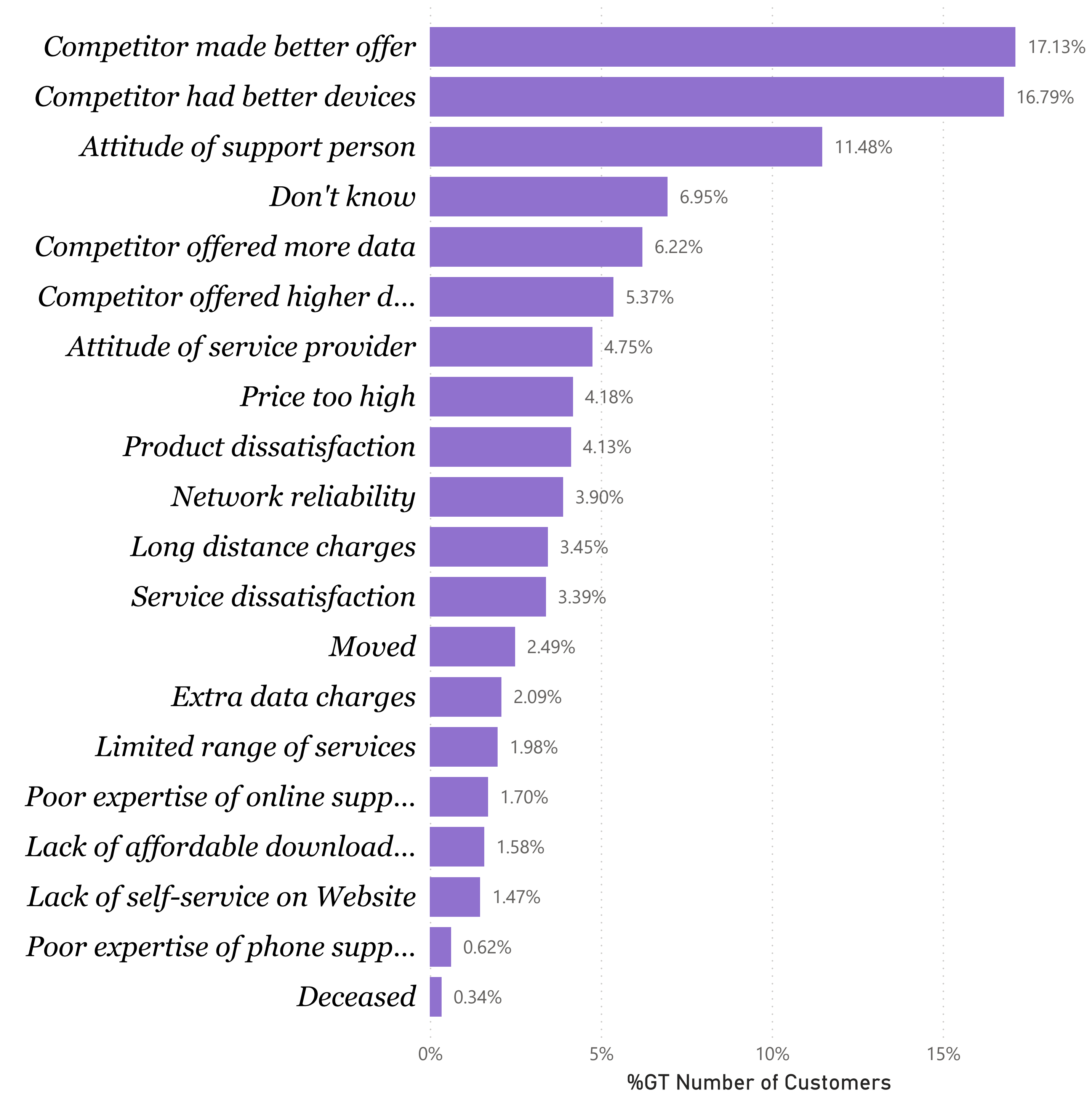
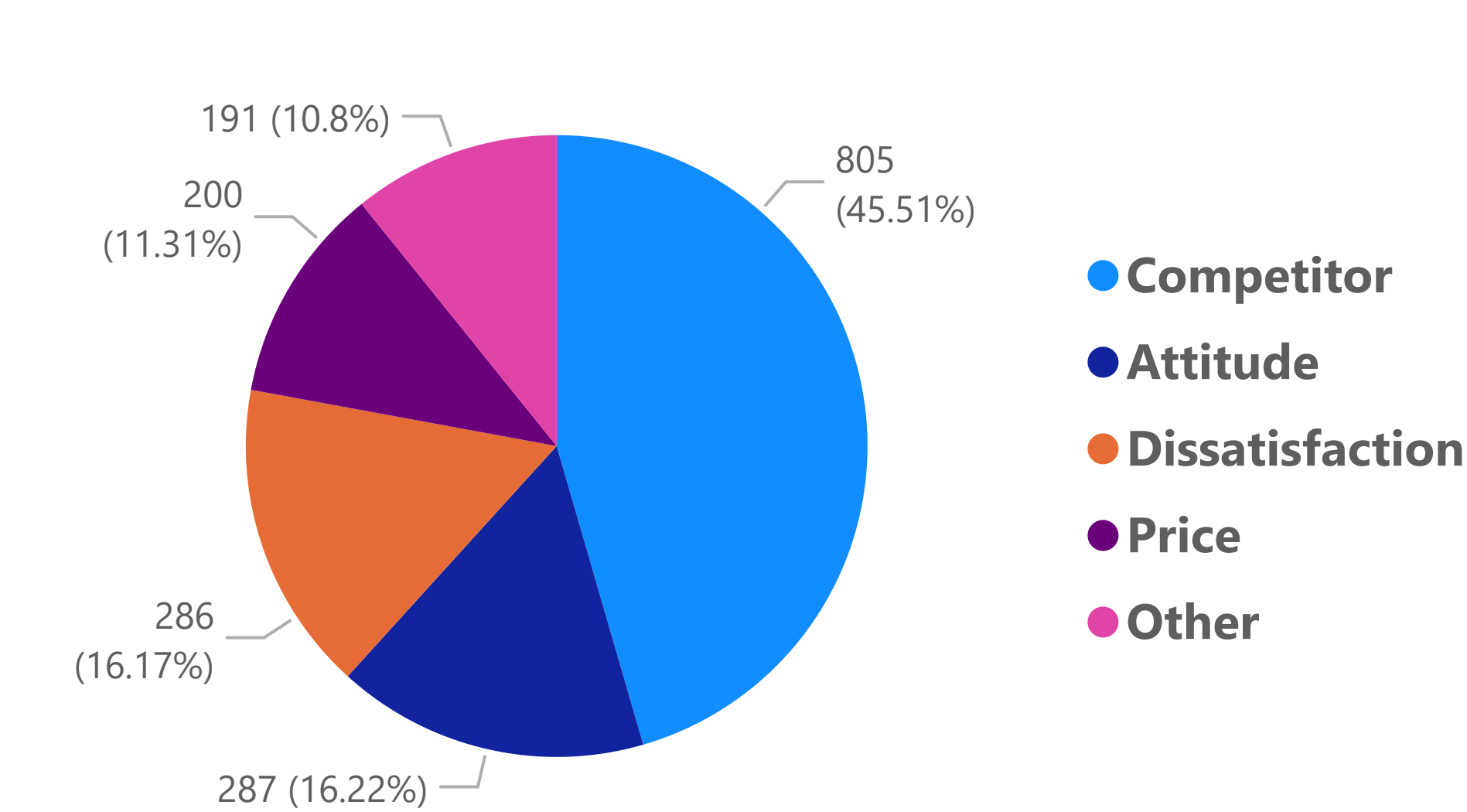


