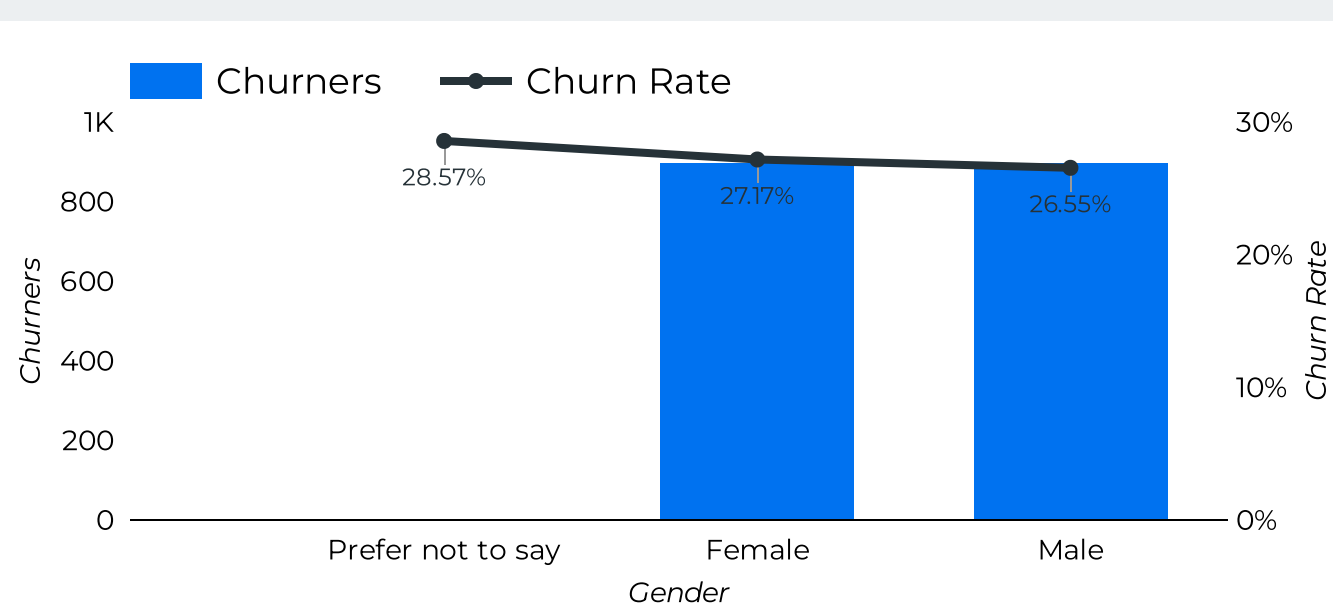
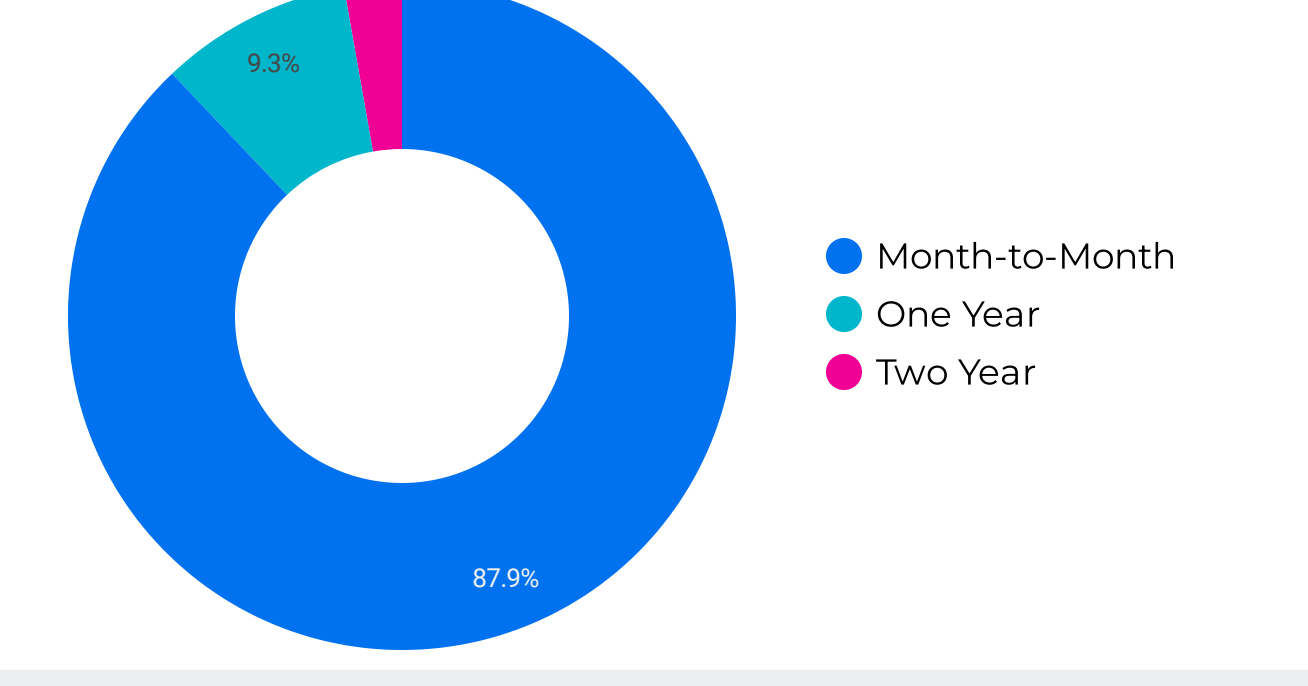


