

# CUSTOMER CHURN ANALYSIS

Telecommunications Company

Problem: High churn rate



Senior	Under 30	Churn Rate
No	No	24.54 %
No	Yes	23.00 %
Yes	No	38.46 %
<b>Total</b>		<b>26.86 %</b>

**6687**

Count of Customer ID

**26.86 %**

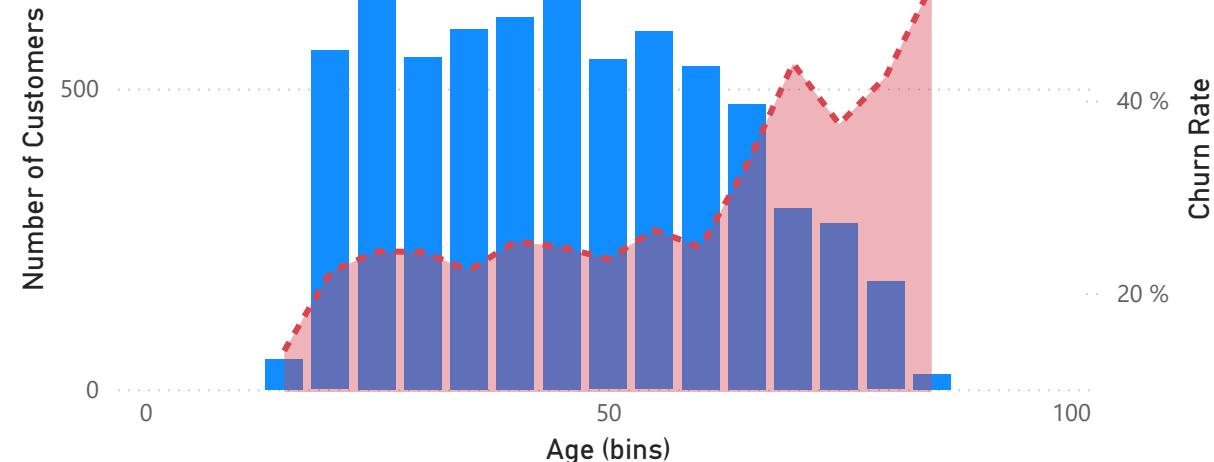
