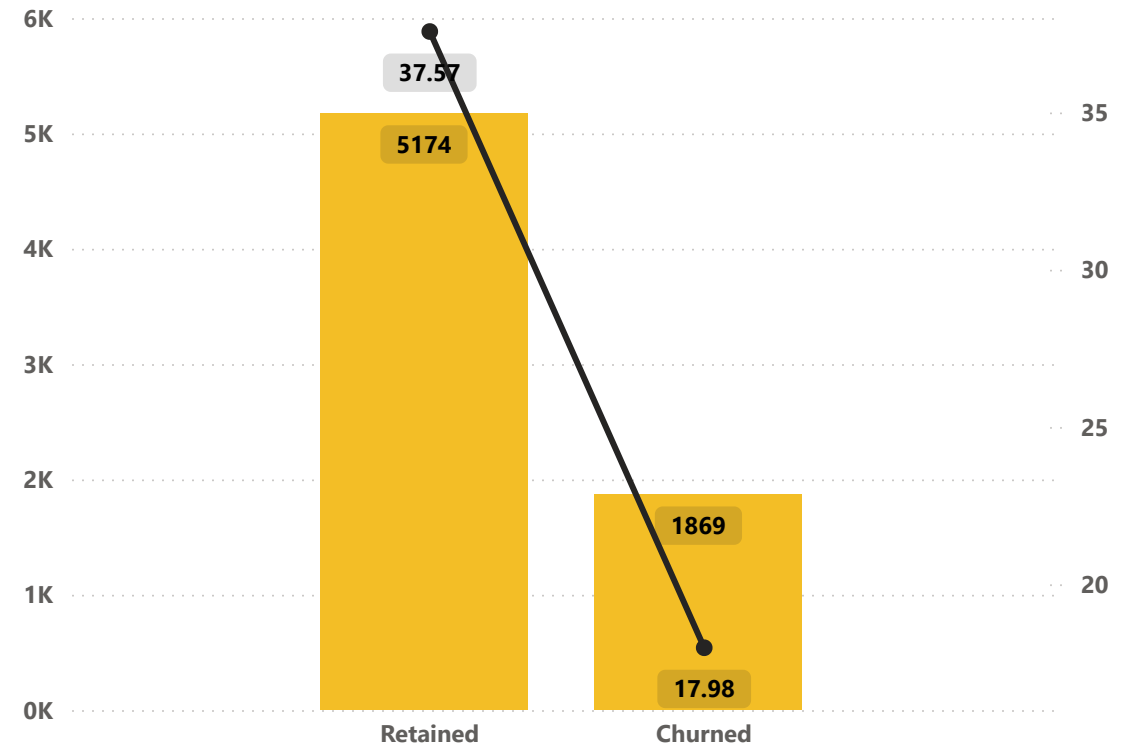
Churn Rate % and Total Customers by Contract

● Churn Rate % ● Total Customers



Average of Tenure (in months)