Does Gender play a role in subscriber churn?



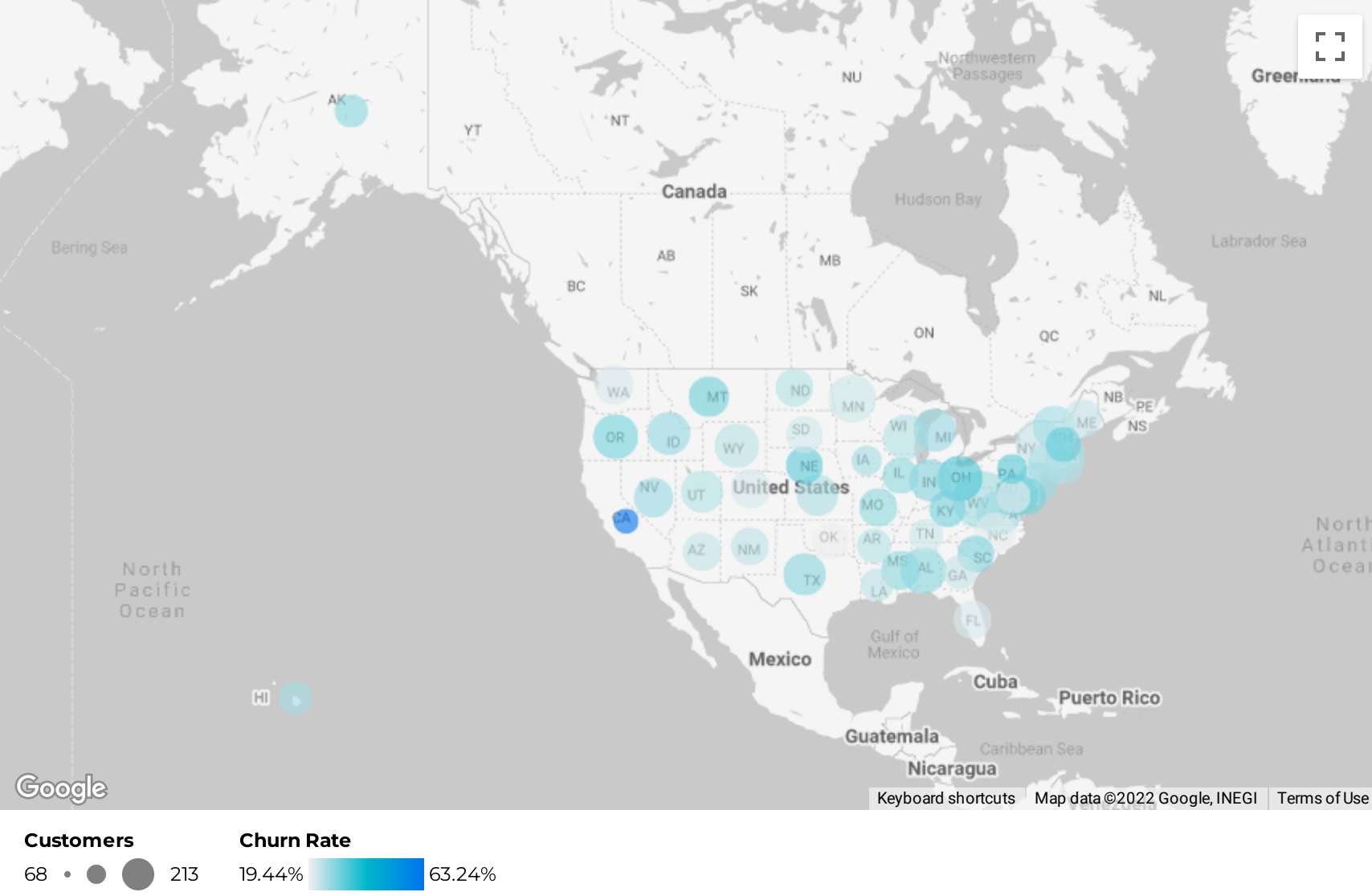
Gender Does not contribute to Subscribers Churn.

Does Contract Type play a role in subscriber churn?

