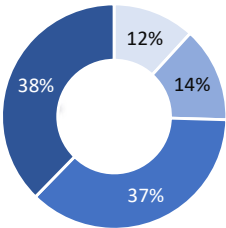


# OUR FINAL DELIVERABLE

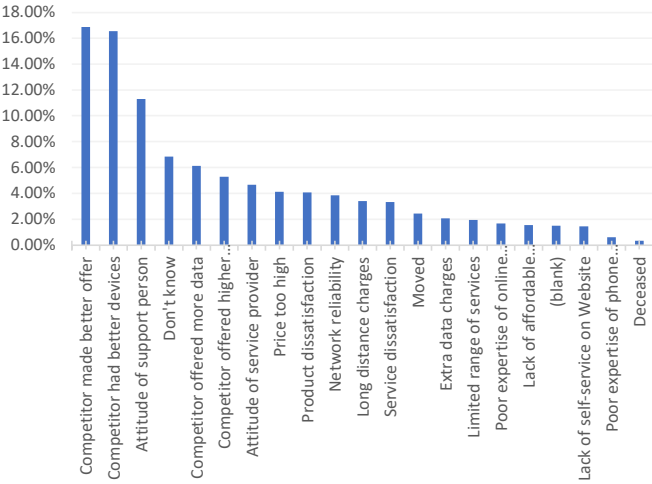
Total Customers	Churned Customers	Churn Rate %
6687	1796	26.86%

## Competitor Churn Analysis

- Competitor offered higher download speeds
- Competitor offered more data
- Competitor had better devices
- Competitor made better offer

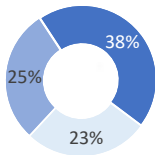


## Competitor Churn Analysis



## Churn by Demographics

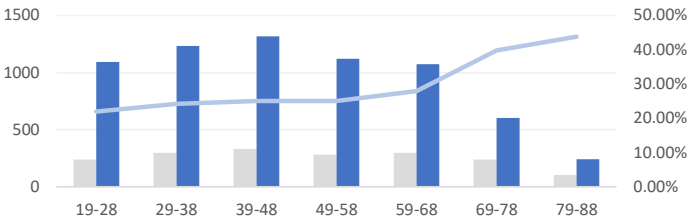
Other Senior Under 30



## Age Group Analysis

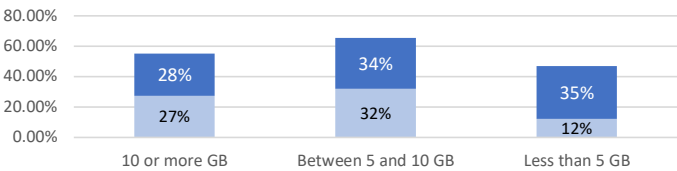
Sum of Churned Customers Sum of Total Customers

Sum of Churn rate%



## Unlimited Data Churn

No Yes



Intl Plan yes

State	Churn_Rate %
CA	75.00%
IN	66.67%
NH	62.50%
LA	50.00%
TX	41.67%
NM	40.00%
AK	37.50%
OH	36.84%
DE	35.00%
HI	33.33%
MA	31.25%
MS	31.25%
MO	30.77%
MD	30.00%
AL	29.41%
MI	27.78%
OK	27.27%
ID	25.00%
IL	23.33%
NV	22.22%
OR	21.43%
DC	20.00%
NY	18.75%
NC	18.18%
NJ	16.67%
WY	15.00%
WV	13.33%
FL	12.50%
SD	10.00%
VT	8.33%
AR	6.25%
SC	0.00%