

Churn Dashboard



Customers at Risk

1869

Tech Tickets

2173

Admin Tickets

885

Yearly Charges

\$2.86M

Monthly Charges

\$139.13K

Demographic Information

Customers by Gender

49.76%

50.24%

Partners

36%

Dependents

17%

Senior Citizen

25%

Customer Subscription Time

< 1 year

53.45%

< 2 year

16.53%

< 3 year

10.33%

< 4 year

7.81%

< 5 year

6.58%

< 6 year

5.30%

Customer Account Information

Payment Methods

Electronic check

57.30%

Mailed check

16.48%

Bank transfer (a...

13.80%

Credit card (aut...

12.41%

Paperless Billing

25.09%

74.91%

Average Monthly Charges

\$74.44

Average Total Charges

\$1,531.80

Type of Contract

Month-to-month

88.55%

One year

8.88%

Two year

2.57%

Services Customer Signed Up For

91%

Multiple Lines?

50.03%

49.97%

Phone Service

Yes

No

44%

Streaming TV

44%

Streaming Movies

29%

Device Protection

28%

Online Backup

16%

%OnlineSecurity

17%

%TechSupport

Paperless Billing

6.05%

24.56%

69.4%

Customer Risk Analysis



Risk of Churn

- ☐ No
- ☐ Yes

Total Customers

7043

Churn Rate

26.54%

Yearly Charges

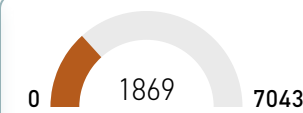
\$16.06M

Tech Tickets

2955

Admin Tickets

3632



Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months of Contract



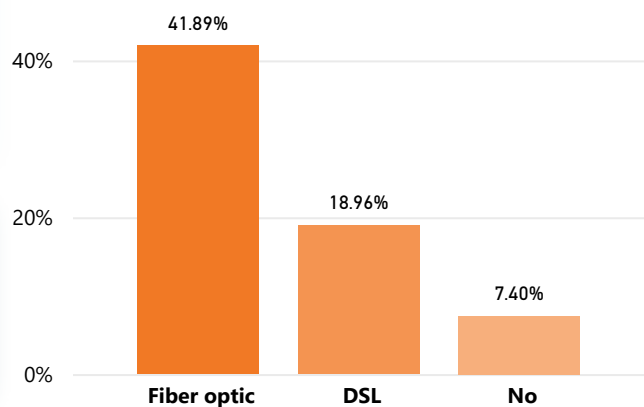
Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

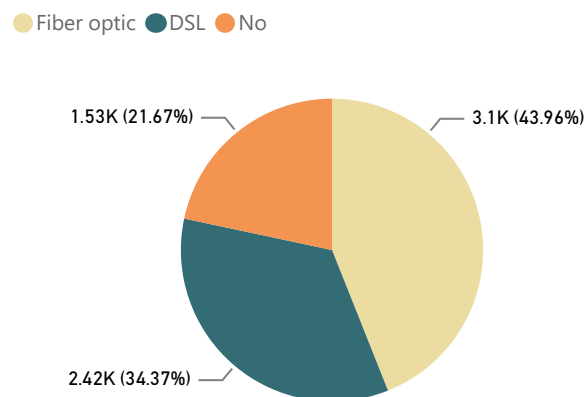
Phone Service

- ☐ No
- ☐ Yes

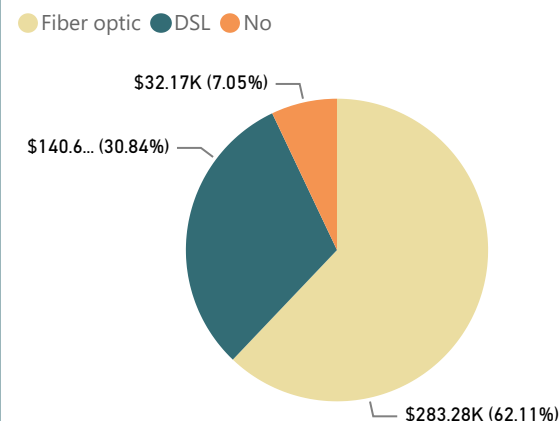
Churn by Internet Service



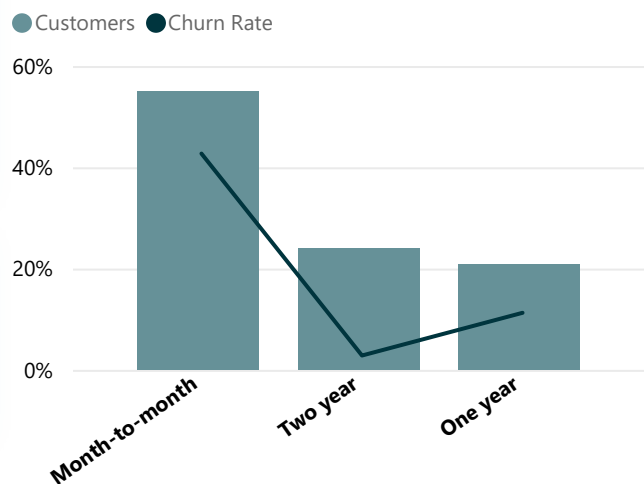
Customers by Internet Service



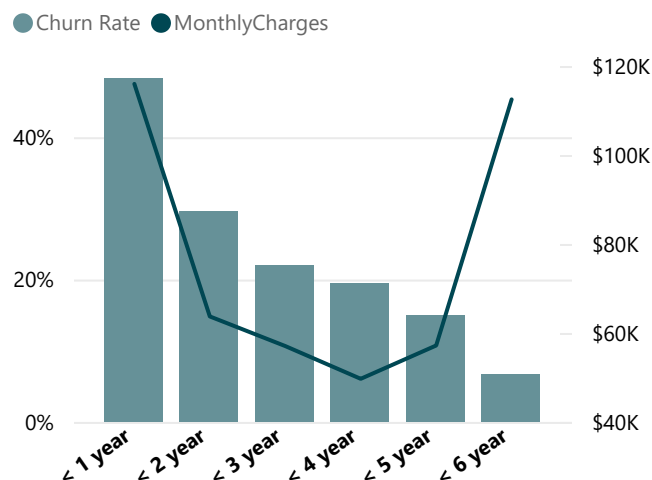
Sum of Monthly Charges



Type of Contract



Churn by Subscription Time



Churn by Payment Method

