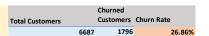
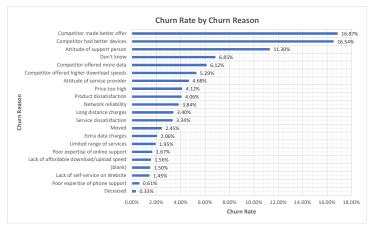
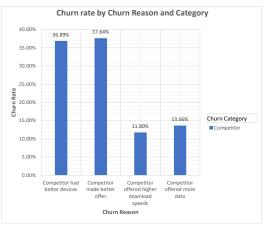
Databel Customer Churn Analysis

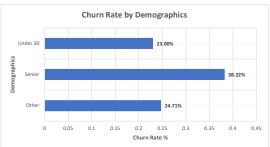




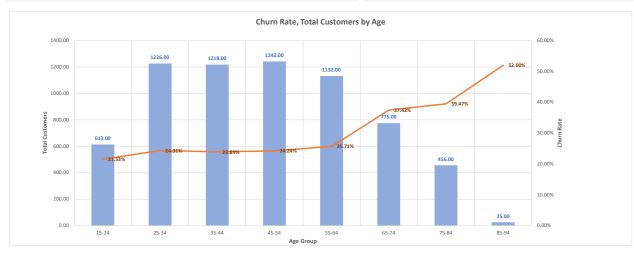




100.00% 90.00% 80.00%		34.69%	
70.00%	12.31%	34.69%	
50.00% 50.00% 40.00% 30.00%	31.91%	33.59%	■ Less than 5 GB ■ Between 5 and 10 G
20.00% 10.00% 0.00%	27.46%	27.72%	■ 10 or more GB
0.00%	No	Yes	



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%
ОН	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%

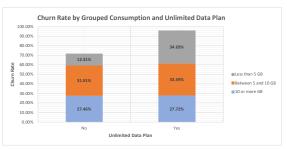


Demographics	Churn Rate %	Age	Sum of Total Customers	Sum of Churn RAte
Other	24.71%	15-24	613.00	21.5
Senior	38.22%	25-34	1226.00	24.31
Under 30	23.00%	35-44	1218.00	23.89
Grand Total	26.86%	45-54	1242.00	24.24
		55-64	1132.00	25.71
		65-74	775.00	37.42
		75-84	456.00	39.47
		85-94	25.00	52.00



