% Gender

49.5%　　50.5%

% of Total Distinct count of Customer ID. Shape shows details about Gender. The marks are labeled by % of Total Distinct count of Customer ID. The view is filtered on Gender, which keeps Female and Male.

% Gender

% of Total Distinct count of Customer ID. Shape shows details about Gender. The marks are labeled by % of Total Distinct count of Customer ID. The view is filtered on Gender, which keeps Female and Male.

% Senior and Partner

% Partner	% Senior Citizen	% Single
48%	**16%**	**52%**

% Partner, % Senior Citizen, % Single, % Partner, % Senior Citizen and % Single.

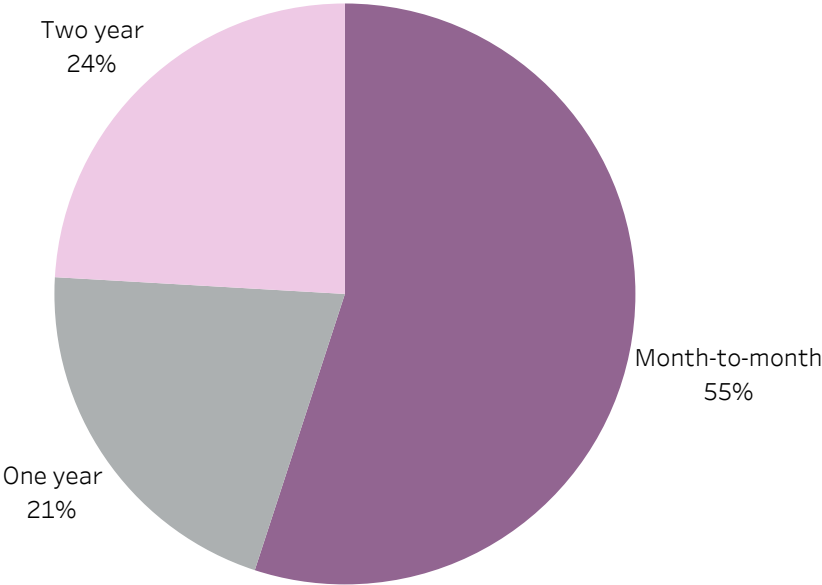# % Senior and Partner

% Partner, % Senior Citizen, % Single, % Partner, % Senior Citizen and % Single.

Contract Type

Two year
24%

Month-to-month
55%

One year
21%

Contract and % of Total Distinct count of Customer ID. Color shows details about Contract. Size shows % of Total Distinct count of Customer ID. The marks are labeled by Contract and % of Total Distinct count of Customer ID.

Contract Type

Contract and % of Total Distinct count of Customer ID. Color shows details about Contract. Size shows % of Total Distinct count of Customer ID. The marks are labeled by Contract and % of Total Distinct count of Customer ID.
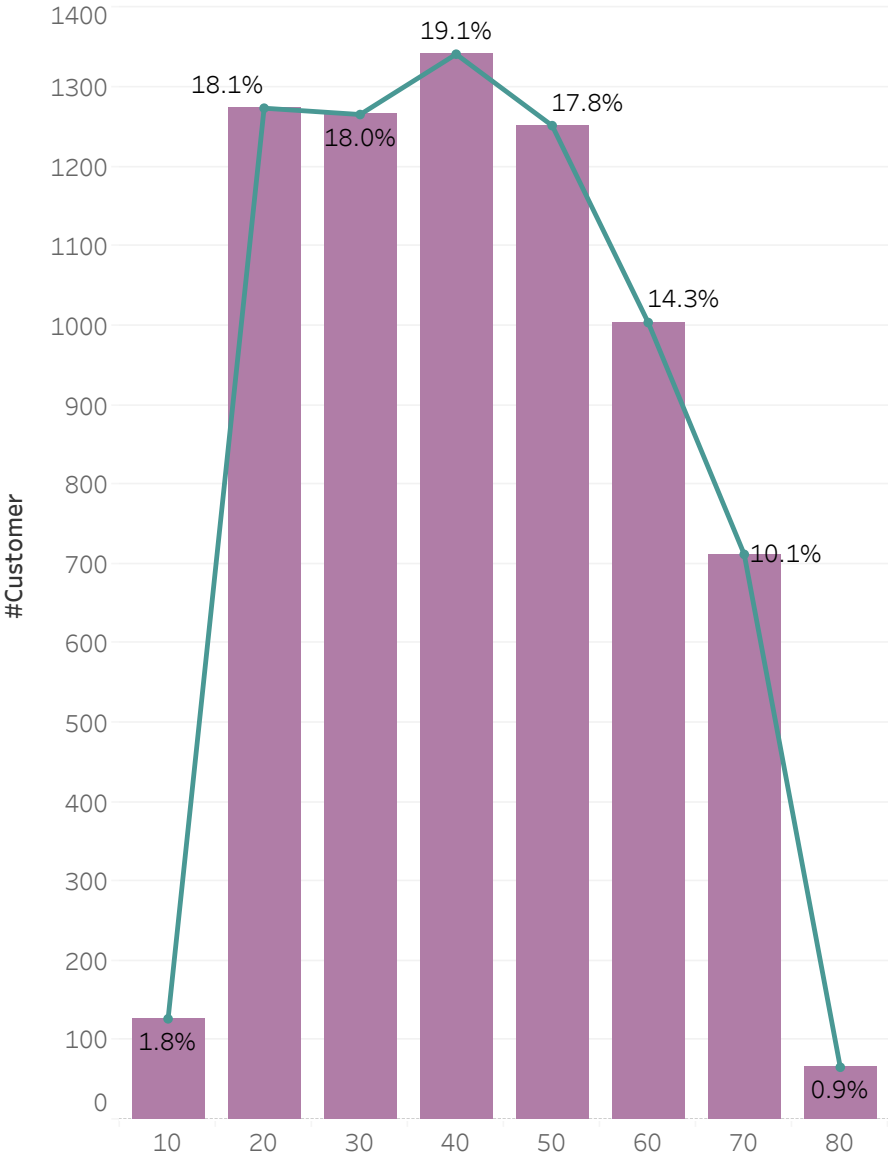
4.Totall # Customer

