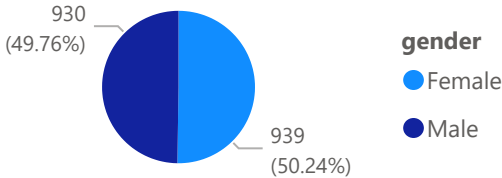




Pwc

Churn dashboard

Count of customers by gender



25.5%

% of senior citizen

25.5%

% of senior citizen who churn

35.8%

% of partner

35.8%

% of partner who churn

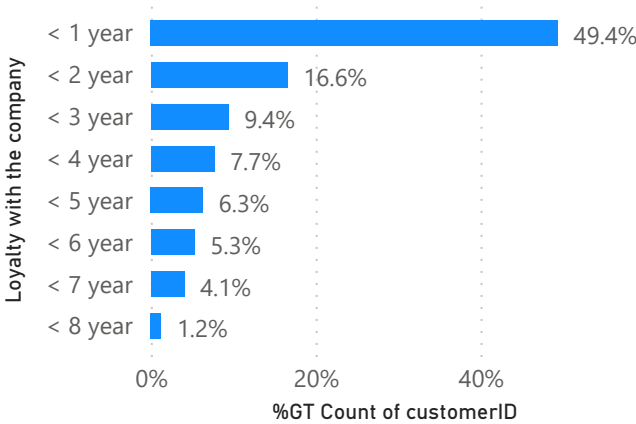
17.4%

% of dependents

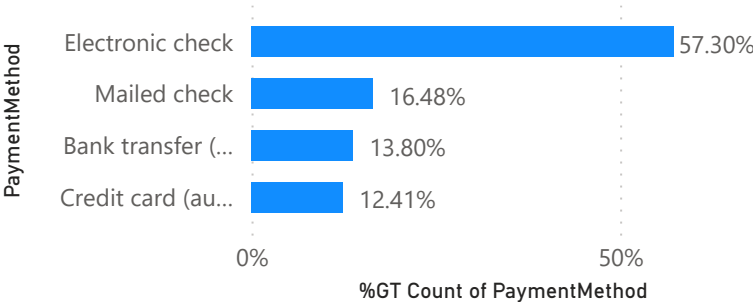
17.4%

% of dependents who churn

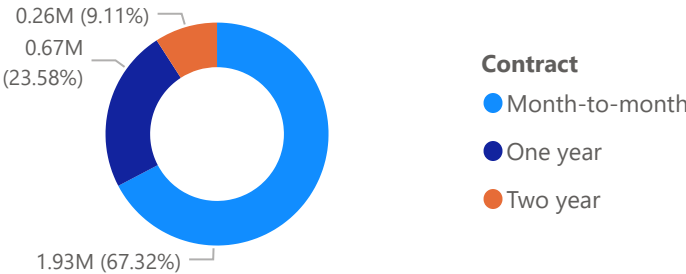
%GT Count of customerID by Loyalty with the company



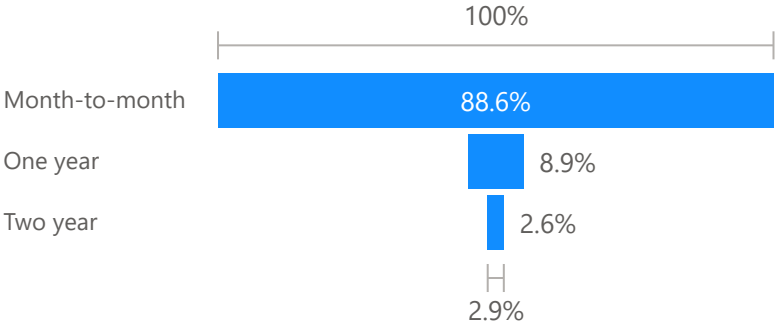
%GT Count of PaymentMethod by PaymentMethod



