

# Customer Churn Exploratory Analysis

This dashboard has a filter with churn = "yes"

1869

# Customer Churn

2173

# Tech Tickets

885

# Admin Tickets

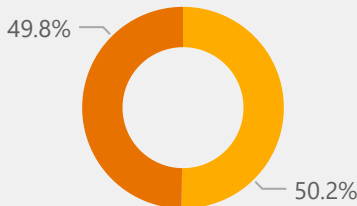
\$2.86M

Total Annual Charges

## Demographics

### Gender

Female Male



25%

Senior Citizen

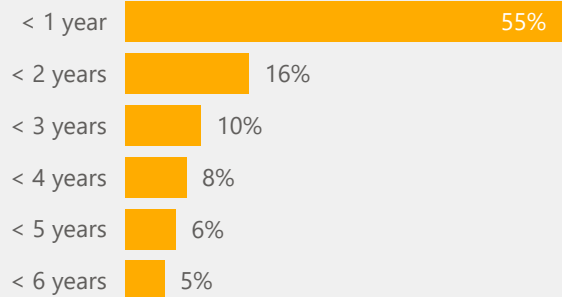
36%

Partner

17%

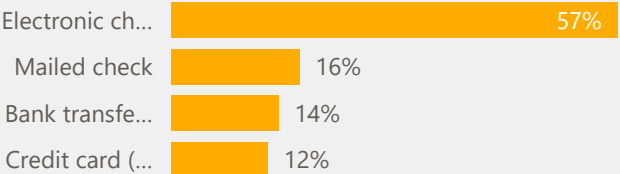
Dependent

### Subscription Length



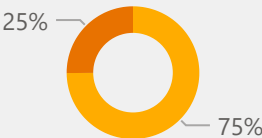
## Account Information

### Payment Method



### Paperless Billing

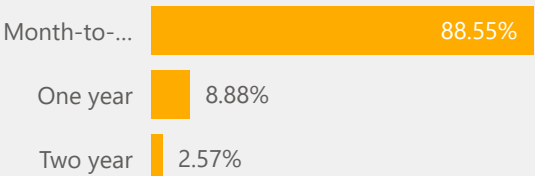
Yes No



### Average Charges

\$74.44  
Monthly  
\$1,531.80  
Annual

### Contract Type



## Services Signed Up

91%  
Phone service



### Multiple Lines

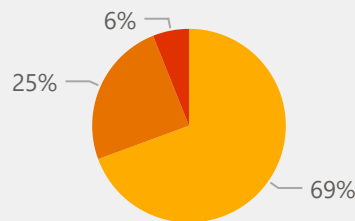
No Yes

44%  
Streaming TV  
44%  
Streaming Movies  
29%  
Device protection  
28%  
Online backup  
17%  
Tech Support  
16%  
Online security