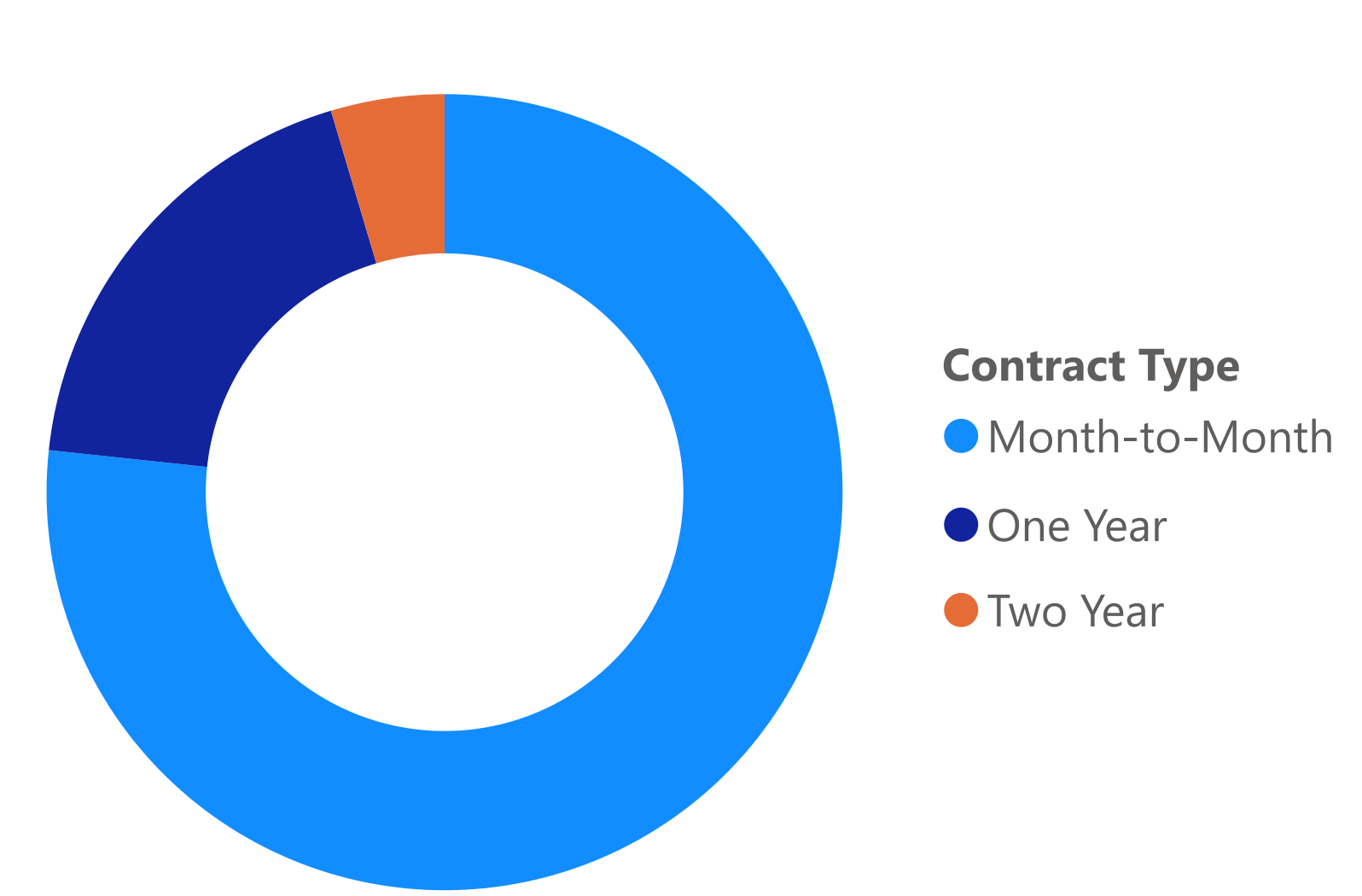
%GT Number of Customers by Churn Reason



