

Customer Churn Overview

Churn

No

Yes

7043

Total Customers

1869

Churned Customers

26.54%

churn rate

\$139.13K

Total Monthly Charges

\$2.86M

Total Charges

2173

of Tech Tickets

885

of Admin Tickets

Gender



25.47%

Senior Citizen

35.79%

Partner

17.44%

Dependents

\$74.44

ARPU per month

\$1,531.8

ARPU

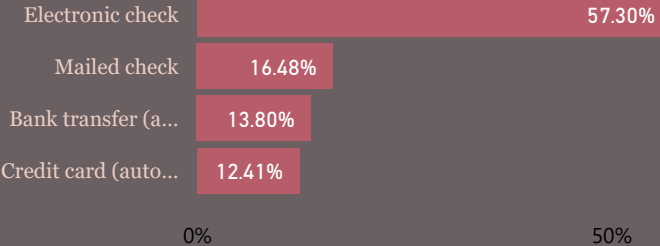
\$1,338.37

CLV

17.98

Avg Tenure

Payment Method



Customer Services

90.90%

Phone Service

43.55%

Streaming TV

43.77%

Streaming Movies

29.16%

Device protection

27.98%

Online Backup

15.78%

Online Security

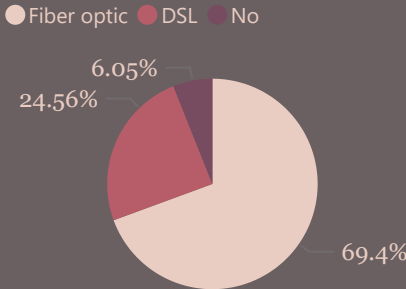
16.59%

Tech Support

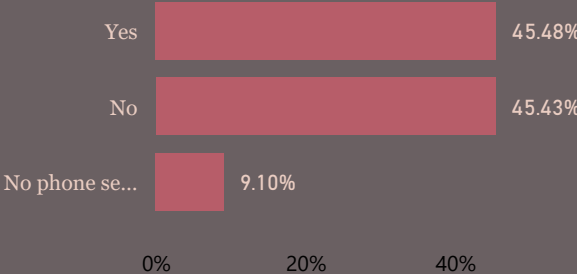
Paperless Billing



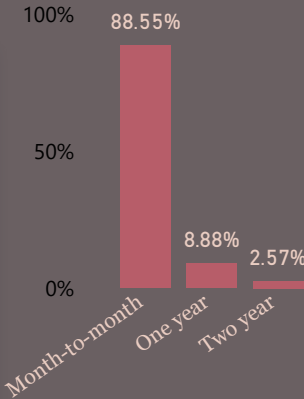
Internet Service



Multiple Lines



Contract Type



Customer Risk Analysis

This page has filter : Risk level is "High"

Internet Service

Fiber optic

Gender

All

Contract

Month-to-month

PaymentMethod

Electronic check

Loyalty

< 1 year

72

of Tech Tickets

314

of Admin Tickets

Total High-Risk Customers

591

Churn rate of High-Risk Customers

75.97%

Average Monthly Charges of High-Risk Customers

\$82.82

Average Tenure of High-Risk Customers

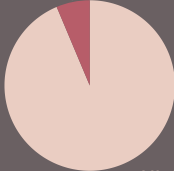
4.32

CLV of High-Risk Customers

\$357.49

Risk level

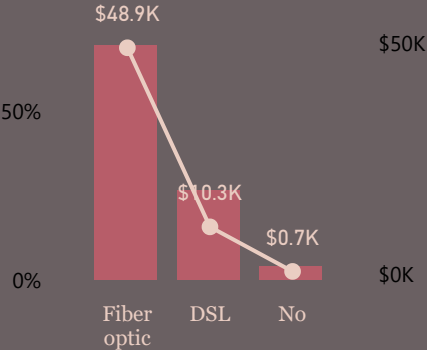
Medium 6.34%



High 93.66%

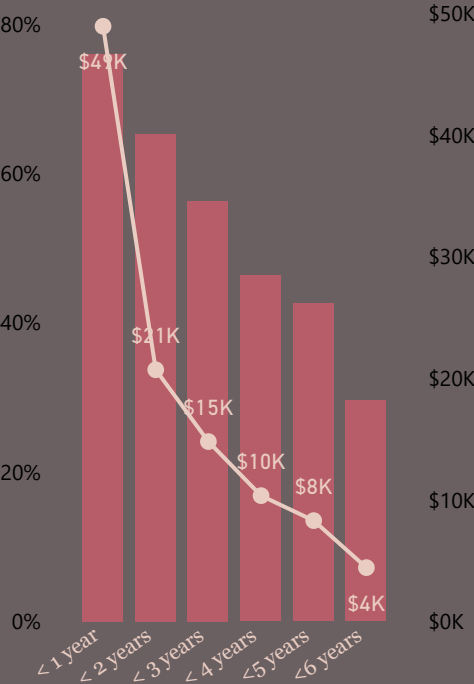
Churn by type of internet service

Churn rate Sum of MonthlyCharges



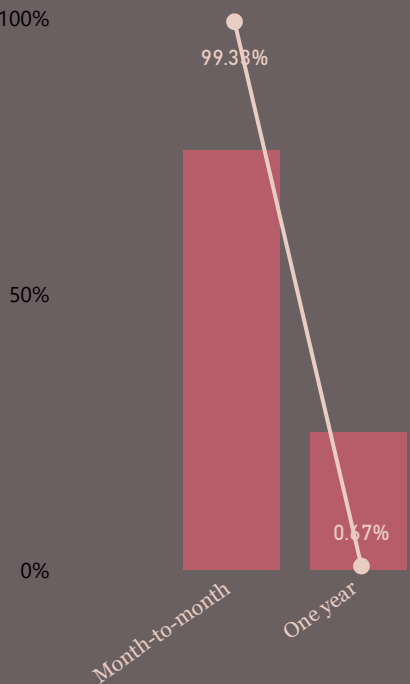
Years of contract

churn rate Sum of Monthly Charges

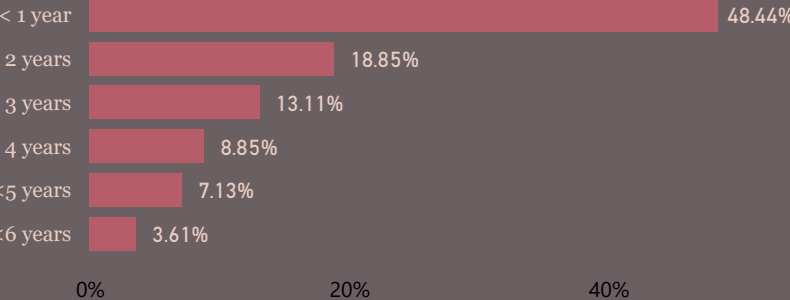


Type of Contract

churn rate Customers

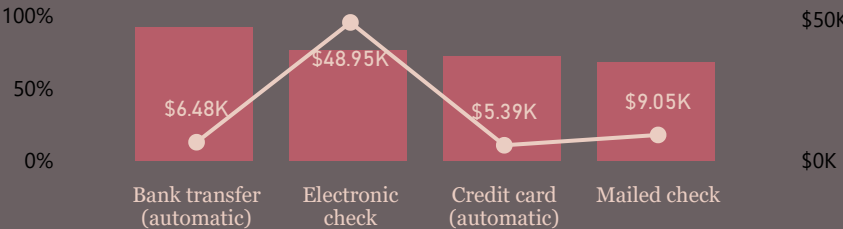


Subscription Time



Churn by payment method

churn rate Sum of Monthly Charges



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