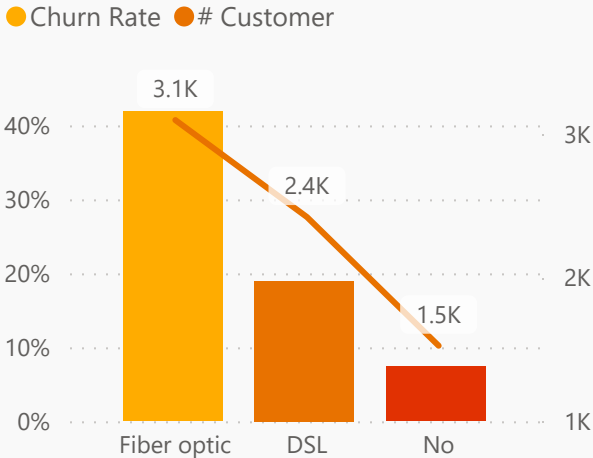
### Internet Services

Fiber optic DSL No

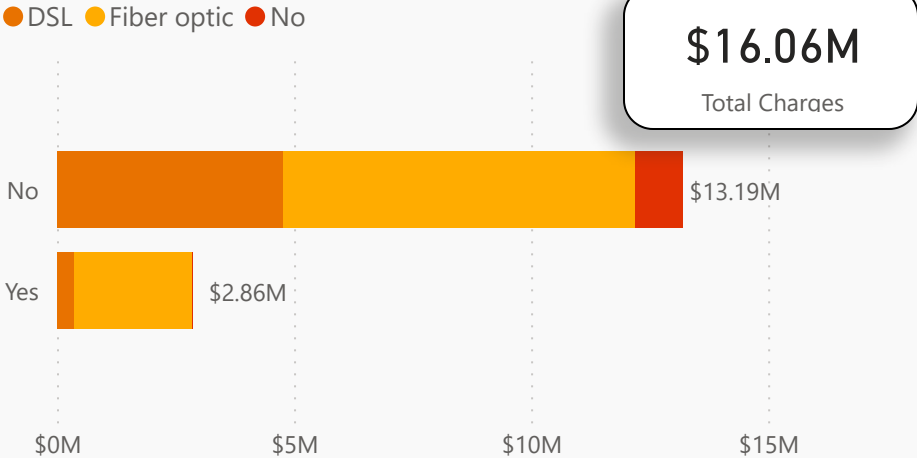


# Customer Risk Analysis

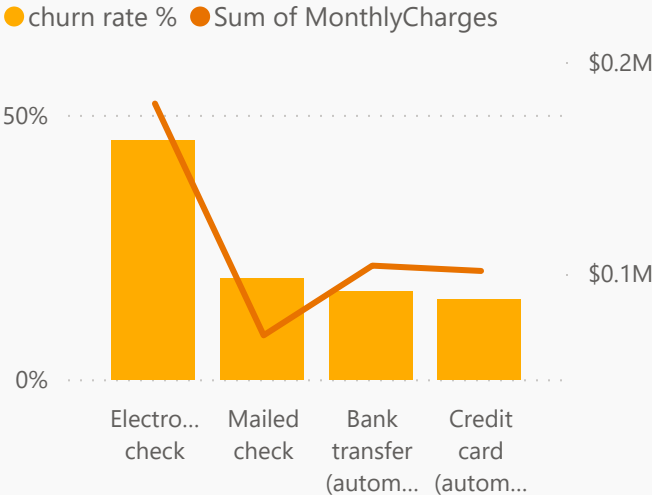
Churn by Internet Services



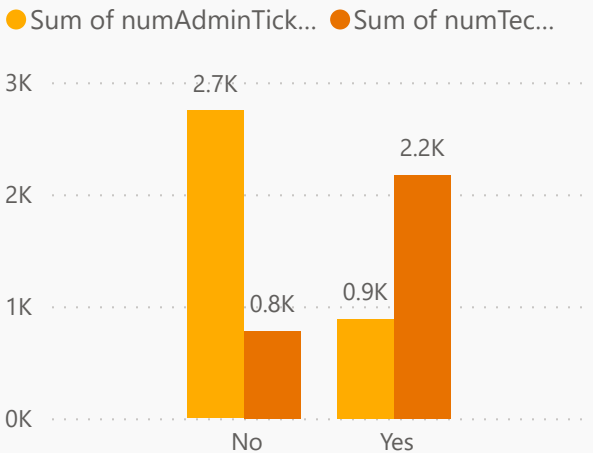
Total Annual Charges by Churn and Internet Services



Churn by Payment Method

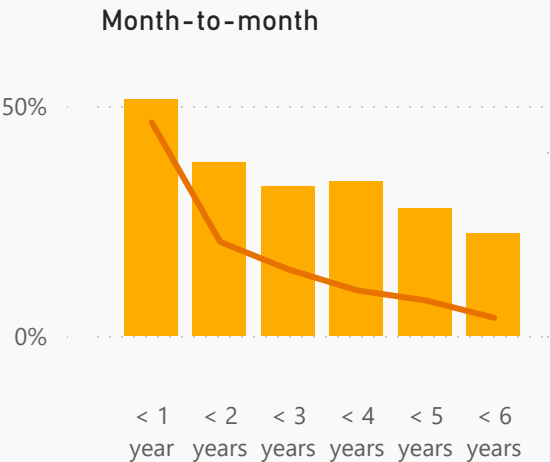


Admin Tickets and Tech Tickets by Churn

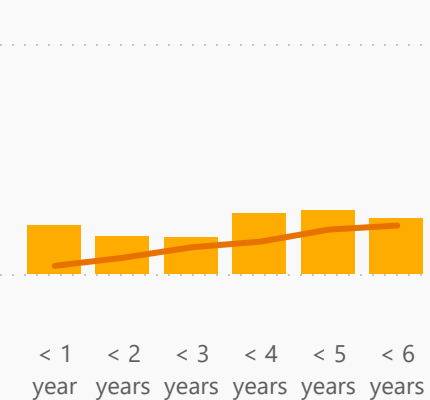


Churn by Contract Type and Subscription Length

● Churn Rate ● Sum of MonthlyCharges



One year



Two year

