



# CUSTOMER CHURN ANALYSIS

7043

Total Customer

26.5%

Customer Churn

\$16.06M

Total Charges

\$64.76

Avg Monthly Charges

2955

Tech Tickets

3632

Admin Tickets

tenure

0 72

Churn

No Yes

Contract

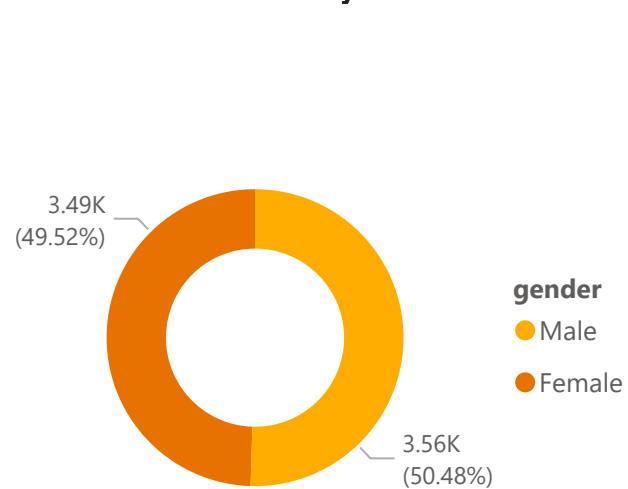
All

InternetService

All

## Demographics

Customer by Gender



30%

Have Dependents

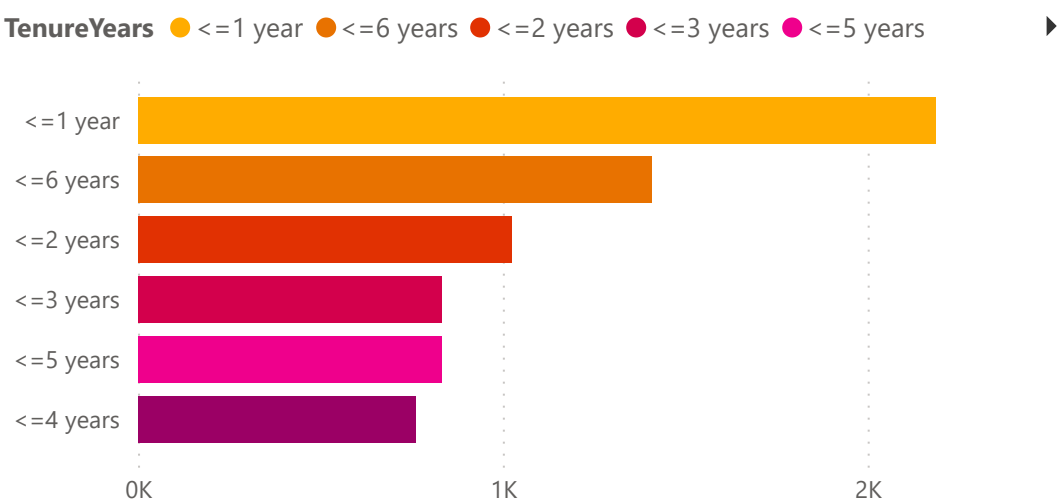