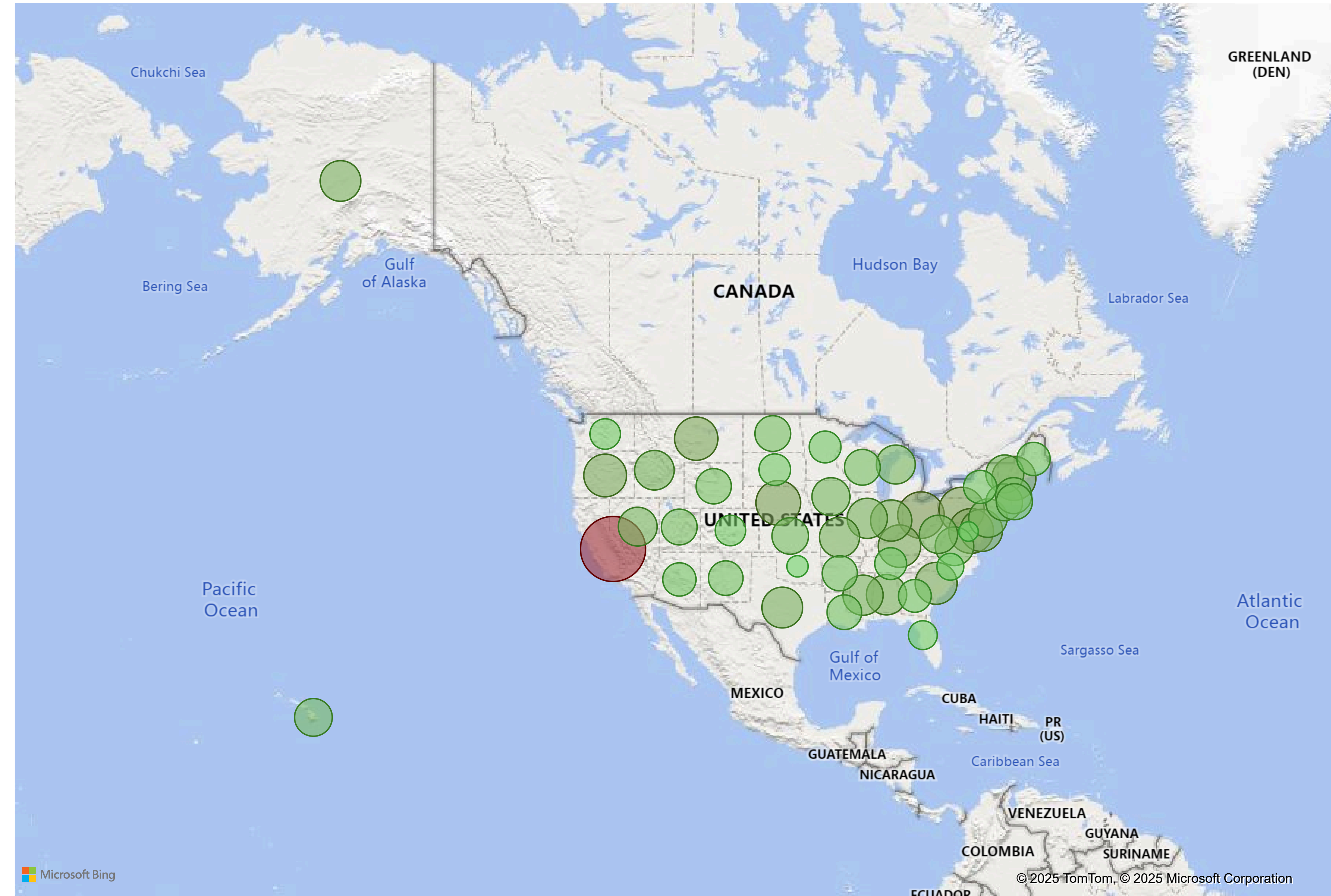
Number of Churned Customers over Category