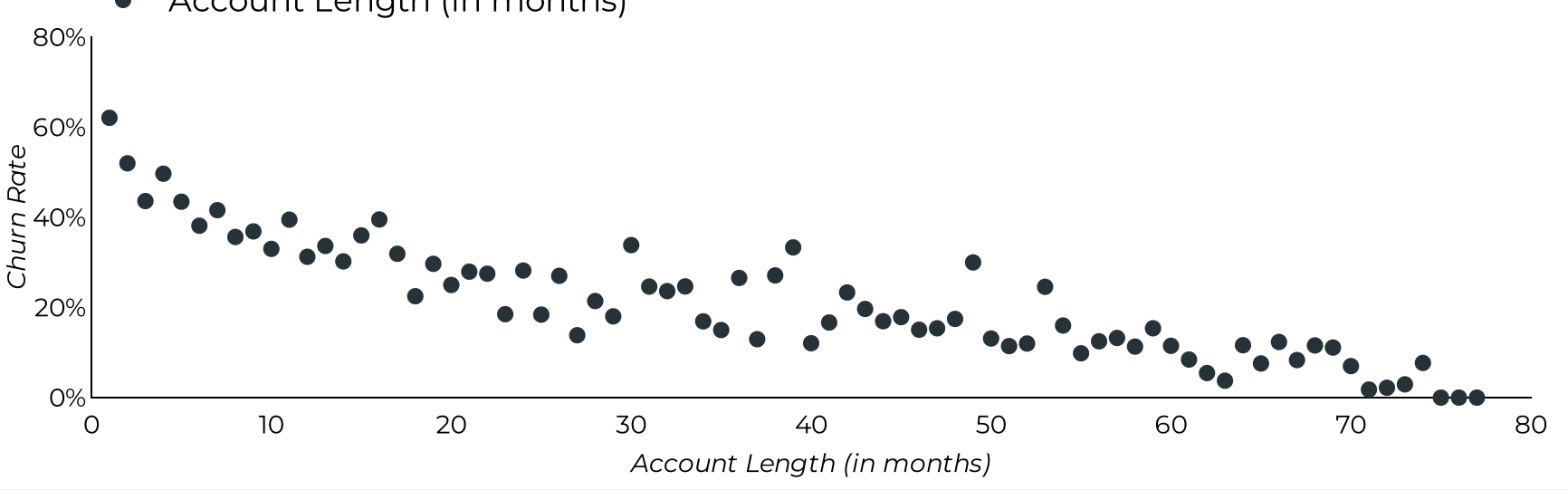


Contract Type has an immense effect on the potentiality of a customer to churn

Does Location play a role in customer churn?

