

CHURN ANALYSIS DASHBOARD

Payment Method

Bank Withdrawal

Credit Card

Mailed Check

Internet Type

Cable

DSL

Fiber Optic

None

Contract Type

Month-to-Month

One Year

Two Year

6,418

Total Customers

1,732

Total Churn

4,686

Active Users

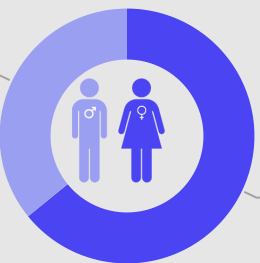
27.0%

Churn Rate

DEMOGRAPHIC

Churn Rate by Gender

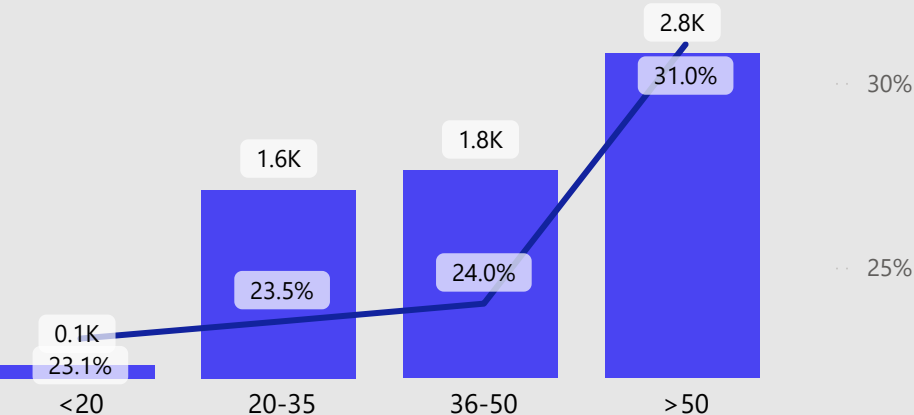
Male 35.85%



Female 64.15%

Churn Rate by Age Group

Total Customers Churn Rate



Monthly Charge Range

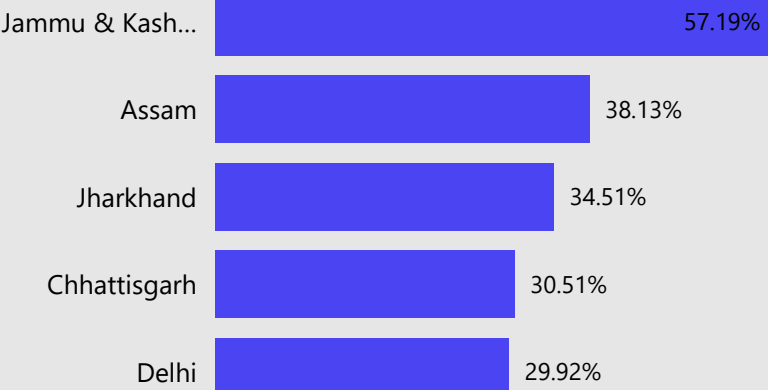
All

Married

All

GEOGRAPHIC

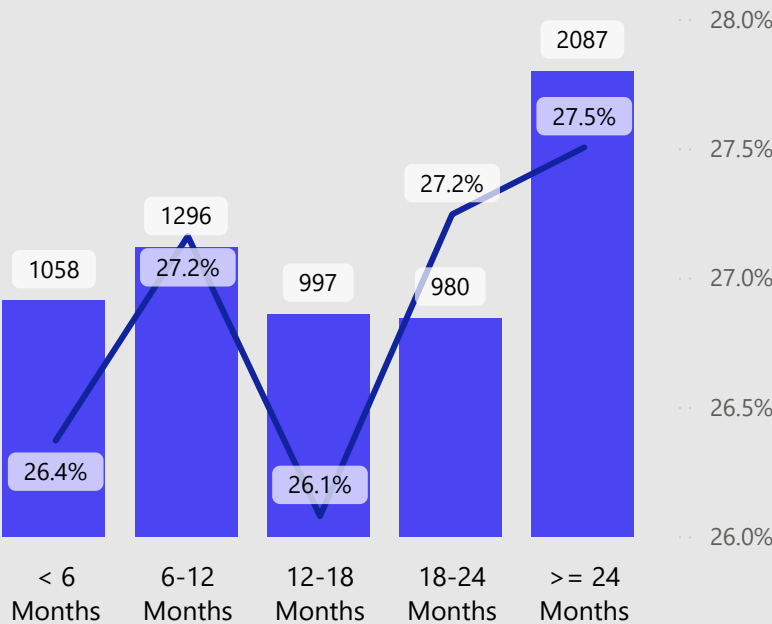
Churn Rate by Top 5 States



TENURE

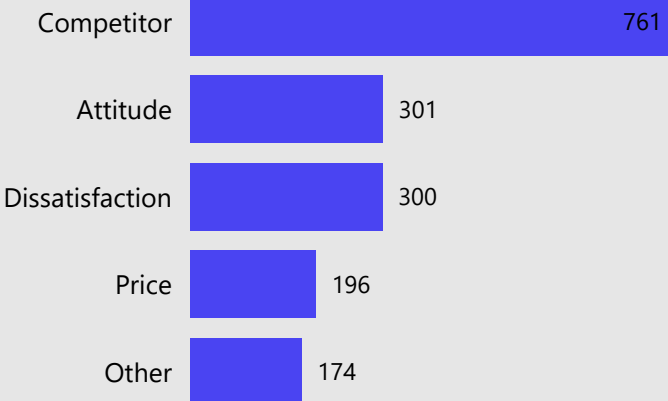
Churn Rate by Tenure Group

Total Customers Churn Rate



CHURN DISTRIBUTION

Churn Rate by Churn Category



SERVICES USED

Churn By Services

Services	No	Yes
Device_Protection_Plan	71%	29%
Internet_Service	6%	94%
Multiple_Lines	55%	45%
Online_Backup	72%	28%
Online_Security	85%	15%
Paperless_Billing	25%	75%
Phone_Service	9%	91%
Premium_Support	83%	17%
Streaming_Movies	56%	44%