Total Customers
7,043

Distinct count of Customer ID.
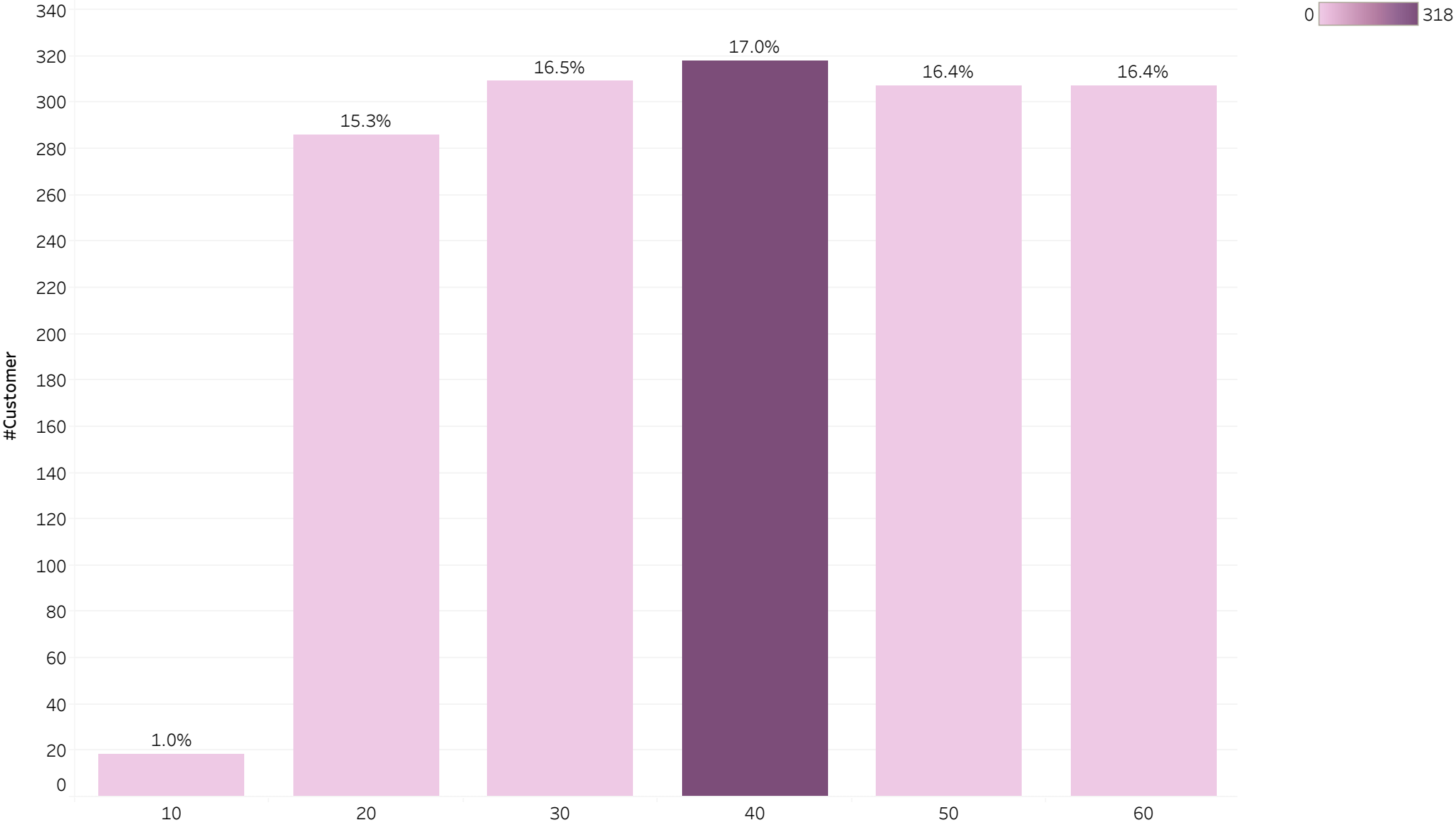
4.Totall # Customer

Distinct count of Customer ID.

customer by Age

The trends of distinct count of Customer ID and distinct count of Customer ID for Age (bin). For pane Distinct count of Customer ID (2): The marks are labeled by % of Total Distinct count of Customer ID.

Churned by Age

Distinct count of Customer ID for each Age (bin). Color shows sum of Max Age. The marks are labeled by % of Total Distinct count of Customer ID. Details are shown for Age selected zone. The data is filtered on Churn Label, which keeps Yes.
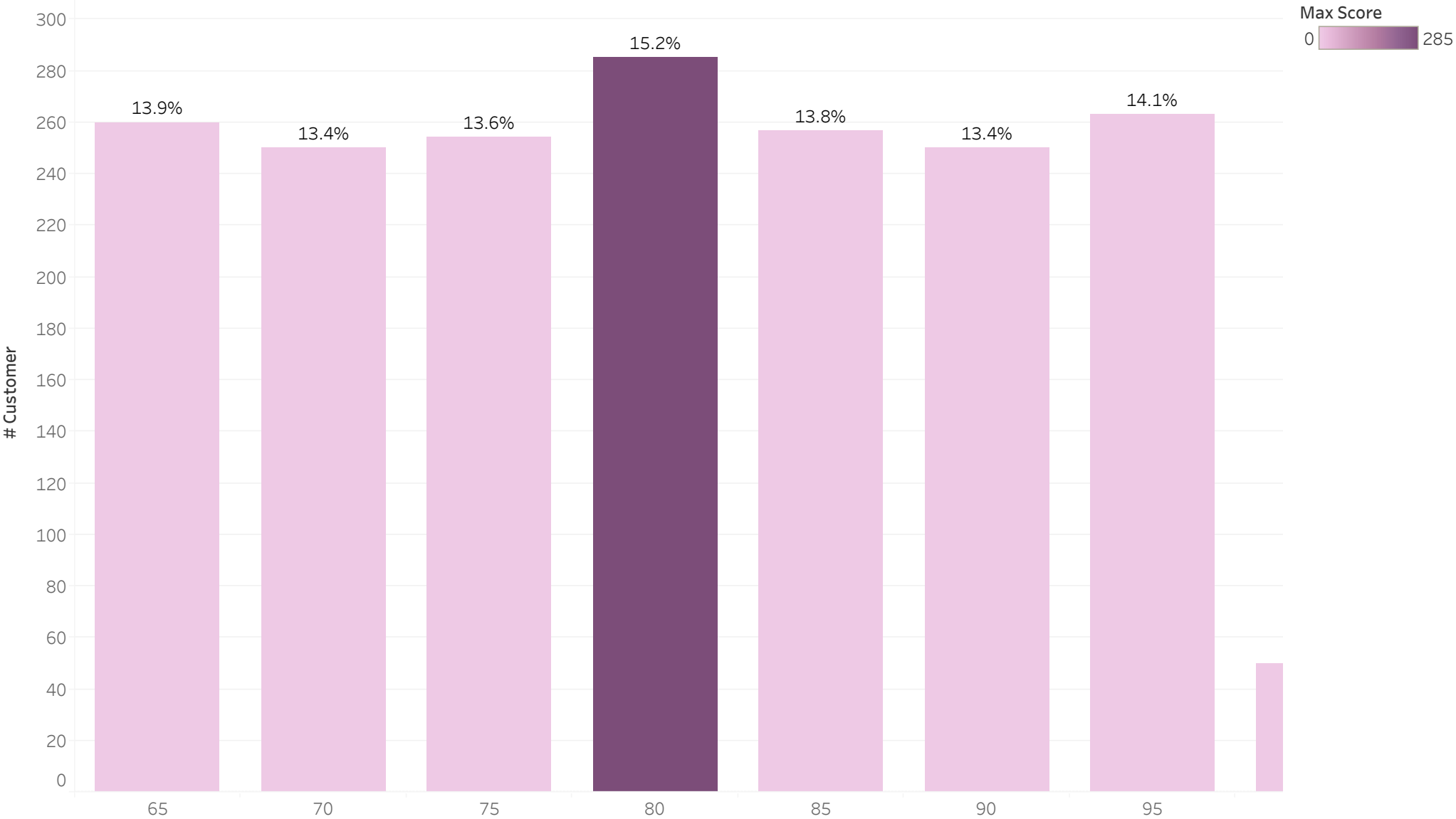
Churned by Age