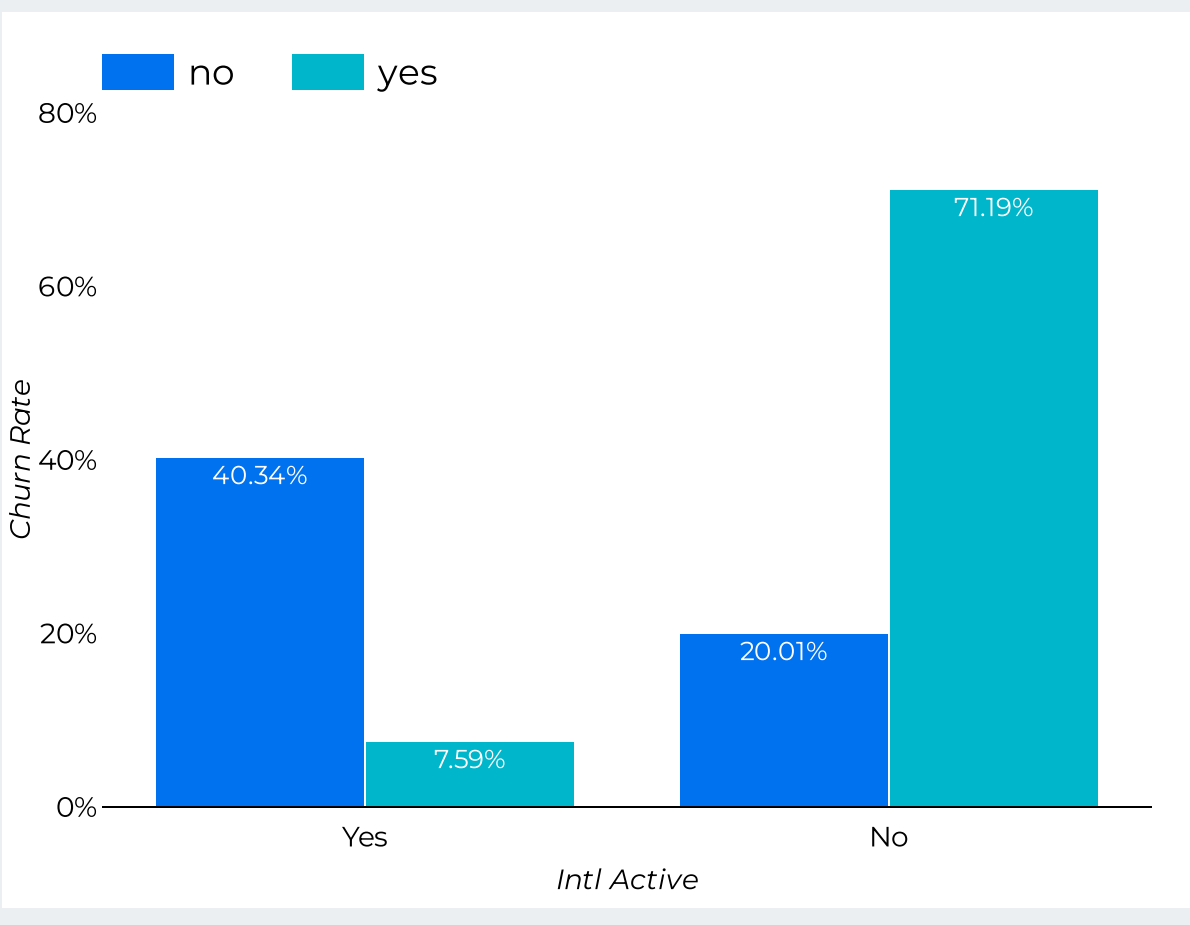


Does Contract Age play a role in customer churn?



Contract Age plays a crucial role in determining customer churn out probability

Do International Call Plans play a role in customer churn?



Intl Plan / Churn Rate		
Intl Active	no	yes
Yes	40.34%	7.59%
No	20.01%	71.19%

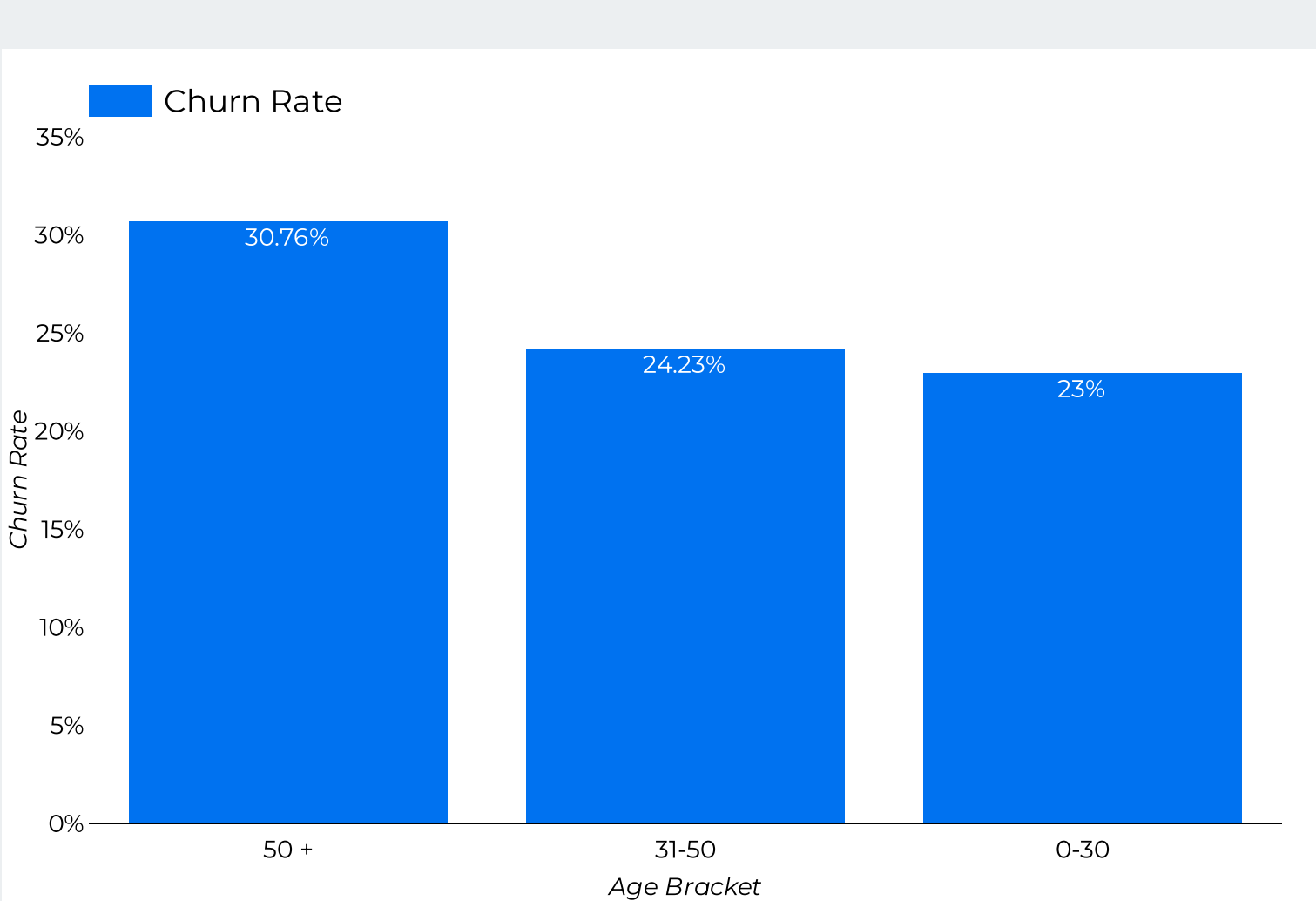
Group A: International Active But No International Plan

