

SUMMARY

Customer Demographics

Revenue Analysis

Churn Breakdown

Key Findings

7043

Total Customers

21.37M

Total Revenue

1869

Total Churned Customers

26.54%

Churn Rate (%)

447.91K

Total Revenue (MONTHLY)

Payment Method

All

Age

All

Monthly Charge

-10.00

118.75

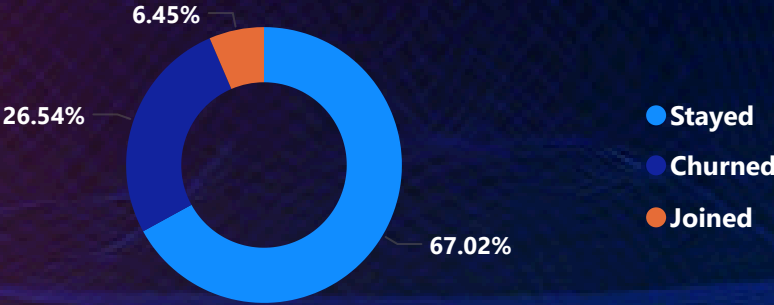
City

All

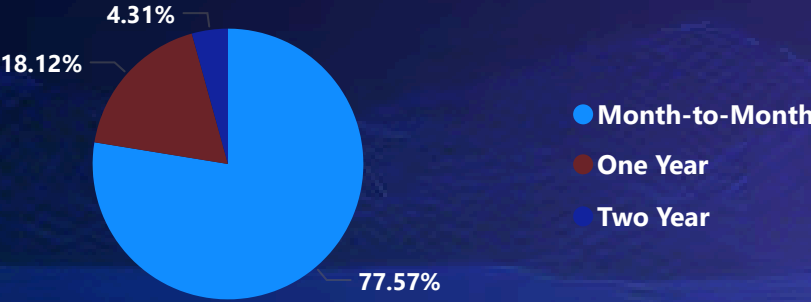
Churn Category

All

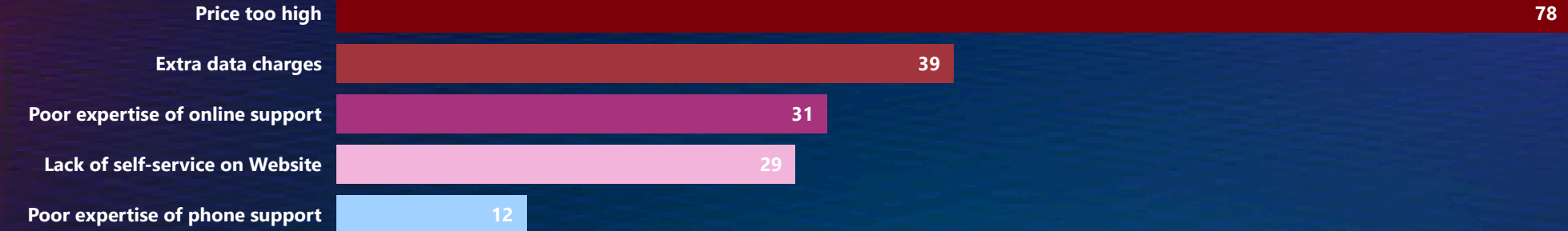
Total Customers By Churn Status



Churn Rate (%) By Contract & Category



Count of Customers By Churn Reason (TOP 5)



CUSTOMER DEMOGRAPHICS

Executive Summary Dashboard

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FILTER BY

Payment Method

All

Age

All

Monthly Charge

-10.00

118.75

City

All

Contract

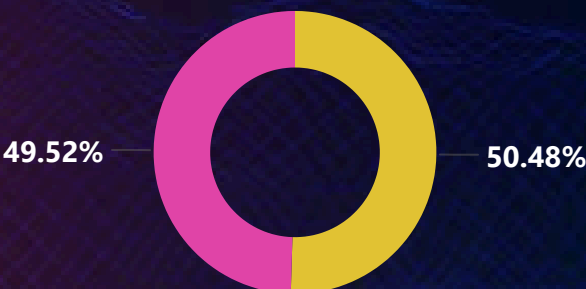
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Internet Type