Distinct count of Customer ID for each Age (bin). Color shows sum of Max Age. The marks are labeled by % of Total Distinct count of Customer ID. Details are shown for Age selected zone. The data is filtered on Churn Label, which keeps Yes.

Churned by Score

Max Score
0 ▉ 285

Distinct count of Customer ID for each Churn Score (bin). Color shows sum of Max Score. The marks are labeled by % of Total Distinct count of Customer ID. Details are shown for Score selected zone. The data is filtered on Churn Label, which keeps Yes.

Churned by Score

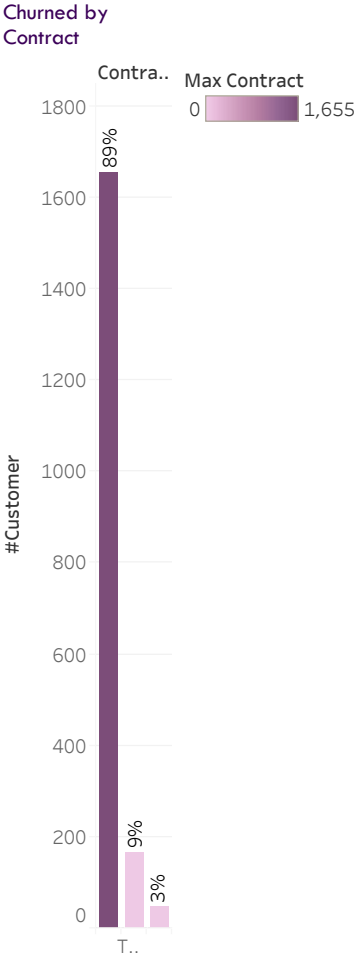Max Score
0 — 285

2.7%

100

Customer

Distinct count of Customer ID for each Churn Score (bin). Color shows sum of Max Score. The marks are labeled by % of Total Distinct count of Customer ID.
Details are shown for Score selected zone . The data is filtered on Churn Label, which keeps Yes.

Churned by Contract

Distinct count of Customer ID for each Contract. Color shows sum of Max Contract. The marks are labeled by % of Total Distinct count of Customer ID. Details are shown for Contract selected zone. The data is filtered on Churn Label, which keeps Yes.