Churn Rate and Contract Types



Churn Rate by State



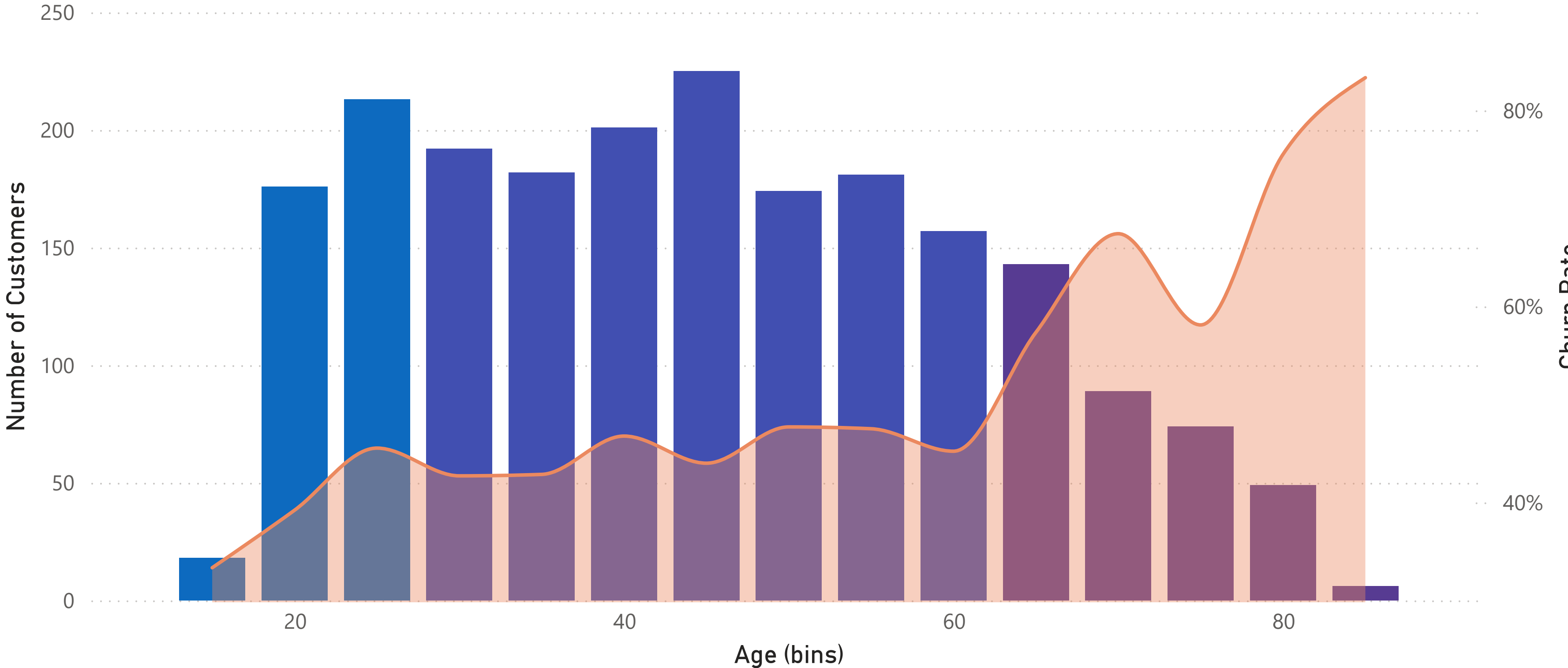
Account Length (in months)

