



CUSTOMER CHURN ANALYSIS

DASHBOARD

CHURN ANALYSIS

26.54%

CHURN RATE

1869

CHURN CUSTOMER

885

OF ADMIN TICKETS

2173

OF TECH TICKETS

\$2.86M

TOTAL CHARGES

SERVICE INSIGHTS

SERVICES SIGNED UP FOR

- 29% Device Protection
- 28% Online Backup
- 16% Online Security
- 91% Phone Service
- 44% Streaming Movies
- 44% Streaming Tv
- 17% Tech Support

45%

Customers opted for Multiple Services



INTERNET SERVICE TYPE

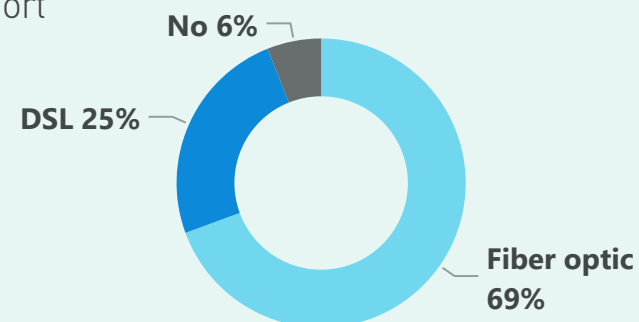
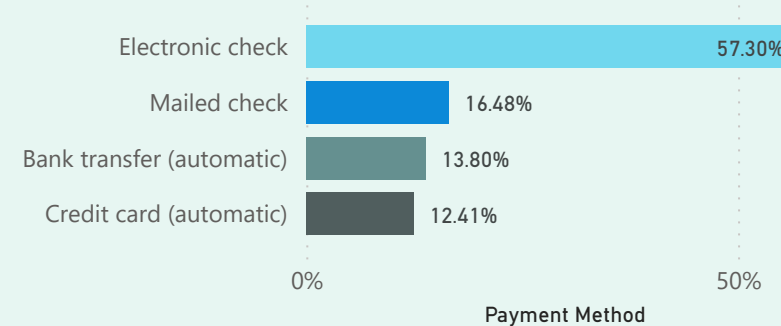


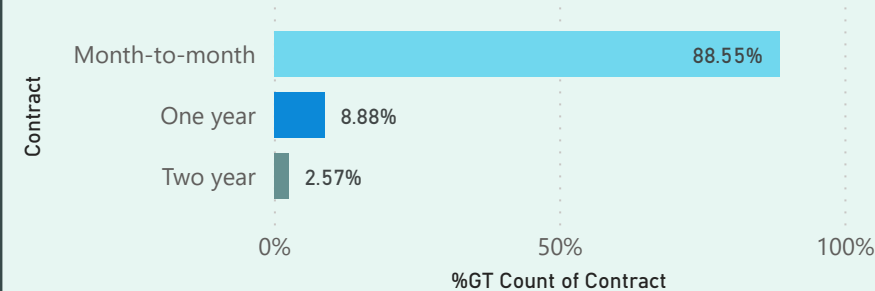
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ACCOUNT INSIGHTS

PAYMENT METHOD



CONTRAC TYPE



PAPERLESS BILLING

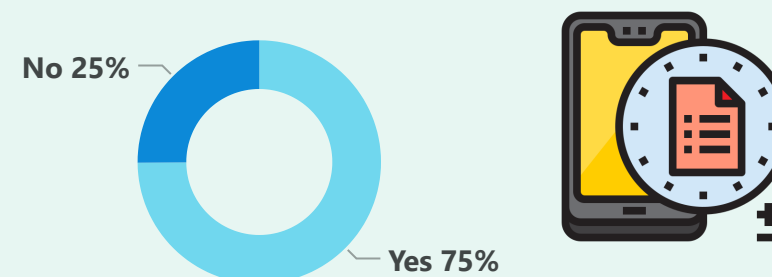
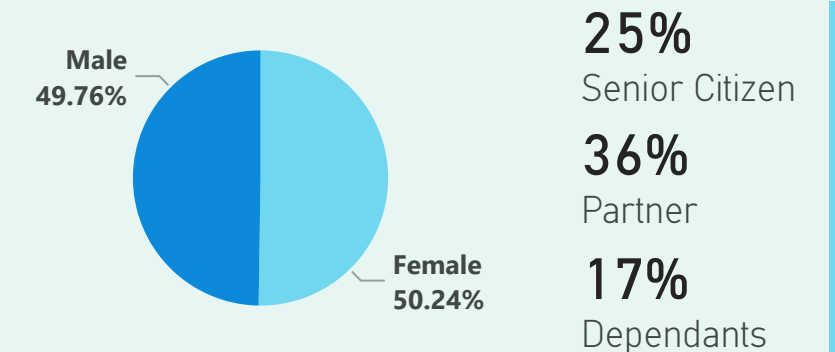


