



## CUSTOMER RISK ANALYSIS

Contract Type

All

Male

Female

26.54%

Churn Rate

7043

Customers

\$16M

Yearly Charges

Months Subscribed

0

72

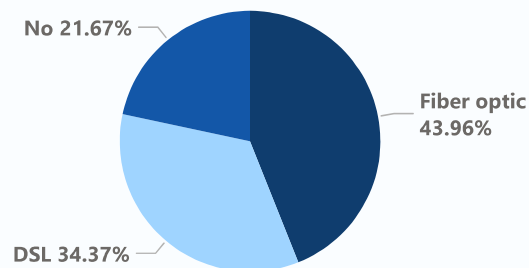
2955

Tech Tickets

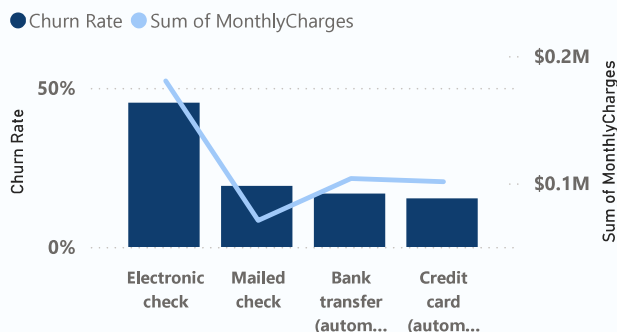
3632

Admin Tickets

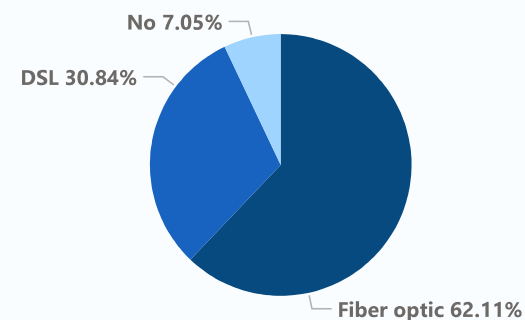
Customers by Internet Service



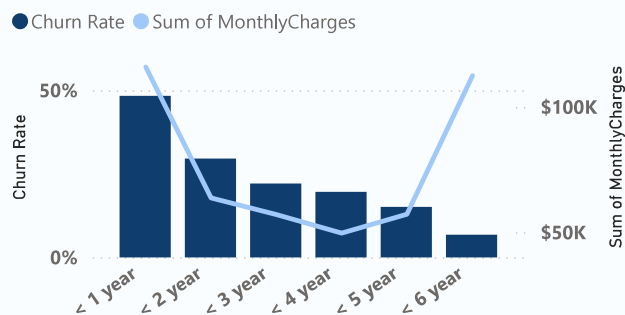
Churn Rate by Payment Method



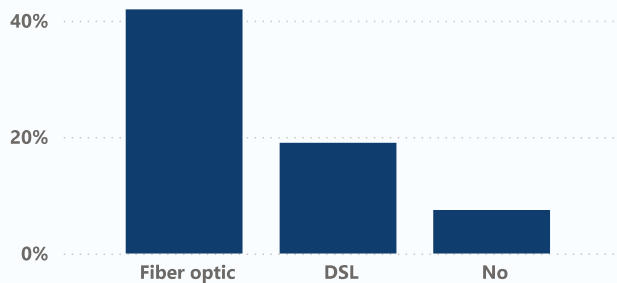
Monthly Charges



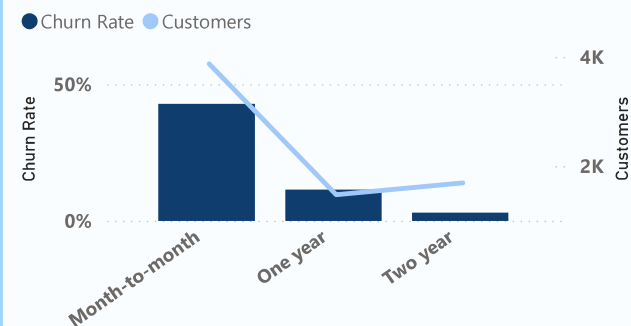
Churn Rate by Loyalty



Churn Rate by Internet Service



Churn Rate by Contract





# CHURN DASHBOARD

1869

Customers at risk

885

Admin Tickets

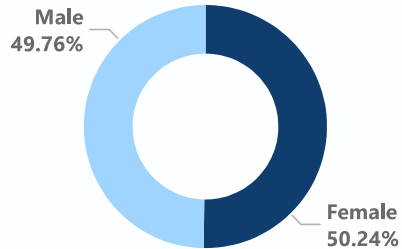
2173

Tech Tickets



## DEMOGRAPHICS

### Gender



25%

Senior Citizens

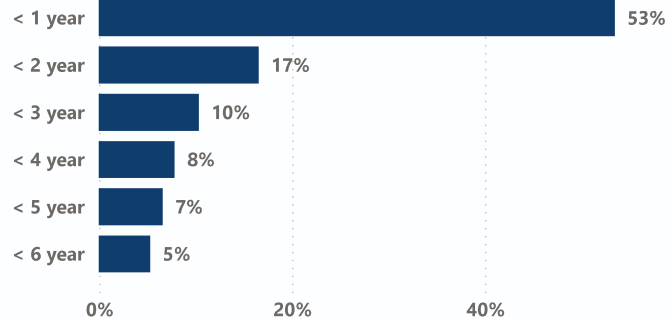
17%

Dependants

36%

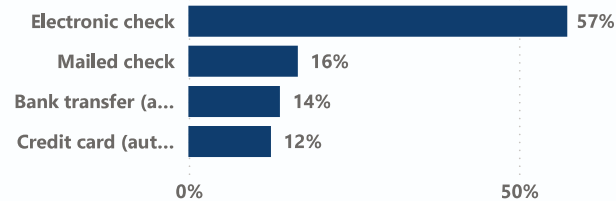
Partners

### Tenure

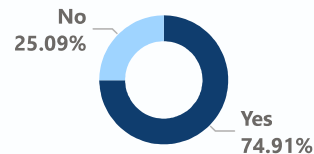


## CUSTOMER ACCOUNT INFORMATION

### Payment Method



### Paperless Billing



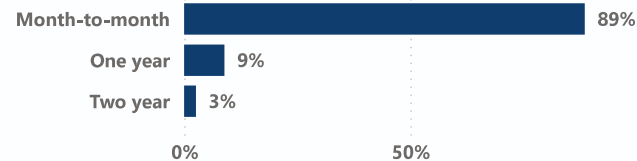
\$74.44

Avg Monthly Charges

\$1,531.80

Avg Total Charges

### Contract Type



## SERVICES CUSTOMERS SIGNED FOR

29%  
Device Protection

28%  
Online Backup

16%  
Online Security

91%  
Phone Service

44%  
Streaming TV

44%  
Streaming Movies

17%  
Tech Support

### Multiple Lines

50.03%

Yes

49.97%

No

### Internet Service