1

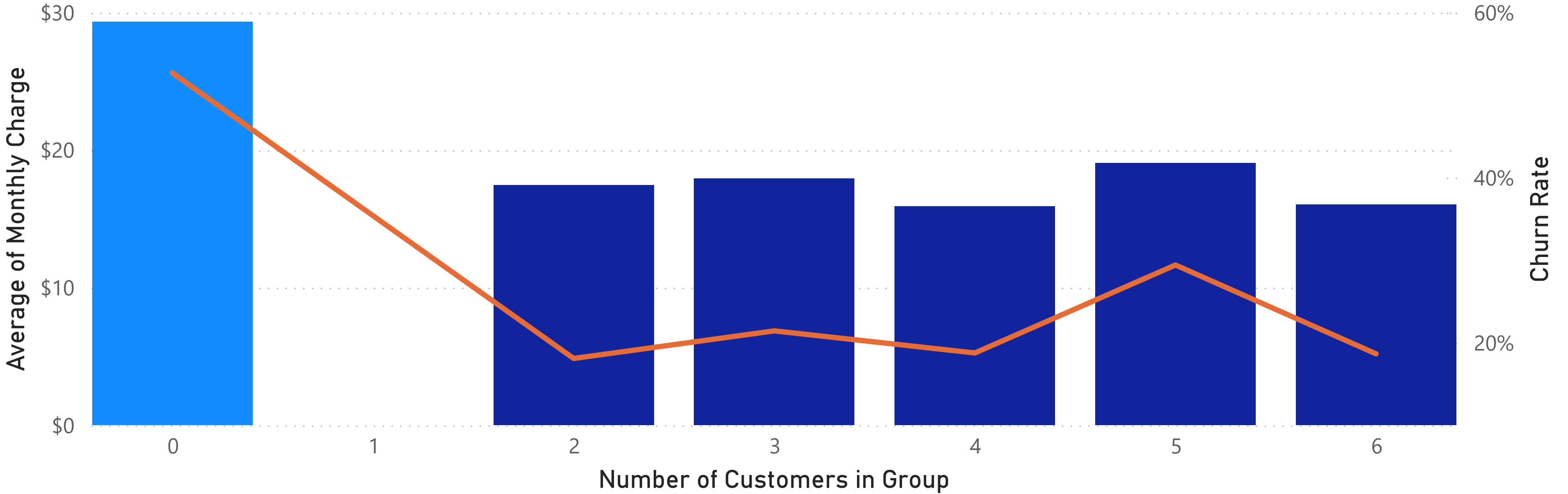
12



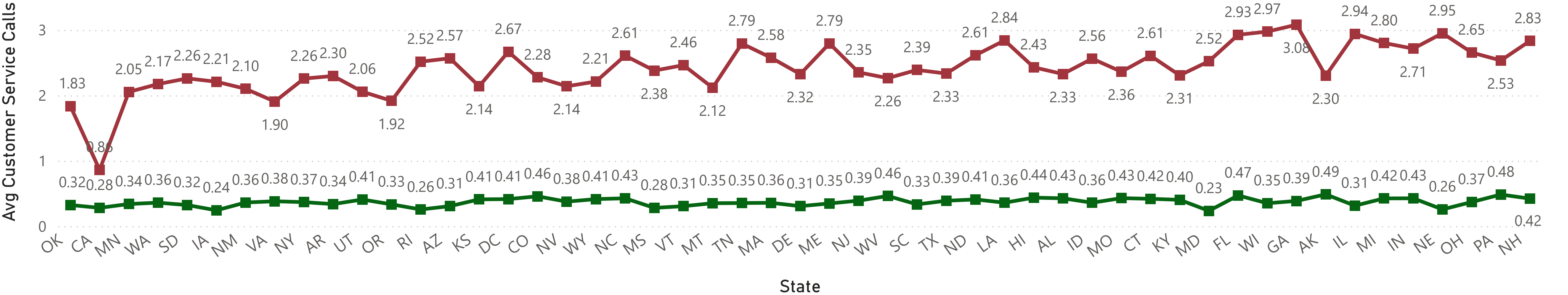
Number of Customers and Churn Rate by Age (bins)