Churn Rate

**1796**

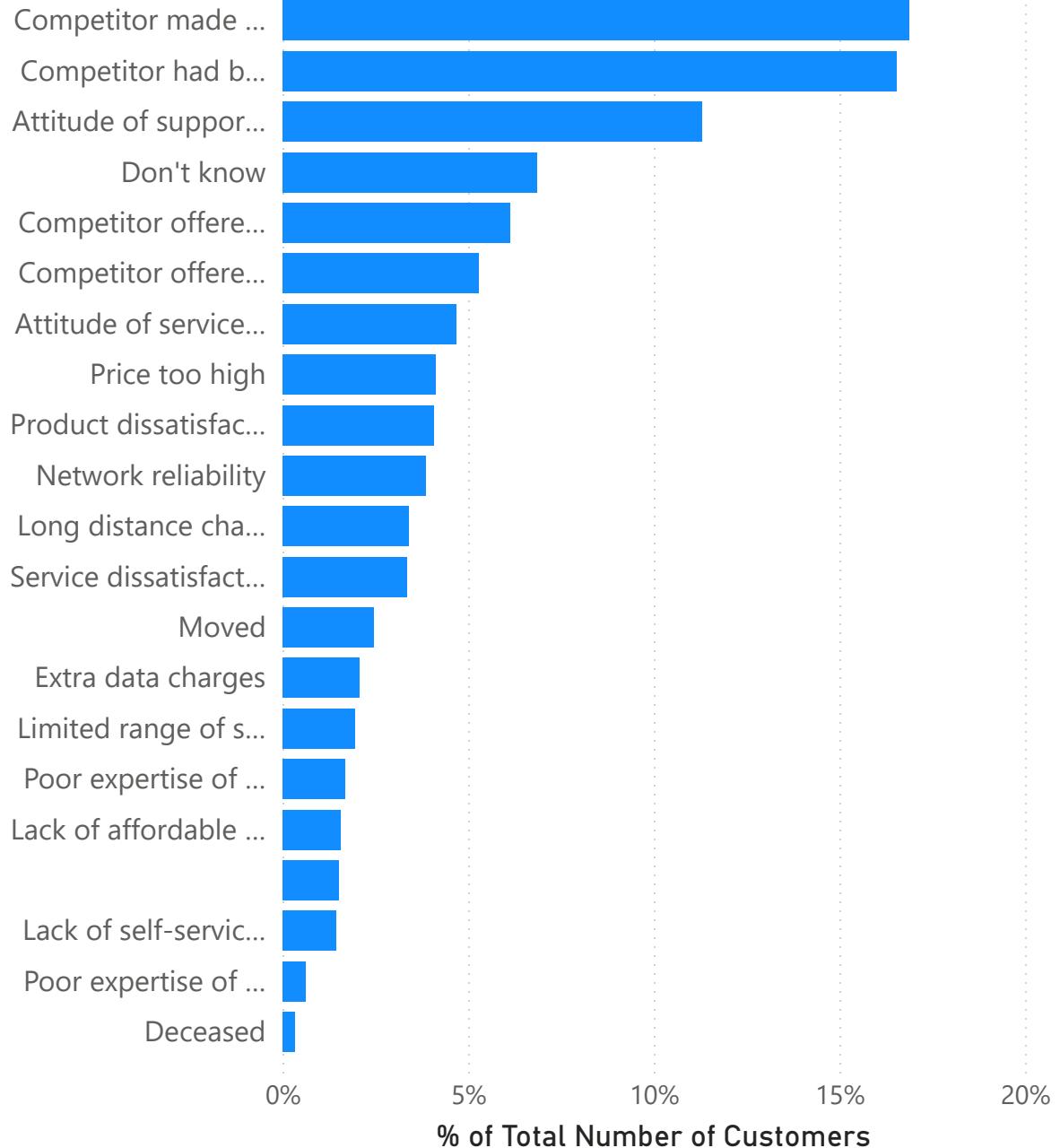
Churned

#### Number of Customers and Churn Rate by Age (bins)

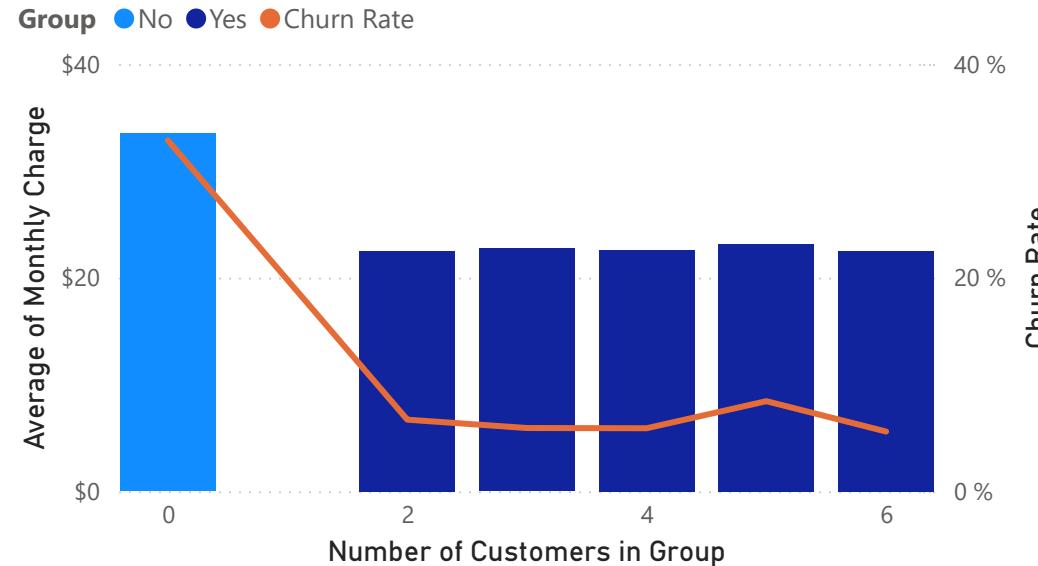
● Number of Customers ● Churn Rate



#### Churn Reasons

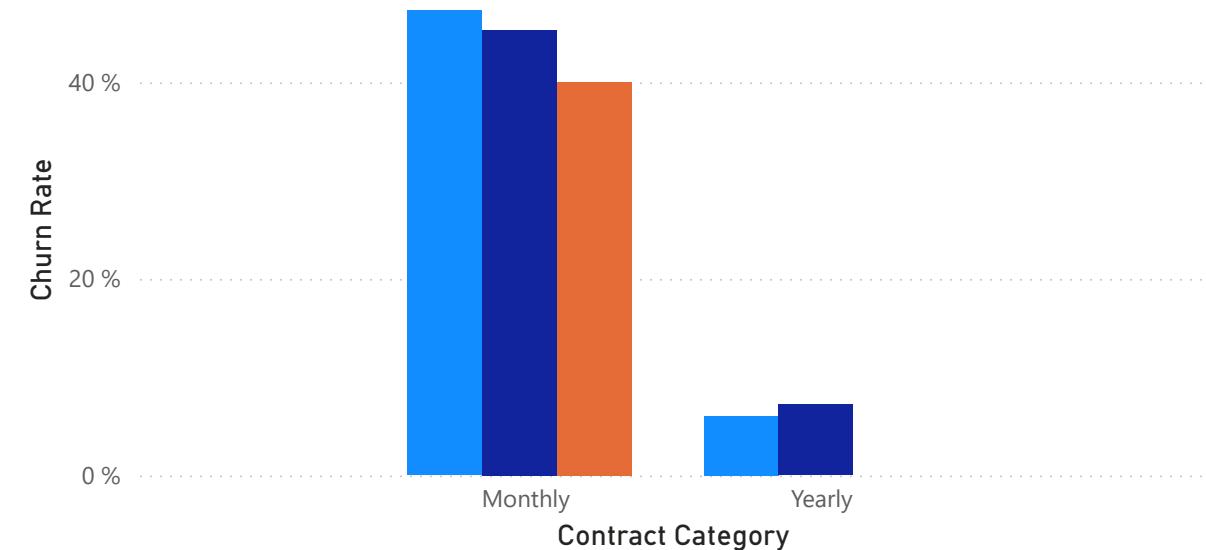


### Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

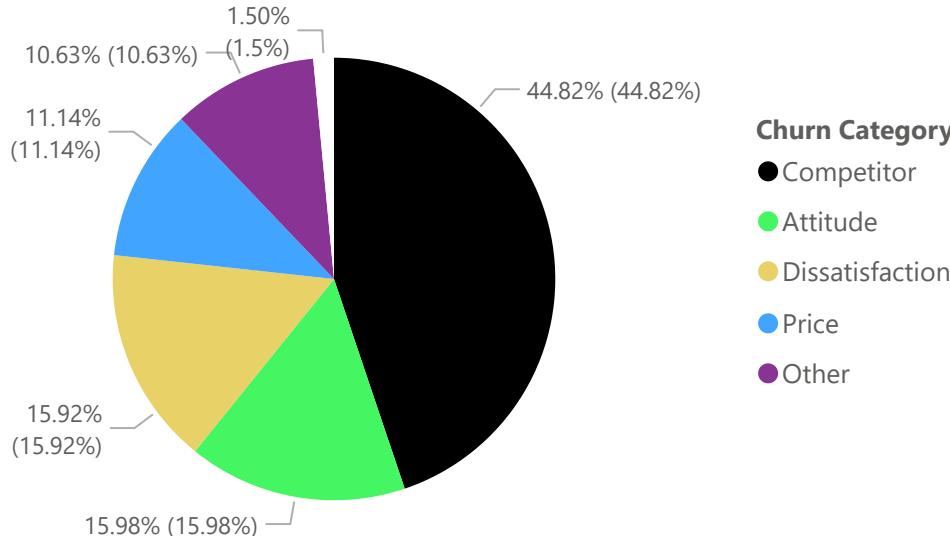


### Churn Rate by Contract Category and Gender

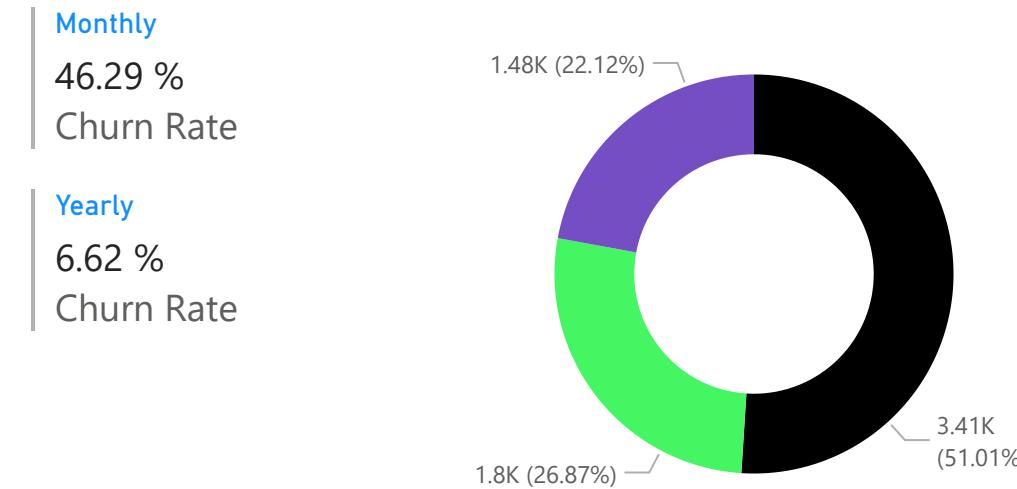
Gender ● Female ● Male ● Prefer not to say



