

CUSTOMER RETENTION ANALYSIS

Main

Customer Details

Subscription

Customers

7043

Churn rate

26.5%

% of dependants

30%

Total Charges

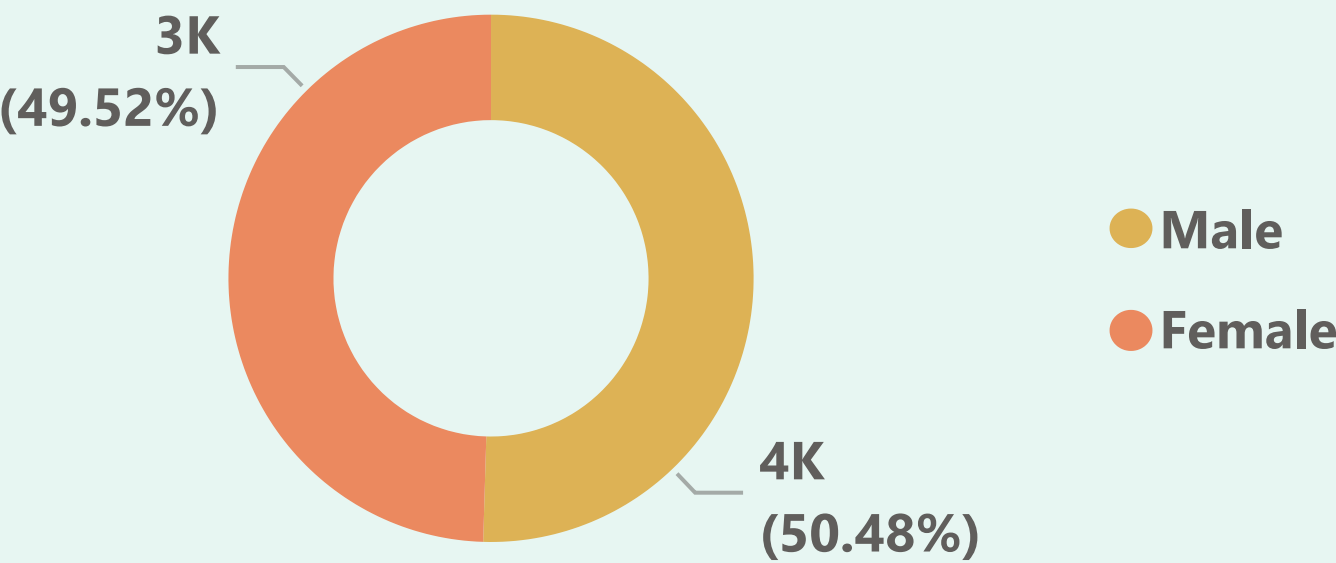
\$16.06M

Churn Customer

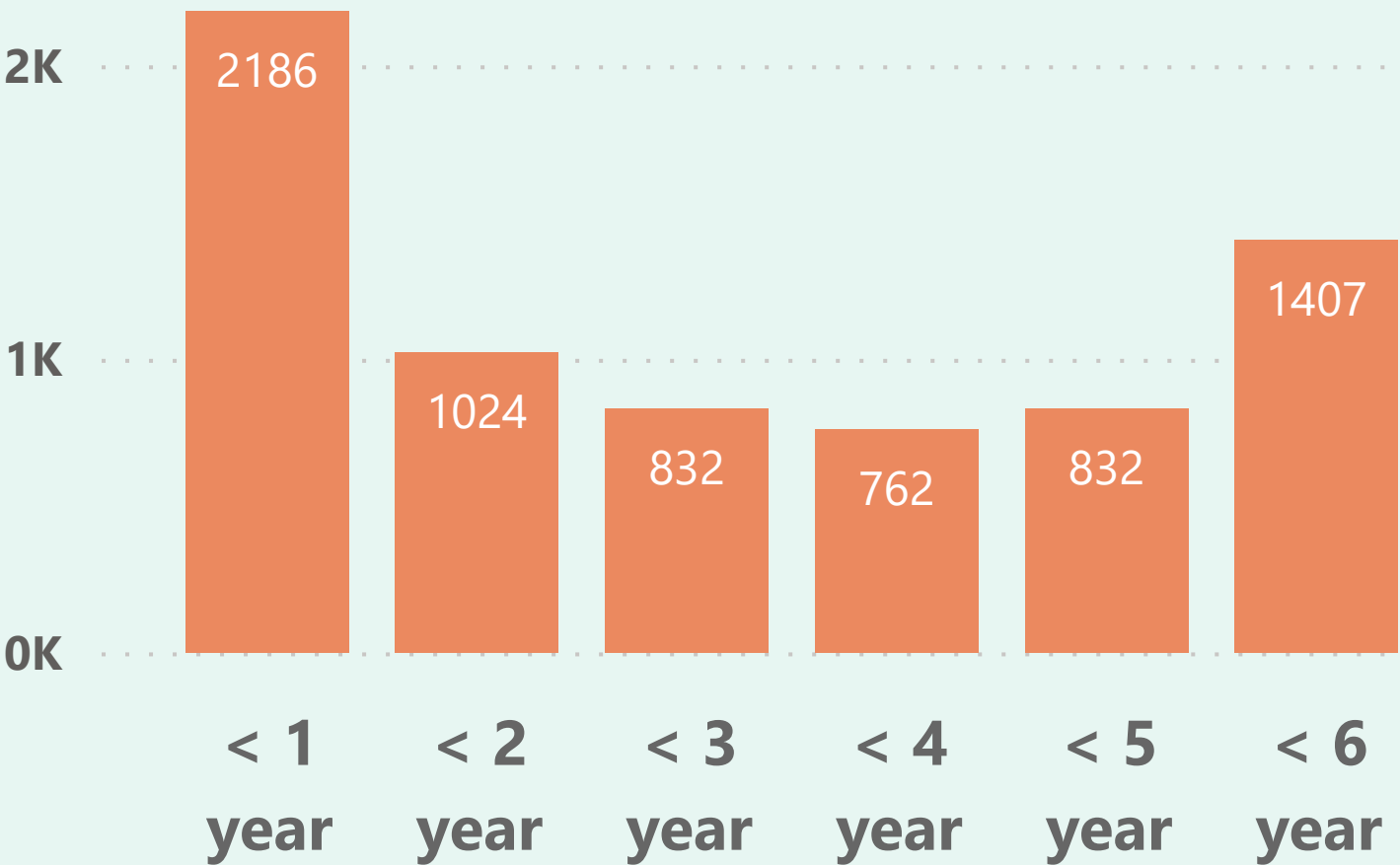
1869

CUSTOMER DEMOGRAPHICS

Customers by gender

