

CUSTOMER RETENTION DASHBOARD



Demographics

Payments

Services



7032

Total Customers

27%

Customers at Risk

26.6%

Churn Rate

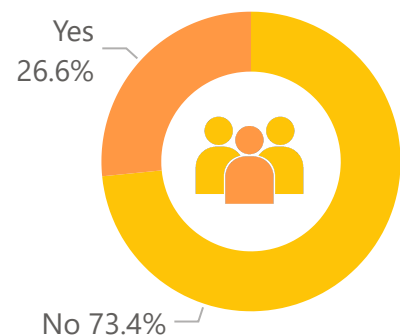
73%

Retained Customers

42%

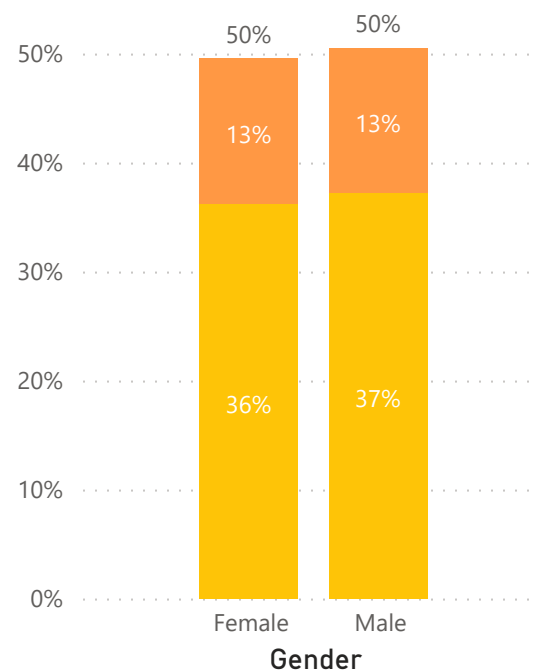
Churned Senior Citizens

Churn Distribution of Customers



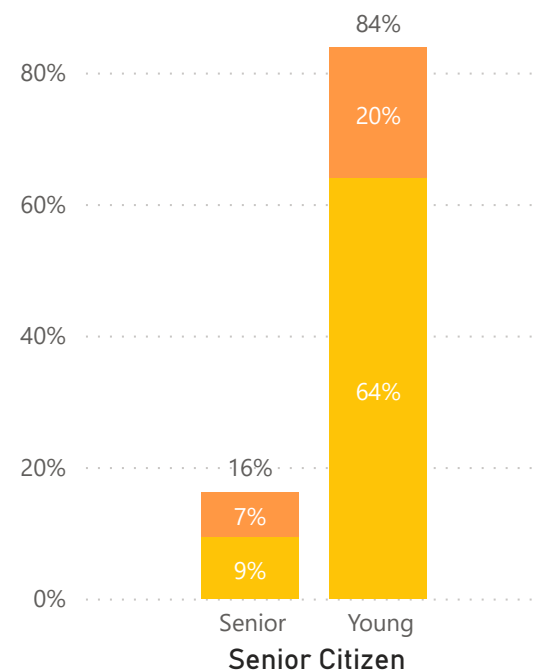
Churn ● No ● Yes

Churn Distribution by Gender



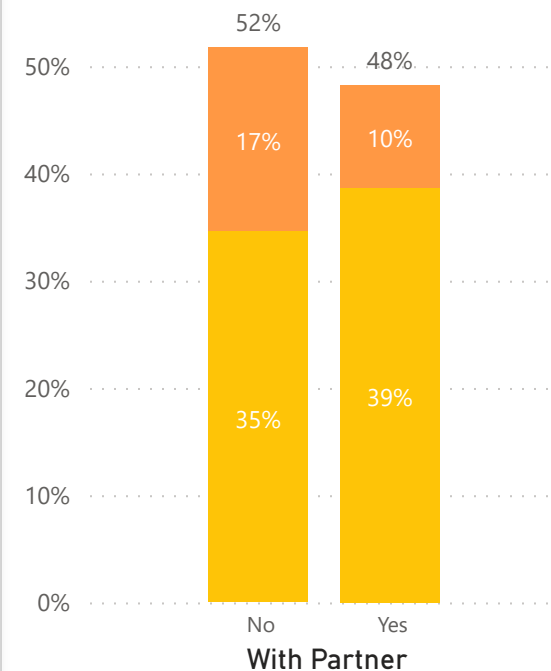
Churn ● No ● Yes

Churn Distribution by Sr. Citizen



Churn ● No ● Yes

Churn Distribution by Partner



Churn ● No ● Yes