### Churn by category



### Customers by Contract type



**Contract Type**  
● Month-to-Month  
● Two Year  
● One Year

Churn Rate Number of Customers Unlimited Data Plan

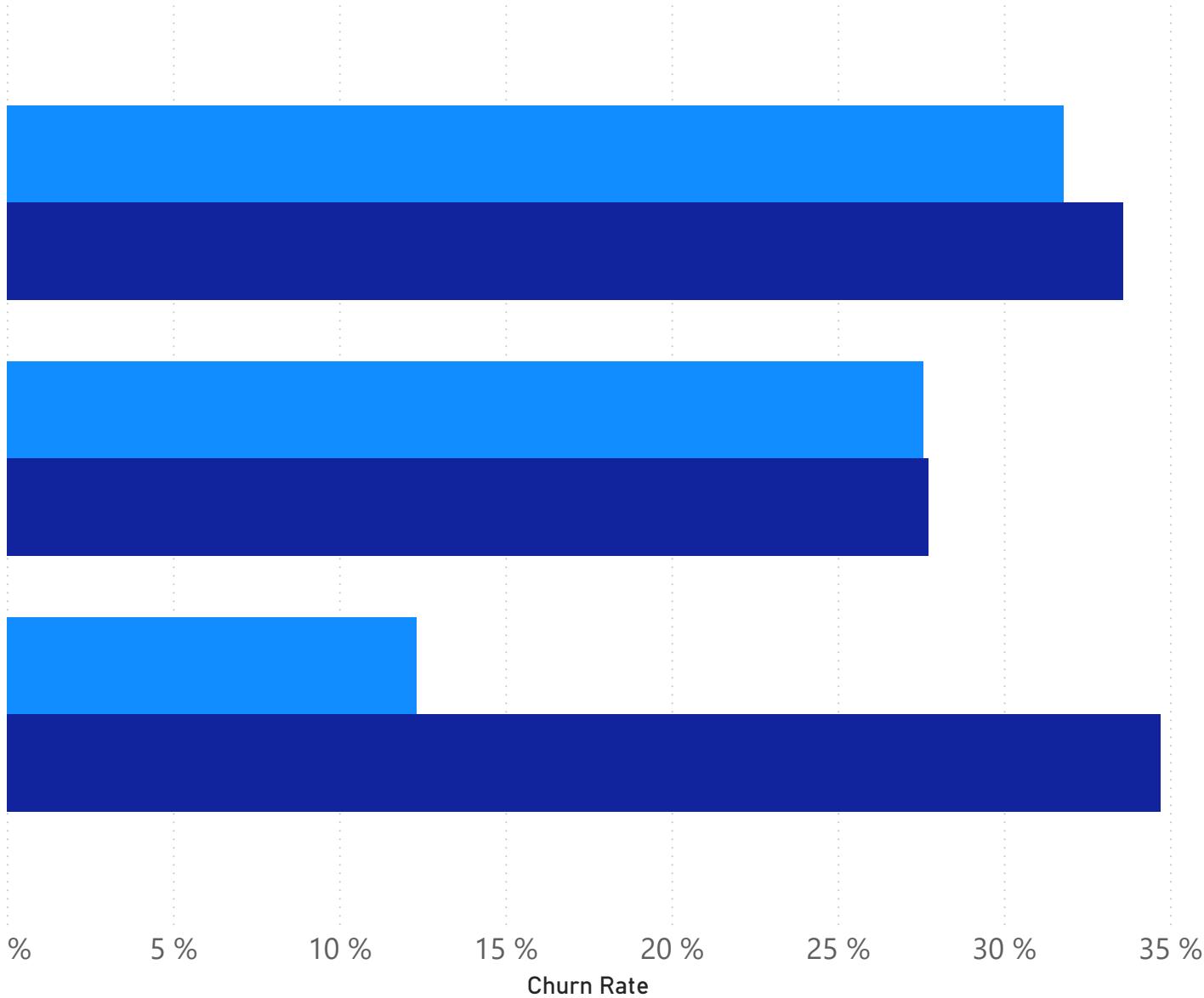
16.10 %	2193	No
32.11 %	4494	Yes
<b>26.86 %</b>	<b>6687</b>	

### Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan • No • Yes

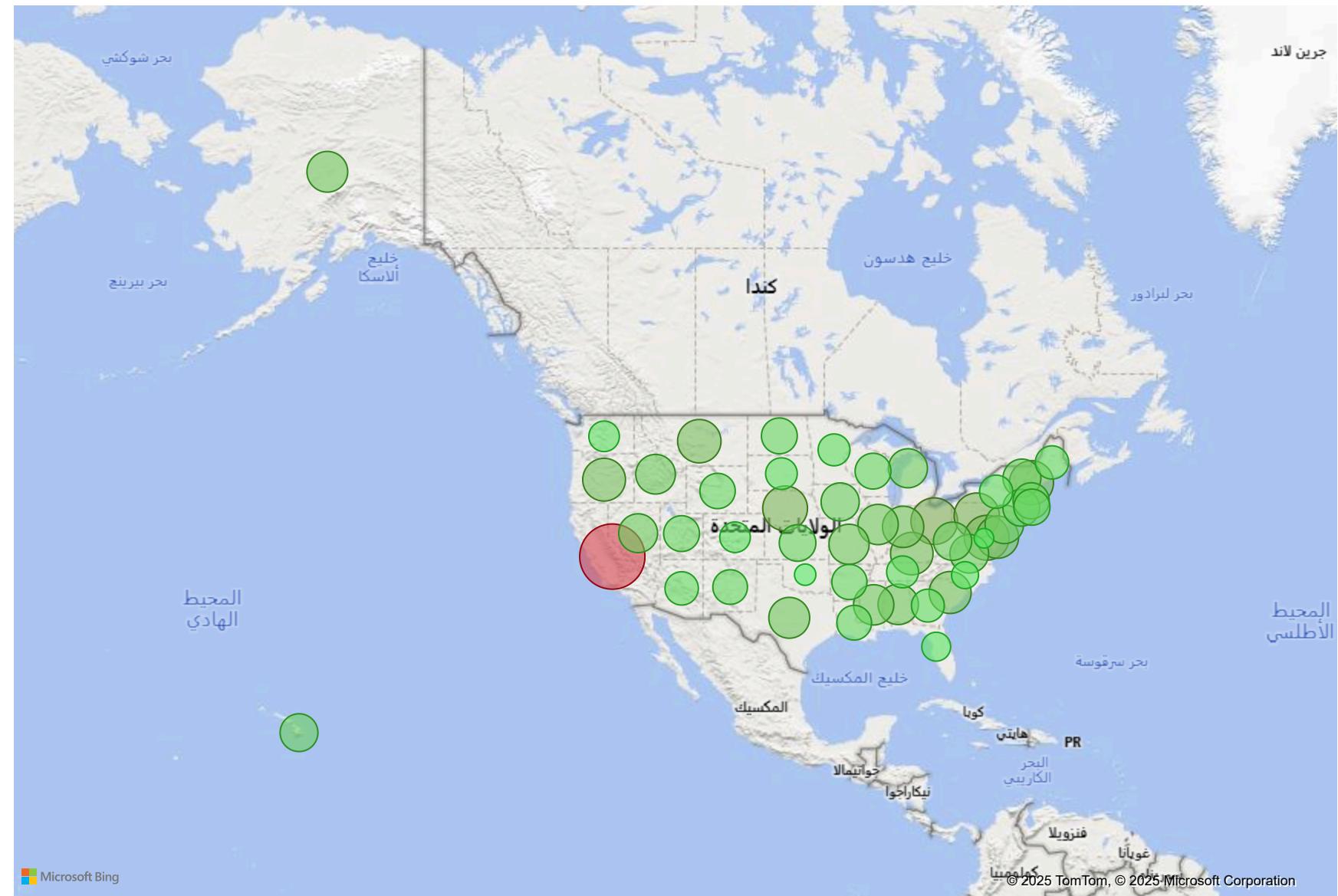
Grouped Consumption

Between 5 and 10 GB

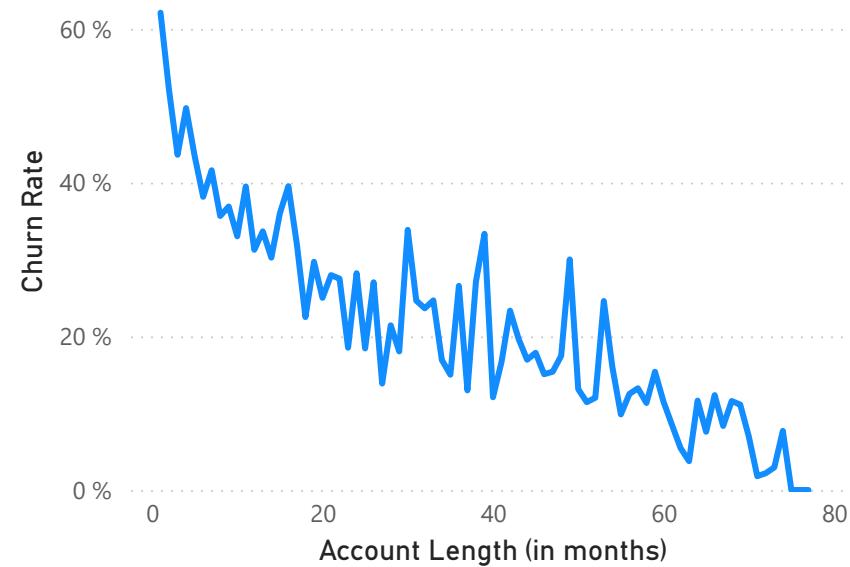


Intl Active	no	yes	Total
No	20.01 %	71.19 %	22.21 %
Yes	40.34 %	7.59 %	34.31 %
<b>Total</b>	<b>27.07 %</b>	<b>24.88 %</b>	<b>26.86 %</b>