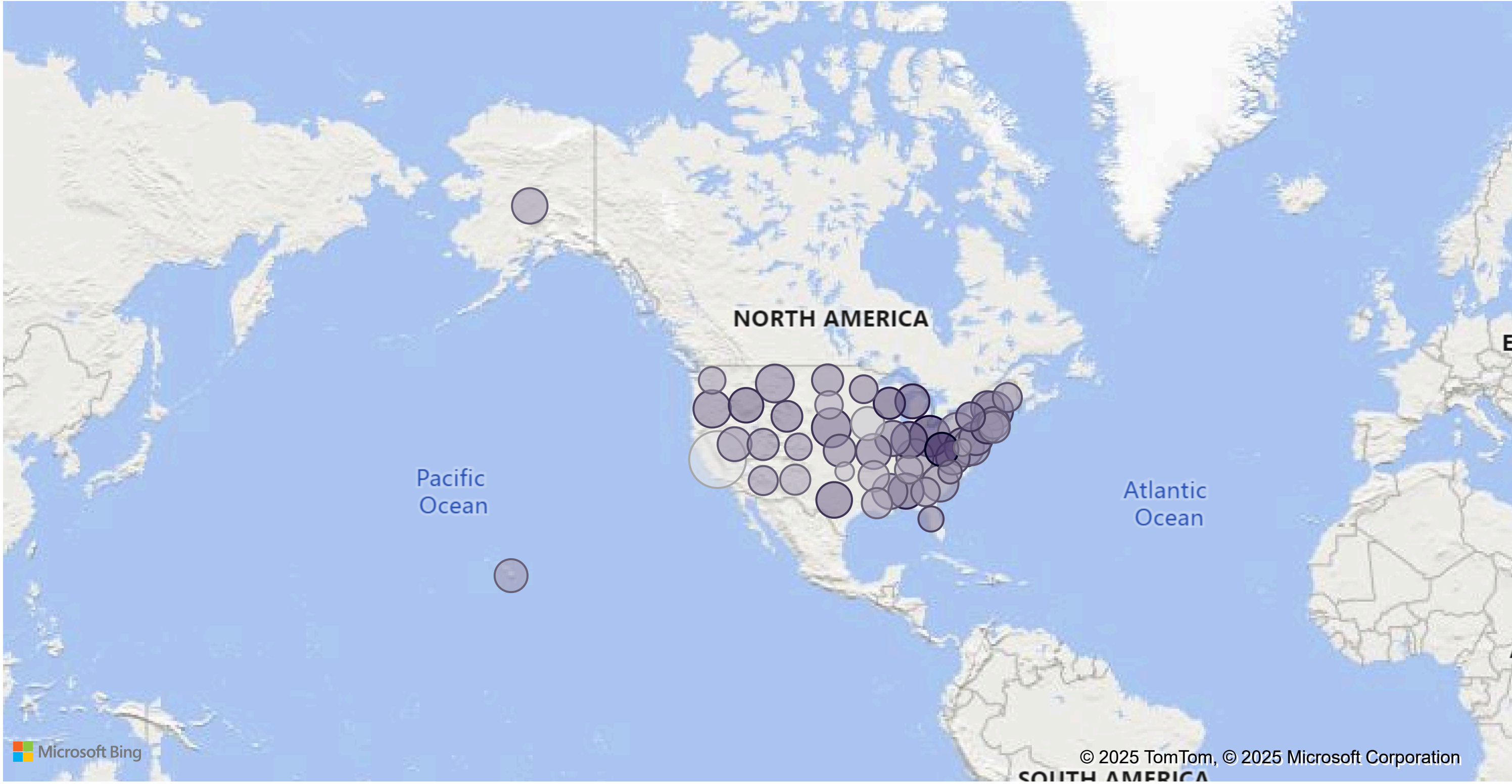
How does charge rate and group affect customer churn?



Churned ■ No ■ Yes



Churn Rate by State



6123

Customer Service Calls

0.92

Average of Customer Service Calls

\$33.64

Avg Extra International Charges

\$3.37

Avg Extra Data Charges

California has the highest churn rate but the lowest customer service calls.

