IBM Telecommunication Customer Churn Analysis

CustomerID	Churn Score	CLTV	Sum of Total Charges
0002-ORFBO	65	2205	593.30
0003-MKNFE	66	5414	542.40
0004-TLHLJ	71	4479	280.85
0011-IGKFF	99	3714	1,237.85
0013-EXCHZ	68	3464	267.40
0013-MHZWF	55	5108	571.45
0013-SMEOE	26	5011	7,904.25
0014-BMAQU	49	4604	5,377.80
0015-UOCOJ	34	5525	340.35
0016-QLJIS	25	5509	5,957.90
0017-DINOC	54	5435	2,460.55
0017-IUDMW	52	6252	8,456.75
0018-NYROU	57	5536	351.50
0019-EFAEP	53	5513	7,261.25
0019-GFNTW	37	5795	2,560.10
0020-INWCK	26	4865	6,849.40
0020-JDNXP	37	3607	1,993.20
0021-IKXGC	50	4432	72.10
0022-TCJCI	92	2654	2,791.50
0023-HGHWL	85	5437	25.10
0023-UYUPN	61	4015	1,306.30
0023-XUOPT	75	2973	1,215.60
0027-KWYKW	78	3585	1,849.95
0030-FNXPP	59	5634	57.20
0031-PVLZI	81	4133	76.35
0032-PGELS	74	5171	30.50
0036-IHMOT	65	5892	5,656.75
0040-HALCW	60	6393	1,090.60
Total			16,056,168.70

58.70

4.40K

Average Churn Score

Average CLTV Score

Churn Score: A value from 0-100 that is calculated using the predictive IBM SPSS Modeler tool CLTV Score: Customer Life Time Value that use corporate formulas and existing data; higher the value, more valuable the customer

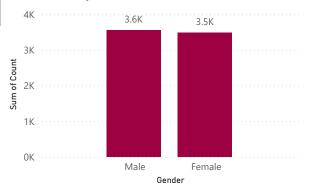
2.28K

Average Total Charges per customer

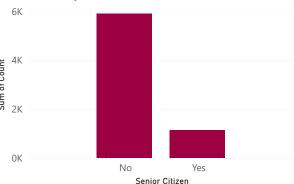
Churn Reasons Size

Attitude of servic	Competitor offer	Lack of	Limite	Long d	Moved
Attitude of supp	Deceased				
Competitor had	Don't know	Network reliability		Price t	Produc
Competitor mad	Extra data charges	Poor exper			
Competitor offer	Lack of affordabl	Poor exper	rtise of	Service di	ssatisfa

Customers by Gender



Customers by Senior Citzen



Customer Tenure Months Average Churn Score and Count