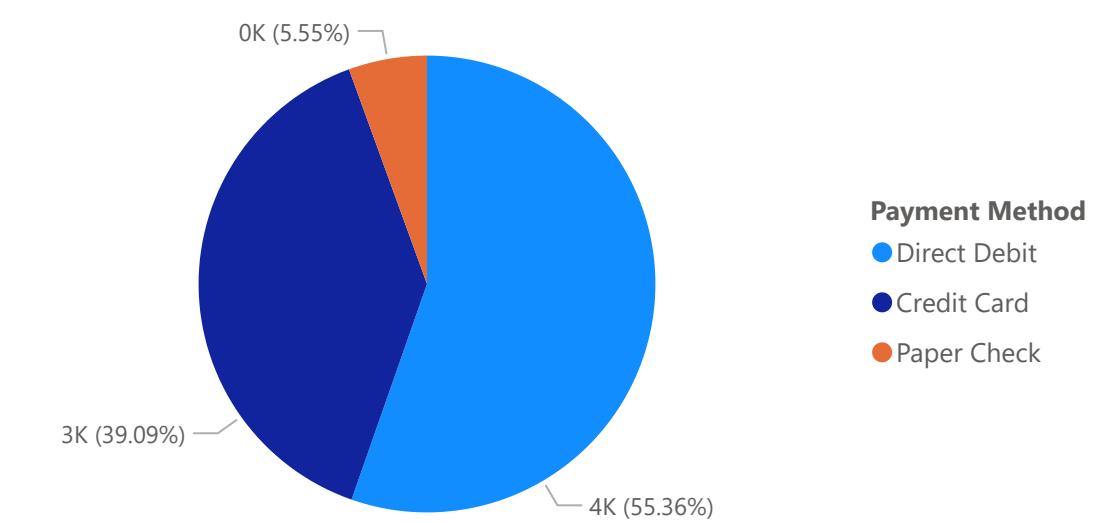
### Churn Rate by State



### Churn Rate by Account Length (in months)

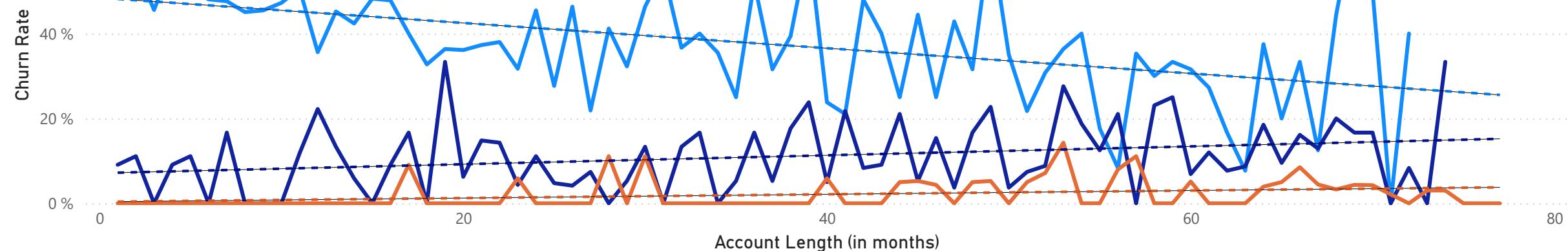


### Number of Customers and Churn Rate by Payment Method



### Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