Sum of TotalCharges by Contract



%GT Count of Contract by Contract



Number of admin tickets

885

Number of tech tickets

2173

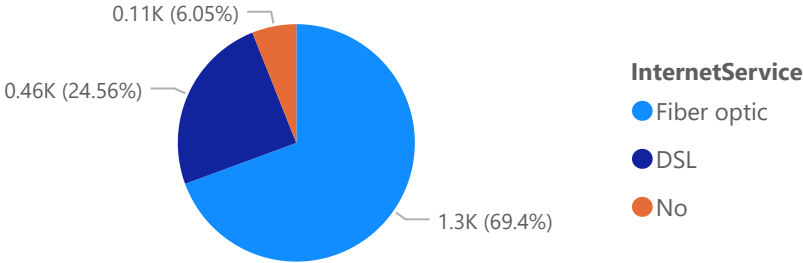
Total charges

2.86M

Customer in risk

1869

Count of InternetService by InternetService



Customer Services

28.0%	15.8%	90.9%
% Oline Backup	% Oline Security	% Phone Service
43.6%	43.8%	29.2%
% StreamingTV	% Streaming Mo...	% Device Protection

Pwc

Customer Retention

Tenure

0

72



Churn

Select all

No

Yes

InternetSe...

Select all

DSL

Fiber optic

No

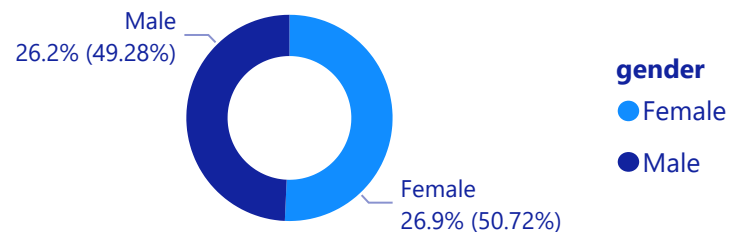
gender

Select all

Female

Male

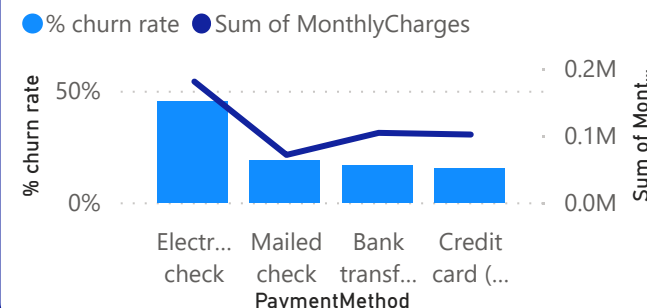
% churn rate by gender



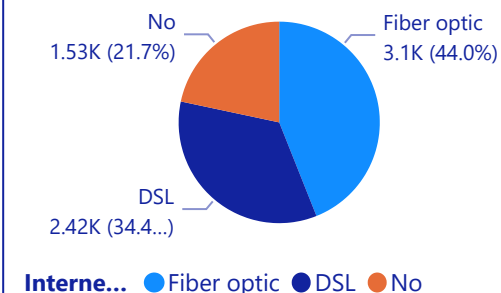
Churn



% churn rate and Sum of MonthlyCharges by PaymentMethod



Count of customerID by InternetService



Key influencers Top segments

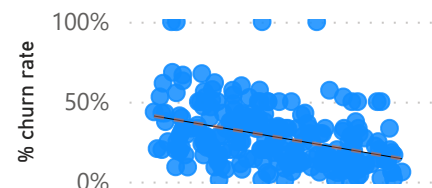
What influences % churn rate to Increase ?

When... Average of tenure goes down 16.98 ...the average of % churn rate increases by 13.57%

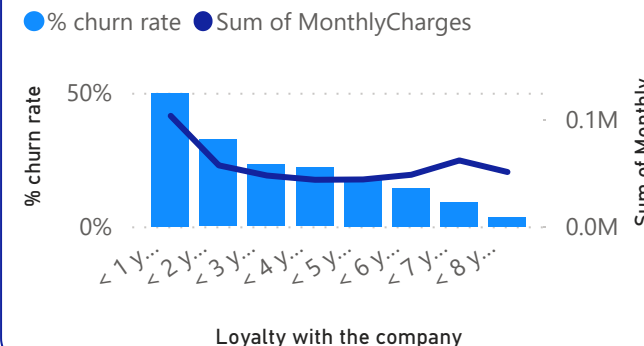
Average of MonthlyCharges goes up 23.54 ...the average of % churn rate increases by 8.48%

Sort by: Impact Count

On average when Average of tenure decreases, % churn rate increases.



% churn rate and Sum of MonthlyCharges by Loyalty with the company



% churn rate and Sum of MonthlyCharges by InternetService

