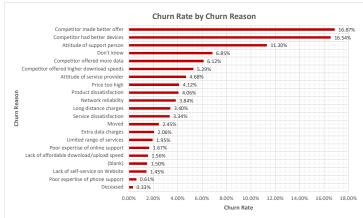
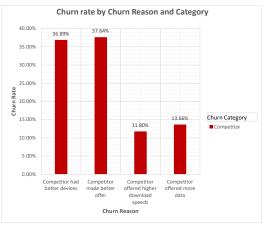
Databel Customer Churn Analysis

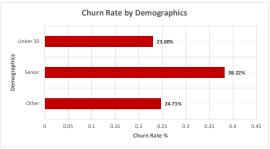








Churn	Rate by Grouped Consum	ption and Unlimited Data P	lan
100.00%			
90.00%			
80.00%		34.69%	
70.00%	12.31%		
60.00%	12.31%		■ Less than 5 GB ■ Between 5 and 10 GB ■ 10 or more GB
50.00%		33.59%	
60.00% 50.00% 40.00%	31.91%		
30.00%			
20.00%	27.46%	27.72%	
10.00%			
0.00%			



nti Plan	Sum of Churn RAte		
yes	34.38%		
CA	75.00%		
IN	66.67%		
NH	62.50%		
LA	50.00%		
KY	50.00%		
TX	41.67%		
NM	40.00%		
AK	37.50%		
CO	37.50%		
OH	36.84%		
DE	35.00%		
HI	33.33%		
PA	33.33%		
NE	33.33%		
ME	33.33%		
MA	31.25%		
MS	31.25%		
MO	30.77%		
MD	30.00%		
AL	29.41%		
MI	27.78%		
OK	27.27%		
WI	25.00%		
ID	25.00%		
ND	25.00%		
RI	25.00%		