**26.86 %**

Churn Rate

**6687**

Count of Customer ID

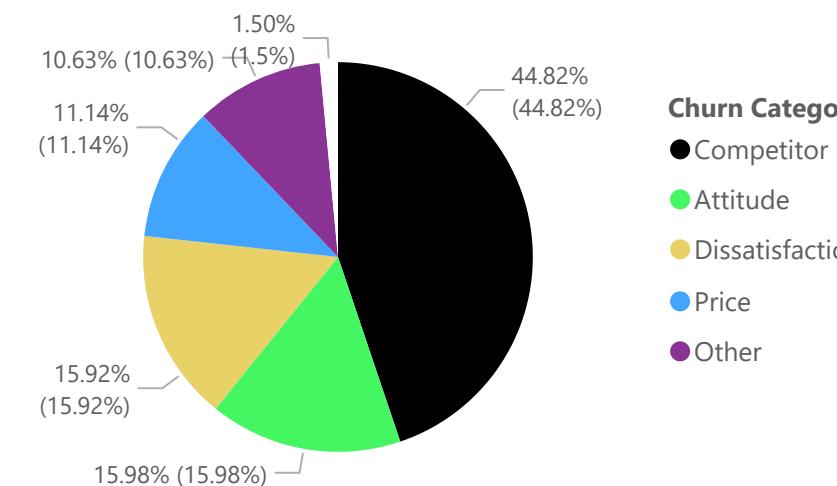
**1796**

Churned

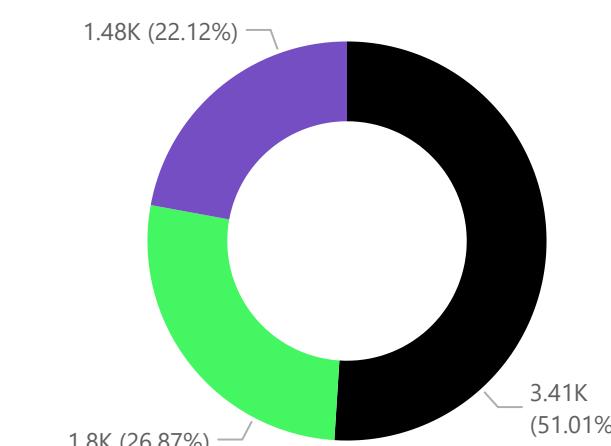
### Churn Reasons



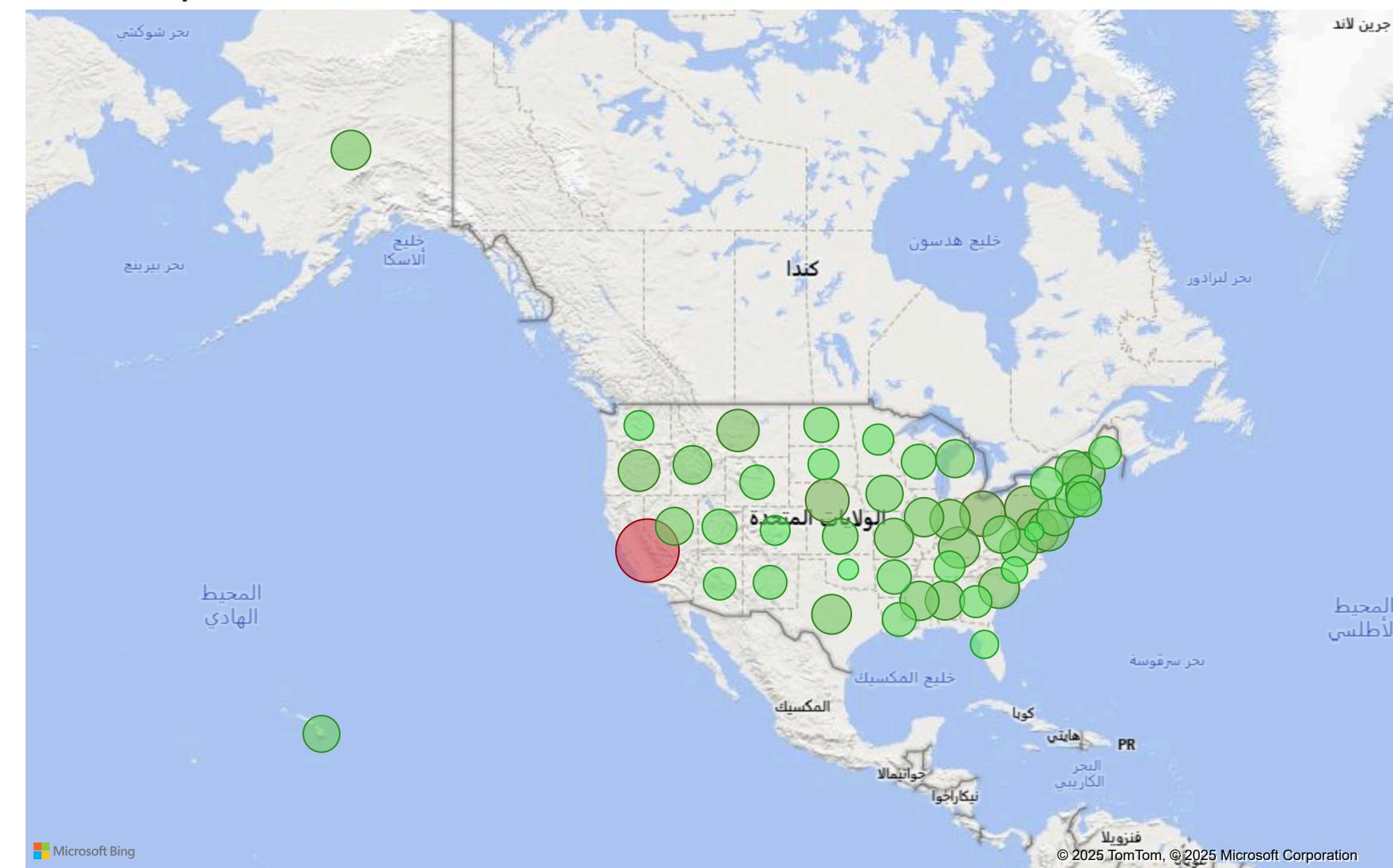
%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