Group B: Not International Active But have International Plan

Total Extra International Charges

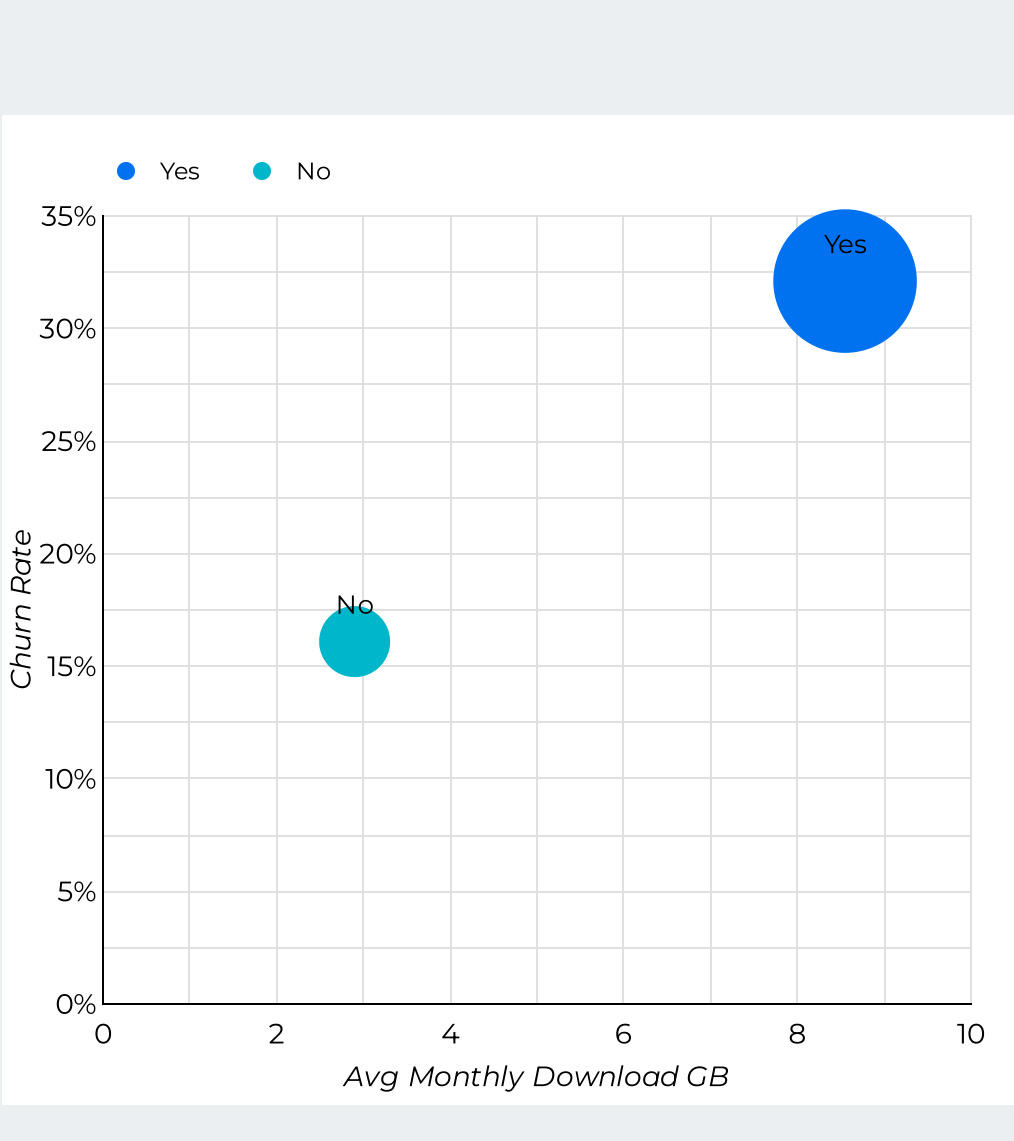
\$2.18K

Does Age Group have an impact on customer churn?