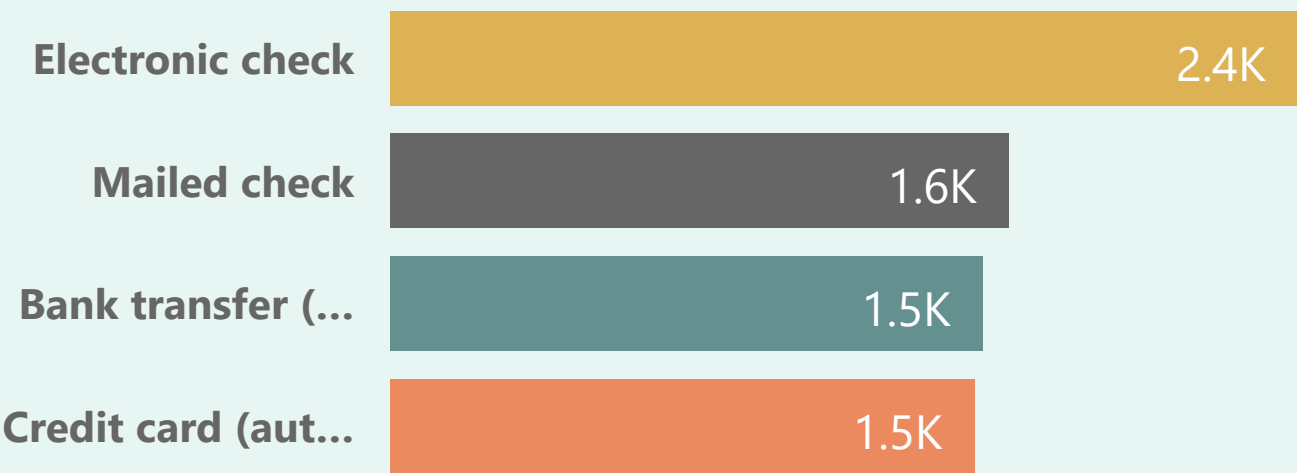


Customer Subscription Status

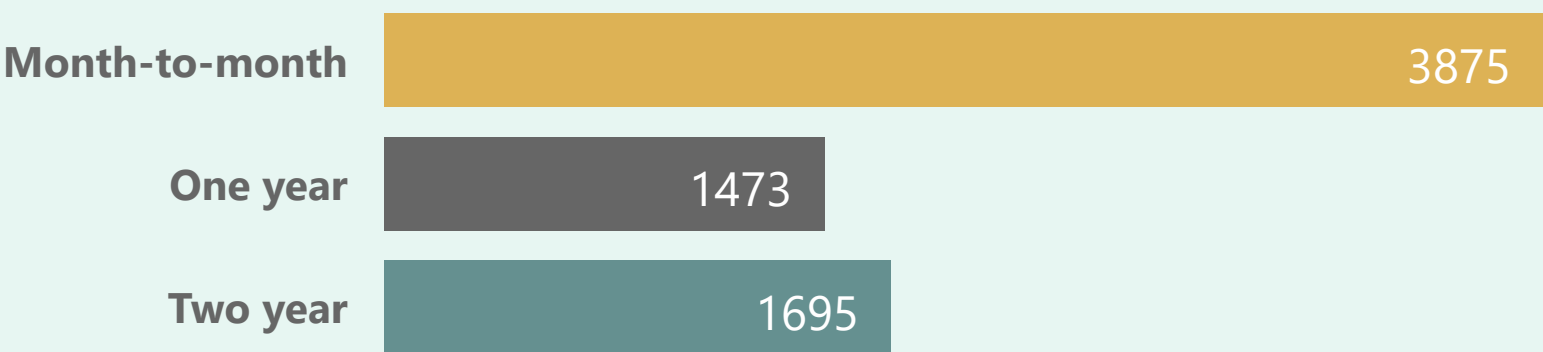


ACCOUNT INSIGHTS

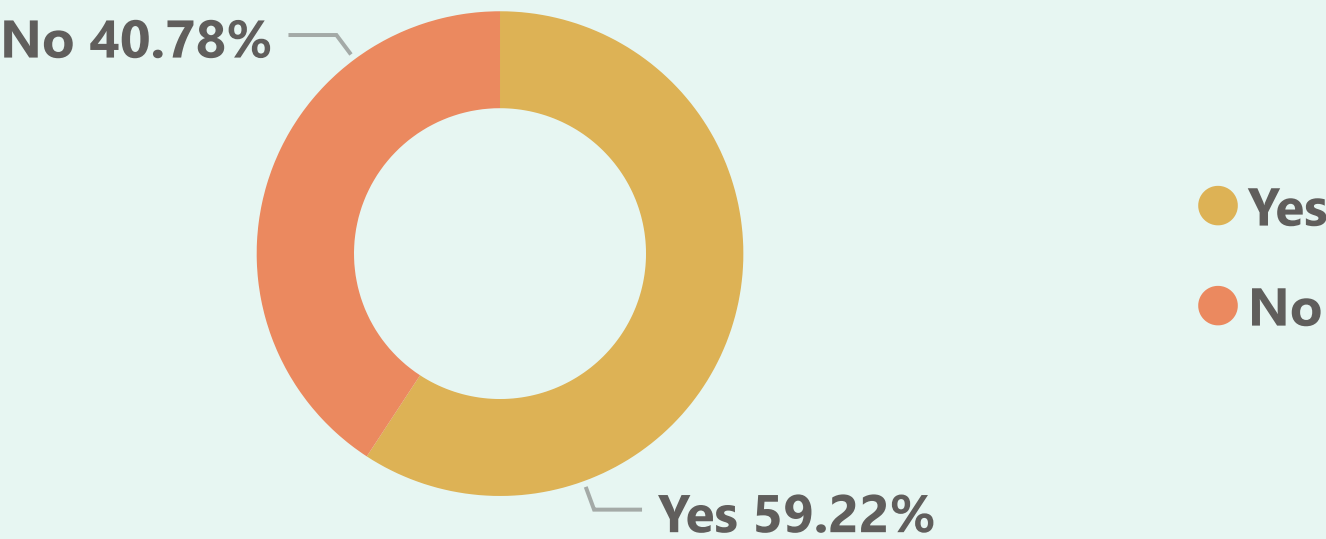
Payment Method



Type of Contract



Customers by PaperlessBilling



CUSTOMER SERVICES SIGNED FOR

