

Churn Dashboard

\$447.91K

Monthly Charges

7043

Total Customers

\$21.37M

Yearly Revenue

32.39

Average Tenure

\$13.82K

Total Refund

Demographics

👤

● Male ● Female

3488
(49.5%)

3555
(50.5%)

48%

Married

21

Avg Age

Customer Status

☐ Churned

☐ Joined

☐ Stayed

Customer Duration

<1 year2069

<6 Years1121

<2 years1047

<3 Years876

<5 Years820

<4 Years748

<7 Years362

Customer Account Information

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Payment Method

Bank Withdrawal56%

Credit Card39%

Mailed Check5%

Paperless Billing

2872
(40.78%)

4171
(59.22%)

● Yes ● No

Average Charges

\$63.60

Monthly

2,280.38

Yearly

Payment Method

Month-to-Month51%

Two Year27%

One Year22%

Services Customers Signed Up for

🛒

34.39%

Device protection

42.18%

Multiple Lines

78.33%

Internet Service

34.49%

Online Backup

28.67%

Online Security

90.32%

Phone Service

38.79%

Streaming Movies

35.33%

Streaming Music

38.44%

Streaming Tv

0.29

Premium Tech Support

Internet Type

● Fiber Optic ● DSL ● No ● Cable

43.09%

21.67...

11.78%

23.46%

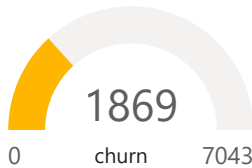
Customer Risk Analysis

7043

Total Customers

26.54%

churn rate



3.68M

Churn Revenue

\$137.09K

Churn Monthly Charges



Months Subscribed

1 72



Services Signed Up for

29.16%

Device protection

93.95%

Internet services

45.48%

Multiple Lines (Yes)

54.52%

Multiple Lines (No)

27.98%

Online Backup

15.78%

Online Security

90.90%

Phone Service

16.59%

Premium Tech Support

43.77%

Streaming Movies

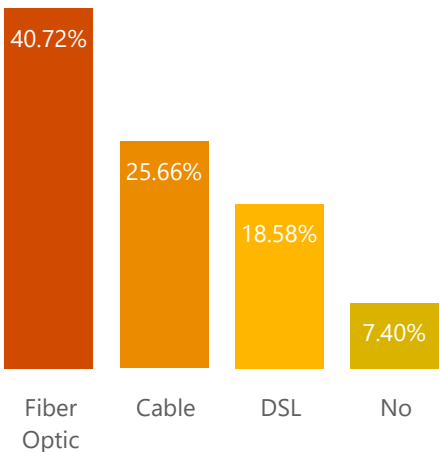
38.95%

Streaming Music

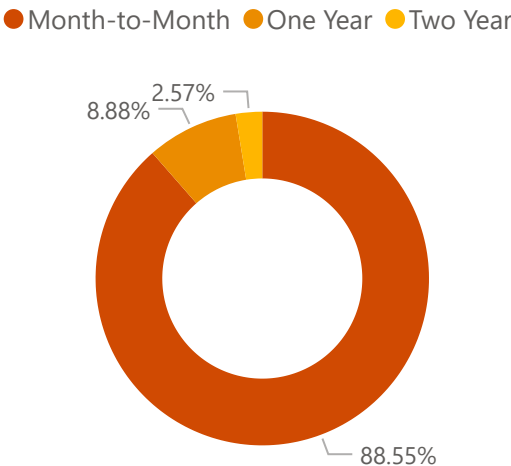
43.55%

Streaming Tv

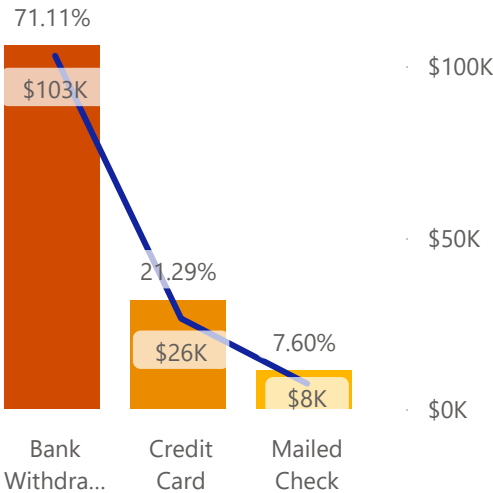
Churn Rate by Internet Service Type



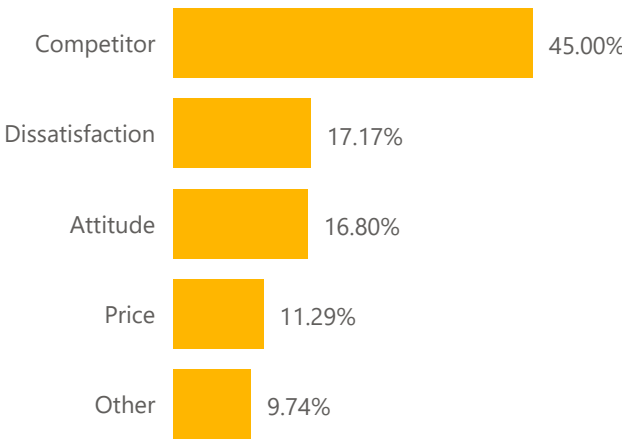
Churn Rate by Contract Type



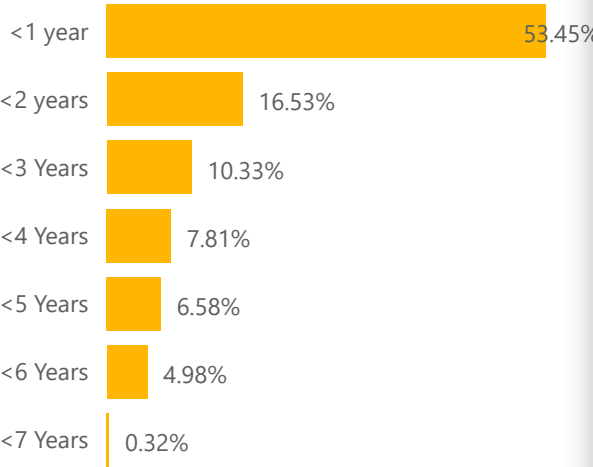
Churn Rate by Payment Method



Churn Reason



Churn by Duration



Analysis Summary

The Company Lost about **26.54% (1869)** of its customers mainly due to **Competition** from other companies, **dissatisfaction**, and **staff attitude**.

The competitors have better **Fibre Optics** and **Cable Internet Services**,

The **durability** of **Competitor's devices** are better and they offer **more data**.

45% of Churned customers left within the **first year** of subscription.