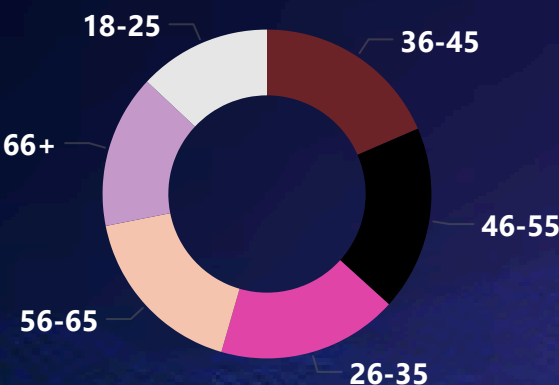
All

DISTRIBUTION BY GENDER

Male Female

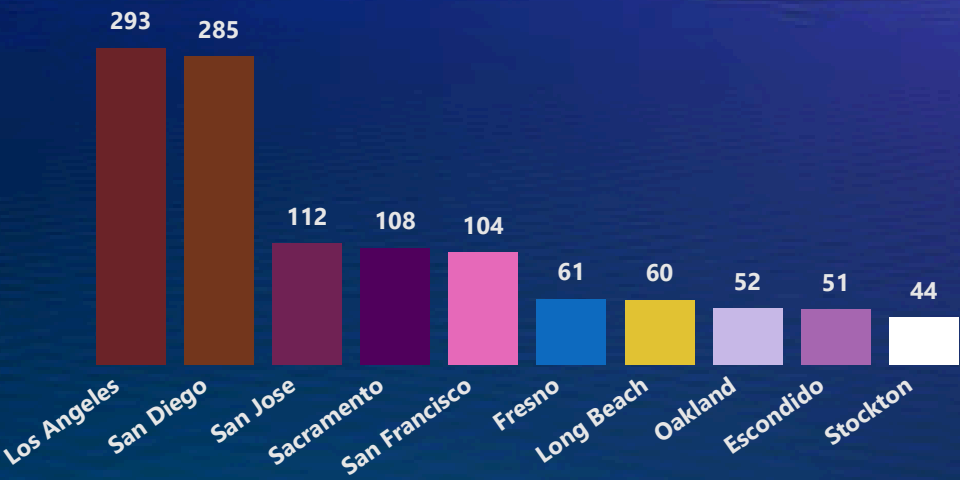


DISTRIBUTION BY AGE GROUPS



Tenure in Months	Count of Customer ID
1	613
2	238
3	200
4	176
5	133
6	110
7	131
Total	7043

TOP 10 CUSTOMER HUBS



REVENUE & SPENDING BEHAVIOUR ANALYSIS

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FILTER BY

Contract

All

Internet Service

All

Payment Method

All

Gender

All

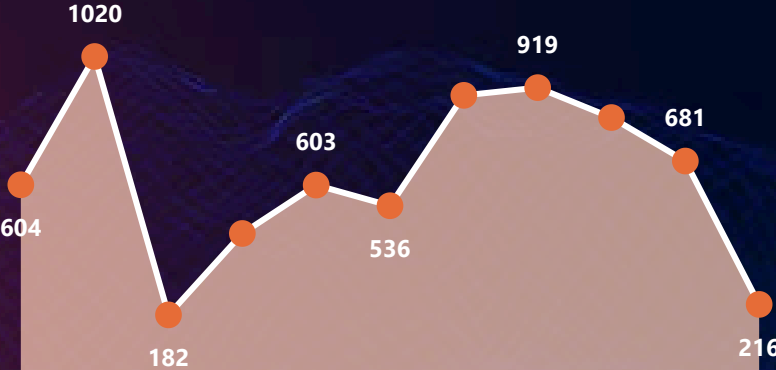
Age_Group

All

Churn Category

All

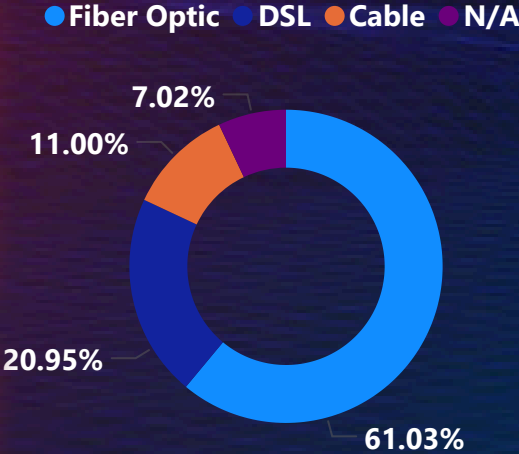
DISTRIBUTION OF CUSTOMERS BY MONTHLY CHARGES