● Total Customers ● Average of Tenure





ACCOUNT DETAILS



Tenure

Tickets

Charges

Payments

Number of Admin & Tech Tickets

2173

Tech Tickets

885

Admin Tickets

Churn Status



☒ Churned

☐ Retained

Average Number of Admin Tickets

0.5

0.53

0.47

0.0

Retained

Churned

Average Number of TechTickets

0.4

1.16

0.2

0.0

Churned

Retained

0.15



ACCOUNT DETAILS



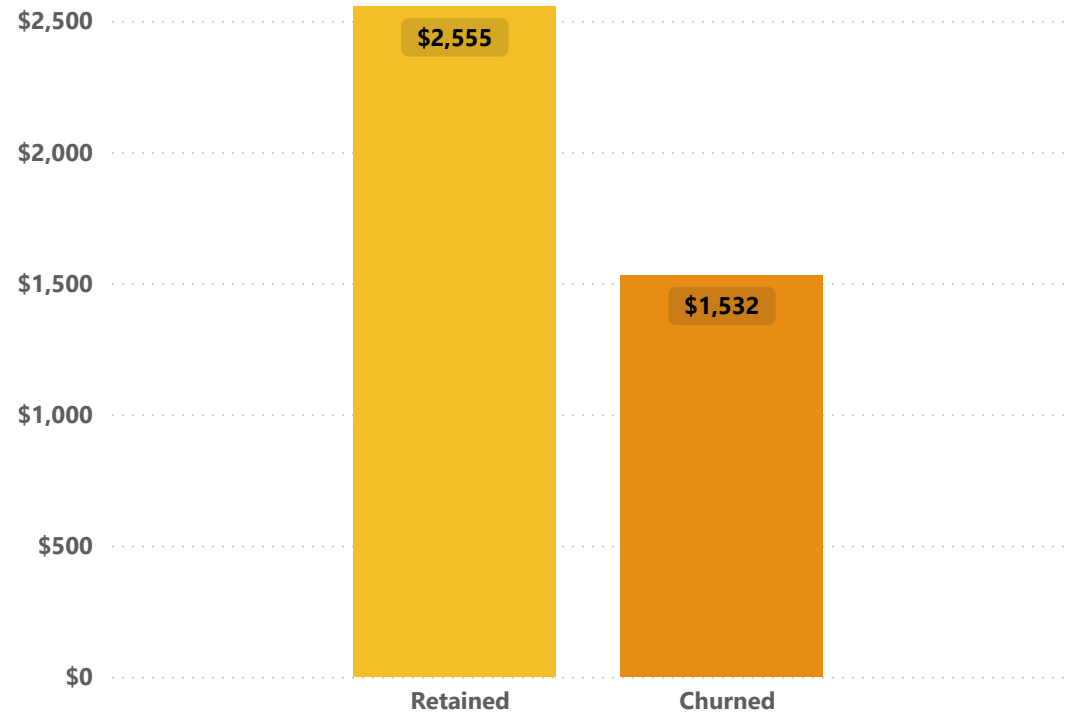
Tenure

Tickets

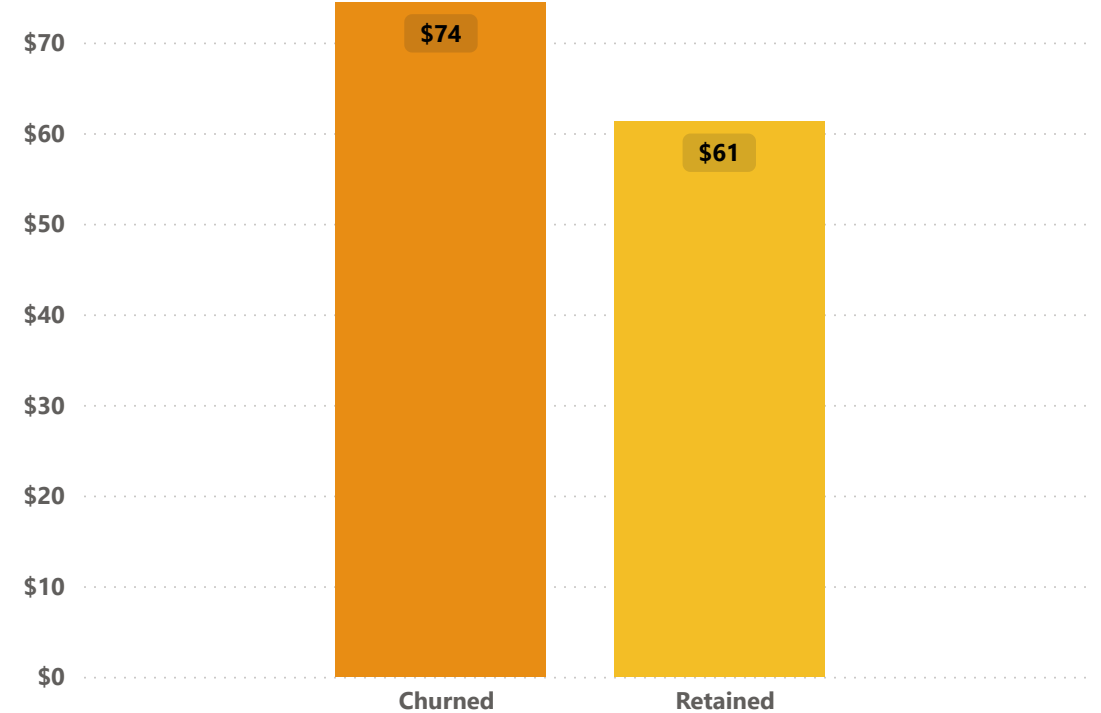
Charges

Payments

Average of Total Charges (in \$)



