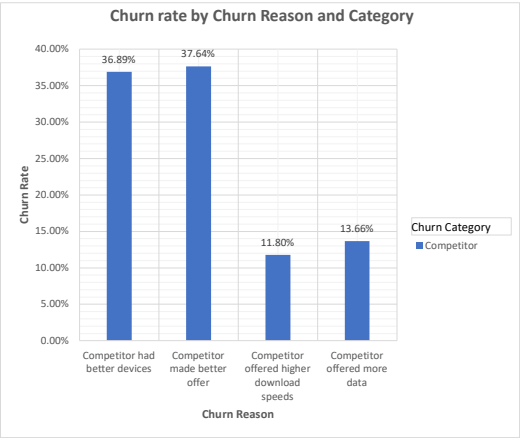
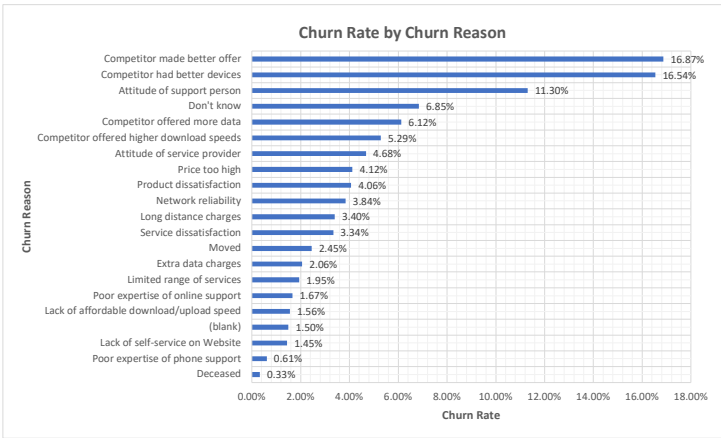


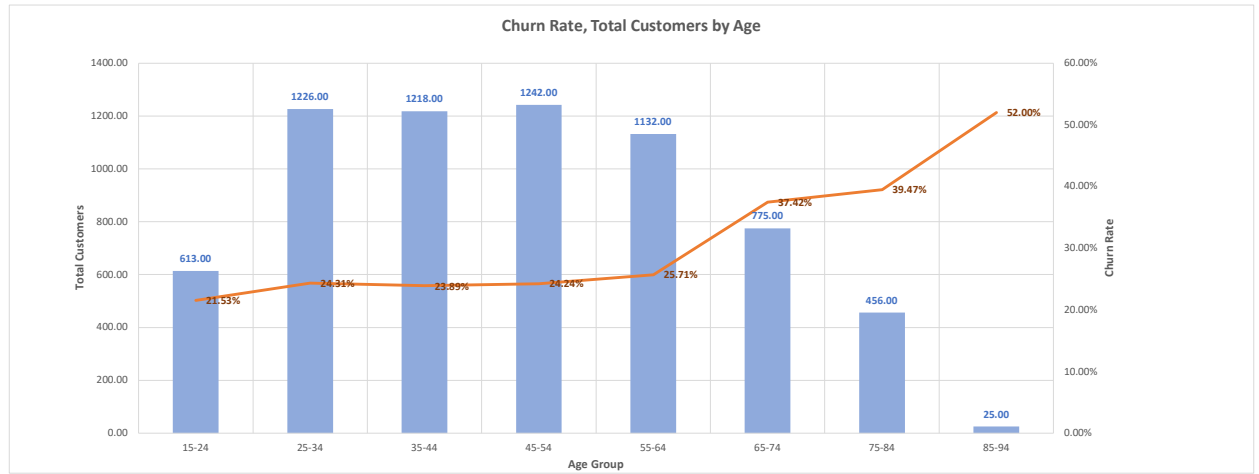
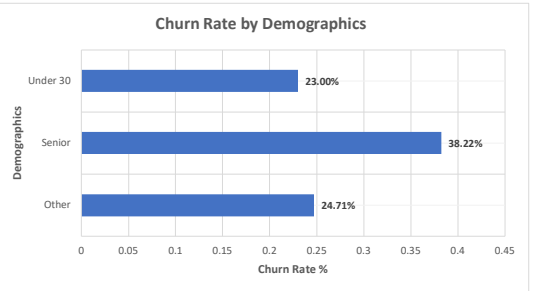
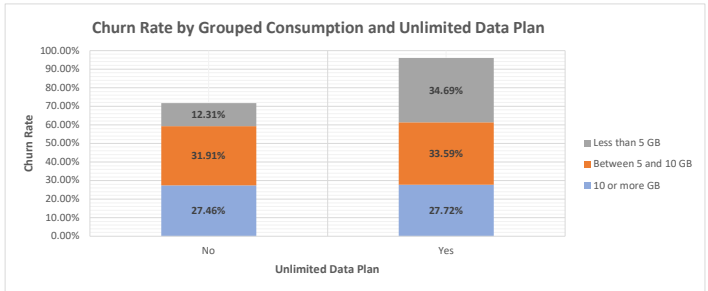
Databel Customer Churn Analysis