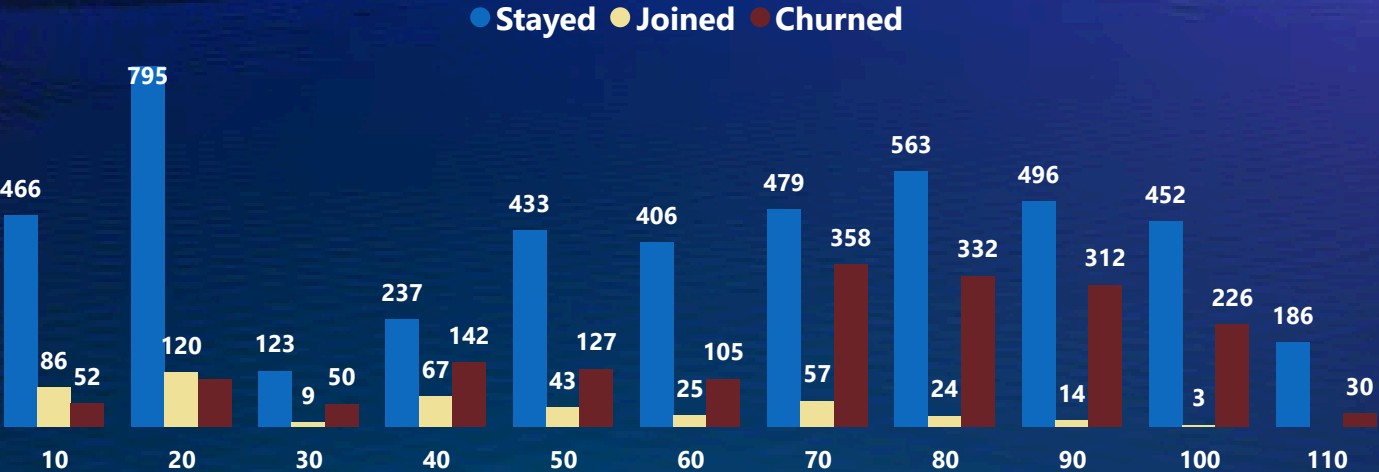
AVERAGE MONTHLY CHARGES BY CONTRACT TYPE



TOTAL REVENUE BY INTERNET TYPE



CUSTOMER DISTRIBUTION BY MONTHLY CHARGES & CHURN STATUS



CHURN BREAKDOWN ANALYSIS

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FILTER BY

Contract

All

Internet Service

All

Payment Meth...

All

Gender

All

Age_Group

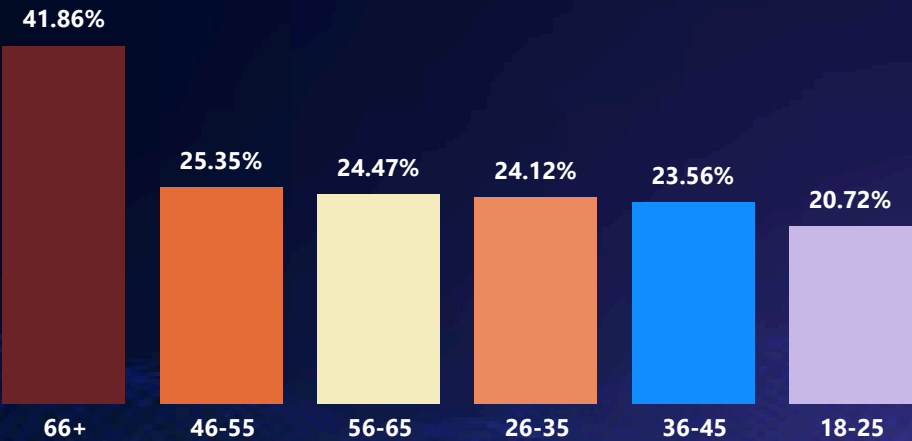
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Tenure in Mon...

