CHURN ANALYSIS - SUMMARY

6418	411	1,732	27.0%
Total Customers	New Joiners	Total Churn	Churn Rate

Monthly_Charge
All ▽

Married
☐ Yes
☐ No

DEMOGRAPHIC

Total Churn by Gender

621 (35.85...)
1,111 (64...)

Gender
- Female
- Male
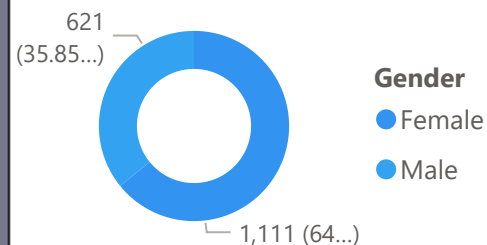
Churn Rate by Payment_Method

Mailed...	37.8%
Bank ...	34.4%
Credit ...	14.8%

ACCOUNT INFO

Churn Rate by Contract

Month...	46.5%
One Year	11.0%
Two Year	2.7%
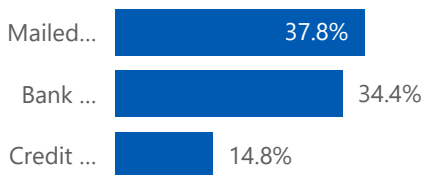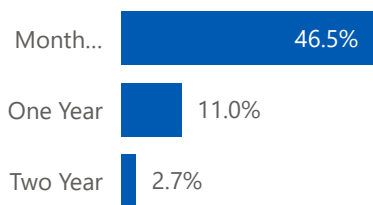
Total Customers and Churn Rate by Age group

- Total Customers
- Churn Rate

Age group	Total Customers	Churn Rate
< 20	0.1K	—
20 - 35	1.8K	23.6%
36 - 50	1.8K	23.7%
> 50	2.7K	31.6%
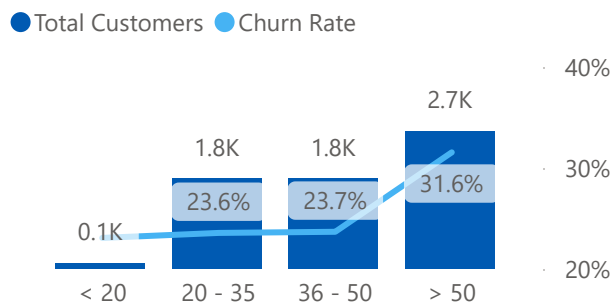
Total Customers and Churn Rate by Tenure Group

- Total Customers
- Churn Rate

Tenure Group	Total Customers	Churn Rate
< 6 Months	1.1K	26.4%
6-12 Months	1.3K	27.2%
12-18 Months	1.0K	26.1%
18-24 Months	1.0K	27.2%
>= 24 Months	2.1K	27.5%
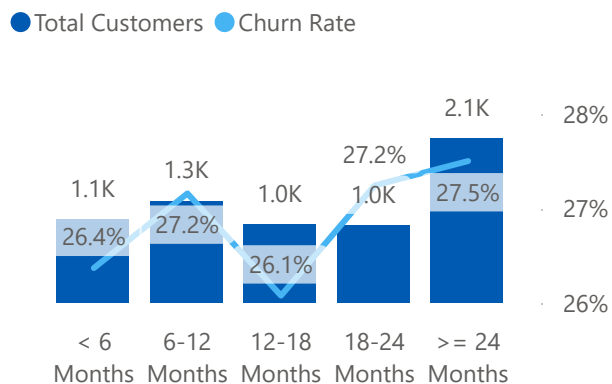
GEOGRAPHIC

Churn Rate by State (Top 5)

Jammu & ...	57.2%
Assam	38.1%
Jharkhand	34.5%
Chhattisga...	30.5%
Delhi	29.9%

CHURN DISTRIBUTION

Total Churn by Churn_Category

Competitor	761
Attitude	301
Dissatisfac...	300
Price	196
Other	174
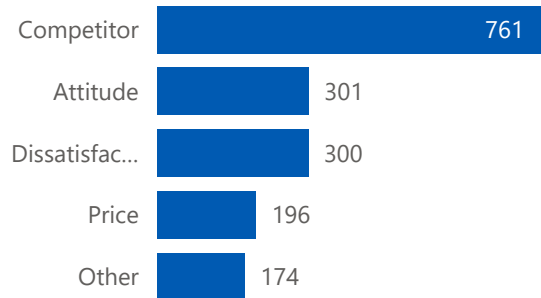
SERVICES USED