% Device protection

29.2%

% Tech support

16.6%

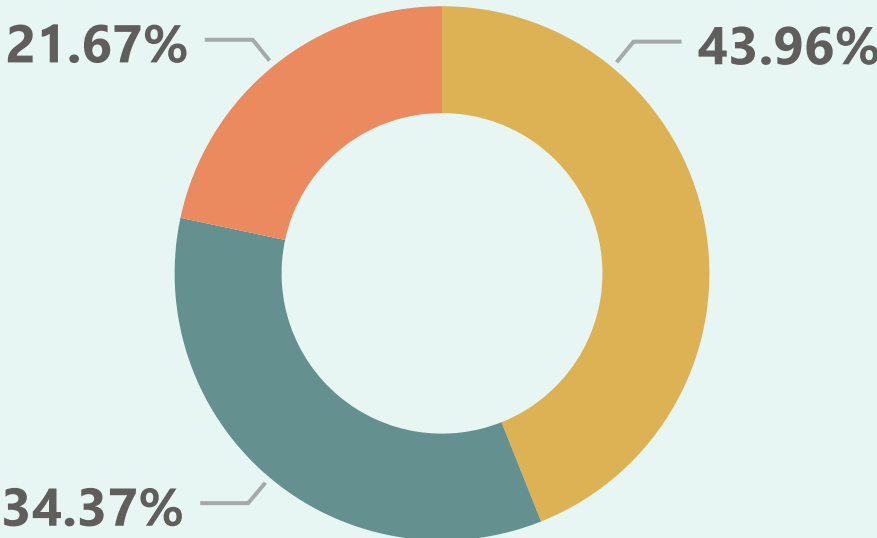
% Online backup

28.0%

% Streaming Movies

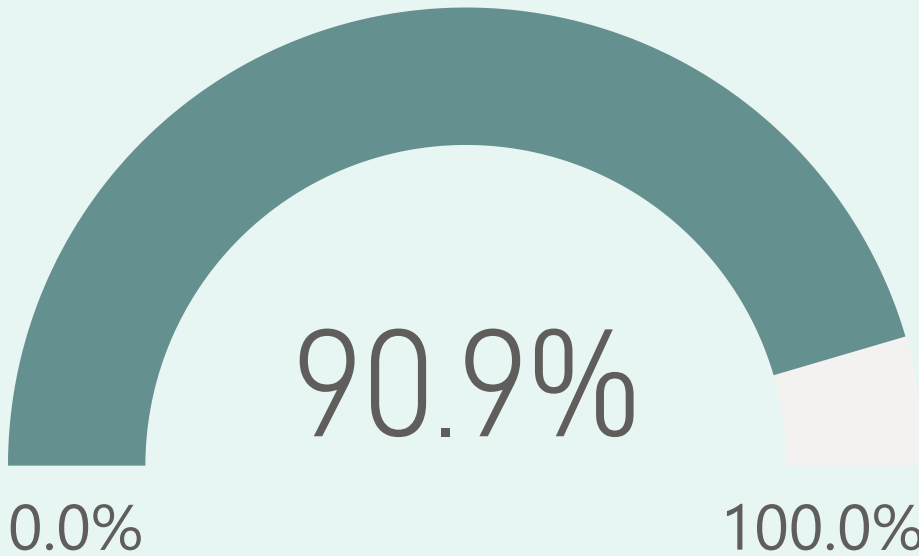
43.8%

Customers by InternetService



Fiber optic DSL No

Phone service



Churned Customer Details

Main

Customer Details

Subscription

CustomerID

- ☒ 0004-TLHLJ
- ☐ 0011-IGKFF
- ☐ 0013-EXCHZ
- ☐ 0022-TCJCI
- ☐ 0023-HGHWL
- ☐ 0023-XUOPT
- ☐ 0031-PVLZI
- ☐ 0032-PGELS
- ☐ 0067-DKWBL
- ☐ 0093-XWZFY
- ☐ 0094-OIFMO
- ☐ 0107-WESLM
- ☐ 0107-YHINA
- ☐ 0112-QWPNC
- ☐ 0115-TFERT
- ☐ 0117-LFRMW
- ☐ 0122-QAHP7

