

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6418

Total Customer

1732

Total Churn

411

New Joiners

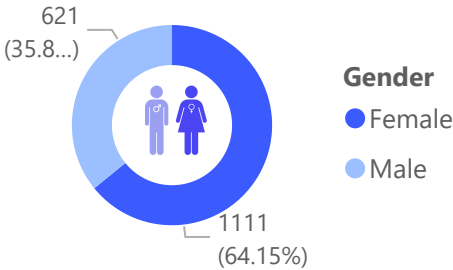
27.0%

Churn Rate

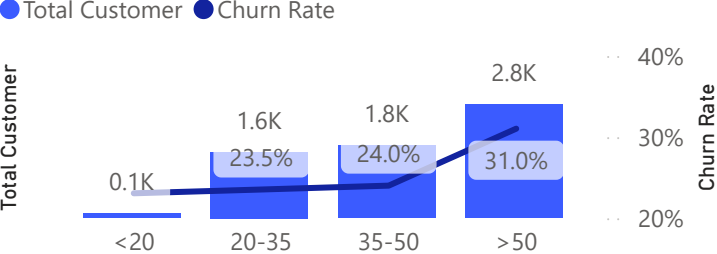


DEMOGRAPHIC

Total Churn by Gender

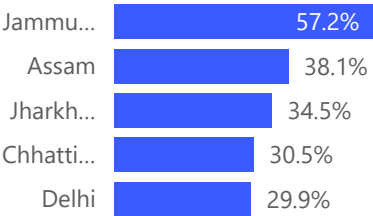


Total Customer and Churn Rate by Age Group



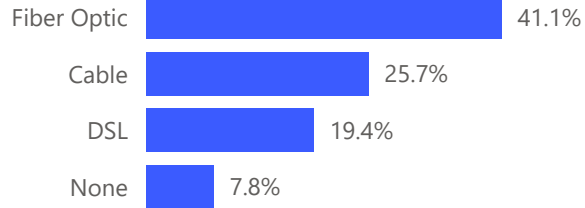
GEOGRAPHIC

Churn Rate by State



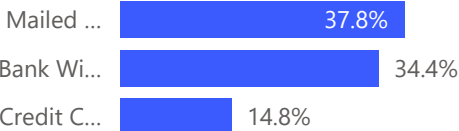
SERVICES USED

Churn Rate by Internet Type

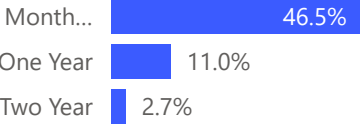


ACCOUNT INFO

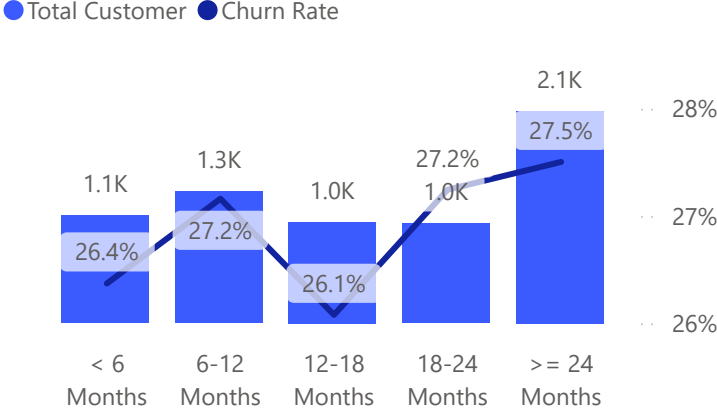
Churn Rate by Payment Method



Churn Rate by Contract

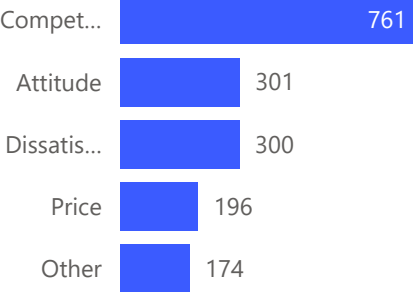


Total Customer and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%

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
Total	1732

CHURN ANALYSIS - PREDICTION

Summery

PREDICTED CHURNER PROFILE

248

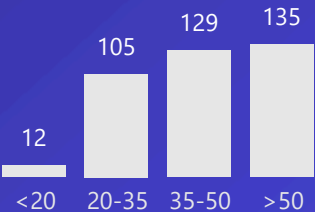
Female



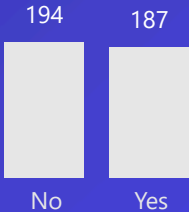
133

Male

By Age Group



By Marital Status



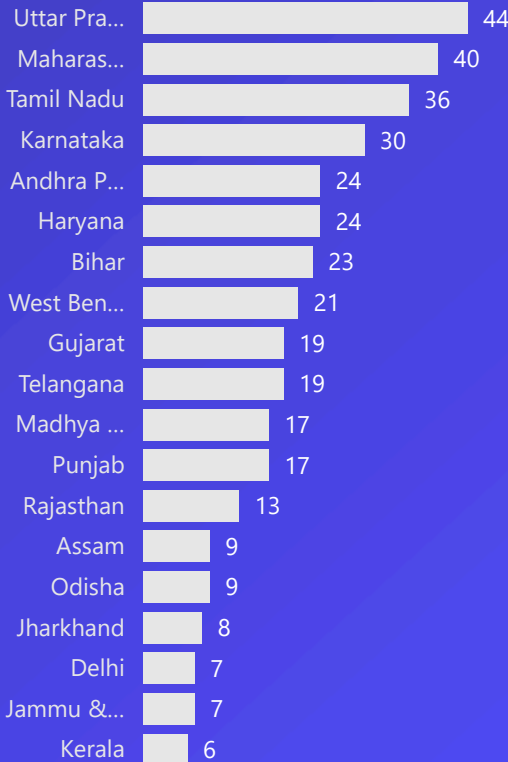
By Tenure Group



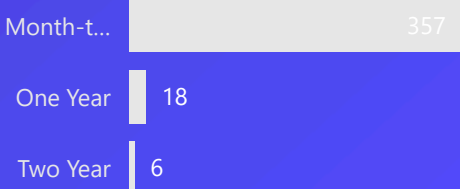
By Payment Method



By State



By Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

Customer_ID	Sum of Total_Refunds	Sum of Total_Revenue	Sum of Monthly_Charge
85027-KAR	0.00	21.36	19.7
51597-MAD	0.00	21.40	19.9
33773-UTT	0.00	22.08	20.6
86703-WES	0.00	22.12	20.6
42768-TAM	0.00	22.25	19.4
53449-MAH	0.00	22.28	19.9
86315-TAM	0.00	23.24	20.9
92527-KAR	0.00	23.28	20.0
71564-KAR	0.00	24.07	19.0
18415-KAR	0.00	24.12	19.1
82118-JAM	0.00	24.20	24.2
27553-UTT	0.00	24.39	20.3
77658-AND	0.00	24.40	24.4
99488-KAR	0.00	24.40	24.4
16244-UTT	0.00	24.65	19.9
68826-MAH	0.00	24.70	24.7
53764-WES	0.00	24.90	24.9
94305-KAR	0.00	25.07	19.7
92228-BIH	0.00	25.15	25.1
Total	100.24	43,341.00	16,074.6

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Select or drag fields from the **Data** pane onto the report canvas.

