

# pwc Customer Churn KPI

1869  
Sum of Customer Left

5174  
Sum of Customer Retained

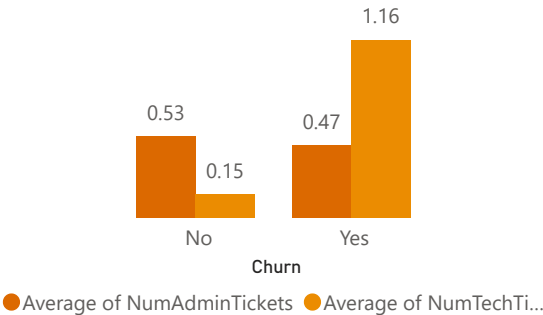
1,532  
Average Total Charges for Customer Left

2,555  
Average Total Charges for Customer Stay

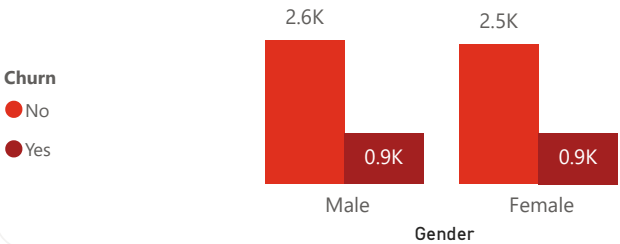
74  
Average Monthly Charges for Customer Left

61  
Average Monthly Charges for Customer Stay

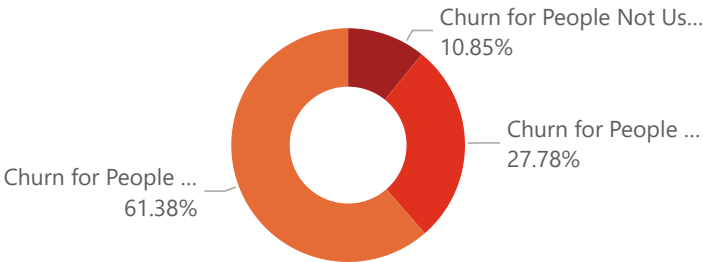
Admin and Tech tickets for Churn



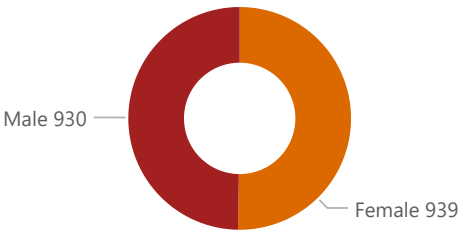
Churn Breakup by Gender



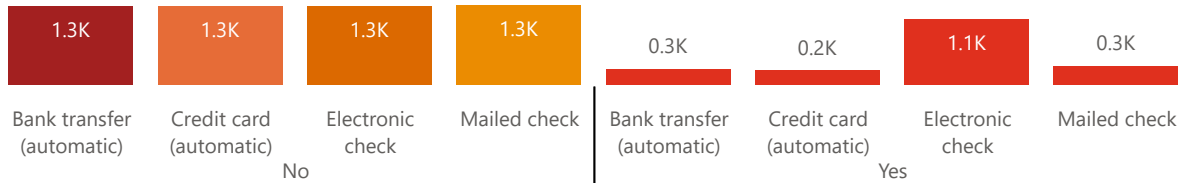
Churn for each Type of Internet Usage



Sum of Customer Left by Gender



Churn and PaymentMethod



Churn Rate for Each Feature Use

21.53%  
Churn for People Using OnlineBackup

26.71%  
Churn for People Using PhoneService

22.50%  
Churn for People Using DeviceProtection

28.61%  
Churn for People Using MultipleLines

14.61%  
Churn for People Using OnlineSecurity

30.07%  
Churn for People Using StreamingTV

29.94%  
Churn for People Using StreamingMovies

15.17%  
Churn for People Using TechSupport

Retention Rate for Each Feature Use

78.47%  
Retention for People Using OnlineBackup

73.29%  
Retention for People Using PhoneService

77.50%  
Retention for People Using DeviceProtection

71.39%  
Retention for People Using MultipleLines

85.39%  
Retention for People Using OnlineSecurity

69.93%  
Retention for People Using StreamingTV

70.06%  
Retention for People Using StreamingMovies

84.83%  
Retention for People Using TechSupport