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DEMOGRAPHIC INSIGHTS

USERS BY GENDER



- 25% Senior Citizen
- 36% Partner
- 17% Dependants

CUSTOMER TENURE IN YEARS

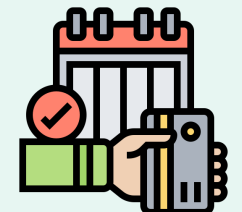
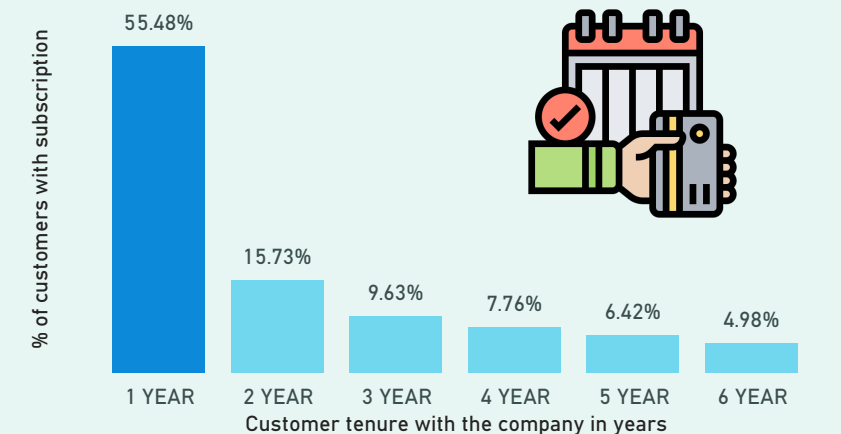


