

CHURN ANALYSIS - SUMMARY

Total Customer

6K

New Joiner

411

Total Churn

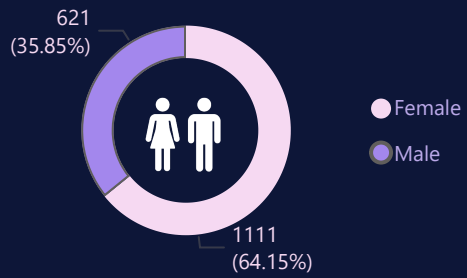
2K

Churn Rate

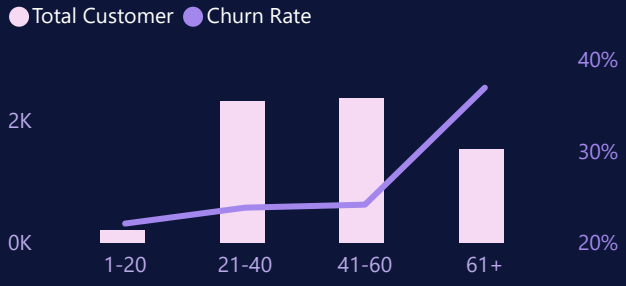
27.0%

DEMOGRAPHIC

Total Churn by Gender

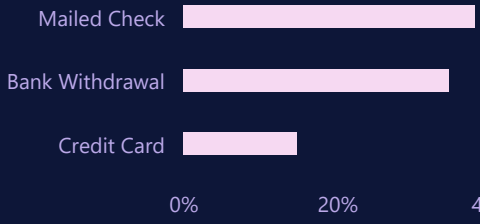


Total Customer and Churn Rate by Age Group

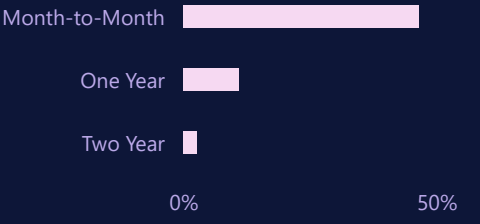


ACCOUNT INFO

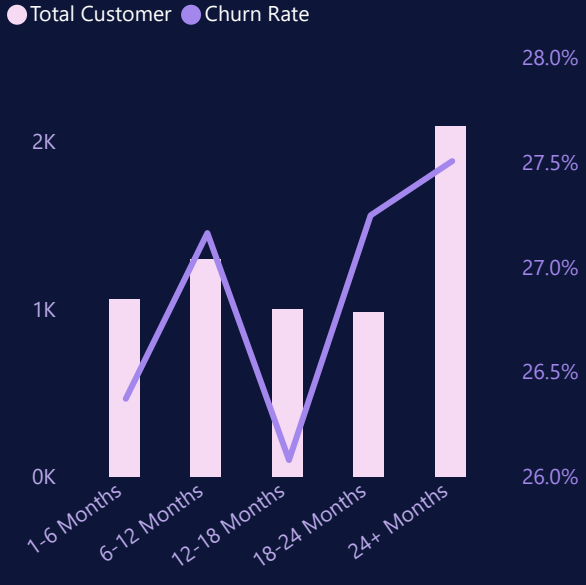
Churn Rate by Payment Method



Churn Rate by Contract



Total Customer and Churn Rate by Tenure Group



Monthly Charge ...

All

Married

All

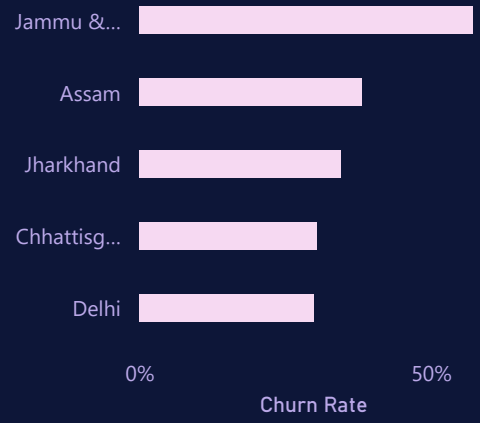
Age_Group

All

PREDICTION

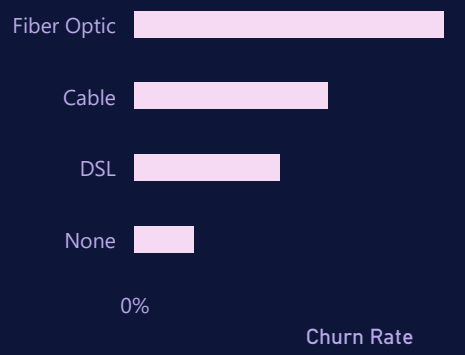
GEOGRAPHIC

Churn Rate by State (Top 5)



