

# CHURN ANALYSIS - SUMMARY

Monthly Charge Ran...

All

Married

All

Churn Prediction

6,418

Total Customers

1,732

Total Churn

27.0%

Churn Rate

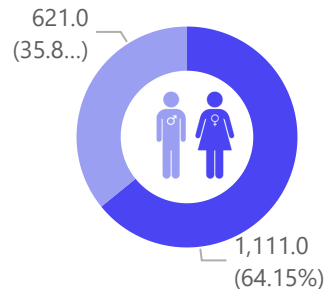
411

New joiners



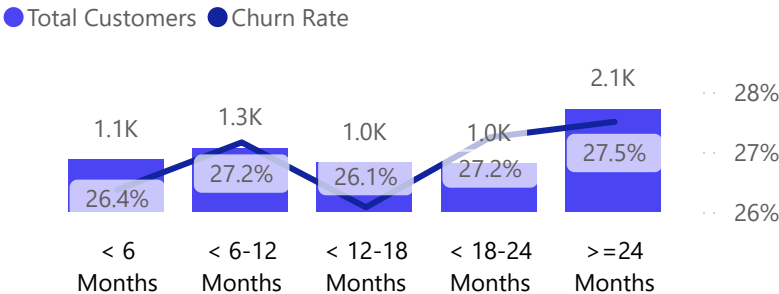
DEMOGRAPHIC

Total Churn by Gender



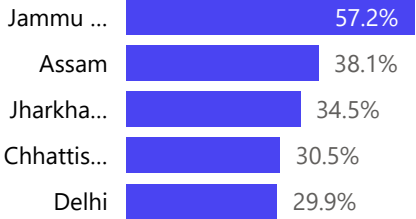
Gender  
● Female  
● Male

Total Customers and Churn Rate by Tenure group



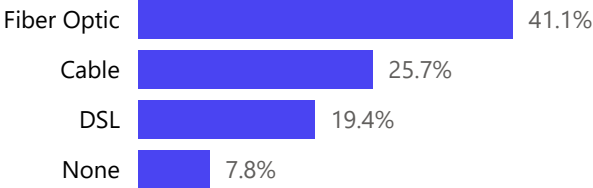
## GEOGRAPHIC

Churn Rate by State(Top 5)



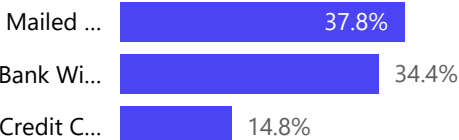
## SERVICES USED

Churn Rate by Internet Type

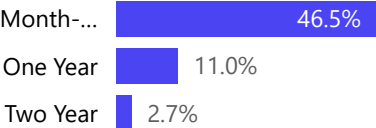


ACCOUNT INFO

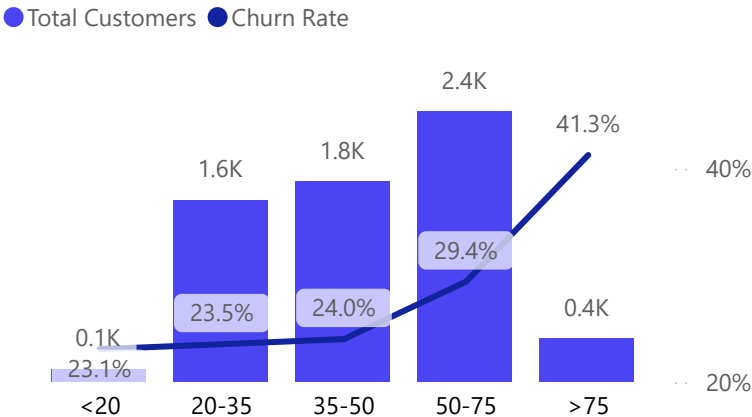
Churn Rate by Payment Method



Churn Rate by Contract

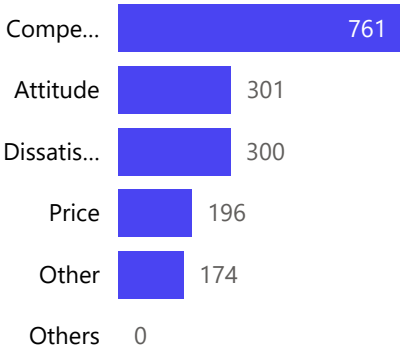


Total Customers and Churn Rate by Age Group



## CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%

Churn_Reason ▲	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE

Female

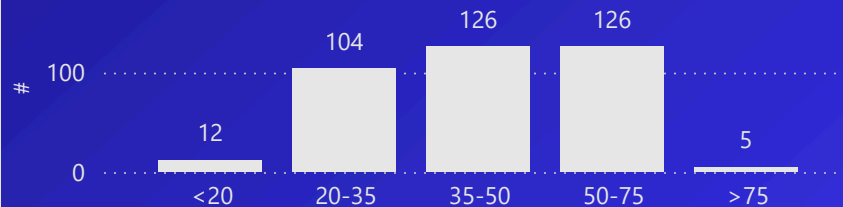
240



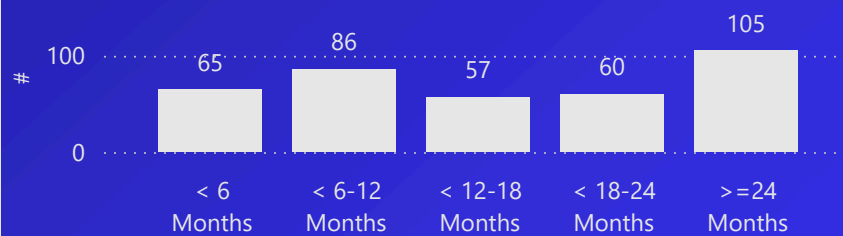
Male

133

### by Age Group



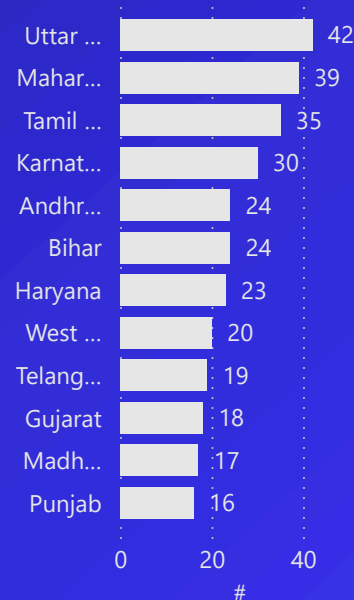
### by Tenure group



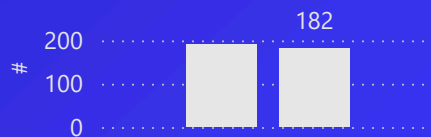
### by Contract



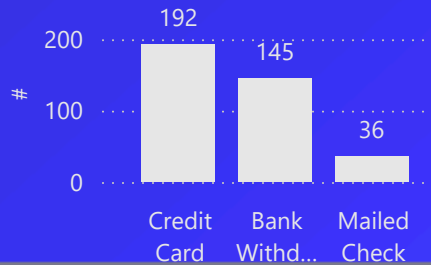
### by State



### Marital Status



### by Payment Method



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 373

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