

CHURN ANALYSIS - SUMMARY

Monthly Charge

▼

All

▼

Married

▼

All

▼

Prediction

6,418

Toatal_Customer

411

New_Joiner

1,732

Total Churn

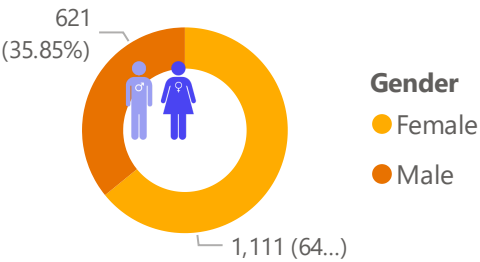
27%

Churn Rate

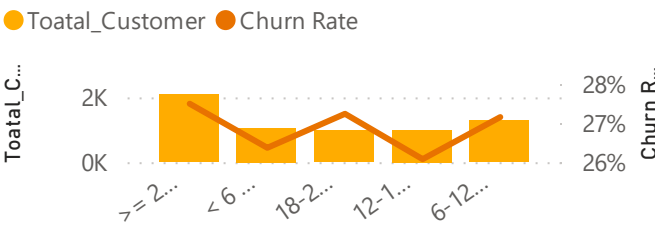


DEMOGRAPHIC

Total Churn by Gender

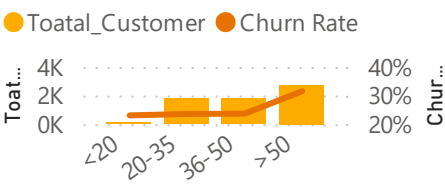


Toatal_Customer and Churn Rate by Tenure Group



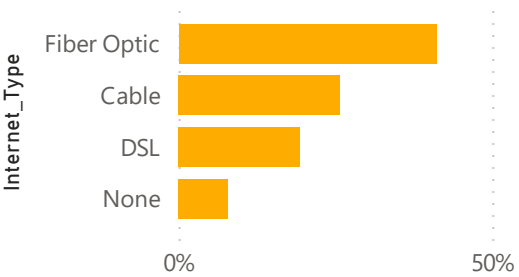
GEOGRAPHIC

Toatal_Customer and Churn Rate by Age Group



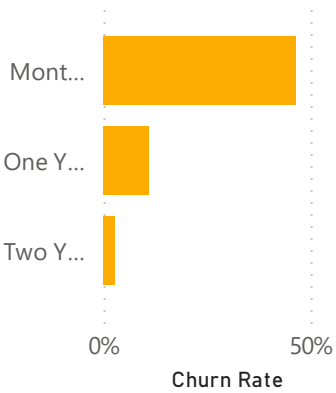
SERVICES USED

Churn Rate by Internet_Type

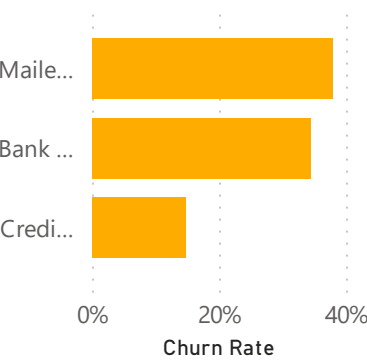


ACCOUNT INFO

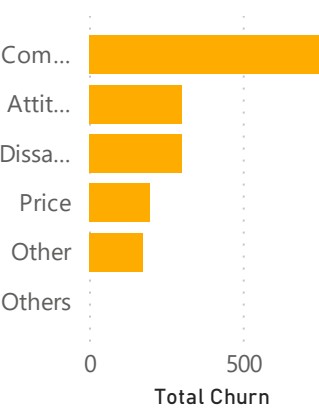
Churn Rate by Contract



Churn Rate by Payment_Method

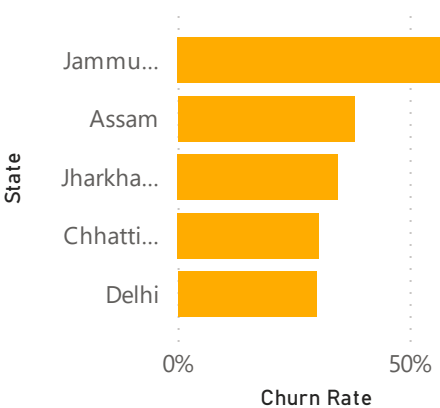


Total Churn by Churn_Category



CHURN DISTRIBUTION

Churn Rate by State



Services	Churn Rate	
	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Total	50.06%	49.94%

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
Don't know	124
Extra data charges	34
Lack of affordable download/upload speed	28
Lack of self-service on Website	27
Limited range of services	33
Long distance charges	62
Moved	45
Network reliability	66
Others	0
Poor expertise of online support	30
Poor expertise of phone support	12
Price too high	72
Product dissatisfaction	71
Service dissatisfaction	61
Total	1,732

