



DEMOGRAPHICS



Total Customers

7043

Customers Churned

1869

Customers Retained

5174

Churn Rate

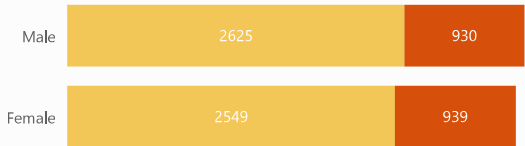
26.5%

Top 5 Churn Rate Categories

Tech Ticket	One or More	69.4%
Category	Segment	Churn Rate
Payment Method	Electronic Check	45.3%
Category	Segment	Churn Rate
Contract	Month-to-Month	42.7%
Category	Segment	Churn Rate
Internet Service	Fiber Optics	41.9%
Category	Segment	Churn Rate
Online Security	No	41.8%
Category	Segment	Churn Rate

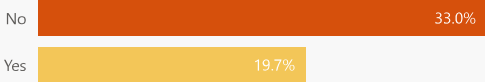
Gender Distribution

● Retained ● Churned



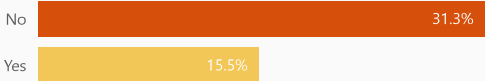
Churn Rate by Partner

● High ● Low



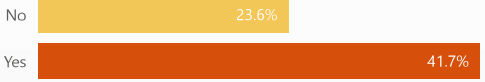
Churn Rate by Dependents

● High ● Low



Churn Rate by SeniorCitizen

● High ● Low





ACCOUNTS



Total Revenue

16.06M

Monthly Revenue

456K

Churn Revenue Loss

2.86M

Churn Monthly Loss

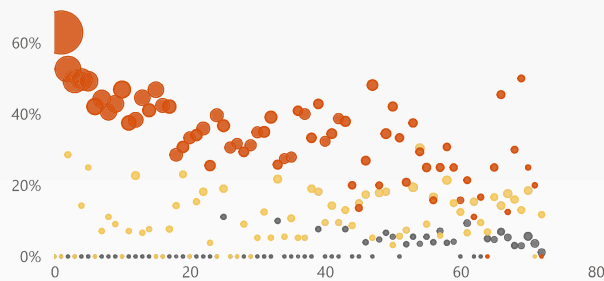
139K

Median of Tenure

10

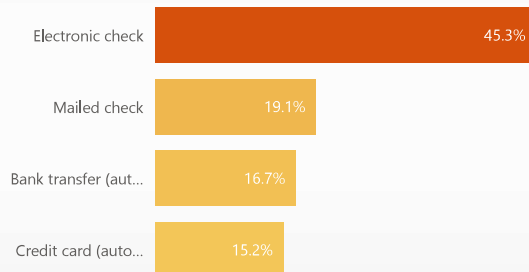
Churn Rate vs. Tenure

Contract ● Month-to-month ● One year ● Two year



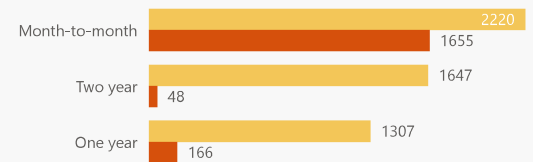
Churn Rate by Payment Method

● High ● Low



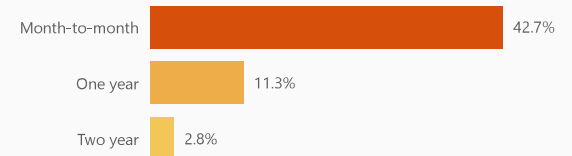
Tenure Customer Distribution

● Retained ● Churned



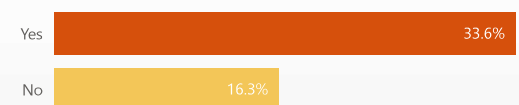
Churn Rate by Contract

● High ● Low



Churn Rate by Paperless Billing

● High ● Low





SUBSCRIPTION



Total Customers

7043

Phone Service

6361

Internet Service

5517

Multiple Lines

2971

Streaming Service

2707

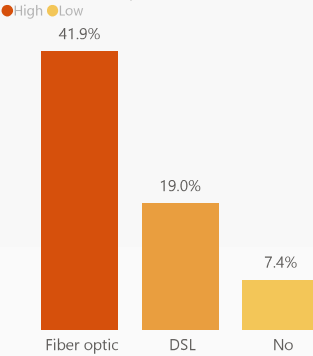
Total Admin Tickets

3632

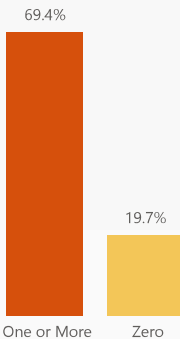
Total Tech Tickets

2761

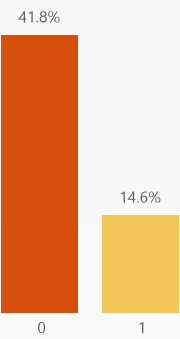
Churn Rate by Internet Services



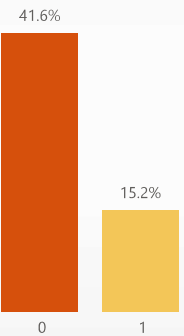
Churn Rate by Tech Tickets



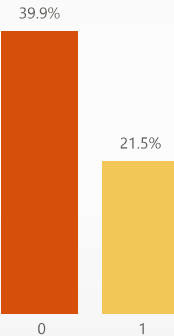
Churn Rate by Online Security



Churn Rate by Tech Support



Churn Rate by Online Backup



Churn Rate by Device Protection