Average of Monthly Charges (in \$)





ACCOUNT DETAILS



Tenure

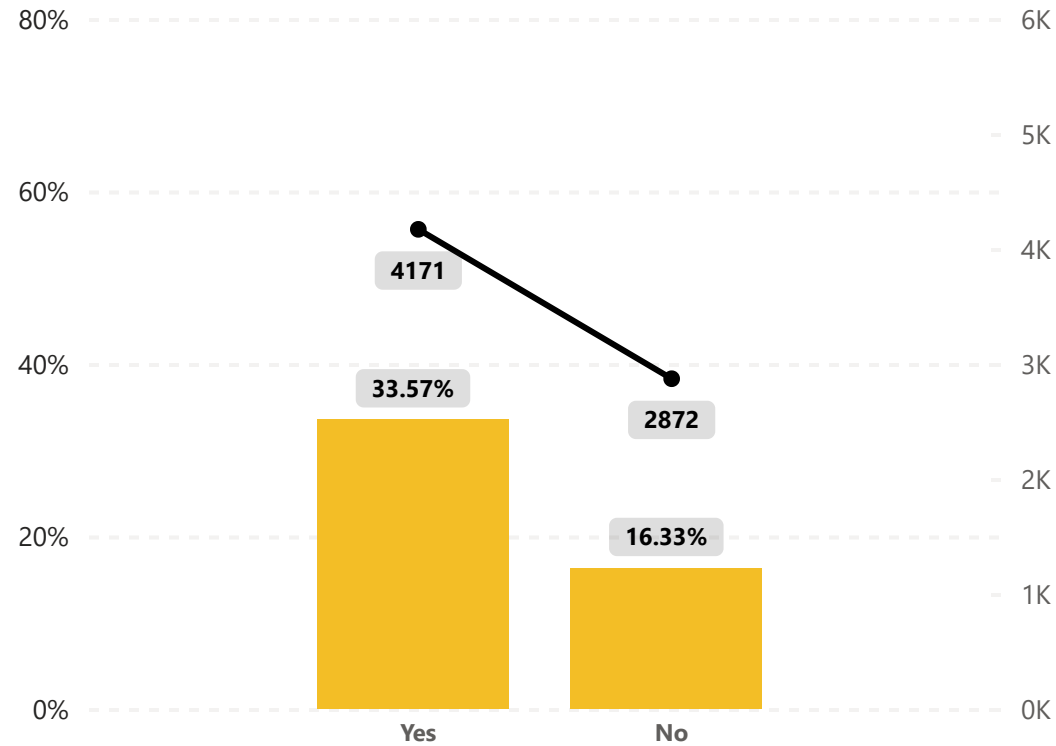
Tickets

Charges

Payments

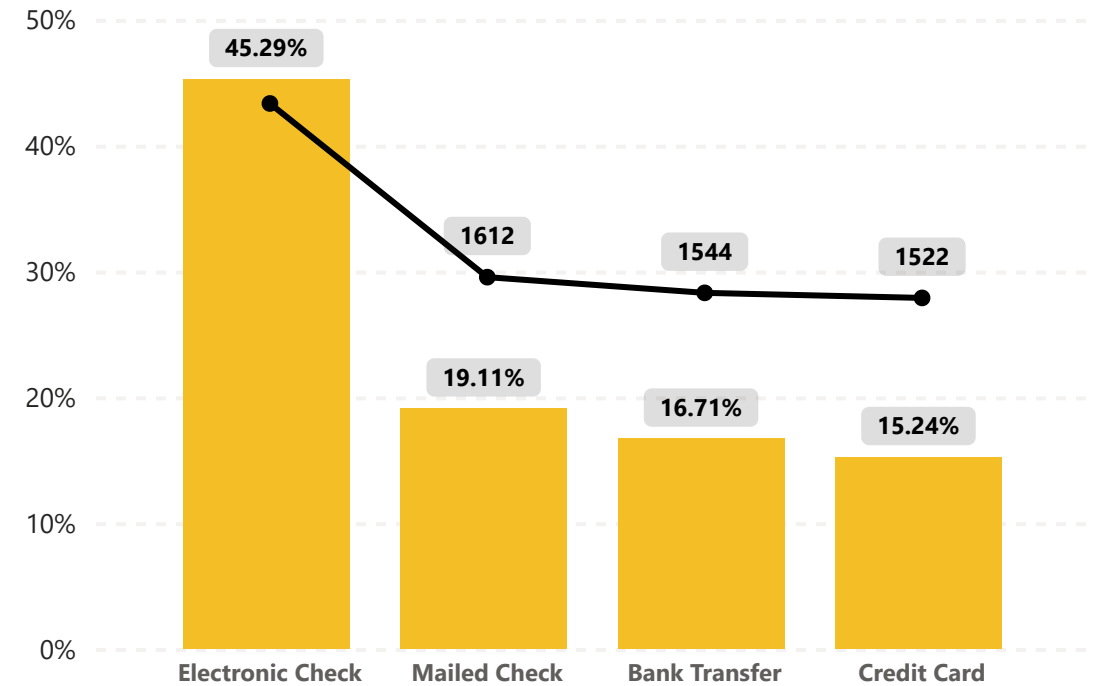
Paperless Billing

Churn Status ● Churn Rate % ● Total Customers



Paperless Billing

