

# Customer Churn Exploratory Analysis

1869

# Customer Churn

2173

# Tech Tickets

885

# Admin Tickets

\$2.86M

Total Annual Charges

This dashboard has a filter with churn.  
>> "yes" \*\*

Demographics

Gender

49.8%

50.2%

Female

Male

25%

Senior Citizen

36%

Partner

17%

Dependent

Subscription Length

< 1 year

55%

< 2 years

16%

< 3 years

10%

< 4 years

8%

< 5 years

6%

< 6 years

5%

Account Information

Payment Method

Electronic check

57%

Mailed check

16%

Bank transfer (...)

14%

Credit card (au...)

12%

Paperless Billing

25%

75%

Yes

No

Average Charges

\$74.44

Monthly

\$1,531.80

Annual

Contract Type

Month-to-month

88.55%

One year

8.88%

Two year

2.57%

Services Signed Up

Multiple Lines

91%

Phone service

44%

Streaming TV

44%

Streaming Movies

29%

Device protection

28%

Online backup

17%

Tech Support

16%

Online securitv

49.97%

50.03%

No

Yes

Internet Services

6%

25%

69%

Fiber optic

DSL

No

# Customer Risk Analysis