Demographics

Gender : Male

ID : 0004-TLHLJ

Senior citizen : No

Dependent : No

Partner : No

Account information

Contract : Month-to-month

Paperless Billing : Yes

Payment Methods : Electronic check

Admin Tickets : 2

Tech Tickets : 0

Tenure : 4

Monthly Charge : \$73.90

Total Charge: \$280.85

Subscribed services

Internet Services : Fiber optic

Phone Services : Yes

Multiple lines : Yes

Device Protection : No

Tech Support : No

Online Backup : No

Online Security : No

Streaming Movies : No

SUBSCRIPTION

Tenure

0

72



Contract

☐ Month-to-month

☐ One year

☐ Two year

Internet service

☐ DSL

☐ Fiber optic

☐ No

Paperless Billing

☐ No

☐ Yes

Payment Method

☐ Bank transfer (automatic)

☐ Credit card (automatic)

☐ Electronic check

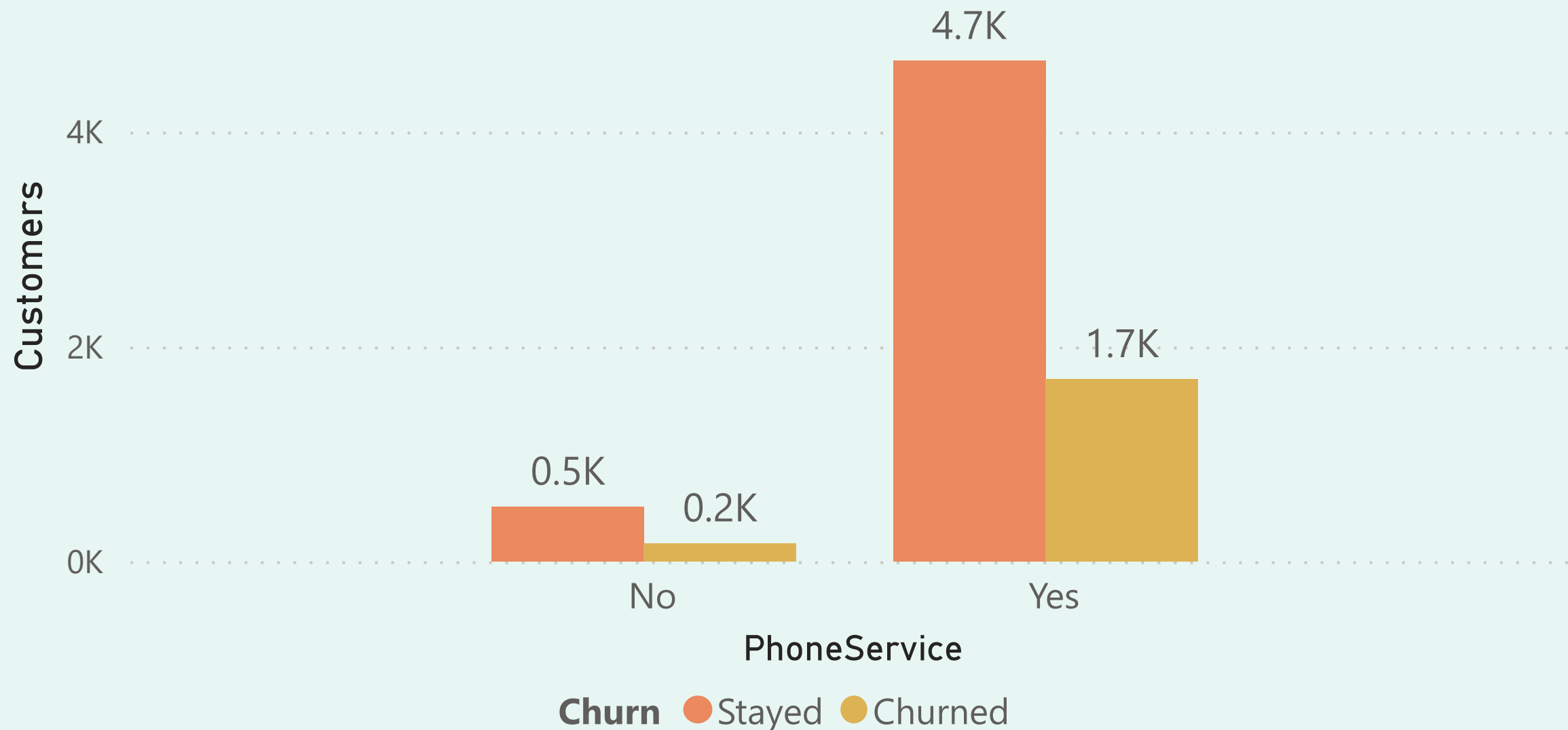
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Main