CUSTOMER RETENTION DASHBOARD



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\$8,685

Max. Yearly Charges

\$2,283

Average Yearly Charges

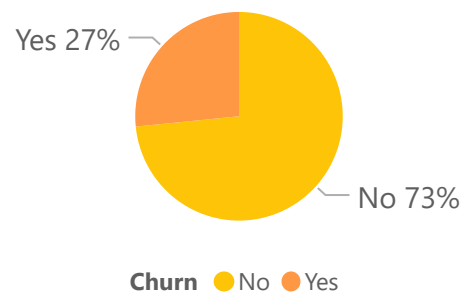
\$119

Max. Monthly Charges

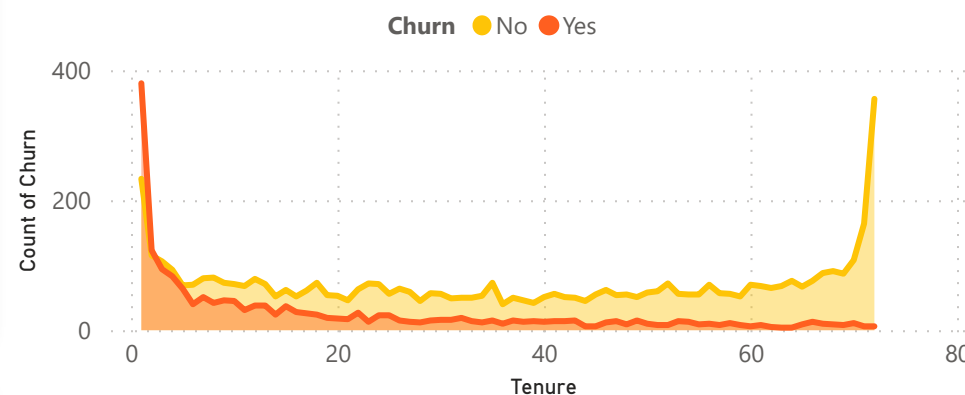
\$65

Average Monthly Charges

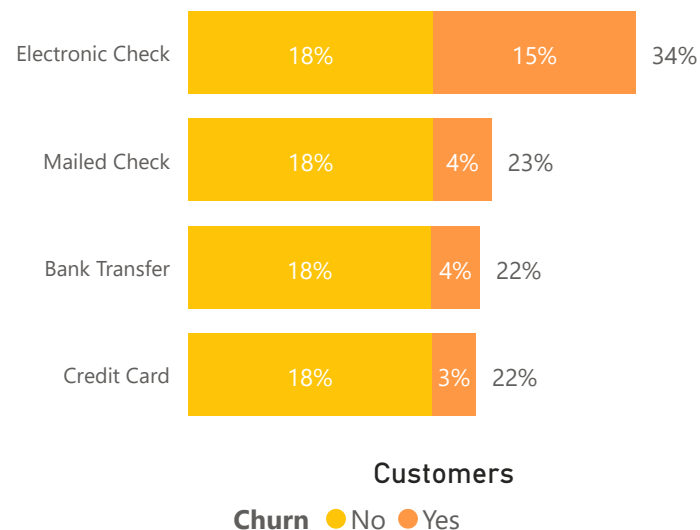
Paperless Billing



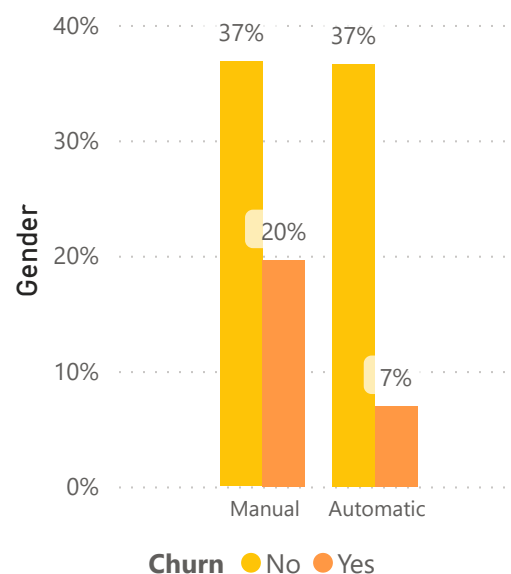
Churn Distribution by Tenure



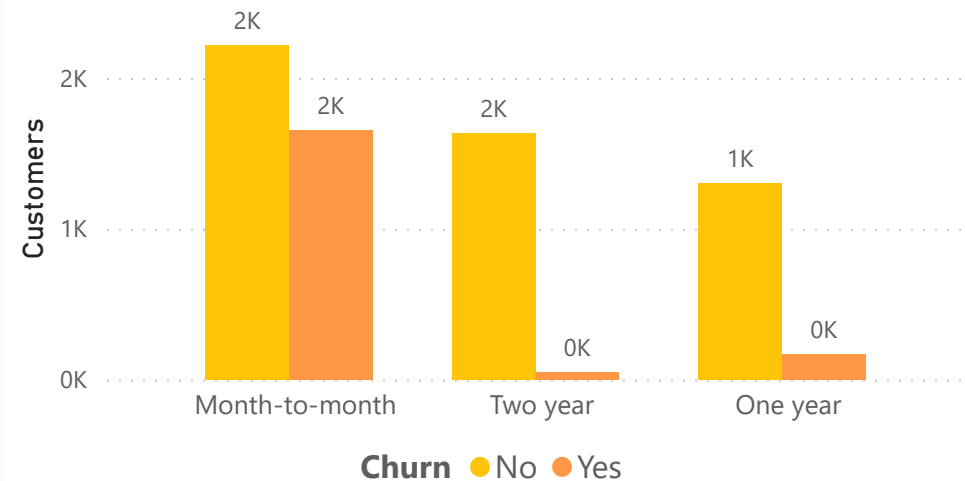
Churn by Payment Method



Churn by Payment Mode



Churn Distribution by Contract



CUSTOMER RETENTION DASHBOARD