48%

Have a Partner

16%

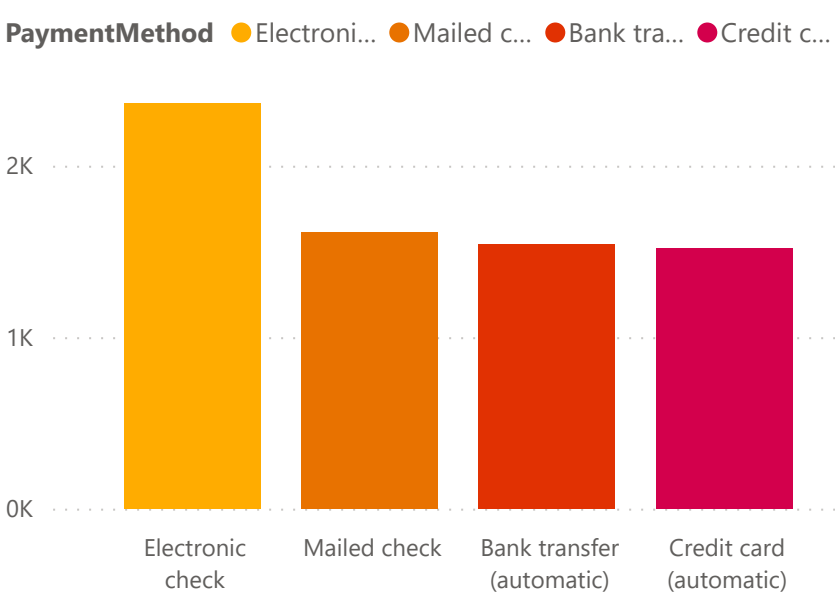
Senior Citizen

Customer by Tenure

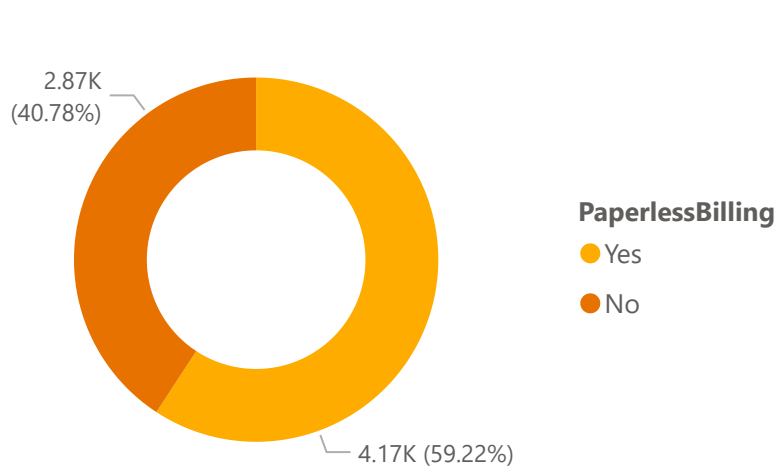


## Payment Types

Preferred Payment Method

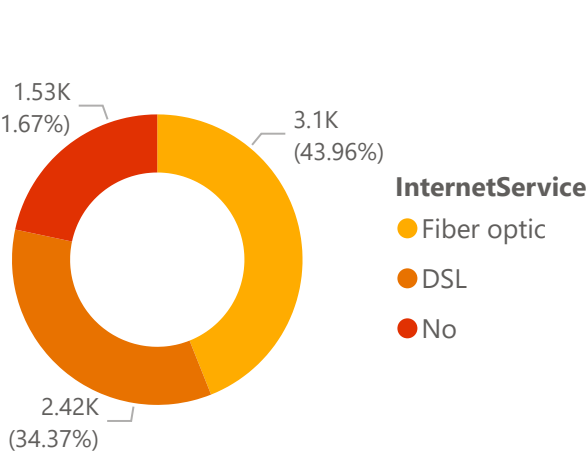


Paperless Billing



## Services

Internet Services



34%

Device Protection

34%

Online Backup

29%

Online Security