Churned by Churn Category

Competitor 45%	Attitude 17%	Dissatisfaction 16%
	Price 11%	Other 11%

Distinct count of C..
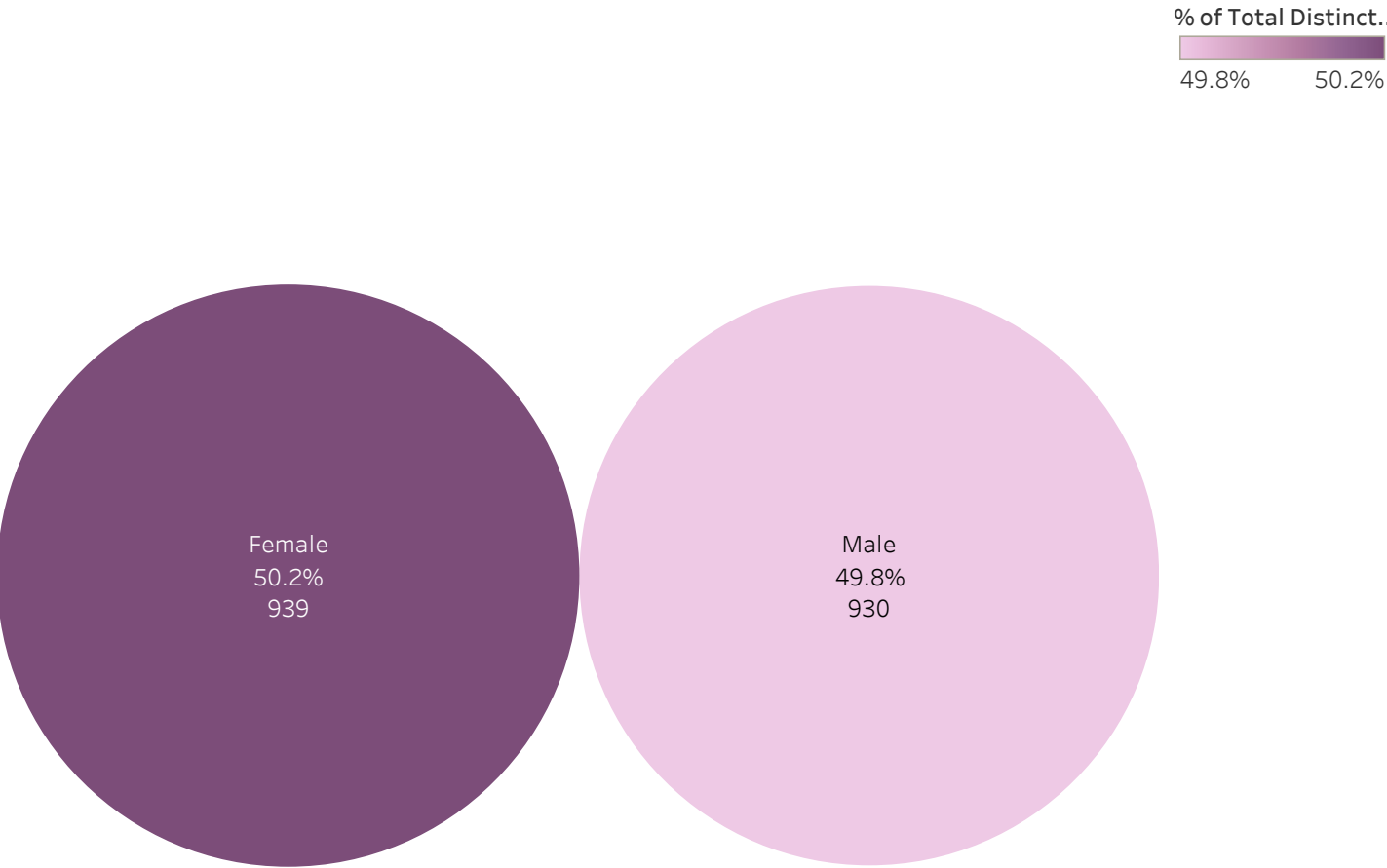
200   841
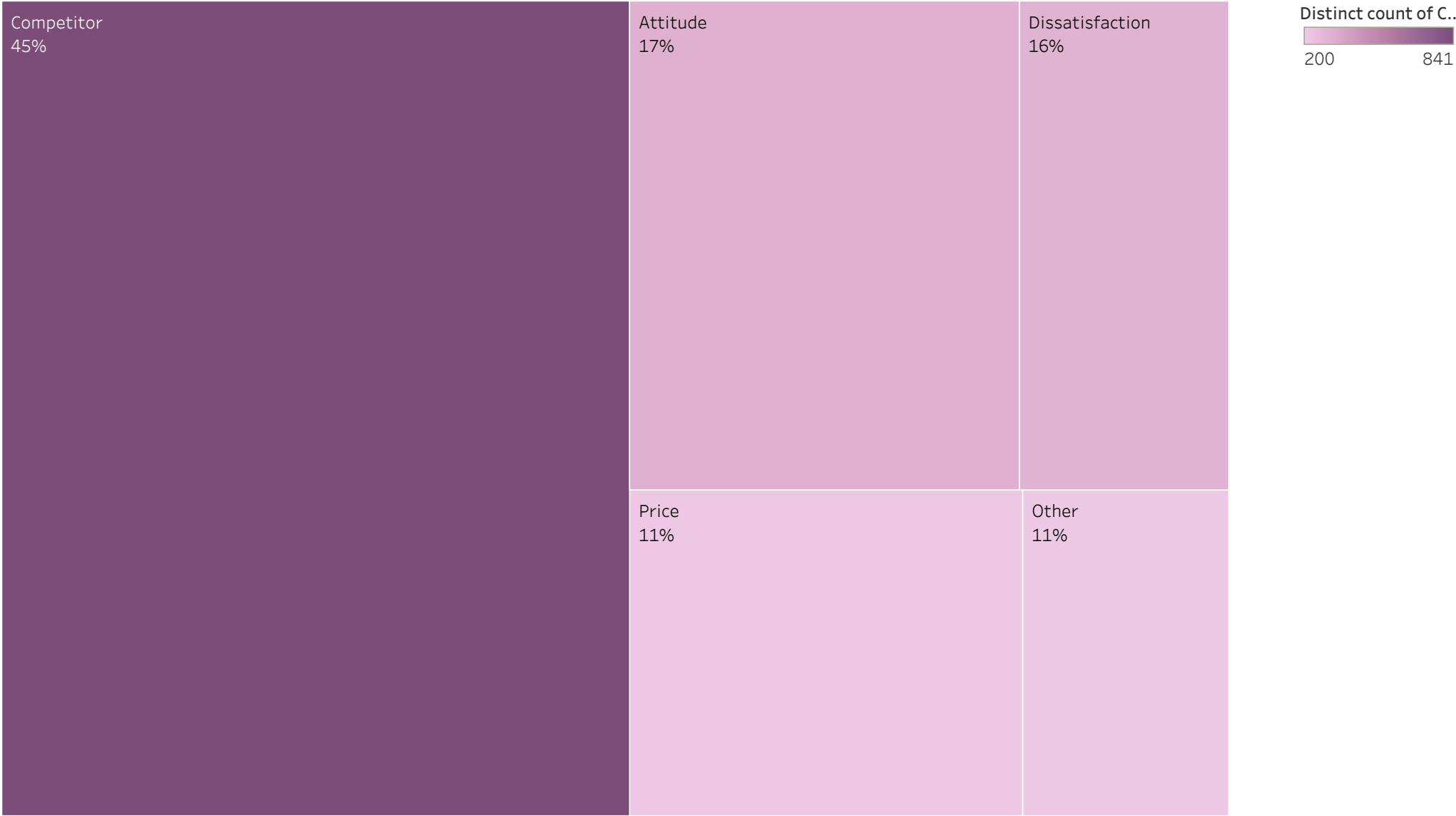
Churn Category and % of Total Distinct count of Customer ID. Color shows distinct count of Customer ID. Size shows distinct count of Customer ID. The marks are labeled by Churn Category and % of Total Distinct count of Customer ID. Details are shown for Category selected zone . The data is filtered on Churn Label, which keeps Yes.

Churned by Churn Category

Churn Category and % of Total Distinct count of Customer ID. Color shows distinct count of Customer ID. Size shows distinct count of Customer ID. The marks are labeled by Churn Category and % of Total Distinct count of Customer ID. Details are shown for Category selected zone . The data is filtered on Churn Label, which keeps Yes.

Churned by Gender

% of Total Distinct..

49.8% 50.2%

Female
50.2%
939

Male
49.8%
930

Gender, % of Total Distinct count of Customer ID and distinct count of Customer ID. Color shows % of Total Distinct count of Customer ID. Size shows distinct count of Customer ID. The marks are labeled by Gender, % of Total Distinct count of Customer ID and distinct count of Customer ID. Details are shown for Gender selected zone. The data is filtered on Churn Label, which keeps Yes.

Family Status Churn

Churned Customers	% Partner	% Senior Citizen	% Sin
1,869	36%	25%	64%

Family Status Churn

gle
%

12.Churn Status

Churn Rate
27%

Churned Customers
1,869

Total Number of Custom
7,043

Churn Rate, Churned Customers, Total Number of Customers, Churn Rate, Churned Customers and Total Number of Customers.

12.Churn Status

ners

Churn Rate, Churned Customers, Total Number of Customers, Churn Rate, Churned Customers and Total Number of Customers.

Age Zoom

Shape shows details about Zoom Icon. Details are shown for Age selected zone.

Age Zoom

Shape shows details about Zoom Icon. Details are shown for Age selected zone.

Gender Zoom

Shape shows details about Zoom Icon. Details are shown for Gender selected zone.

Gender Zoom

⤢ False

Shape shows details about Zoom Icon. Details are shown for Gender selected zone.

