

CHURN ANALYSIS

Customers at risk

1869

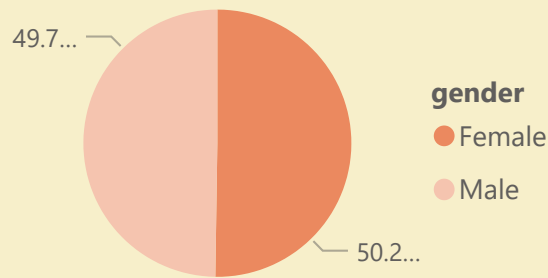
Total Charges

2.86M

Monthly Charges

139.13K

Gender



Partner

36%

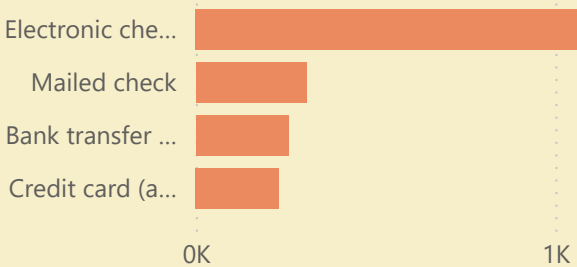
Dependents

17%

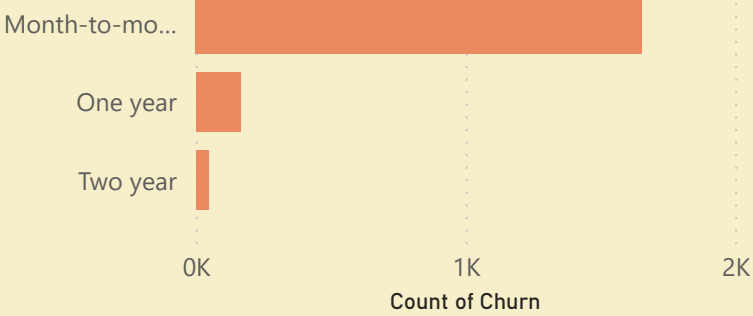
Senior Citizen

25%

Payment Method



Contract



91%

Phone Service

28%

Online backup

16%

Online security

44%

Streaming m...