Churn Status ● Churn Rate % ● Total Customers



CUSTOMER SUBSCRIPTIONS

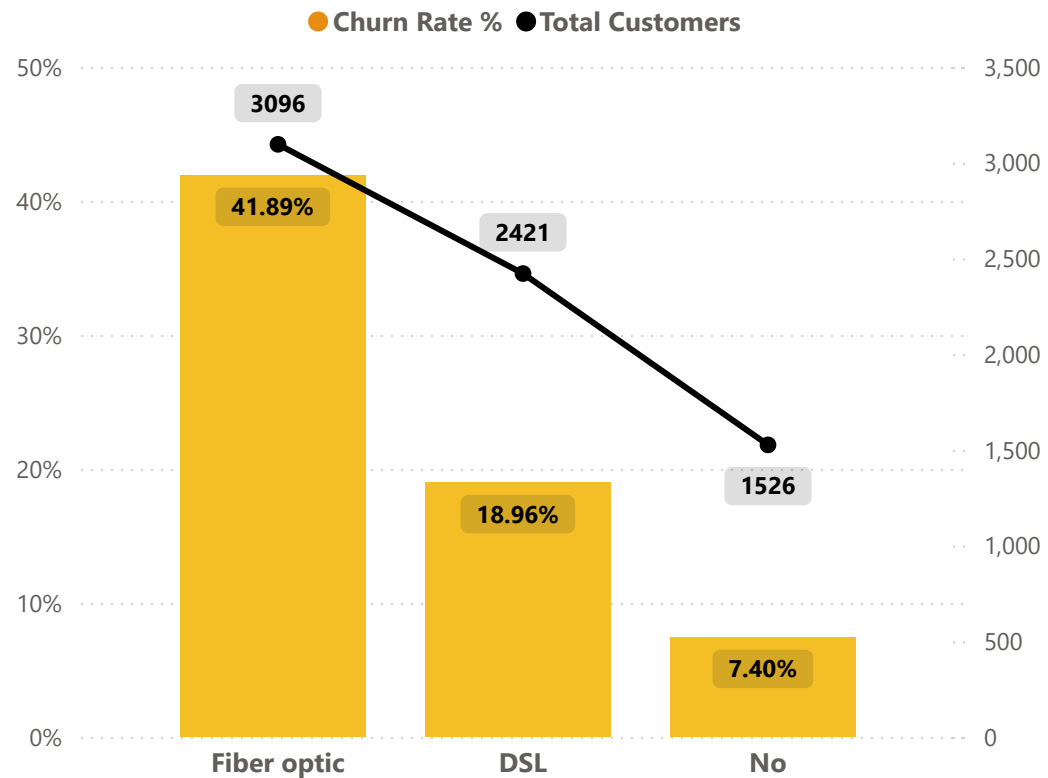


Main Services

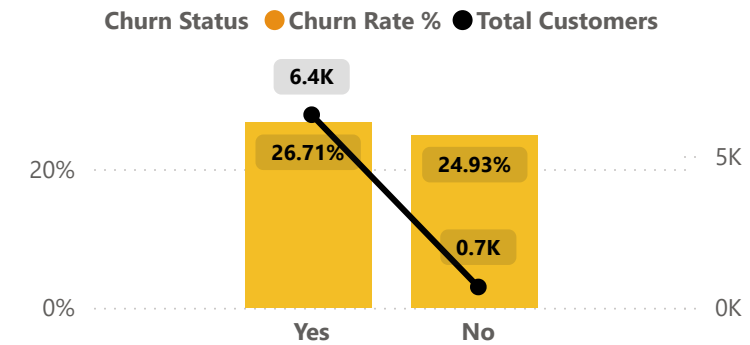
Additional Services

Streaming

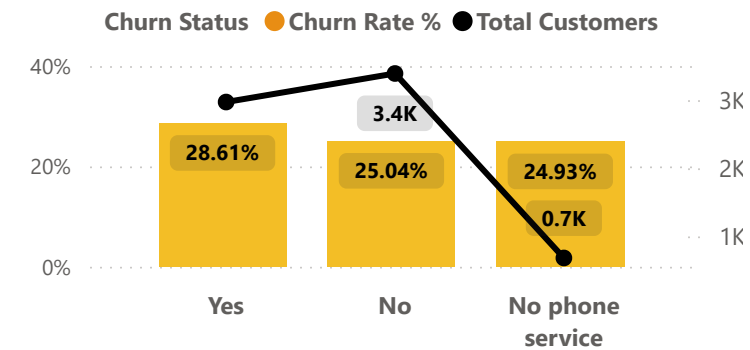
Internet Service



Phone Service



Multiple Lines