Score Zoom

Shape shows details about Zoom Icon. Details are shown for Score selected zone .

Score Zoom

Shape shows details about Zoom Icon. Details are shown for Score selected zone .

Contract Zoom

Shape shows details about Zoom Icon. Details are shown for Contract selected zone.

Contract Zoom

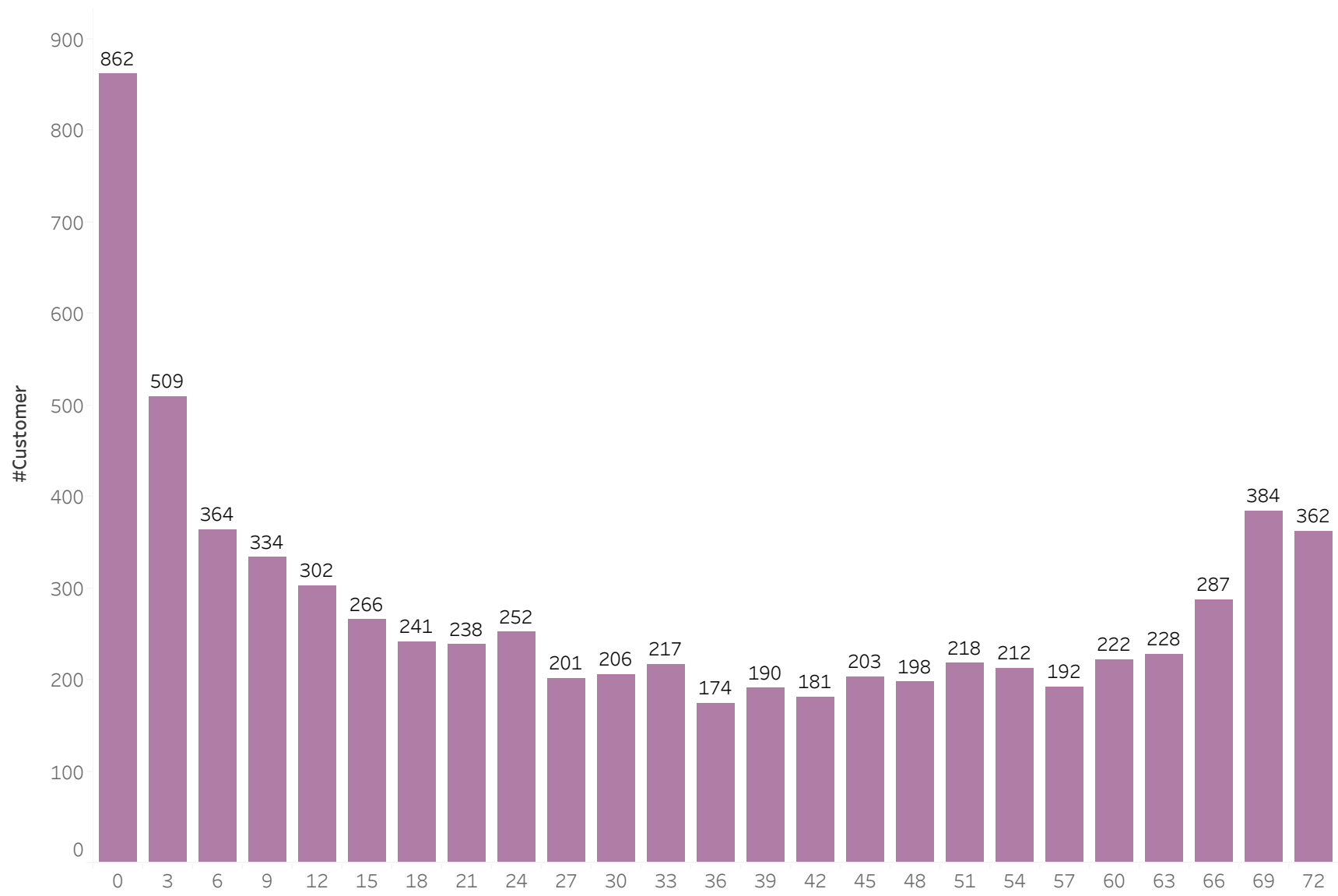Shape shows details about Zoom Icon. Details are shown for Contract selected zone.

Category Zoom

Shape shows details about Zoom Icon. Details are shown for Category selected zone .
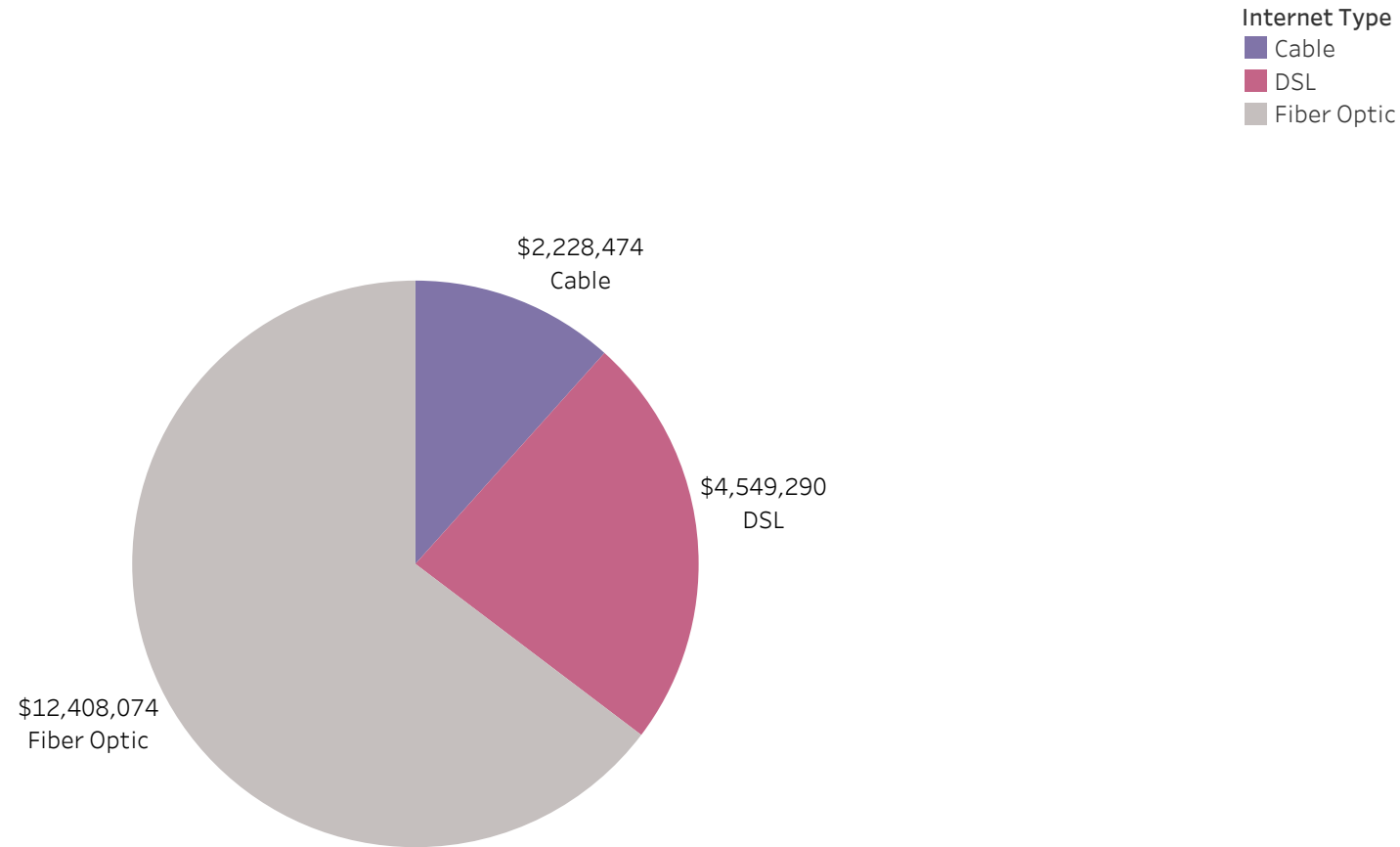
Category Zoom

