

CUSTOMER RETENTION

Overview

Churn

Client





Customer Dashboard



7043

Total Customer

2955

numTechTickets

3632

numAdminTickets

16.06M

TotalCharges

456.12K

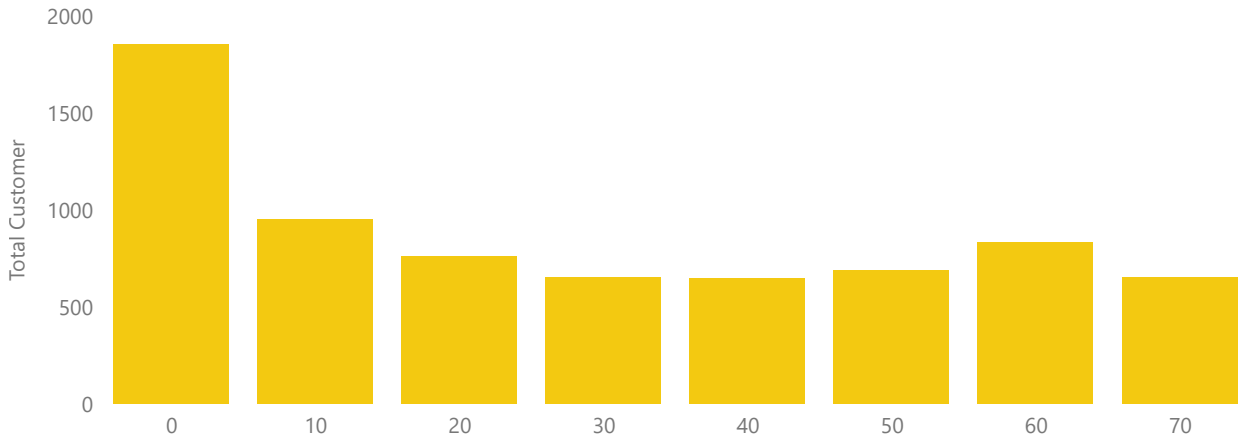
MonthlyCharges

Total Customer by gender

Gender ● Male ● Female



Total Customer by Tenure

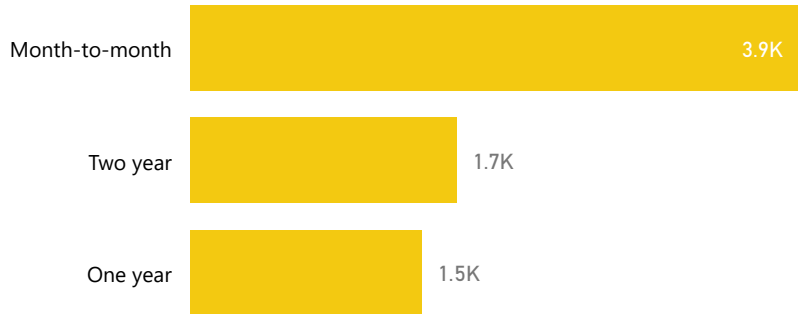


Total Customer by Phone Service

Yes
90.32%

No
9.68%

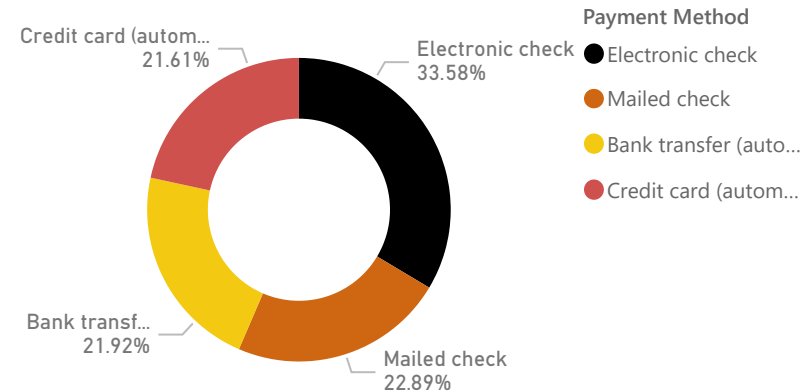
Total Customer by Contract



Total Customer by Internet Service



Total Customer by Payment Method





Churn Dashboard



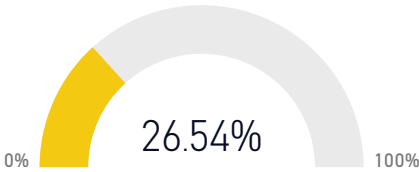
DEMOGRAPHICS

Gender

Female Male



Percentage of Churn



36%

Partners

25%

Senior Citizens

17%

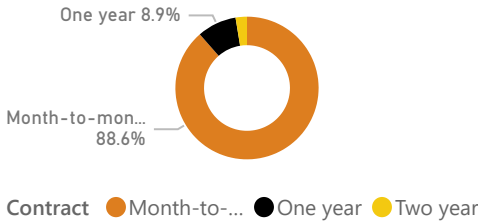
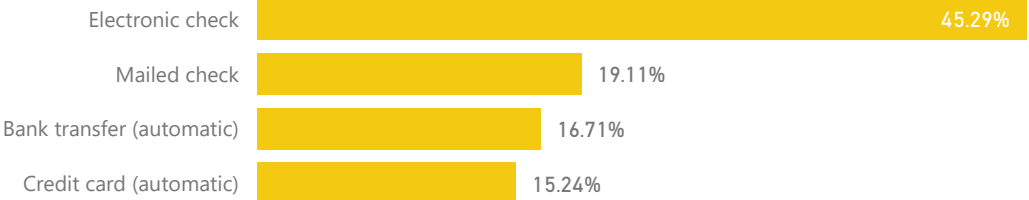
Dependents

Tenure



CUSTOMER CONTRACT INFORMATION

Payment Method



Paperless billing



2,862,926.90
Total Charges
