

# CHURN ANALYSIS - SUMMARY

27.0%

Churn Rate

1732

Total Churn

6418

Total Customers

411

New Joiners

Married

All

Monthly Charge

All



## Total Churn by Gender



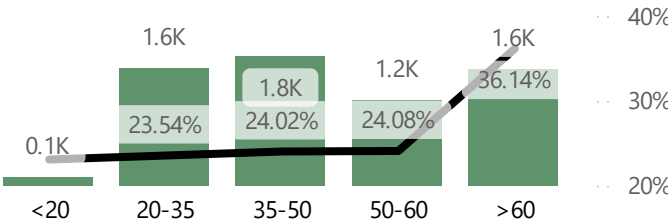
Gender

Female

Male

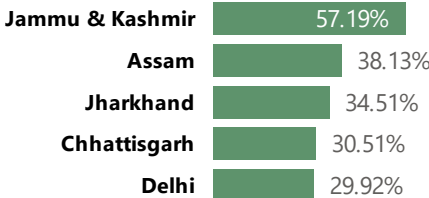
## Total Customers and Churn Rate by Age Group

Total Customers Churn Rate



## GEOGRAPHIC

### Churn Rate by State



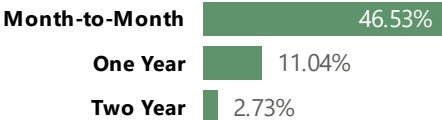
## SERVICES USED

Services	No	Yes
Device_Protection_Pla	65.6%	34.4%
Internet_Service	21.7%	78.3%
Multiple_Lines	57.7%	42.3%
Online_Backup	65.6%	34.4%
Online_Security	71.6%	28.4%
Paperless_Billing	40.9%	59.1%
Phone_Service	9.7%	90.3%
Premium_Support	71.1%	28.9%
Streaming_Movies	60.9%	39.1%
Streaming_Music	64.8%	35.2%
Streaming_TV	100.0%	
Unlimited_Data	32.5%	67.5%

## Churn Rate by Payment\_Method

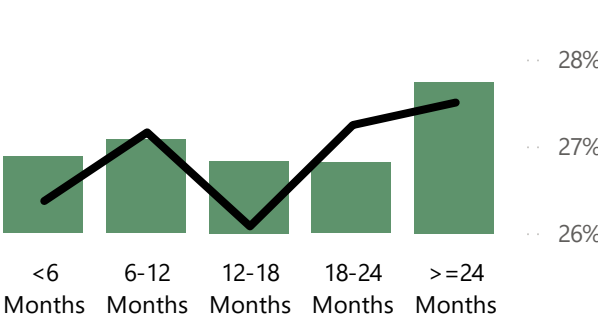


## Churn Rate by Contract



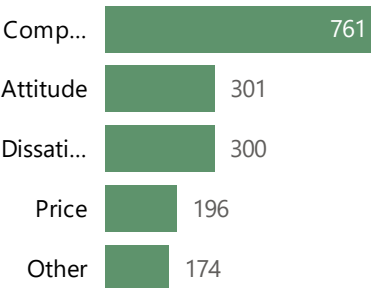
## Total Customers and Churn Rate by Tenure Groups

Total Customers Churn Rate



## CHURN DISTRIBUTION

### Total Churn by Churn\_Category



DEMOGRAPHIC

ACCOUNT INFO

▼	Churn_Reason	Total Churn
	Service dissatisfaction	61
	Product dissatisfaction	71
	Price too high	72
	Poor expertise of phone support	12
	Poor expertise of online support	30
	Others	0
	Network reliability	66
	<b>Total</b>	<b>1732</b>

# CHURN ANALYSIS - PREDICTION

## PREDICTED CHURNER PROFILE

249

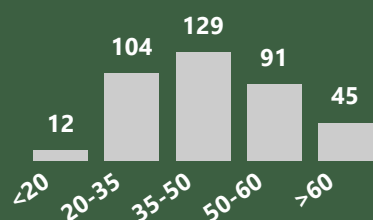
Female



132

Male

### Count of Customer ID by Age Group



### Count of Customer ID by Married



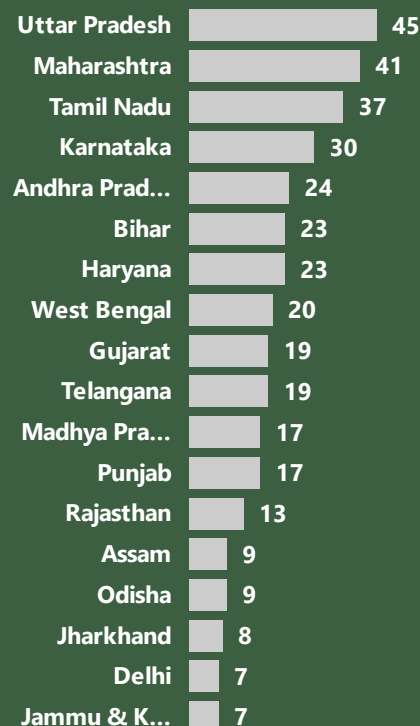
### Count of Customer ID by Tenure Groups



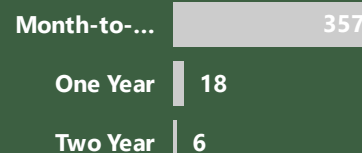
### Count of Customer ID by Payment Method



### Count of Customer ID by State



### Count of Customer ID by Contract



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

Customer_ID	Total Revenue	Monthly Charge	Refunds	Number_of_Referrals
85027-	21.36	19.75	0.00	14
51597-	21.40	19.90	0.00	10
33773-UTT	22.08	20.60	0.00	3
86703-	22.12	20.65	0.00	14
42768-	22.25	19.40	0.00	13
53449-	22.28	19.90	0.00	8
86315-	23.24	20.95	0.00	6
92527-	23.28	20.05	0.00	7
71564-	24.07	19.05	0.00	6
18415-	24.12	19.10	0.00	7
82118-	24.20	24.20	0.00	3
27553-UTT	24.39	20.30	0.00	0
77658-	24.40	24.40	0.00	0
99488-	24.40	24.40	0.00	10
16244-UTT	24.65	19.55	0.00	5
68826-	24.70	24.70	0.00	14
53764-	24.90	24.90	0.00	10
94305-	25.07	19.75	0.00	5
Total	43,096.26	16,054.80	100.24	2773