## **CHURN ANALYSIS - QUICK SUMMARY** Account Length (... 6687 1796 26.86% Gender **Tenure** bin **DEMOGRAPHIC** 992 **Total Users** Total Churners Churn % 83.52% 897 897 (50%) (50%) 288 **Payment Method CONTRACT** Senior citizen Female Male Credit ... Direct Debit 6-7 5-6 0-1 1-2 2-3 Year AVG monthly charge Why did user churn? 36.80 Competitor 110 95 303 297 Churn Category 69 35 26 Dissatisfaction **AVG Total Charge** Attitude 761.42 61 28 37 Price Other 123 200 400 600 800 **PHONE SERVICES** Number of churner **Contract Type** 2,000 **AVG Calling Time** Subscription to unlimited data plan 200 182 Did they use international calling services? 1,500 150 1.000 100 500 80.35% Did they use Device protection & Online backup services? 50 Yes ● No No Yes International Call Local Call