139,130.85
MonthlyCharges

PHONE SERVICE

28%

Online Backup

16%

Online Security

17%

Tech Support

29%

Device Protection

44%

Streaming TV

44%

Streaming Movies

Phone Service



Multiple Lines

No
849
No phone service
170
Yes
850

Internet Service



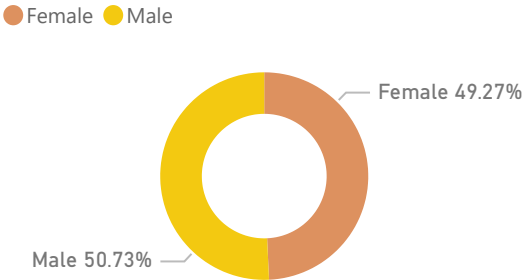


Client Dashboard

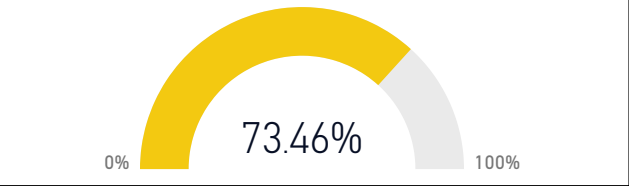


DEMOGRAPHICS

Gender



Percentage of Churn



53%

Partners

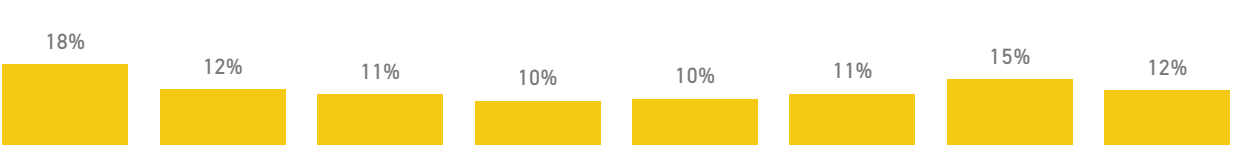
13%

Senior Citizens

34%

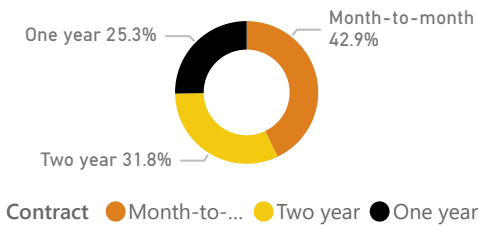
Dependents

Tenure



CUSTOMER CONTRACT INFORMATION

Payment Method



Paperless billing



13,193,241.80
Total Charges

316,985.75
MonthlyCharges

PHONE SERVICE

37%

Online Backup

33%

Online Security

34%

Tech Support

36%

Device Protection

37%

Streaming TV

37%

Streaming Movies

Phone Service



Multiple Lines

No
2541

No phone service
512

Yes
2121

Internet Service