Shape shows details about Zoom Icon. Details are shown for Category selected zone .

13.Tenure months

Distinct count of Customer ID for each Tenure Months (bin). The marks are labeled by distinct count of Customer ID.

Revenue by Internet Type

Internet Type
- Cable
- DSL
- Fiber Optic

$2,228,474
Cable

$4,549,290
DSL

$12,408,074
Fiber Optic

Sum of Total Revenue and Internet Type. Color shows details about Internet Type. The marks are labeled by sum of Total Revenue and Internet Type. The view is filtered on Internet Type, which keeps Cable, DSL and Fiber Optic.

Revenue by Internet Type

Internet Type
- Cable
- DSL
- Fiber Optic

Sum of Total Revenue and Internet Type. Color shows details about Internet Type. The marks are labeled by sum of Total Revenue and Internet Type. The view is filtered on Internet Type, which keeps Cable, DSL and Fiber Optic.
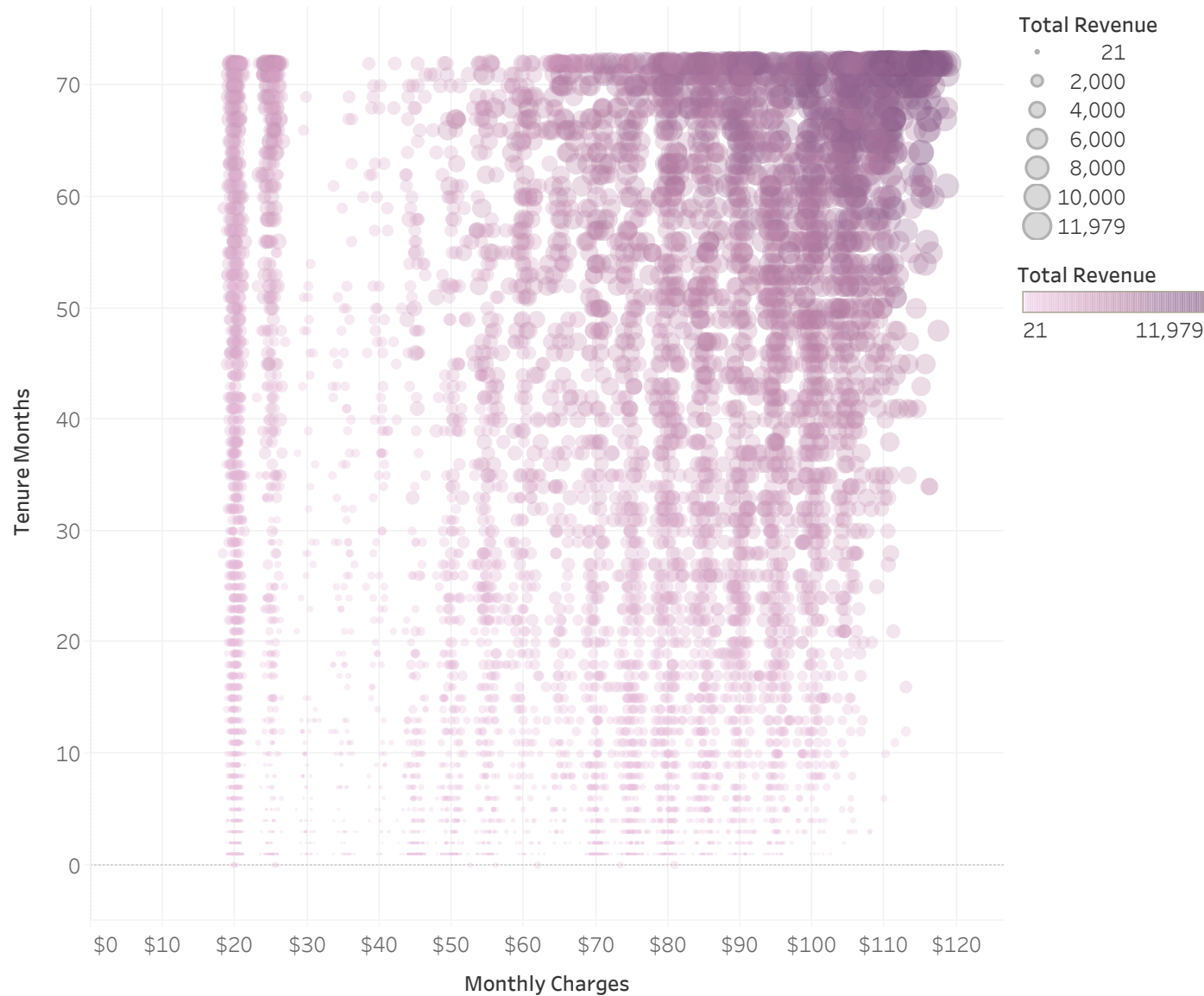
15.Financial

Avg. Monthly Charge
$65

Total Charges
$16,060,725

Total Revenue
$21,371,132

Avg. Monthly Charge, Total Charges, Total Revenue, Avg. Monthly Charge, Total Charges and Total Revenue.

