

# CHURN ANALYSIS - SUMMARY

Monthly Charge Status

All

Married

All

6,418

Total Customers

411

New Joiners

1,732

Total Churn

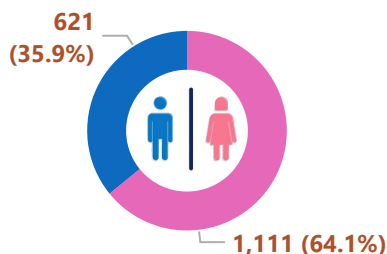
27.0%

Churn Rate



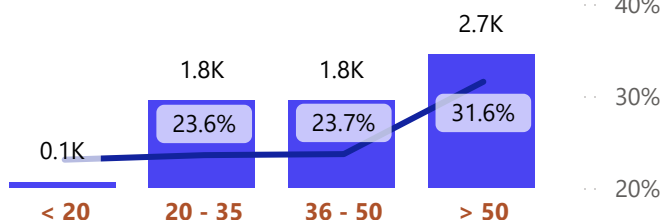
## Total Churn by Gender

Gender Female Male



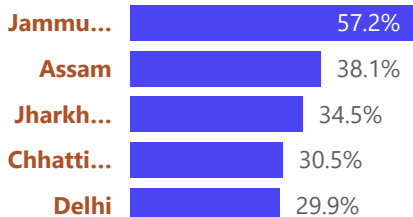
## Total Customers and Churn Rate by Age Group

Total Customers Churn Rate



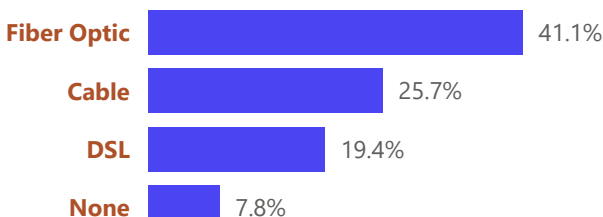
## GEOGRAPHIC

### Churn Rate by State(Top 5)

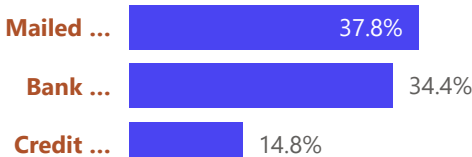


## SERVICES USED

### Churn Rate by Internet\_Type

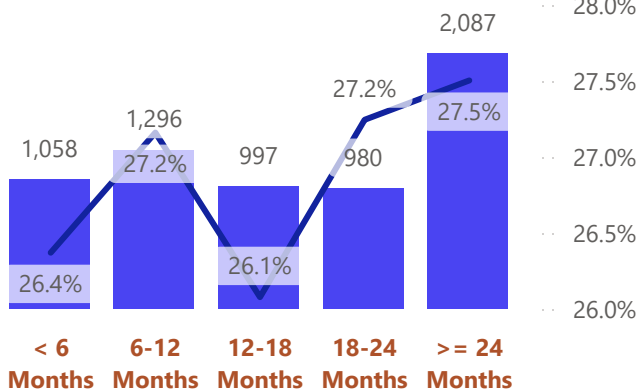


## Churn Rate by Payment\_Method



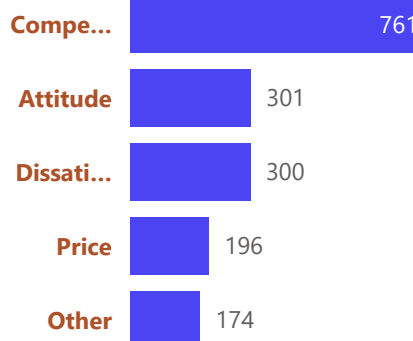
## Total Customers and Churn Rate by Tenure Group

Total Customers Churn Rate



## CHURN DISTRIBUTION

### Total Churn by Churn\_Category



## Churn by Services

| Services          | No    | Yes   |
|-------------------|-------|-------|
| Unlimited_Data    | 19.9% | 80.1% |
| Streaming_TV      | 56.8% | 43.2% |
| Streaming_Music   | 61.1% | 38.9% |
| Streaming_Movies  | 56.0% | 44.0% |
| Premium_Support   | 83.5% | 16.5% |
| Phone_Service     | 9.4%  | 90.6% |
| Paperless_Billing | 25.4% | 74.6% |
| Online_Security   | 84.6% | 15.4% |

DEMOGRAPHIC

ACCOUNT INFO

| 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 speeds | 28           |
| <b>Total</b>                              | <b>1,732</b> |