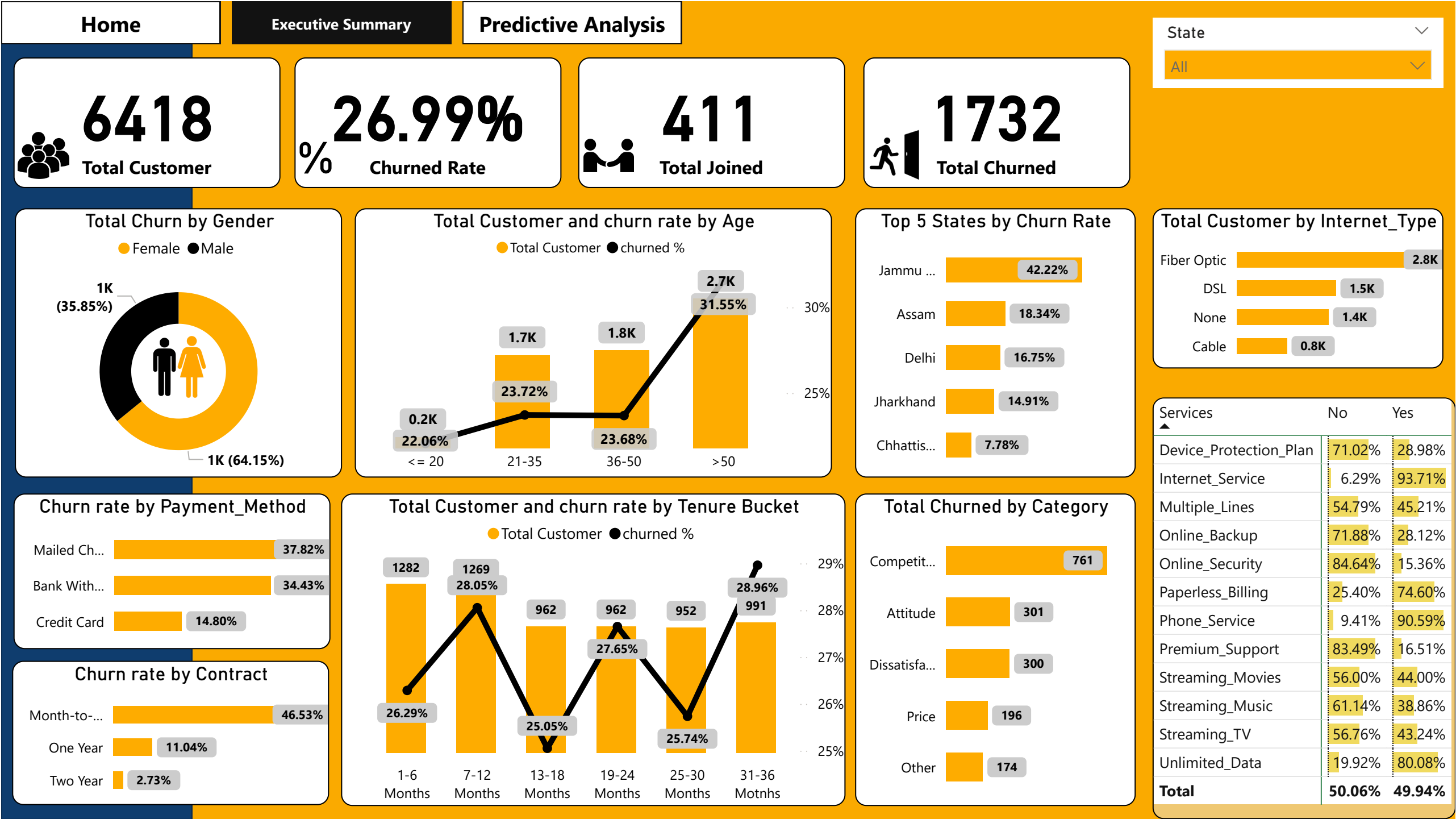




# TELECOM CUSTOMER CHURN ANALYSIS AND PREDICTION





Home

Executive Summary

Predictive Analysis

State

All

132

Male

246

Female

Predicted Churn by Age\_bucket

<= 20

13

21-35

111

36-50

128

> 50

126

Predicted Churn by Married

No

Yes

185

(48.94%)

193

(51.06%)

Predicted Churn by Tenure Bucket

76

87

62

54

50

49

1-6 Months

7-12 Months

13-18 Months

19-24 Months

25-30 Months

31-36 Motnhs

Predicted Churn by Payment\_Method

Credit Card

192

Bank Withdrawal

150

Mailed Check

36

Predicted Churn by State

Uttar Pradesh

44

Maharashtra

40

Tamil Nadu

37

Karnataka

29

Andhra Pradesh

24

Bihar

23

Haryana

23

West Bengal

20

Gujarat

19

Telangana

19

Madhya Pradesh

17

Punjab

17

Rajasthan

13

Assam

9

Odisha

9

Jharkhand

8

Delhi

7

Jammu & Kashmir

7

Kerala

5

Chhattisgarh

4

Predicted Churn by Contract

Month-to-Month

355

One Year

17

Two Year

6

Customer_ID	Total Revenue	Monthly Charge	Number of Referrals
79700-KER	456.10	107.95	5
84789-PUN	356.58	107.95	9
13123-BIH	253.62	100.20	13
23632-HAR	262.85	97.10	2
26902-TEL	98.55	95.85	7
13666-UTT	344.18	95.40	15
76419-KAR	282.11	94.90	14
97828-MAH	313.60	92.00	0
25517-RAJ	280.27	91.45	4
92494-MAH	272.06	91.15	11
34713-KER	229.09	90.75	1
83994-DEL	253.82	90.70	8
12056-WES	362.89	90.40	2
94070-JAM	114.43	90.10	8
19811-MAH	348.30	89.85	10
78220-TAM	319.75	89.85	14
96967-CHH	94.71	89.35	5
37131-MAH	105.89	89.25	6
78918-BIH	299.63	86.05	12
19998-AND	346.27	85.70	0
78253-GUJ	100.20	85.00	13
44700-DEL	91.94	84.60	10
66712-GUJ	276.21	84.30	6
Total	42,603.54	15,949.30	2753