15.Financial

Revenue by Tenure

Total Revenue
- ·   21
- ○   2,000
- ○   4,000
- ○   6,000
- ○   8,000
- ○   10,000
- ○   11,979

Total Revenue

21   11,979

Tenure Months

Monthly Charges

Sum of Monthly Charges vs. sum of Tenure Months. Color shows sum of Total Revenue
(Telco_Churn_Service Extract). Size shows sum of Total Revenue (Telco_Churn_Service Extract).
Details are shown for Customer ID.

At Risk Customers

Customer ID	
5018-LXQQG	Abc
6652-YFFJO	Abc
9314-IJWSQ	Abc
9840-EFJQB	Abc

The view is broken down by Customer ID. The data is filtered on Gender, Age (bin), Churn Label, Contract and Churn Score (bin). The Gender filter keeps Female. The Age (bin) filter keeps 40. The Churn Label filter keeps No. The Contract filter keeps Month-to-month. The Churn Score (bin) filter keeps 80.

Satisfaction Score
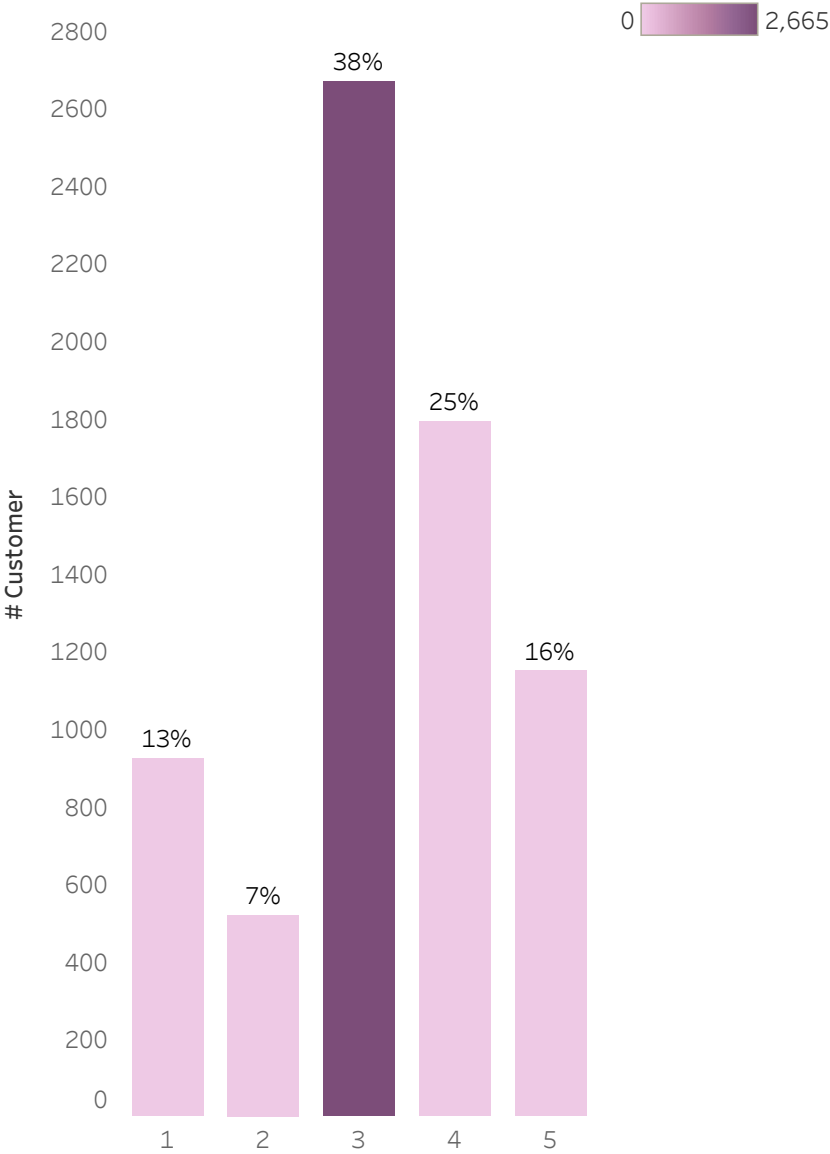
Distinct count of Customer ID for each Satisfaction Score. Color shows sum of Max Satisfaction Score. The marks are labeled by % of Total Distinct count of Customer ID. The data is filtered on Gender, which keeps Female and Male.

Total Revenue for Internet Service

$19,185,838

Abc

The view is broken down by Chose service Type.
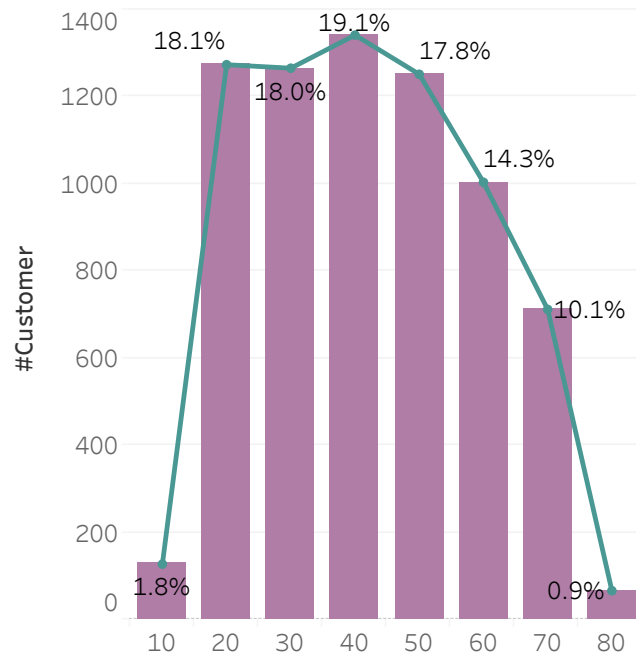
Customer Demograpgics Overview
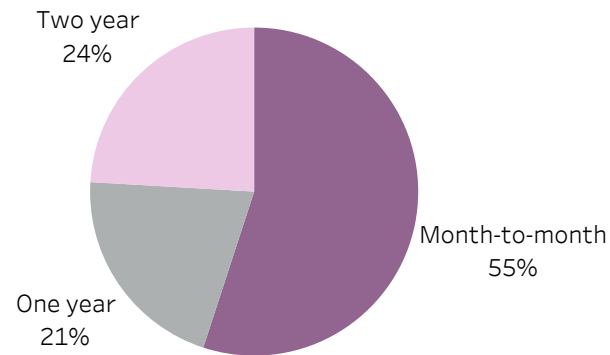
49.5% 50.5%