90%

Phone Service

39%

Streaming Movie

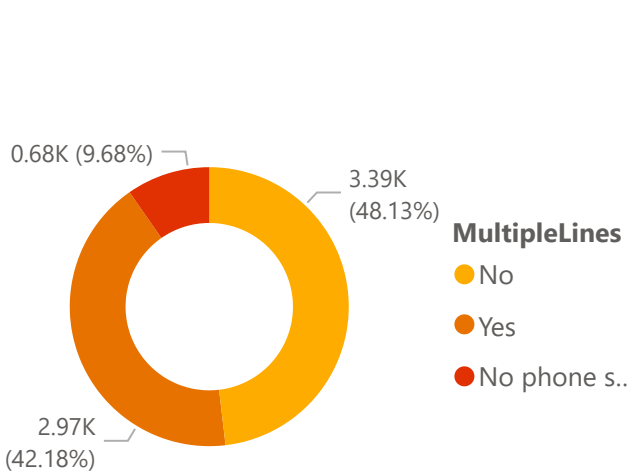
38%

Streaming TV

29%

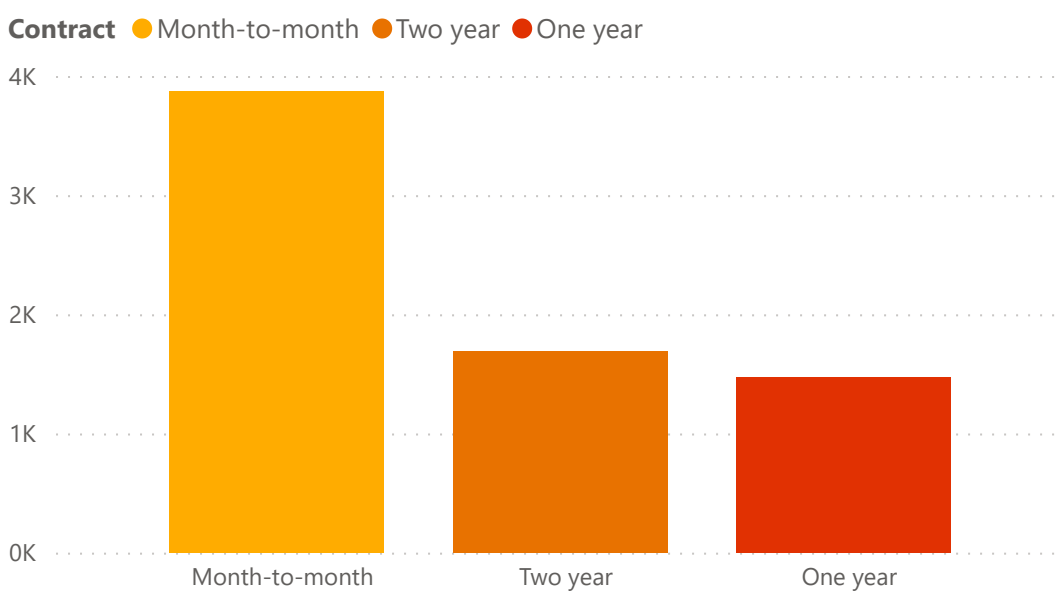
Tech Support

Multiple Lines

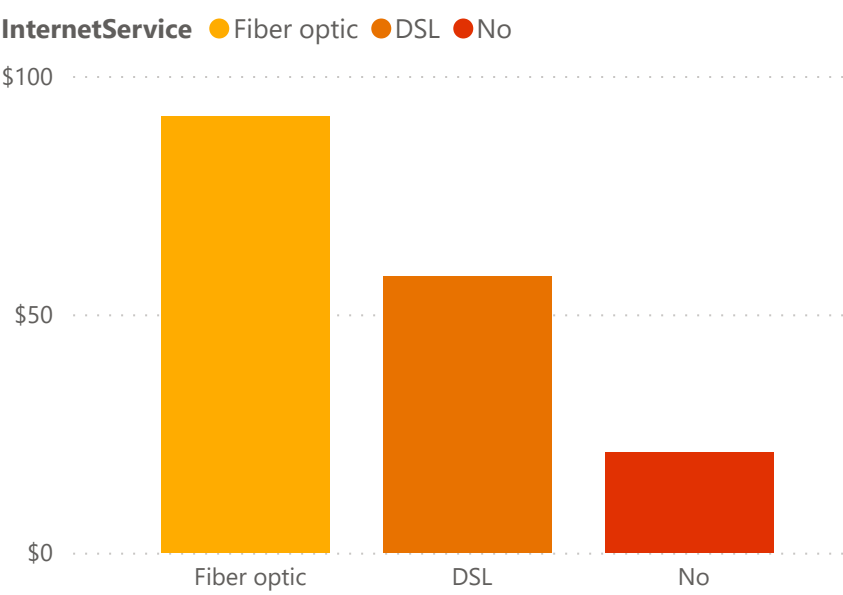


## Contract, Charges, and Payments

Contract Type



Average Monthly Charges by Internet Service



Total Monthly Charges by Payment Method