Total Customers	Churned Customers	Churn Rate
6687	1796	26.86%



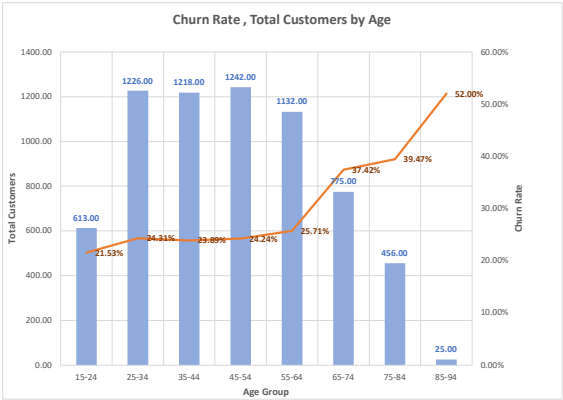
Intl Plan

Intl 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%



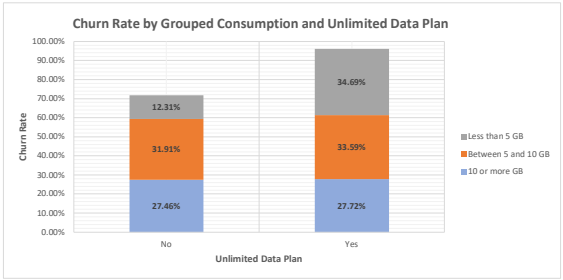
Demographics	Churn Rate %
Other	24.71%
Senior	38.22%
Under 30	23.00%
Grand Total	26.86%

Age	Sum of Total Customers	Sum of Churn RATE
15-24	613.00	21.53%
25-34	1226.00	24.31%
35-44	1218.00	23.89%
45-54	1242.00	24.24%
55-64	1132.00	25.71%
65-74	775.00	37.42%
75-84	456.00	39.47%
85-94	25.00	52.00%
Grand Total	6687.00	26.86%



Sum of Churn RATE	Contract Type
Account Length	Month-to-Mon One Year Two Year (blank)
1-12	81.68% 0.00% 0.00% 44.55%
13-24	72.64% 7.69% 2.70% 26.04%
25-36	71.76% 4.26% 2.13% 18.17%
37-48	73.91% 20.83% 2.86% 15.15%
49-60	47.37% 16.36% 5.66% 13.62%
61-72	43.48% 14.49% 4.13% 5.99%
73-84	--- 0.00% 4.35% 3.60%

Sum of Churn RATE	Grouped Consumption
Unlimited Data Plan	10 or more GB Between 5 and 10 GB Less than 5 GB Grand Total
No	27.46% 31.91% 12.31% 16.10%
Yes	27.72% 33.59% 34.69% 32.11%
Grand Total	27.68% 33.37% 22.86% 26.86%



Intl Plan	Sum of Churn RATE
no	27.07%
AK	28.13%
AL	28.47%
AR	27.66%
AZ	23.77%
CA	61.67%
CO	20.97%
CT	27.27%
DC	19.39%
DE	29.41%
FL	22.52%
GA	24.00%
HI	26.00%
IA	26.67%
ID	28.15%
IL	30.23%
IN	27.74%
KS	26.40%
KY	29.09%
LA	23.76%
MA	24.35%
MD	33.33%
ME	22.32%
MI	27.34%
MN	23.68%
MO	28.07%
MS	28.07%
MT	32.33%
NC	21.05%
ND	25.00%
NE	32.76%
NH	29.81%
NJ	28.00%
NM	22.81%
NV	28.07%
NY	23.84%
OH	34.53%
OK	18.75%
OR	31.69%
PA	33.33%
RI	25.23%
SC	31.03%
SD	23.64%
TN	23.40%
TX	27.82%
UT	25.76%
VA	28.47%
VT	28.15%
WA	22.58%
WI	25.00%
WV	27.78%
WY	26.12%
yes	24.88%
AK	37.50%
AL	29.41%
AR	6.25%
AZ	16.67%
CA	75.00%
CO	37.50%
CT	12.50%
DC	20.00%
DE	35.00%
FL	12.50%
GA	12.50%
HI	33.33%
ID	25.00%
IL	23.33%
IN	66.67%
KS	18.75%
KY	50.00%
LA	50.00%
MA	31.25%
MD	30.00%
ME	33.33%
MI	27.78%
MN	12.50%
MO	30.77%
MS	31.25%
MT	0.00%
NC	18.18%
ND	25.00%
NE	33.33%
NH	62.50%
NJ	16.67%
NM	40.00%
NV	22.22%
NY	18.75%
OH	36.84%
OK	27.27%
OR	21.43%
PA	33.33%
RI	25.00%
SC	0.00%
SD	10.00%
TN	16.67%
TX	41.67%
UT	16.67%
VA	16.67%
VT	8.33%
WA	12.50%
WI	25.00%
WV	13.33%
WY	15.00%

Total Customers	Churned Customers	Churn Rate
	6687	1796
		26.86%

Churn Reason	Churned Customers
Deceased	0.33%
Poor expertise of phone support	0.61%
Lack of self-service on Website (blank)	1.45%
Lack of affordable download/upload speed	1.56%
Poor expertise of online support	1.67%
Limited range of services	1.95%
Extra data charges	2.06%
Moved	2.45%
Service dissatisfaction	3.34%
Long distance charges	3.40%
Network reliability	3.84%
Product dissatisfaction	4.06%
Price too high	4.12%
Attitude of service provider	4.68%
Competitor offered higher download speeds	5.29%
Competitor offered more data	6.12%
Don't know	6.85%
Attitude of support person	11.30%
Competitor had better devices	16.54%
Competitor made better offer	16.87%
Grand Total	100.00%

Churned Customers	Churn Category	
Churn Reason	Competitor	Grand Total
Competitor had better devices	36.89%	36.89%
Competitor made better offer	37.64%	37.64%
Competitor offered higher download speeds	11.80%	11.80%
Competitor offered more data	13.66%	13.66%
Grand Total	100.00%	100.00%

Churned Customers	Churn Category	
Churn Reason	Competitor	Grand Total
Competitor had better devices	36.89%	36.89%
Competitor made better offer	37.64%	37.64%
Competitor offered higher download speeds	11.80%	11.80%
Competitor offered more data	13.66%	13.66%
Grand Total	100.00%	100.00%