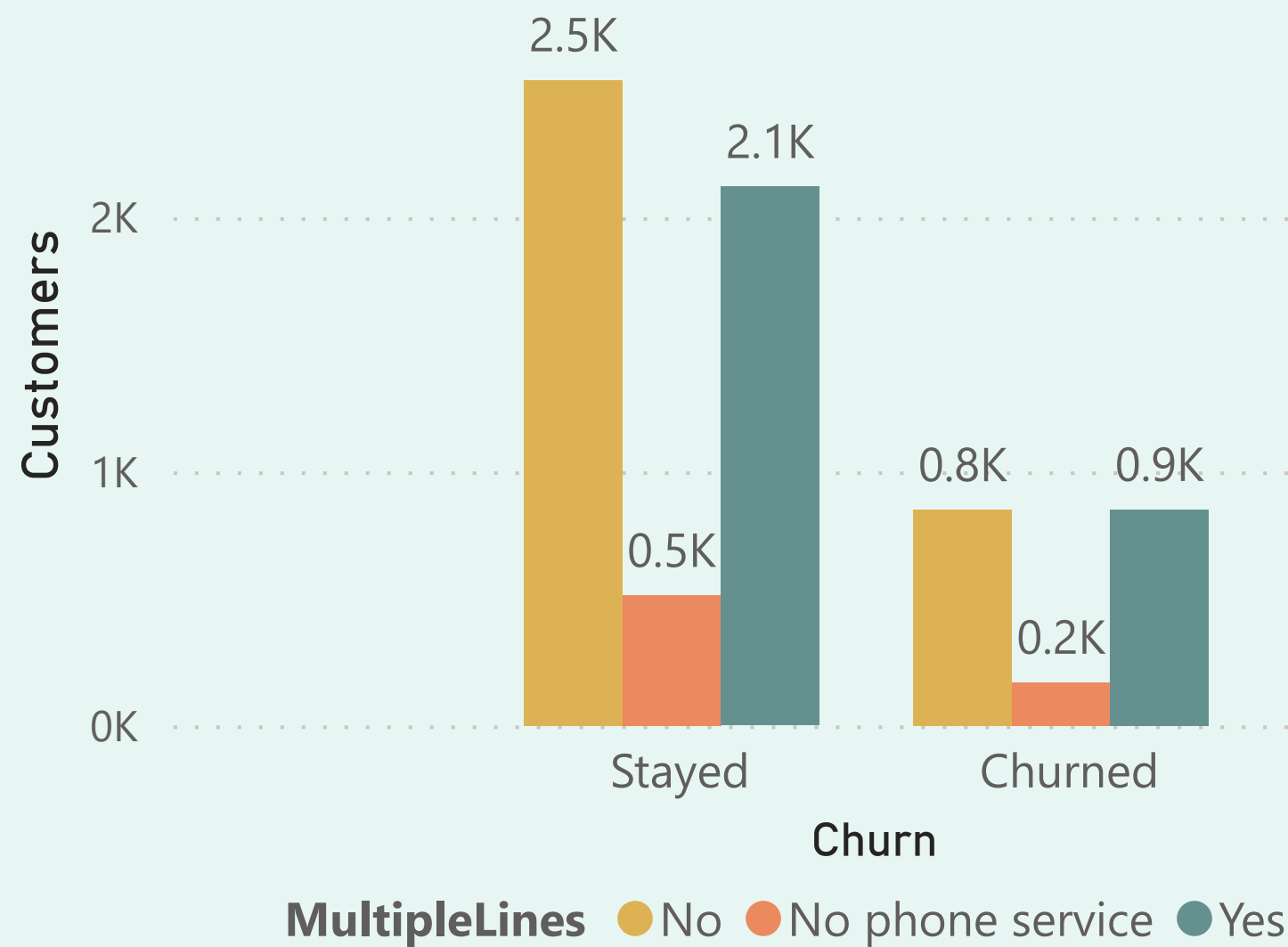
Customer Details

Subscription

Churn by PhoneService



Churn by MultipleLines



Churn by MultipleLines

