

CHURN ANALYSIS - QUICK SUMMARY

Account Length (...)

All

6687

Total Users

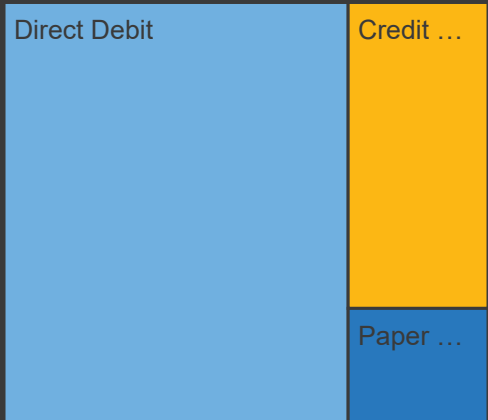
1796

Total Churners

26.86%

Churn %

Payment Method



CONTRACT

AVG monthly charge

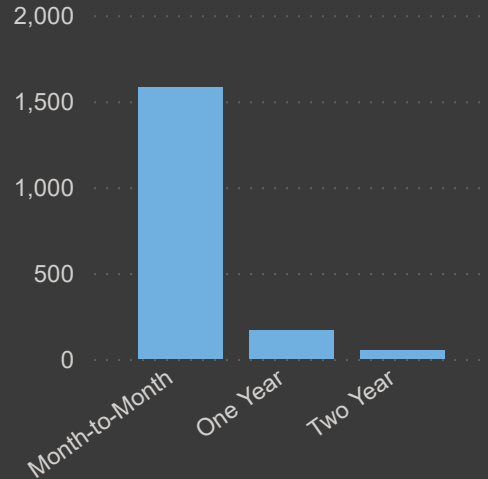
36.80

AVG Total Charge

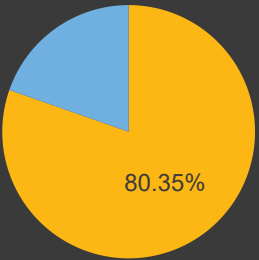
761.42

PHONE SERVICES

Contract Type



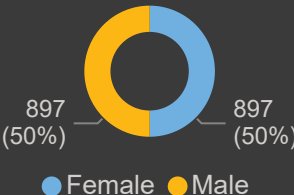
Subscription to unlimited data plan



Yes No

DEMOGRAPHIC

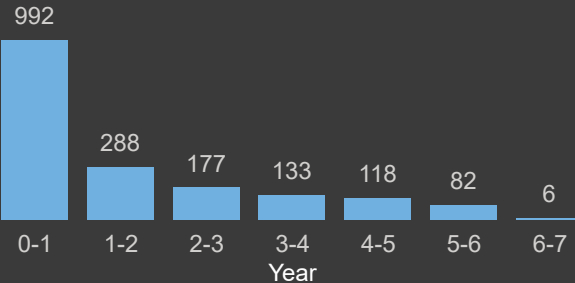
Gender



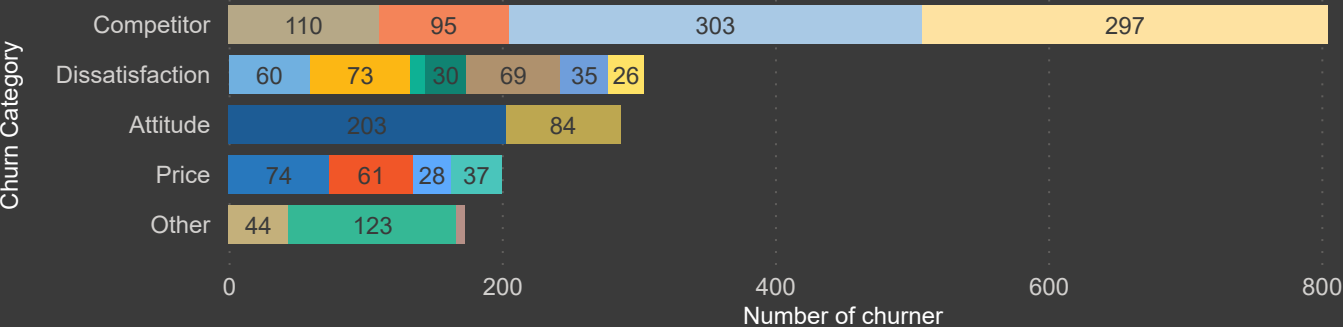
83.52%

Senior citizen

Tenure bin



Why did user churn?



Did they use international calling services?



Did they use Device protection & Online backup services?



No Yes

AVG Calling Time