Senior Age Group has a higher probability to churn out

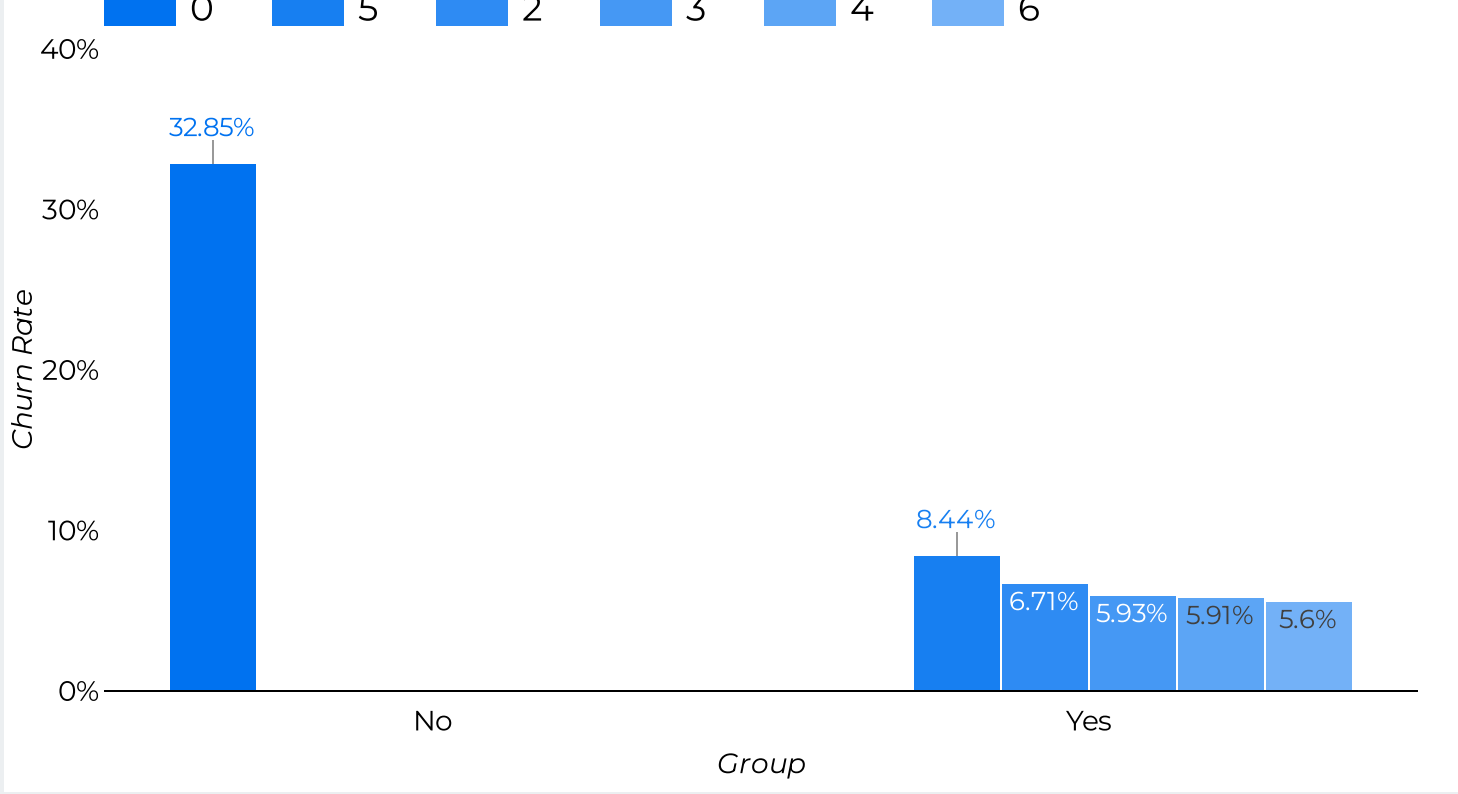
Does Data Consumption have an impact on customer churn?



Unlimited Data Plan Subscribers have a higher probability to churn out.

Unlimited Data Plan	Avg Monthly Download GB	Total Extra Data Charges	Churn Rate
Yes	8.55	\$0	32.11%
No	2.9	\$225.65	16.1%