CUSTOMER SUBSCRIPTIONS

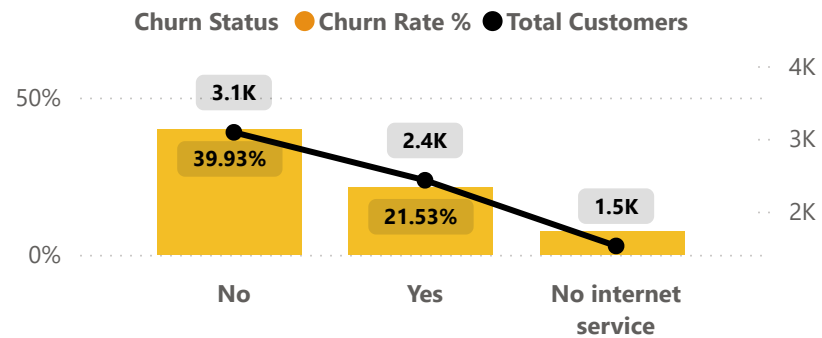


Main Services

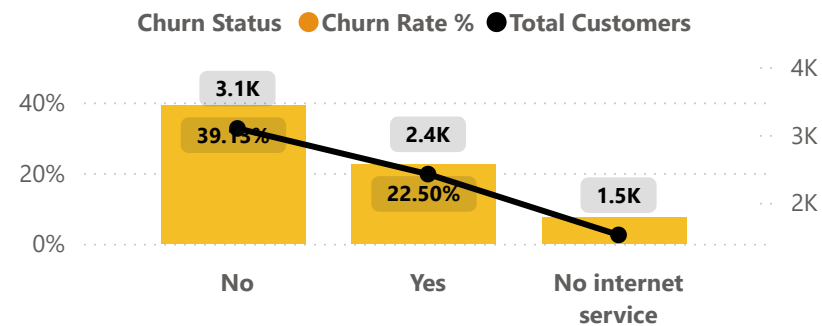
Additional Services

Streaming

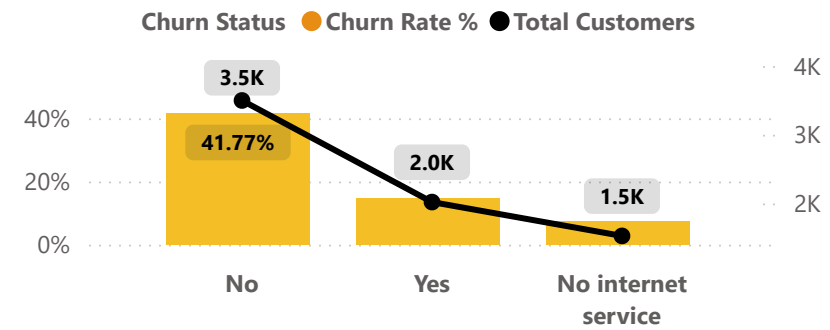
Online Backup



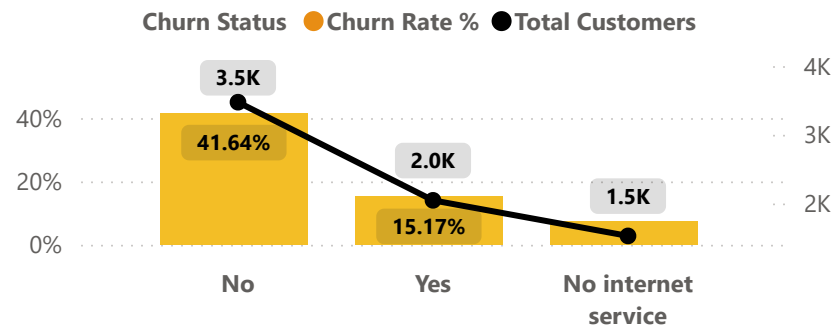
Device Protection



