

CHURN ANALYSIS - PREDICTION

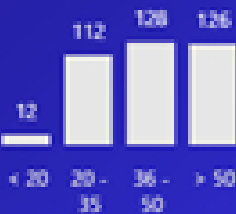
Summary

PREDICTED CHURNER PROFILE

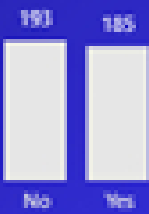
246  132 

Female Male

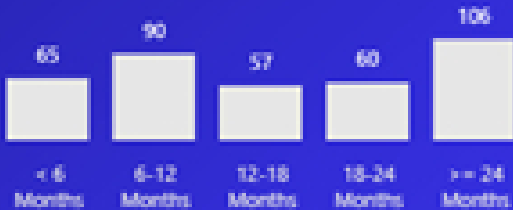
by Age Group



by Marrital Status



by Tenure Group



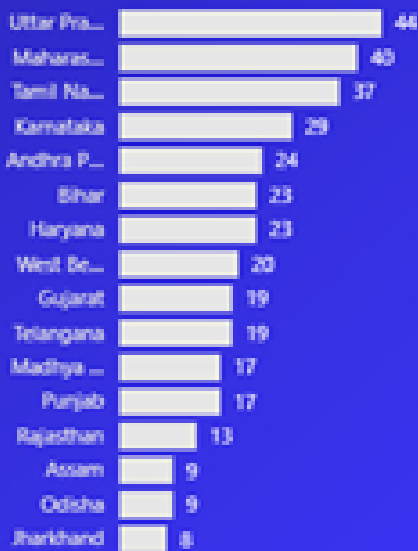
by Payment_Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of
12490-TEL	74.75	236.76	38.84	
24754-AND	69.55	171.41	33.80	
66766-UTT	74.95	189.72	27.60	
11751-TAM	24.30	38.45	0.00	
12056-WES	90.40	362.89	0.00	
12136-RAJ	19.90	31.73	0.00	
12257-ASS	19.55	29.75	0.00	
12340-DEL	62.80	104.99	0.00	
12469-AND	55.30	91.99	0.00	
13058-MAD	46.10	138.13	0.00	
13123-BIH	100.20	253.62	0.00	
13666-UTT	95.40	344.18	0.00	
13744-AND	19.65	33.50	0.00	
13823-TEL	24.50	46.40	0.00	
13946-HAR	19.65	43.32	0.00	
14567-TAM	20.35	64.44	0.00	
15349-UTT	50.15	90.02	0.00	
15591-KAR	20.40	66.31	0.00	
Total		42,603.54	100.24	

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

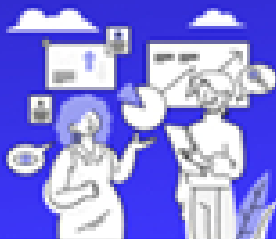
New Joiners

1,732

Total Churn

27.0%

Churn Rate

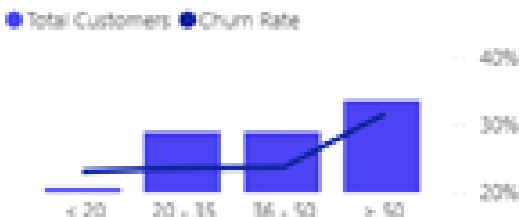


DEMOGRAPHIC

Total Churn by Gender

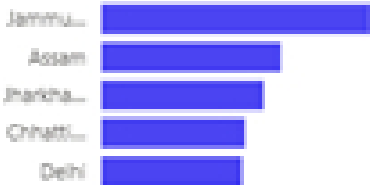


Total Customers and Churn Rate by Age Group



GEOGRAPHIC

Churn Rate by State (Top 5)



SERVICES USED

Churn Rate by Internet Type



ACCOUNT INFO

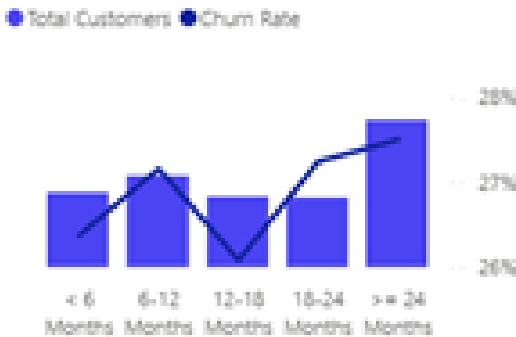
Churn Rate by Payment Method



Churn Rate by Contract

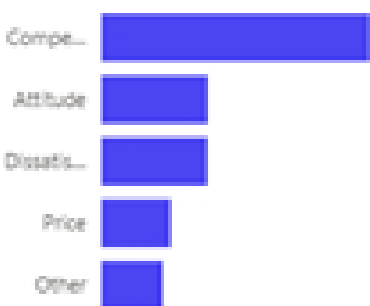


Total Customers and Churn Rate by Tenure Group



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%
Online_Backup	71.9%	28.1%