

Customer Risk Analysis



 risk of churn

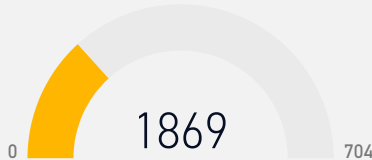
- ☐ No
- ☐ Yes

7043

Count of customerID

26.54%

churn rate %




\$16M

Sum of TotalCharges

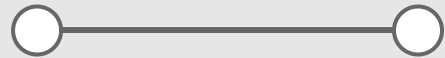
3632
AdminTickets
2955
TechTickets

 Internet service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

 Months subscribed

0 72

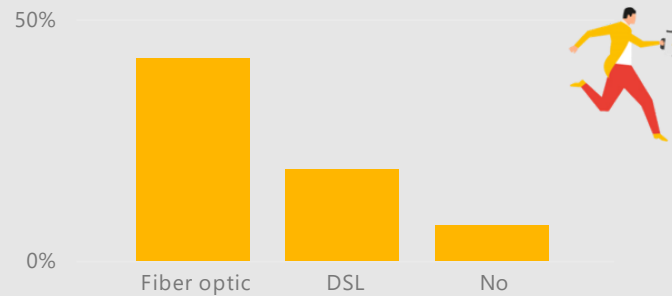


 Contract type

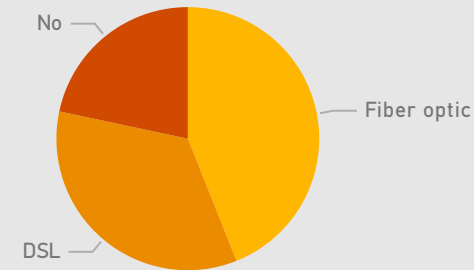
- ☐ Month-to-month
- ☐ One year
- ☐ Two year



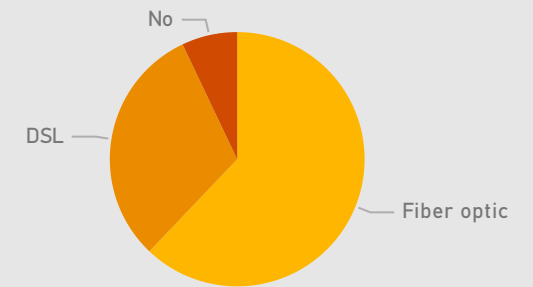
 churn by type of internet



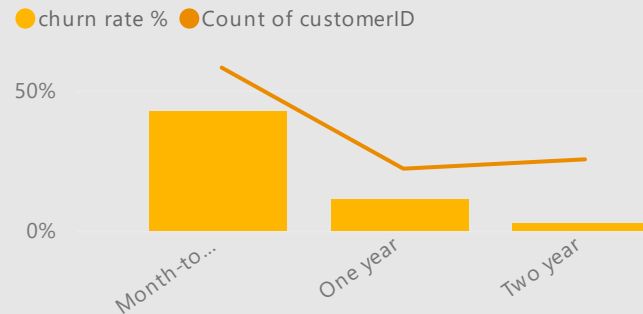
 # Customers by internet service




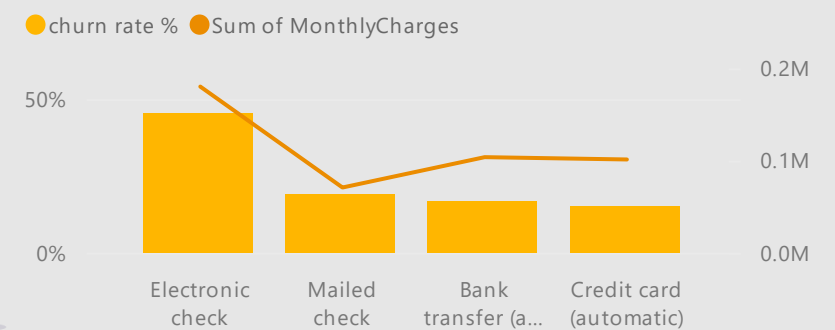
 the sum of monthly charge



 type of contract



 churn by payment method





churn dashboard

1869

Count of customerID

2173

TechTickets

885

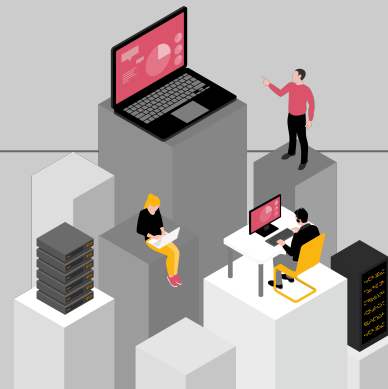
AdminTickets

\$3M

yearly Charges

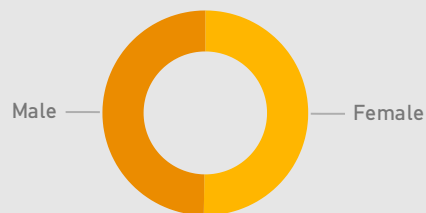
139.13K

Monthly Charges



Demographics

Female Male



25%

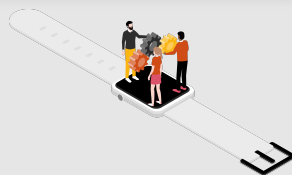
SeniorCitizen in %

36%

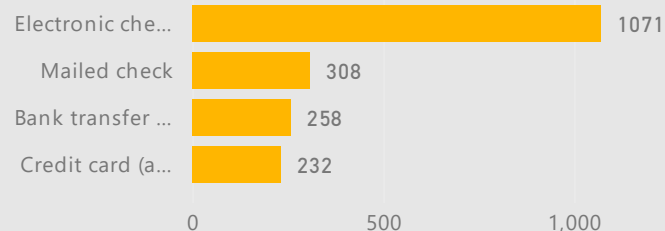
partner %

36%

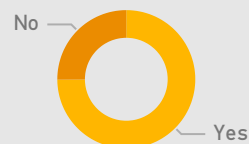
partner %



Customer account and information



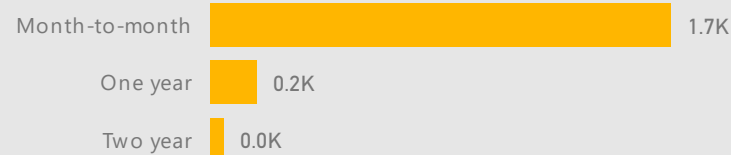
paperless billing



Average

\$1,532
Total Charges
74.44
Monthly Charges

Type Of Contract



The service customer signed in for

Multiple line

44% → 49.97% 50.03%

streaming movies %

No yes

44%
streaming tv %

91%
phone service %

0.16
online sec. %

28%
online backup %

17%
techsupport %

17%
dependents %



Fiber optic DSL No