Contract Category

- Monthly
- Yearly

Payment Method

- Credit Card
- Direct Debit
- Paper Check

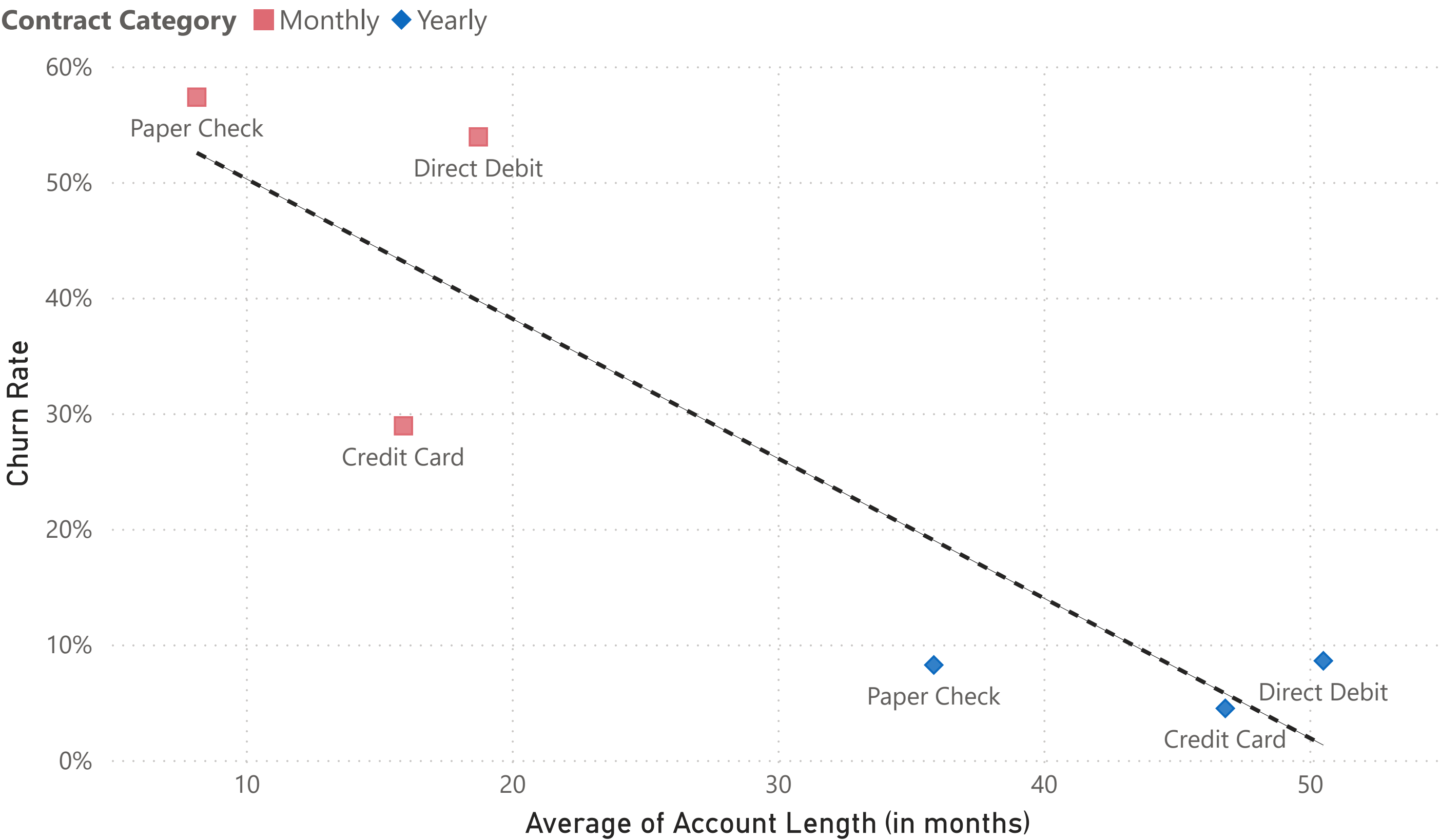
6123

Customer Service Calls

0.92