image: flaticon.com



CUSTOMER CHURN ANALYSIS

CHURN DASHBOARD

CHURN ANALYSIS

CHURN ANALYSIS 2

26.54%

CHURN RATE

1869

CHURN CUSTOMER

3632

OF ADMIN TICKETS

2955

OF TECH TICKETS

\$16.06M

TOTAL CHARGES

\$65
Avg Monthly Charges
\$2,283
Avg Total Charges

Churn Risk

- ☐ No
☐ Yes

Contract: All

- ☐ Month-to-month
☐ One year
☐ Two year

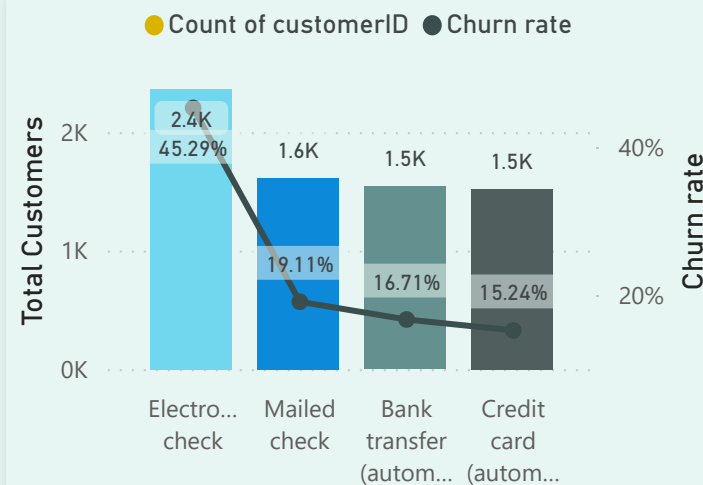
Gender

- ☐ Female
☐ Male

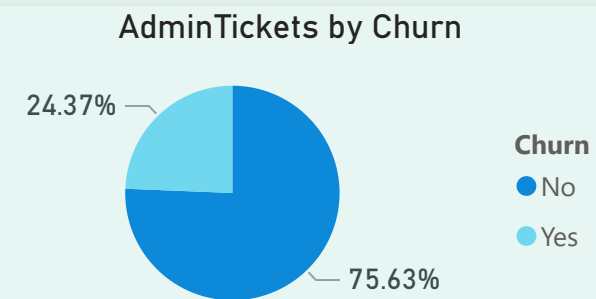
Tenure in Years

All

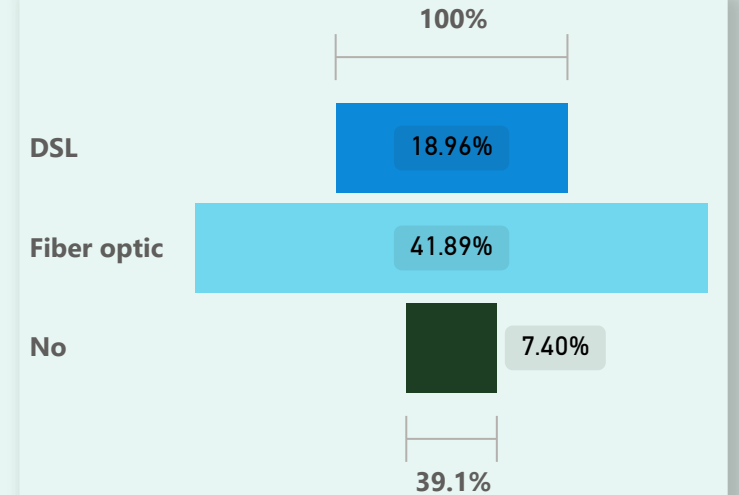
PAYMENT METHOD VS CHURN RATE



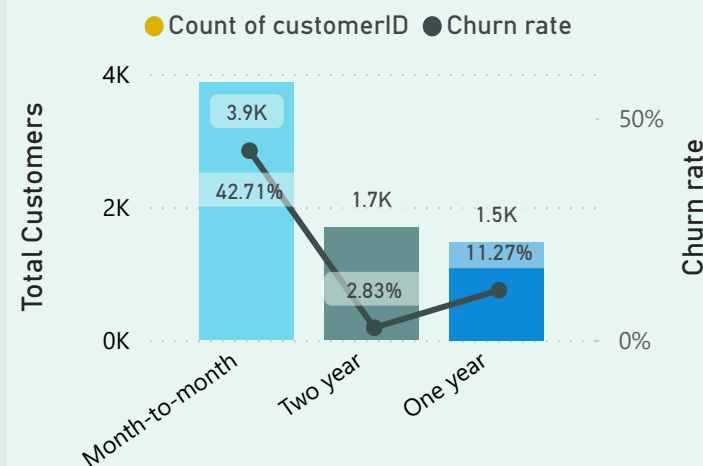
TICKETS BY CHURN



CHURN RATE BY INTERNET SERVICE



CONTRACT TYPE VS CHURN RATE



MATRIX OF CHURN AND CHARGES

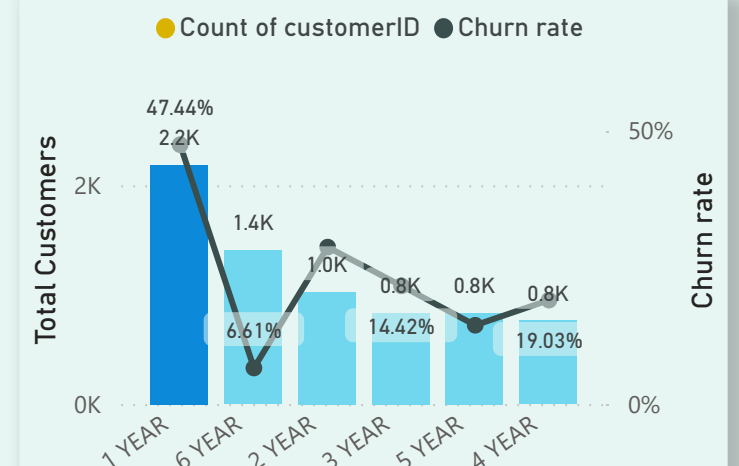
Churn	Avg Monthly Charges	Avg Total Charges
No	\$61	\$2,555
Yes	\$74	\$1,532
Total	\$65	\$2,283