CHURN ANALYSIS - PREDICTION

Summary

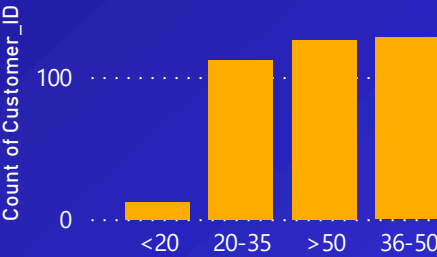
PREDICTED CHURNER PROFILE

246 132

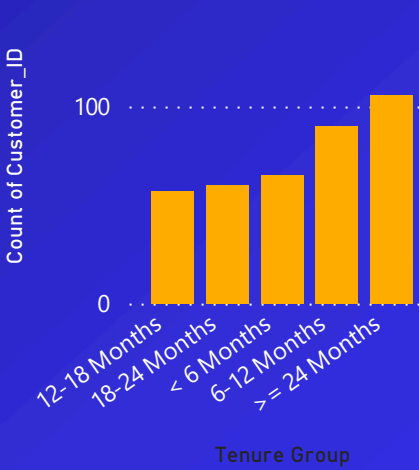
Female

Female

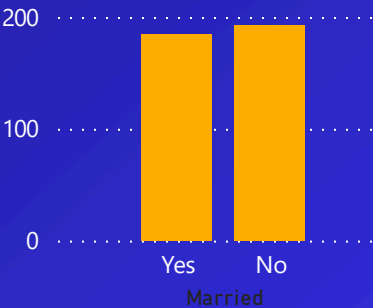
Count of Customer_ID by Age Group



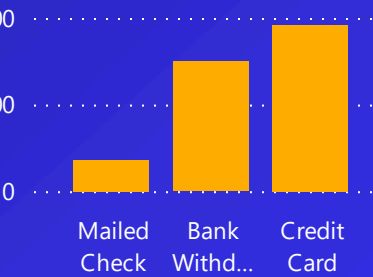
Count of Customer_ID by Tenure Group



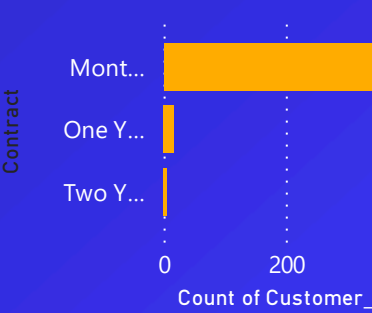
Count of Customer_ID by Married



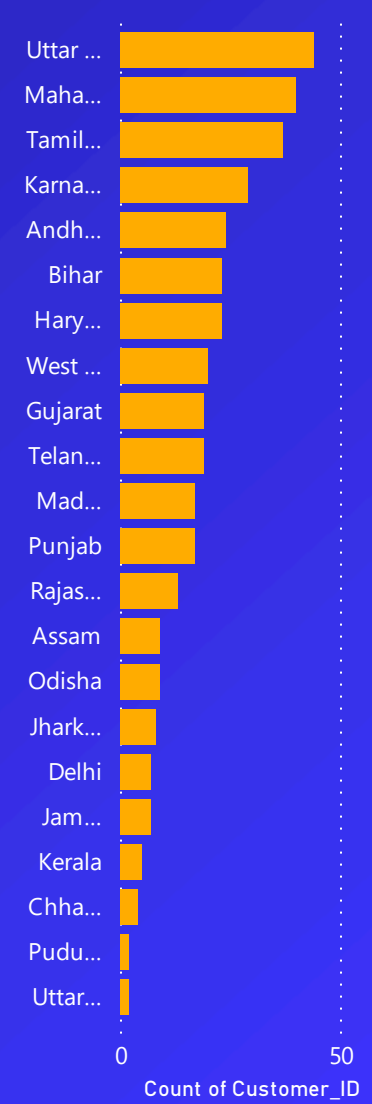
Count of Customer_ID by Payment_Method



Count of Customer_ID by Contract



Count of Customer_ID by State



CUSTOMERS AT RISK

378

CountPredictedChurner

Customer_ID	Sum of Monthly_Charge	Sum of Total_Revenue	Sum of
11751-TAM	24.30	38.45	
12056-WES	90.40	362.89	
12136-RAJ	19.90	31.73	
12257-ASS	19.55	29.75	
12340-DEL	62.80	104.99	
12469-AND	55.30	91.99	
12490-TEL	74.75	236.76	
13058-MAD	46.10	138.13	
13123-BIH	100.20	253.62	
13666-UTT	95.40	344.18	
13744-AND	19.65	33.50	
13823-TEL	24.50	46.40	
13946-HAR	19.65	43.32	
14567-TAM	20.35	64.44	
15349-UTT	50.15	90.02	
15591-KAR	20.40	66.31	
15803-UTT	19.15	41.52	
16032-AND	46.60	91.64	
16068-BIH	25.25	35.25	
16244-UTT	19.55	24.65	
16722-DEL	45.85	86.22	
Total	15,949.30	42,603.54	