17%

Tech support

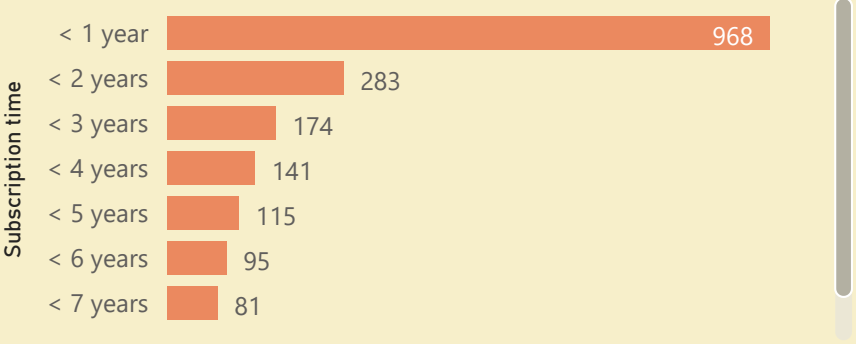
44%

Streaming tv

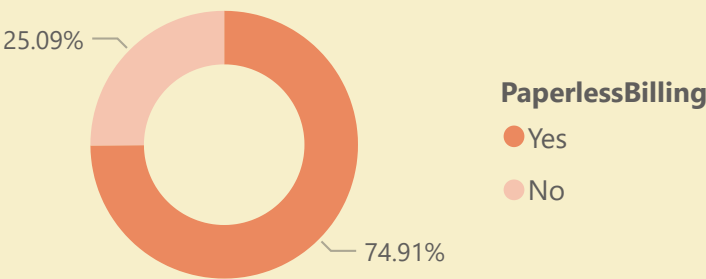
17%

Device protection

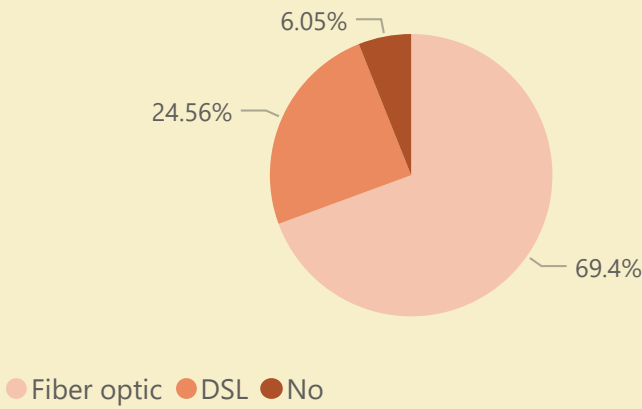
Subscription Time



Paperless Billing



Internet Service



Customer Retention

Customers

7043

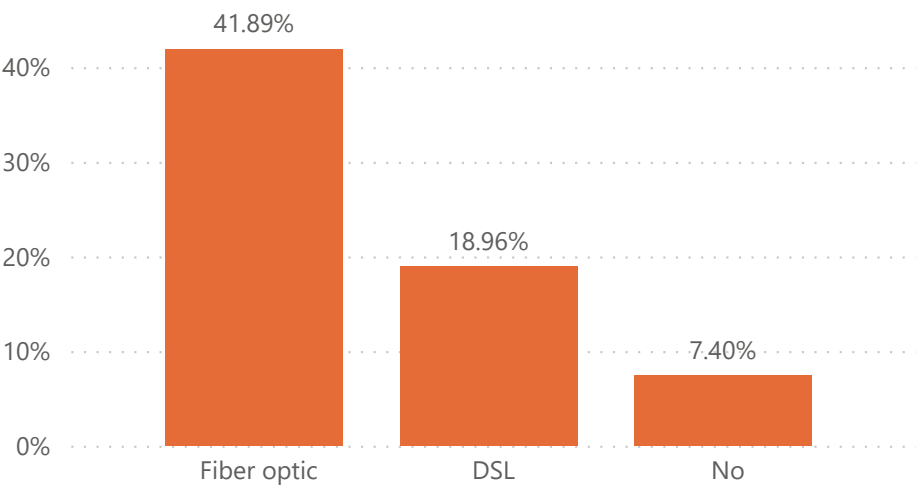
Churn Rate

26.54%

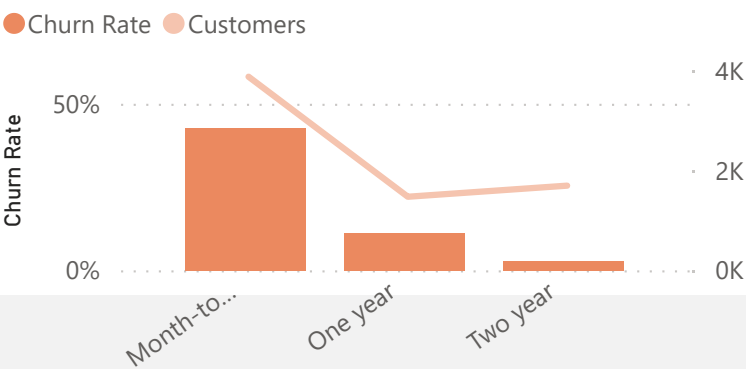
Total Charges

16.06M

Churn rate by Internet Service



Type of contract



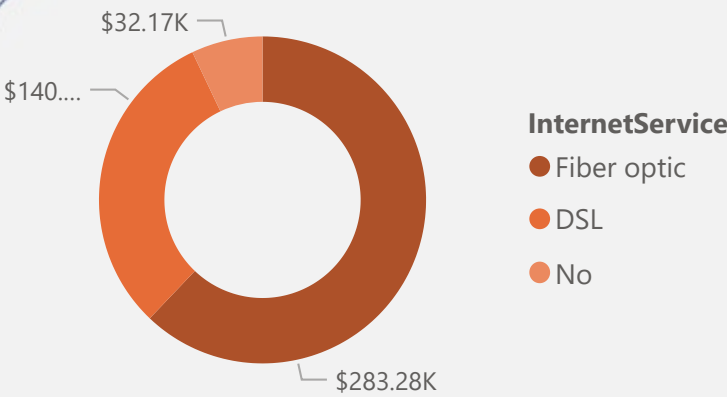
Contract

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

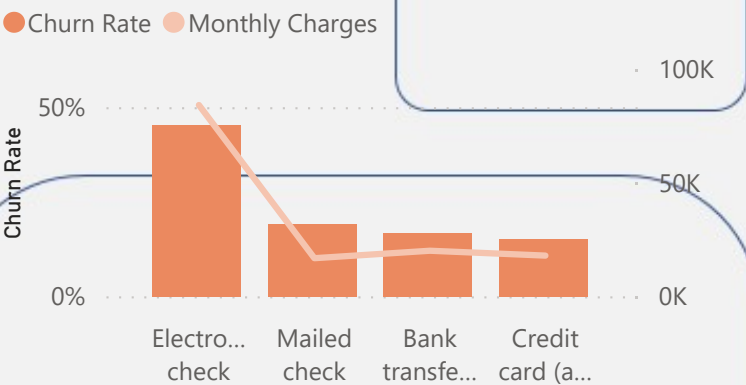
Months Subscribed

0 72

Internet Service



Churn rate by Payment method



Churn

All

InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No