Online Security



Tech Support



CUSTOMER SUBSCRIPTIONS



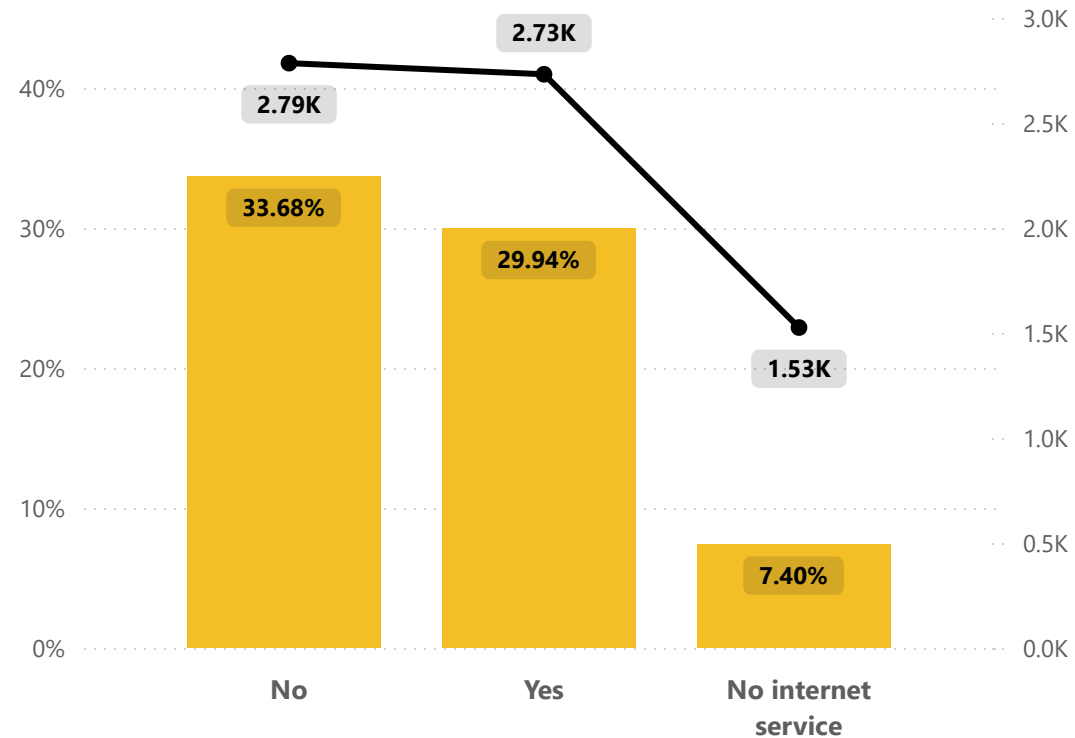
Main Services

Additional Services

Streaming

Streaming Movies

Churn Status ● Churn Rate % ● Total Customers



Streaming TV

Churn Status ● Churn Rate % ● Total Customers