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%	

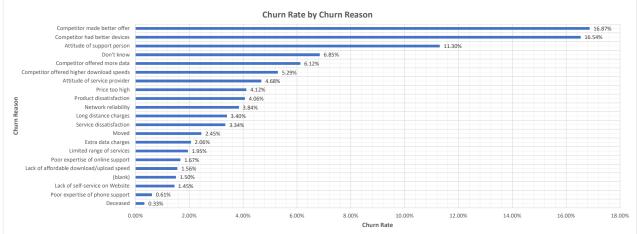


Intl Plan	Sum of Churn RAte
no	27.07%
AK AL	28.13% 28.47%
AR	27.66%
AZ CA	23.77% 61.67%
CA CO	61.67% 20.97%
CT	27.27%
DC DE	19.39%
FL	29.41% 22.52%
GA	24.00%
HI IA	26.00% 26.67%
ID	28.15%
IL	30.23%
IN KS	27.74% 26.40%
KY	29.09%
LA MA	23.76% 24.35%
MD	33.33%
ME	22.32%
MI	27.34% 23.68%
MO	28.07%
MS	28.07%
MT NC	32.33% 21.05%
ND	25.00%
NE NH	32.76%
NH NJ	29.81% 28.00%
NM	22.81%
NV NY	28.07% 23.84%
OH	23.84% 34.53%
ОК	18.75%
OR PA	31.69% 33.33%
RI	25.23%
SC	31.03%
SD TN	23.64% 23.40%
TX	27.82%
UT VA	25.76% 28.47%
VA VT	28.47% 28.15%
WA	22.58%
WI	25.00% 27.78%
WY	26.12%
yes	24.88%
AK AL	37.50% 29.41%
**	
AR	6.25%
AR AZ CA	6.25% 16.67%
AZ CA CO	6.25%
AZ CA CO CT	6.25% 16.67% 75.00% 37.50% 12.50%
AZ CA CO	6.25% 16.67% 75.00% 37.50%
AZ CA CO CT DC DE FL	6.25% 16.67% 75.00% 37.50% 12.50% 20.00% 35.00%
AZ CA CO CT DC DE FL GA	6.25% 16.67% 75.00% 37.50% 12.50% 20.00% 35.00% 12.50%
AZ CA CO CT DC DE FL GA HI ID	6.25% 16.67% 75.00% 37.50% 12.50% 20.00% 35.00% 12.50% 12.50% 33.33% 25.00%
AZ CA CO CT DC DE FL GA HI ID	6.25% 16.67% 75.00% 37.50% 20.00% 35.00% 12.50% 12.50% 33.33% 25.00% 23.33%
AZ CA CO CT DC DE FL GA HI ID	6.25% 16.67% 75.00% 37.50% 20.00% 35.00% 12.50% 33.33% 25.00% 23.33%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY	6.25% 16.67% 75.00% 37.50% 20.00% 35.00% 12.50% 12.50% 25.00% 23.33% 25.00% 23.33% 66.67% 18.75% 50.00%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA	6.25% 16.67% 75.00% 27.50% 20.00% 35.00% 12.50% 33.33% 25.00% 23.33% 66.67% 50.00%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY	6.25% 16.67% 75.00% 37.50% 20.00% 35.00% 12.50% 12.50% 25.00% 23.33% 25.00% 23.33% 66.67% 18.75% 50.00%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA MD ME	6.25% 16.67% 75.00% 37.50% 12.50% 12.50% 12.50% 12.50% 33.33% 25.00% 23.33% 66.67% 18.75% 50.00% 31.25% 30.00%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 12.50% 12.50% 13.33% 25.00% 33.33% 56.67% 18.75% 50.00% 31.25% 30.00% 33.33%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA MD ME MI MIN MNO	6.25% 16.67% 75.00% 37.50% 12.50% 20.00%, 35.00% 12.50% 12.50% 12.50% 12.50% 33.33% 56.67% 18.75% 50.00% 50.00% 33.33% 27.78% 12.50%
AZ CA CO CT DC DE FL GA HII IN KS KY LA MA MD ME MII MN MO MS	6.25% 16.67% 75.00% 37.50% 12.50% 20.00%, 35.00% 12.50% 12.50% 12.50% 12.50% 33.33% 55.00% 33.33% 56.67% 50.00% 50.00% 31.25% 30.00% 31.25% 30.00% 31.25% 30.00% 31.25% 30.00% 31.25% 30.00% 31.25% 30.00% 31.25% 30.00% 31.25%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA MD ME MI MIN MNO	6.25% 16.67% 75.00% 37.50% 12.50% 20.00% 35.00% 12.50% 12.50% 12.50% 12.50% 33.33% 66.67% 18.75% 50.00% 50.00% 31.25% 30.00% 31.25% 30.77% 31.25% 0.00%
AZ CA CO CT DC DE FL GA HI ID II IN KS KY LA MA MD ME MI MN MO MS MT NC	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 12.50% 12.50% 12.50% 12.50% 12.50% 13.33% 5.00% 13.33% 5.00% 13.33% 10.00% 13.125% 10.00% 13.125% 10.00% 13.125% 10.00% 13.125% 10.00% 13.125% 10.00%
AZ CA CO CT DC FL GA HI ID IL IN KS KY LA MD ME MI MN MO MS MT NC ND NE	6,25% 16,67% 75,00% 37,50% 12,50% 20,00% 12,50% 12,50% 12,50% 33,33% 55,00% 33,33% 55,00% 31,25% 50,00% 50,
AZ CA CO CT DC DE FL GA HI ID II IN KS KY LA MA MD ME MI MN MO MS MT NC	6.25% 16.67% 75.00% 37.50% 27.50% 20.00% 12.50% 12.50% 33.33% 66.67% 30.00% 31.25% 30.00% 31.75% 30.00% 31.75% 30.00% 31.75% 30.00% 31.33% 27.78% 12.50% 30.77% 30.77% 30.77% 30.77% 30.3333% 27.78% 30.77% 30.3333% 27.78% 30.3333% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33% 30.33%
AZ CA CO CT DE FL GA HI ID IL IN KS KY LA MA MD ME MI MN MO MS MT NC ND NH NI NI NM	6.25% 6.67% 75.00% 37.50% 20.00% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 66.67% 30.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 31.25% 50.00% 30.33% 50.00% 50.0