Senior Citizen	Avg Monthly Charges
0	\$62
1	\$80

1142
Sum of SeniorCitizen

7043
Count of Partner

TENURE IN YEARS VS CHURN RATE





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Gender

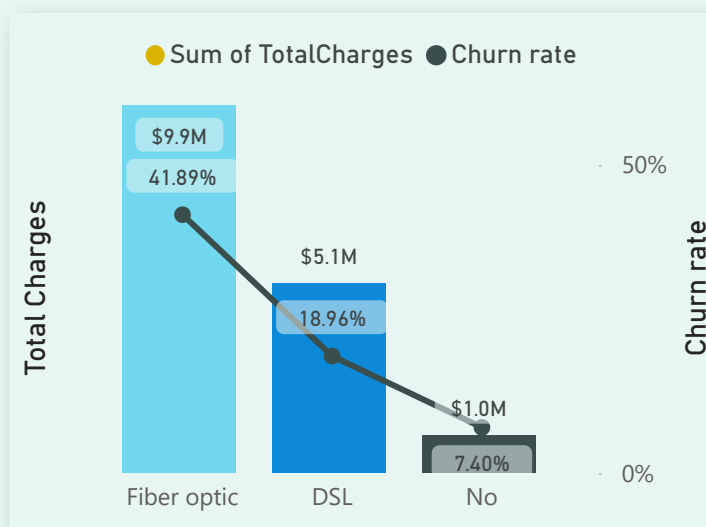
☐ Female

☐ Male

Tenure in Years

All

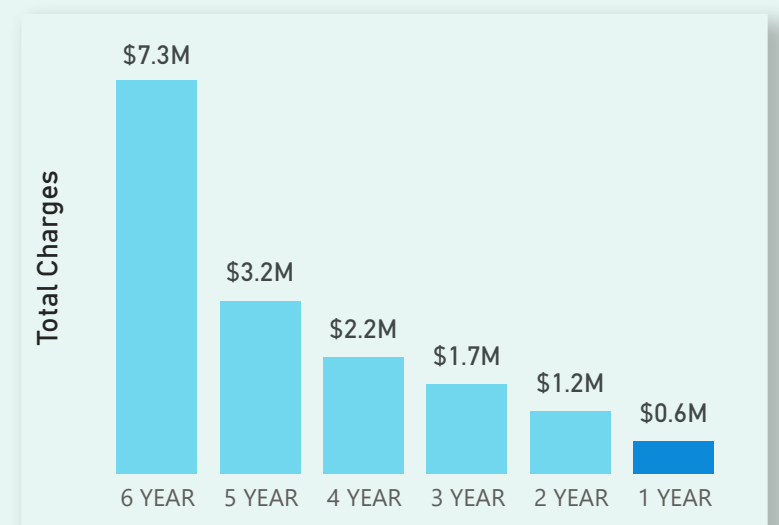
INTERNET SERVICE VS CHURN RATE



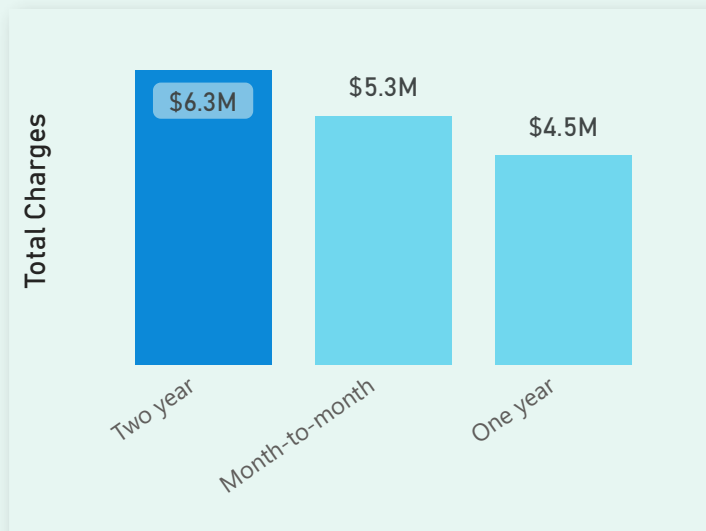
INTERNET AND PHONE SERVICE

InternetService	No	Yes	Total
Fiber optic		3096	3096
DSL	682	1739	2421
No		1526	1526
Total	682	6361	7043

TOTAL CHARGE VS TENURE IN YEARS



CONTRACT TYPE VS TOTAL CHARGES



1142

Sum of SeniorCitizen

3402

Count of Partner