% Partner	% Senior Citizen	% Single	Total Customers
48%	16%	52%	7,043

customer by Age

18.1% 18.0% 19.1% 17.8% 14.3% 10.1% 1.8% 0.9%

#Customer

1400
1200
1000
800
600
400
200
0

10 20 30 40 50 60 70 80

Contract Type

Two year 24%

One year 21%

Month-to-month 55%

Churn by Customer Charactristics

Churned Customers
1,869

% Partner
36%

% Senior Citizen
25%

% Single
64%

Churned by Age

1.0% | 15.3% | 16.5% | 17.0% | 16.4% | 16.4% | 15.8% | 1.6%

#Customer: 300, 200, 100

10 20 30 40 50 60 70 80

Churned by Score

13.9% | 13.4% | 13.6% | 15.2% | 13.8% | 13.4% | 14.1% | 2.7%

Customer: 300, 200, 100

65 70 75 80 85 90 95 100

Churned by Churn Category

Competitor 45%

Price 11%

Attitude 17%

Other 11%

Churned by Contract

Contract

89% | 9% | 3%

#Customer: 1500, 1000, 500, 0

Month-to.. One year Two year
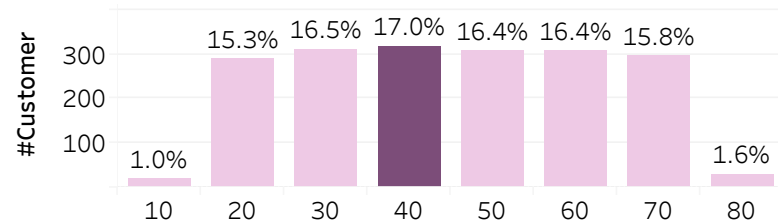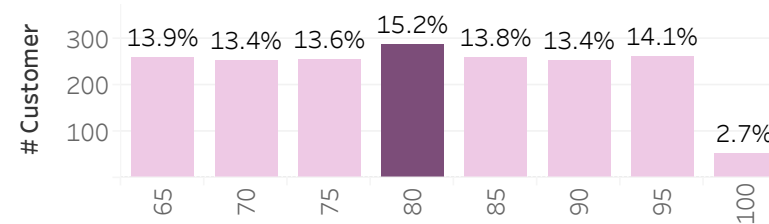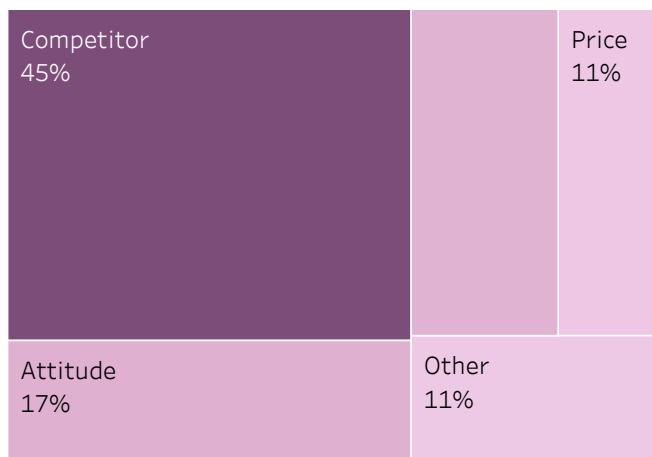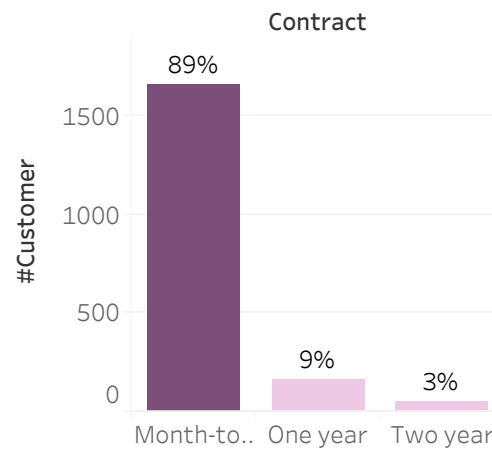
Churned by Gender

Female 50.2%

Male 49.8%
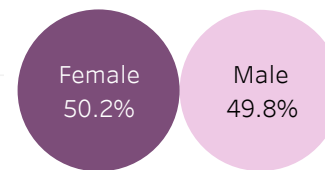
Financial Performance and Revenue Insights

Churn Rate	Churned Customers	Total Number of Customers
27%	1,869	7,043

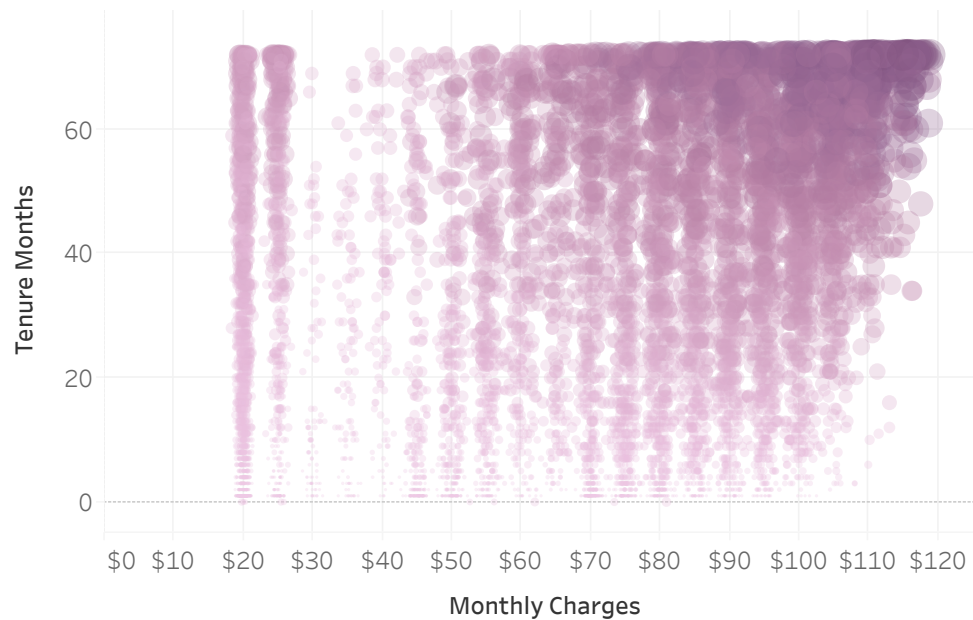| Avg. Monthly Charge	Total Charges	Total Revenue
$65	$16,060,725	$21,371,132

Total Revenue for Internet Service

$19,185,838

Internet Service

Revenue by Tenure

Revenue by Internet Type

$2,228,474 Cable

$4,549,290 DSL

$12,408,074 Fiber Optic