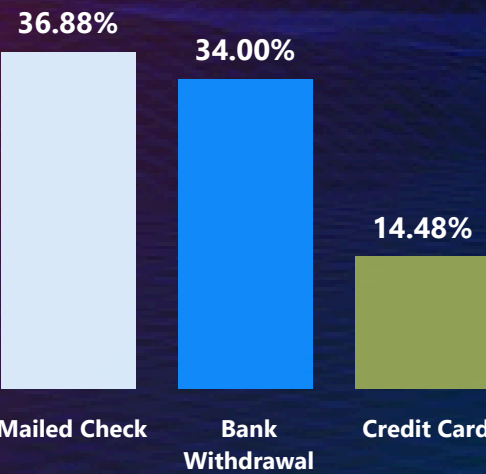
All

City	Churn Rate (%)	Average of Monthly Charge
Boulder Creek	100.00%	95.00
Eldridge	100.00%	76.78
Johannesburg	100.00%	78.25
Riverbank	100.00%	84.15
Smith River	100.00%	37.14
South Lake Tahoe	100.00%	97.15
Twain	100.00%	47.26
Total	26.56%	64.79

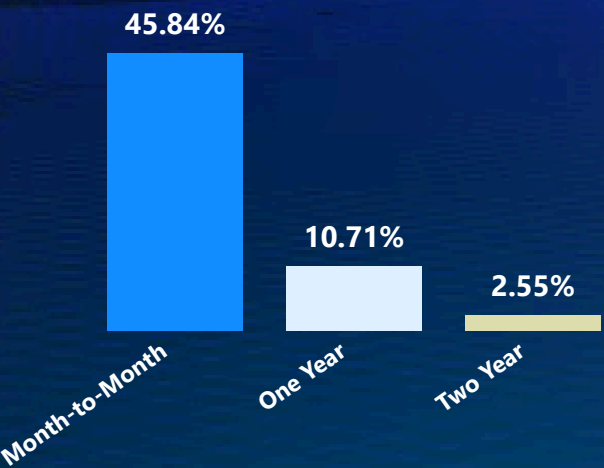
CHURN % BY AGE GROUP



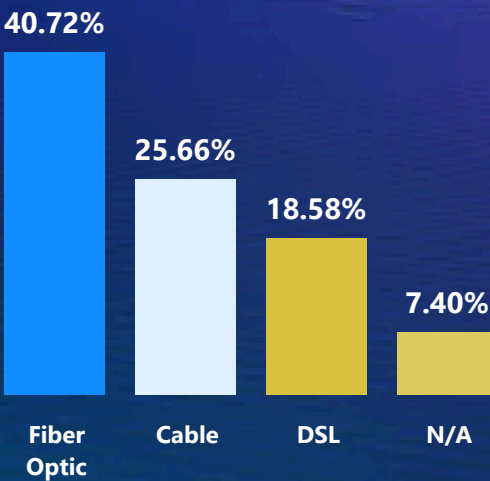
CHURN BY PAYMENT METHOD



CHURN BY CONTRACT TYPE



CHURN BY INTERNET TYPE



KEY FINDINGS

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- 1: Monthly Contract customers are churning the most, indicating dissatisfaction or lack of long-term engagement.
- 2: Churn rate is highest among customers with Fiber Optic internet, possibly due to service reliability or pricing issues.
- 3: One-Year and Two-Year Contract customers show the lowest churn, emphasizing the importance of long-term contracts in retaining customers.
- 4: Customers who churned had a lower average tenure, meaning new users are at higher risk of leaving quickly.
- 5: Mailed Check payment method users have a significantly higher churn rate, suggesting issues with payment flexibility or user experience.
- 6: The average monthly charges for churned customers are higher than those who stayed, indicating a possible price sensitivity.
- 7: Senior Citizens have a higher churn rate than younger customers, possibly due to tech challenges or service needs.
- 8: Cities like Boulder Creek and Eldridge have higher churn volumes, which may indicate region-specific issues.