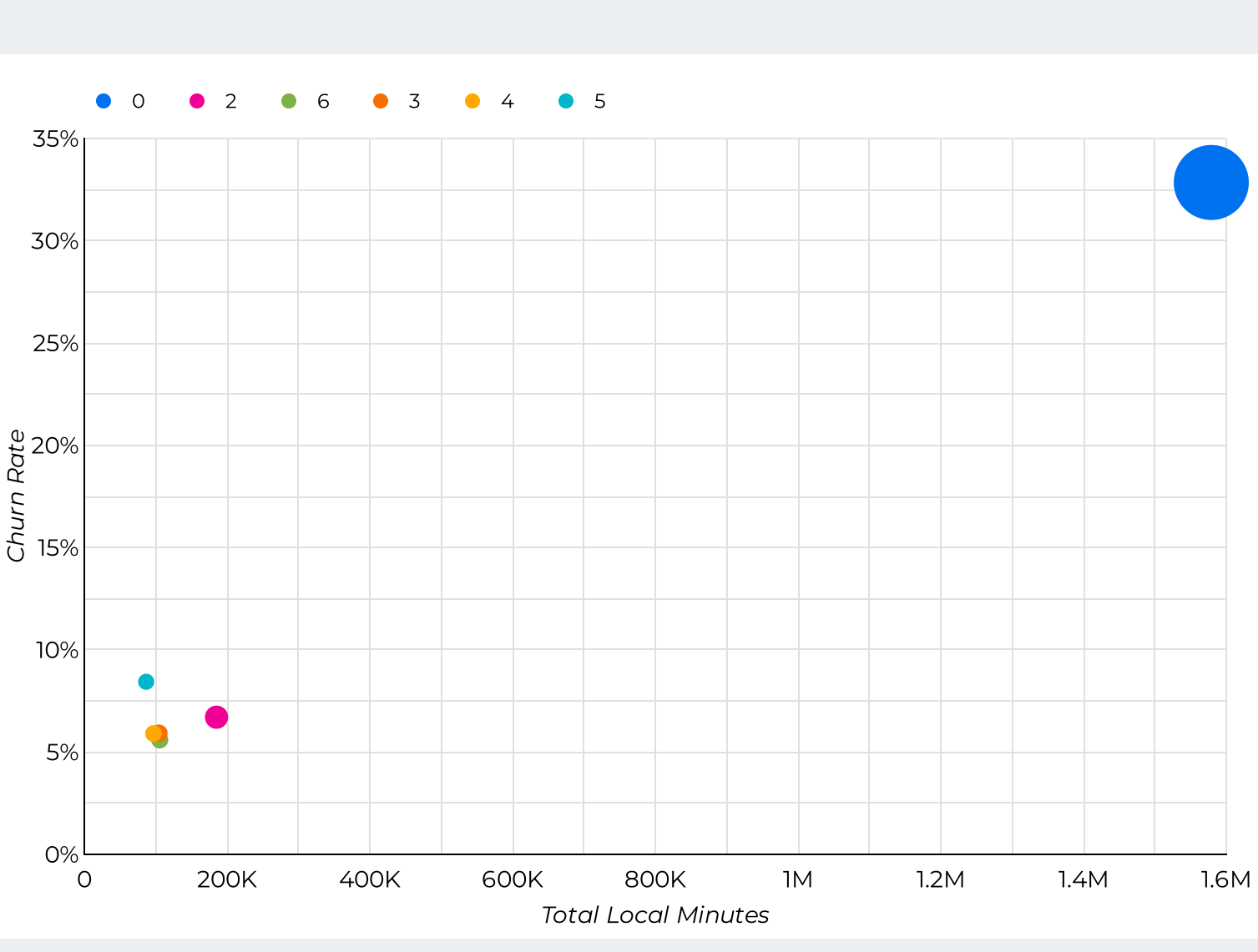
Does Belonging To a Group have an impact on customer churn?



Being a member in a group lowers down the probability of a customer to churn out.

The more members in a group, the less probable for those members to churn out.

Does Number of Members inside a Group have an impact on customer churn?



Most of the Traffic is being created by single customers which has the highest probability to churn out.