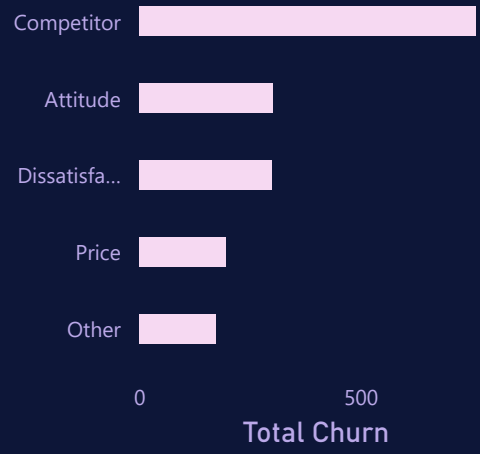
SERVICES USED

Churn Rate by Internet Type



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%
Streaming_TV	56.76%	43.24%
Unlimited_Data	19.92%	80.08%

CHURN ANALYSIS - PREDCTION

249

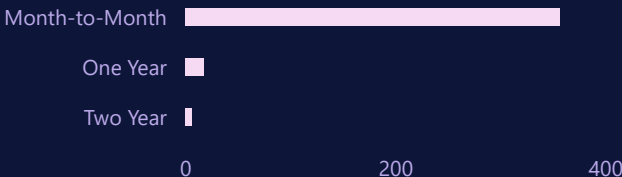
Female

132

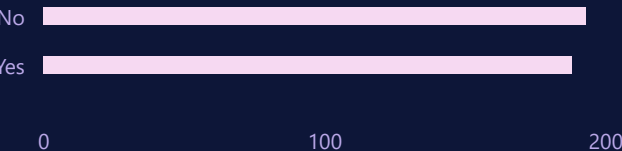
Male

PREDICTED CHURNER PROFILE

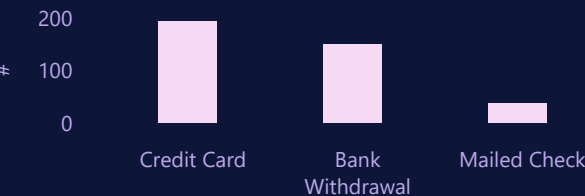
by Contract



by Marital Status



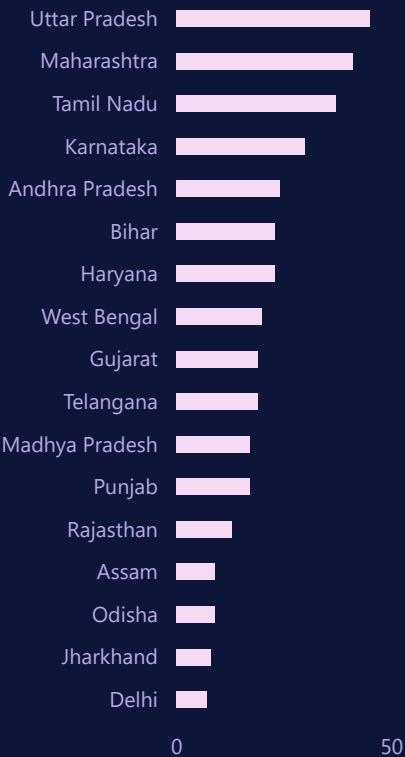
by Payment Method



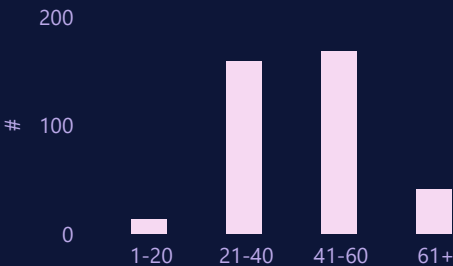
Customer Count by Tenure Group



by State



by Age Group



CUSTOMER AT RISK

COUNT OF PREDICTED CHURNER-381

SUMMARY

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
99996-HAR	53.55	69.61	0.00	2
99862-BIH	74.00	97.70	0.00	12
99855-MAH	69.70	166.54	0.00	5
99488-KAR	24.40	24.40	0.00	10
99475-KAR	51.55	143.42	0.00	11
98788-TAM	20.05	52.95	0.00	4
98767-WES	20.05	31.15	0.00	14
98334-MAD	20.20	161.38	0.00	15
98301-WES	53.45	144.68	0.00	4
97828-MAH	92.00	313.60	0.00	0
97615-MAH	20.20	61.30	0.00	11
97497-RAJ	49.90	56.25	0.00	9
97427-JAM	20.35	50.21	0.00	9
96967-CHH	89.35	94.71	0.00	5
96430-PUN	48.75	75.01	0.00	0
95991-MAD	50.25	236.87	0.00	0
95822-AND	19.20	37.09	0.00	3
95748-UTT	25.40	58.13	0.00	5
95735-PUN	19.25	90.71	0.00	10
95594-TAM	44.00	59.66	0.00	4
94609-HAR	19.65	151.67	0.00	1
94305-KAR	19.75	25.07	0.00	5
94243-TAM	19.90	27.66	0.00	5
94124-MAH	79.95	249.85	0.00	9
94070-JAM	90.10	114.43	0.00	8
93700-MAH	50.70	88.75	0.00	8
93521-MAH	-1.00	74.27	0.00	6
93520-GUJ	72.10	79.87	0.00	13
92527-KAR	20.05	23.28	0.00	7

Churn_Reason	Total Churn ▼
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher download speeds	92
Price too high	72
Total	1732