Churn Rate by Internet_Type

Fiber Optic	41.1%
Cable	25.7%
DSL	19.4%
None	7.8%
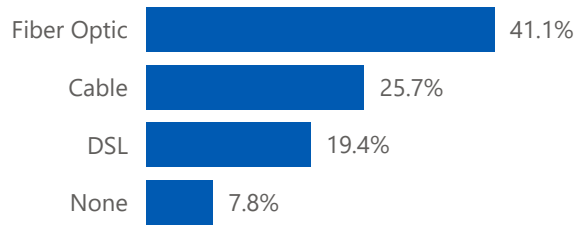
Churn by Services

Services	No	Yes
Unlimited_Data	19.92%	80.08%
Streaming_TV	56.76%	43.24%
Streaming_Music	61.14%	38.86%
Streaming_Movies	56.00%	44.00%
Premium_Support	83.49%	16.51%
Phone_Service	9.41%	90.59%
Online_Security	84.64%	15.36%
Online_Backup	71.88%	28.12%

Churn_Reason
Attitude of service provider
Attitude of support person
Competitor had better devices
Competitor made better offer
Competitor offered higher download speeds
Total

CHURN ANALYSIS - PREDICTION
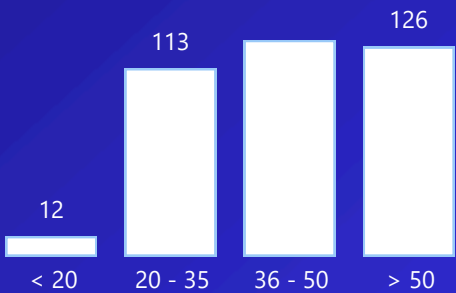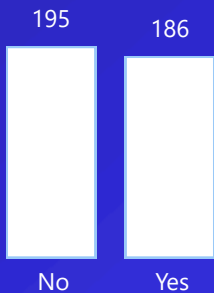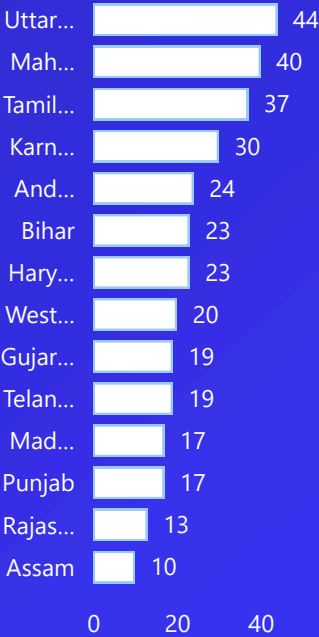
PREDICTED CHURNER PROFILE

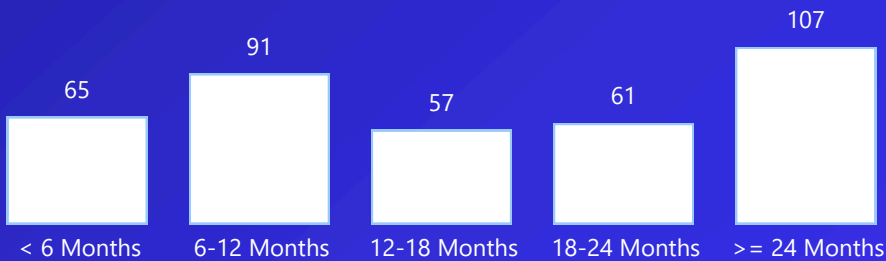**248** Female

133 Male

. by Age group

< 20	20 - 35	36 - 50	> 50
12	113	—	126

ID by Married

No	Yes
195	186

ID By State

State	Value
Uttar...	44
Mah...	40
Tamil...	37
Karn...	30
And...	24
Bihar	23
Hary...	23
West...	20
Gujar...	19
Telan...	19
Mad...	17
Punjab	17
Rajas...	13
Assam	10

. by Tenure Group

< 6 Months	6-12 Months	12-18 Months	18-24 Months	>= 24 Months
65	91	57	61	107

. by Payment_Method

Credit Card	Bank Withdr...	Mailed Check
195	150	36

ID by Contract

Contract	Value
Month-to-M...	
One Year	18
Two Year	6
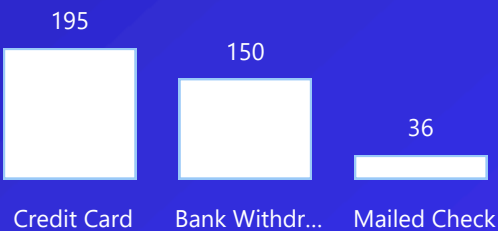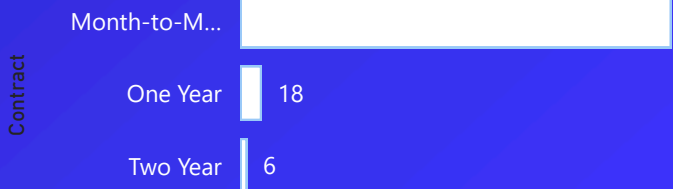
CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS:381

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16921-BIH	19.20	27.86	0.00	8