

# Customer Churn Analysis

Total Customers

7043

Admin Tickets

3632

Tech Tickets

2955

Avg Monthly Charge

\$65

Yearly Charges

16.06M

Churn Analysis

Demographics

Male

Female

Contract

- ☐ Month-to-mon...
- ☐ One year
- ☐ Two year

PaymentMethod

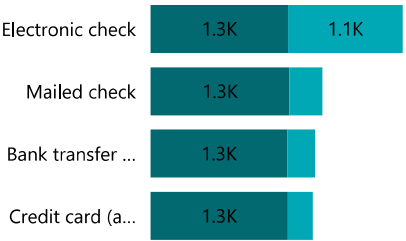
All

TENURE DURATION

- ☐ 1-10
- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50

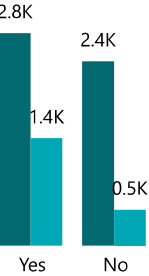
## Payment Method

Churn ● No ● Yes



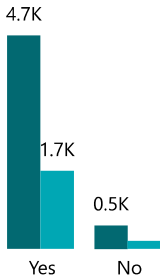
## Paperless Billing

Chu... ● No ● Yes



## Phone Service

Churn ● No ● Yes



## Internet Service

78%

Online security

Online Backup

37%

44%

Device Protection

Tech Support

44%

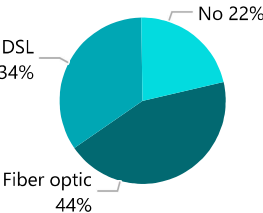
37%

Movie

TV

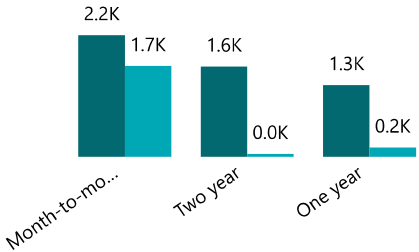
50%

49%



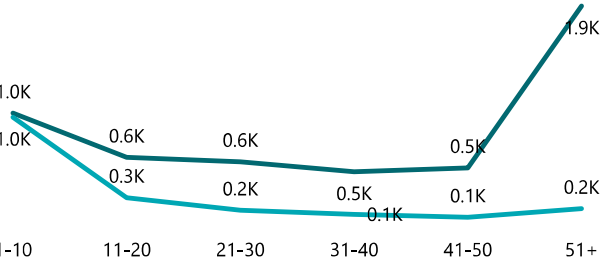
## Contract

Churn ● No ● Yes



## Tenure (Yrs)

Churn ● No ● Yes



# Customer Churn Analysis

Total Customers

7043

Not Churned

5174

Churned

1869

Churn Rate

26.5%

Avg Tenure (Yr)

32.37

Churn Analysis

Demographics

Male

Female

Contract

- ☐ Month-to-mo...
- ☐ One year
- ☐ Two year

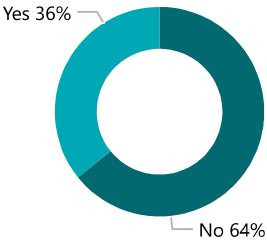
PaymentMeth...

All

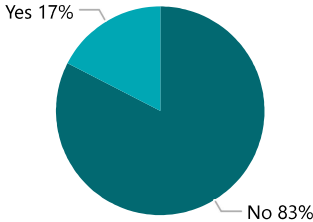
TENURE DUR...

- ☐ 1-10
- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50

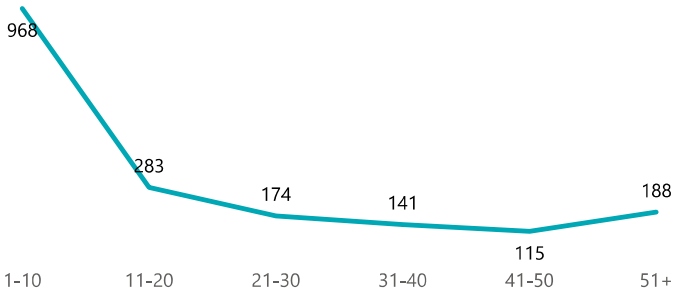
## Churned Customers having partner



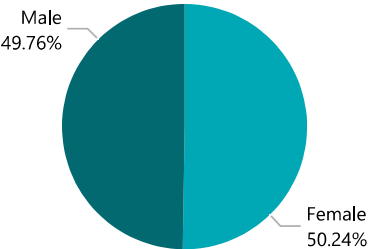
## Churned Customers having dependents



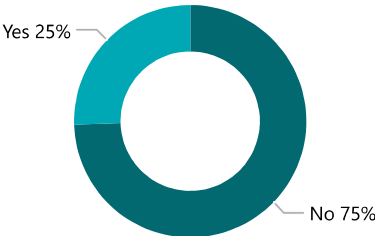
## Churned Customer by Tenure



## Churned Customers by Gender



## Churned Customers being senior-citizens



## Payment Method

## Total Customers Churned

Electronic check	2365	1071
Mailed check	1612	308
Bank transfer (automatic)	1544	258
Credit card (automatic)	1522	232
Total	7043	1869