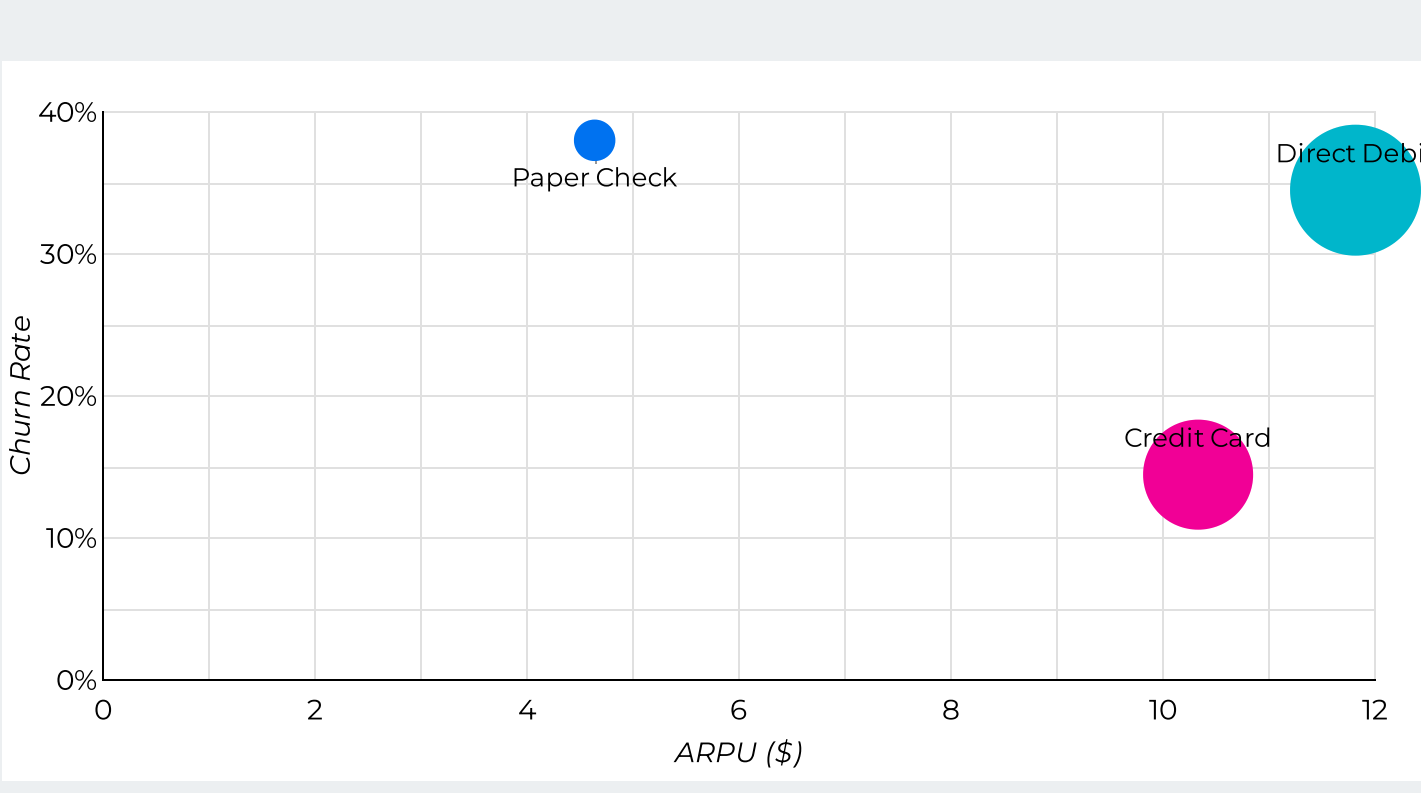
Avg. Minutes - Group Subscriber

380.8

Avg Minutes - Single Subscriber

305.7

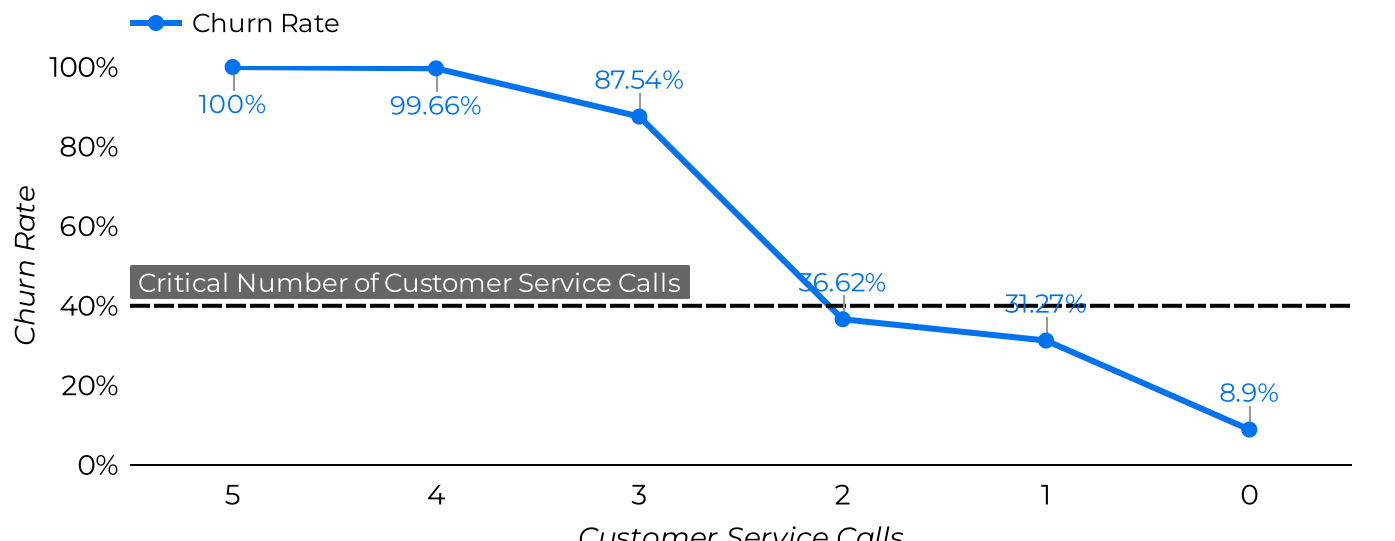
Does Payment Method have an impact on customer churn?



Payment Method is a factor in determining the potentiality of customer churn.

Paper Check customers are generating less ARPU while contributing the maximum to *Customer Churn*.

Does Payment Method have an impact on customer churn?



Number of Customer Service Calls is highly correlated to the possibility of customer churn. Having 2 consecutive calls should be considered as a red flag for customer churn.