Churn Rate by State



**6123**

Customer Service Calls

**0.92**

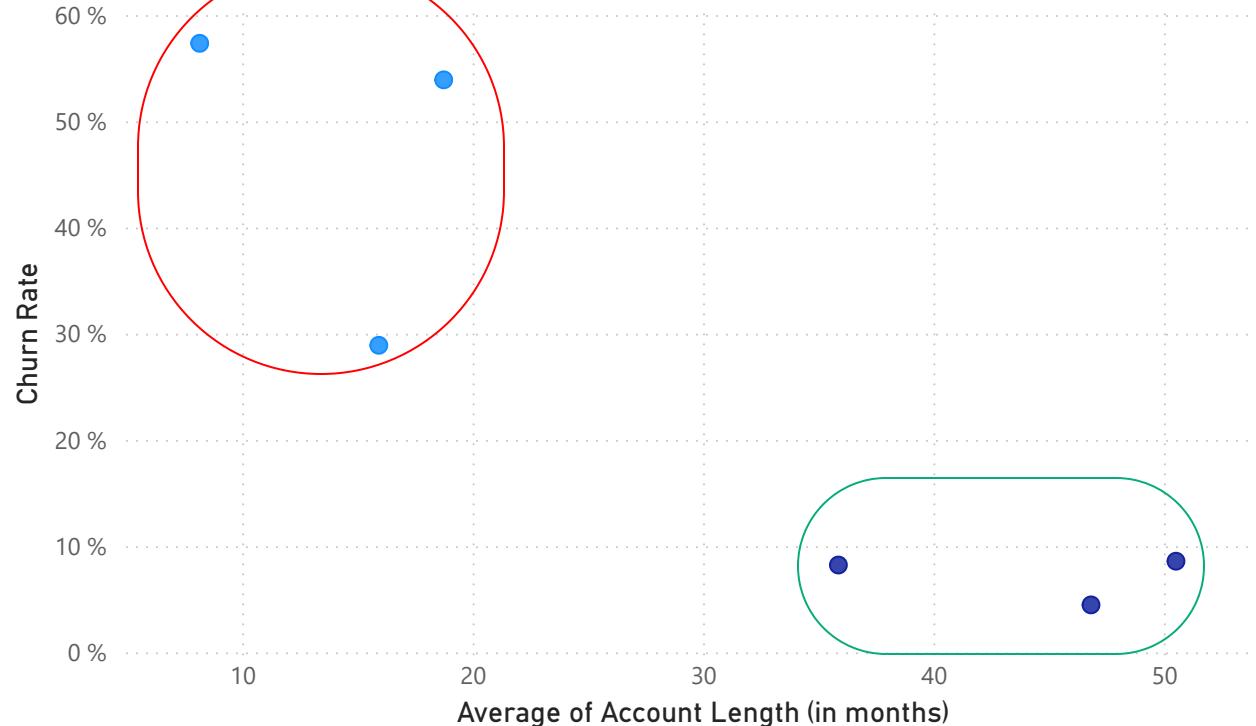
Avg Customer Service Calls

### Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category

Monthly

Yearly



Contract Category, Payment Method

Monthly

Credit Card

Direct Debit

Paper Check

Yearly

Credit Card

Direct Debit

Paper Check

**6123**

Customer Service Calls

**33.64**

Avg Extra International Charges

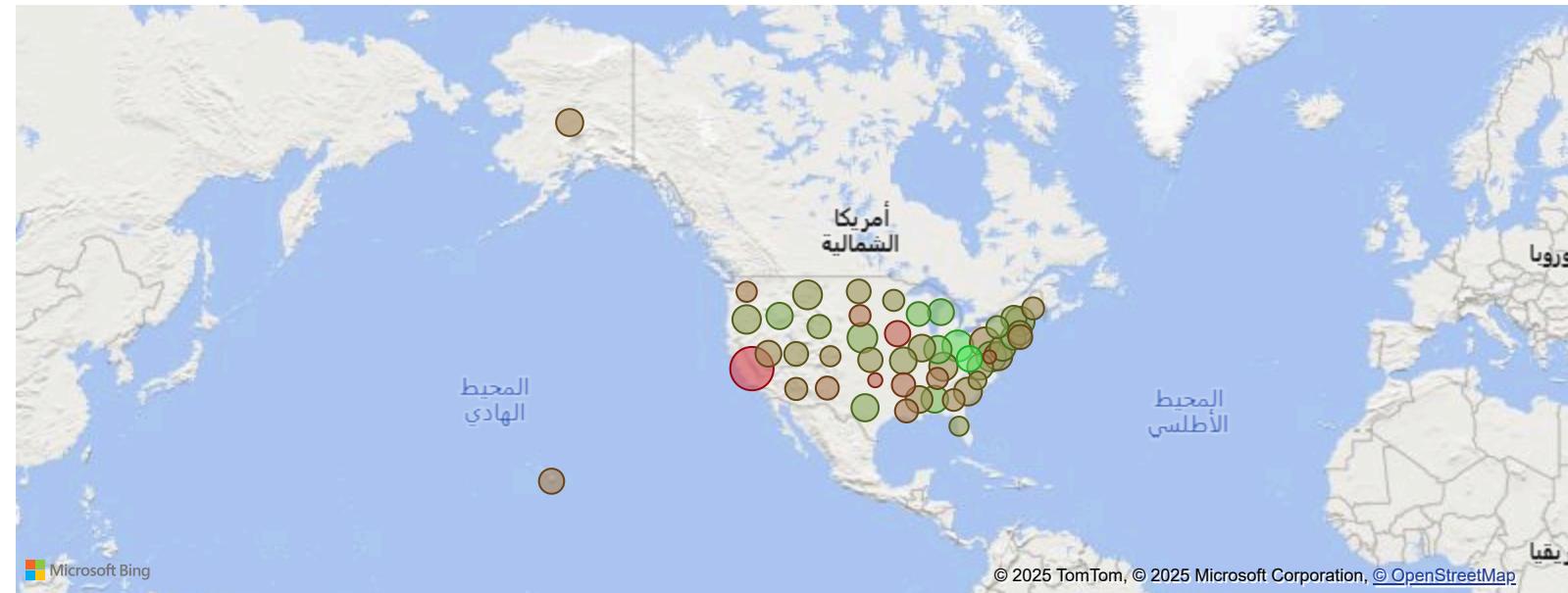
**0.92**

Avg Customer Service C...

**3.37**

Avg Extra Data Charges

Churn Rate and Customer Service Calls by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