Demographics

Payments

Services



Services

90%

Phone Service

42%

Multiple Lines

34%

Online Backup

29%

Online Security

34%

Device Protection

38%

Streaming TV

39%

Streaming Movies

29%

Tech Support

\$16,056,169

Total Revenue

\$455,661

Monthly Revenue

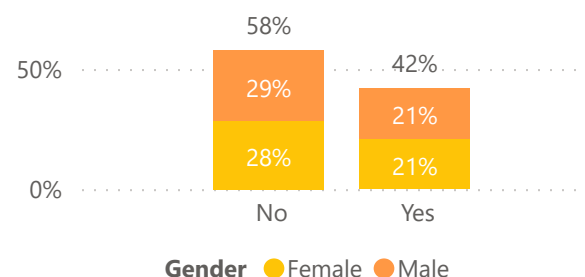
\$2,862,927

Total Revenue at Risk

\$139,131

Monthly Revenue at Risk

Customer Churn by Multiple Lines



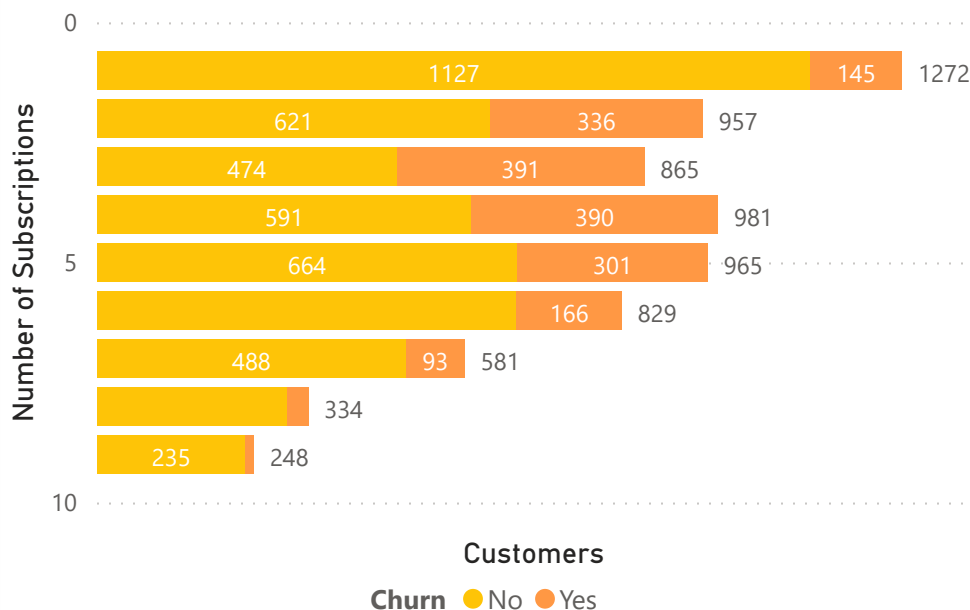
2955

Tech Tickets

3621

Admin Tickets

Churn by Subscriptions



Churn by Internet Service