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA MD ME MI MN MO MS MT NC ND NE NH NJ NM NV	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 50.00% 31.25% 30.00% 31.25% 30.00% 31.25% 40.00% 33.33% 62.50% 40.00%
AZ CA CO CT DC DE FL GA HI ID IL IN KS KY LA MA MD ME MI MN MD MS MT NC ND NE NH NJ NM NV NY OH	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 56.67% 18.75% 50.00% 31.25% 30.00% 31.25% 40.00% 33.33% 62.50% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 50.
CAZ CAC CCT CC DE FL GA HII ID II IN KS KY LA MA MID ME MIN MO MS S MT NC ND NH NI NM NV NY OH OK	6,25% 16,67% 75,00% 37,50% 12,50% 20,00% 12,50% 12,50% 33,33% 25,00% 33,33% 25,00% 31,25% 50,00% 31,25% 50,00% 31,25% 50,00% 31,25% 66,67% 18,75% 50,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 60,
AZ CA CO CT DC DE FL GA HI II IN KS KY LA MA MD ME MI MN MO MS MTT NC ND NE NH NI NW NV NY OH	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 56.67% 18.75% 50.00% 31.25% 30.00% 31.25% 40.00% 33.33% 62.50% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 50.
AZ CA CO CT DE FL GA HI II II II IN KS KY LA A MID ME MI MIN MO MS MT NC ND NH NI NV NY OH OK PA RI	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 18.75% 50.00% 31.25% 30.00% 31.25% 30.00% 31.25% 40.00% 31.25% 40.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 50.
AZ CA CO CT DC DE FL GA HI IN IN KS KY LA A MD ME MI MN MO MS MT NC ND NE NH NJ NV OK OR PA RI SC	6, 25% 16,67% 75,00% 37,50% 12,50% 20,00% 12,50% 12,50% 13,33% 25,00% 33,33% 25,00% 31,25% 50,00% 31,25% 50,00% 31,25% 66,67% 18,75% 50,00% 11,25% 60,00% 11,25% 12,50% 13,25% 12,50% 13,25% 12,50% 13,25% 14,25% 15,25% 16
AZ CA CO CT DE FL GA HI II II II IN KS KY LA A MID ME MI MIN MO MS MT NC ND NH NI NV NY OH OK PA RI	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 33.33% 25.00% 33.33% 18.75% 50.00% 31.25% 30.00% 31.25% 30.00% 31.25% 40.00% 31.25% 40.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 18.18% 50.00% 50.
AZ CA CO CT DC DE FL GA HI ID ID IN KS KY LA MD ME MI MN NO	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 33.33% 25.00% 33.33% 66.67% 18.75% 50.00% 30.77% 30.77% 30.77% 30.77% 12.50% 30.77% 30.77% 30.77% 30.77% 31.25% 40.00% 22.22% 40.00% 22.22% 23.33% 25.00% 16.67% 40.00%
AZ CA CO CT DC DE FL GA HII ID IIN KS KY LA AMD ME MI MN MO MS MTT NC ND NE NH NV NV NY OH OK CO SD TN TX TX UT	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 13.33% 25.00% 13.33% 25.00% 13.33% 25.00% 13.25% 18.75% 50.00% 13.25% 66.67% 18.75% 50.00% 13.25% 66.00% 13.25% 12.50% 13.25% 12.50% 13.25% 12.50% 13.25% 12.50% 13.25% 13.25% 14.25% 15.25% 16.67% 16.66% 16.66% 16.66% 16.66% 16.66%
AZ CA CO CT DC DE FL GA HI ID ID IN KS KY LA MD ME MI MN NO	6.25% 16.67% 75.00% 37.50% 20.00% 12.50% 20.00% 12.50% 33.33% 25.00% 33.33% 66.67% 18.75% 50.00% 30.77% 30.77% 30.77% 30.77% 12.50% 30.77% 30.77% 30.77% 30.77% 31.25% 40.00% 22.22% 40.00% 22.22% 23.33% 25.00% 16.67% 40.00%
AZ CA CO CT DC DE FL GA HI ID II IN KS KY LA MA MID MME MI MN MO MS S MT NO	6,25% 16,67% 75,00% 37,50% 12,50% 20,00% 12,50% 12,50% 12,50% 12,50% 13,33% 12,50% 13,33% 16,67% 18,75% 50,00% 11,25% 50,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 60,
AZ CA CO CT DC DE FL GA HII ID IL IN KSY LA A MD ME MI MN MO MS SMT NC ND NE NH NI NN NV NY OH OK CR SC SD TN TX UT VA	6. 25% 16.67% 175.00% 37.50% 20.00% 12.50% 20.00% 12.50% 12.50% 12.50% 12.50% 13.33% 15.00% 13.33% 15.00% 13.33% 15.00% 13.33% 15.00% 13.25% 10.00% 13.25% 10.00% 13.25% 10.00% 13.25% 10.00% 13.25% 10.00% 1
AZ CA CO CT DC DE FIL GA HI II ID II IN KS KY LA A MD ME MI MN MO MS MT NC ND NH NI	6,25% 16,67% 75,00% 37,50% 12,50% 20,00% 12,50% 12,50% 12,50% 12,50% 13,33% 12,50% 13,33% 16,67% 18,75% 50,00% 11,25% 50,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 11,25% 60,00% 60,

	Churned		
Total Customers	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		1.45%
(blank)		1.50%
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	1	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%