Average of Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category



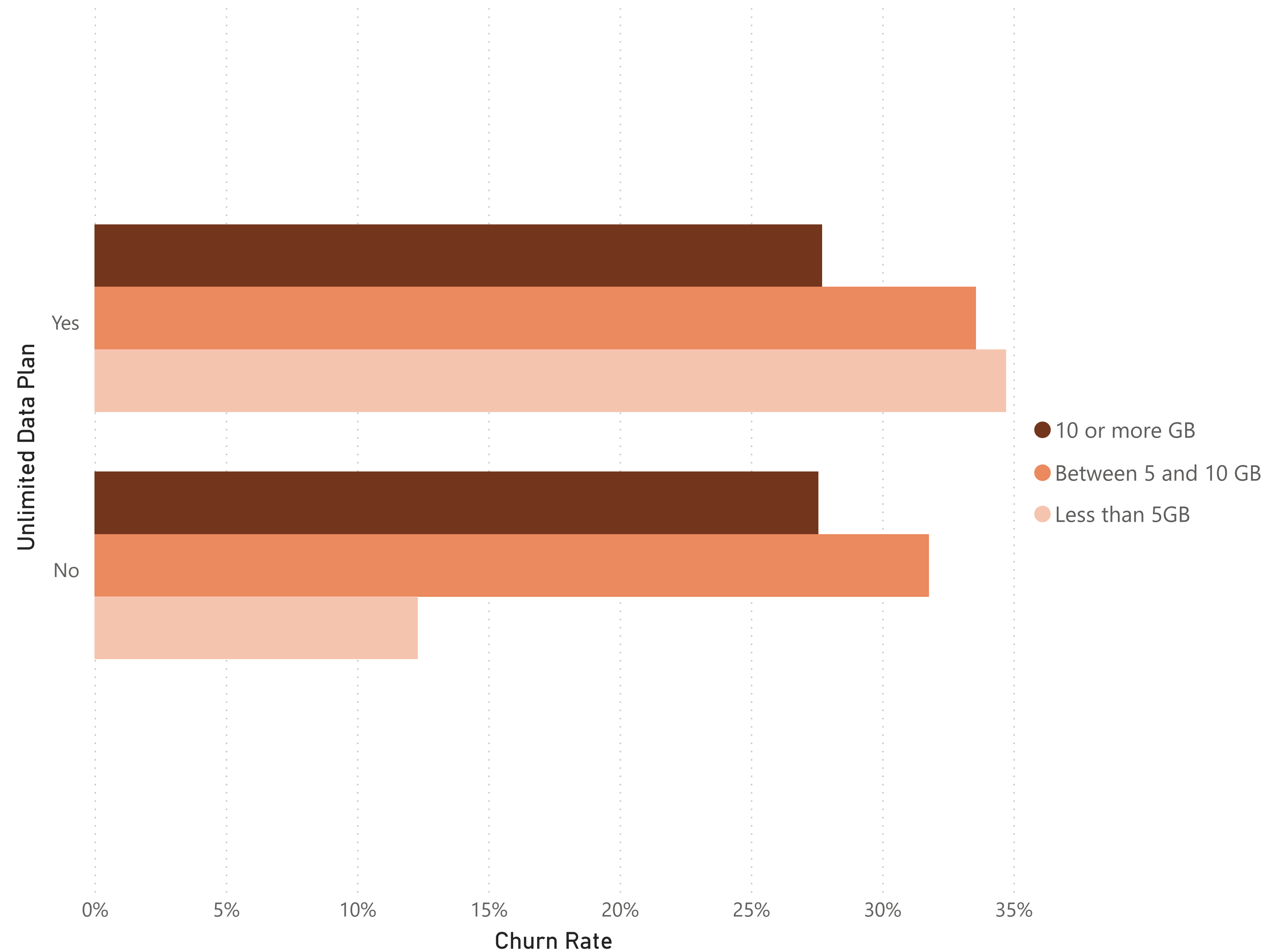
\$33.64

Avg Extra International Charges

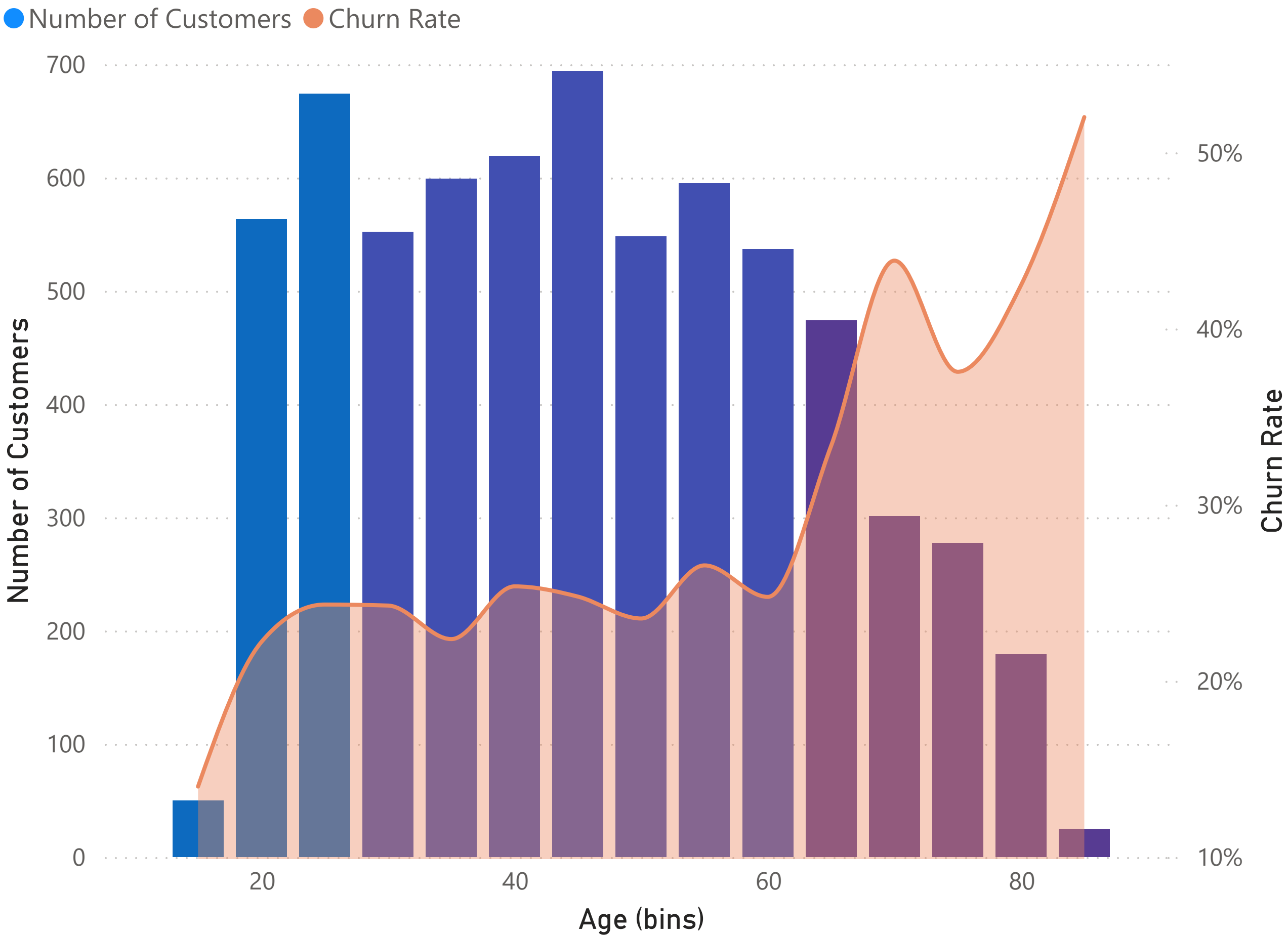
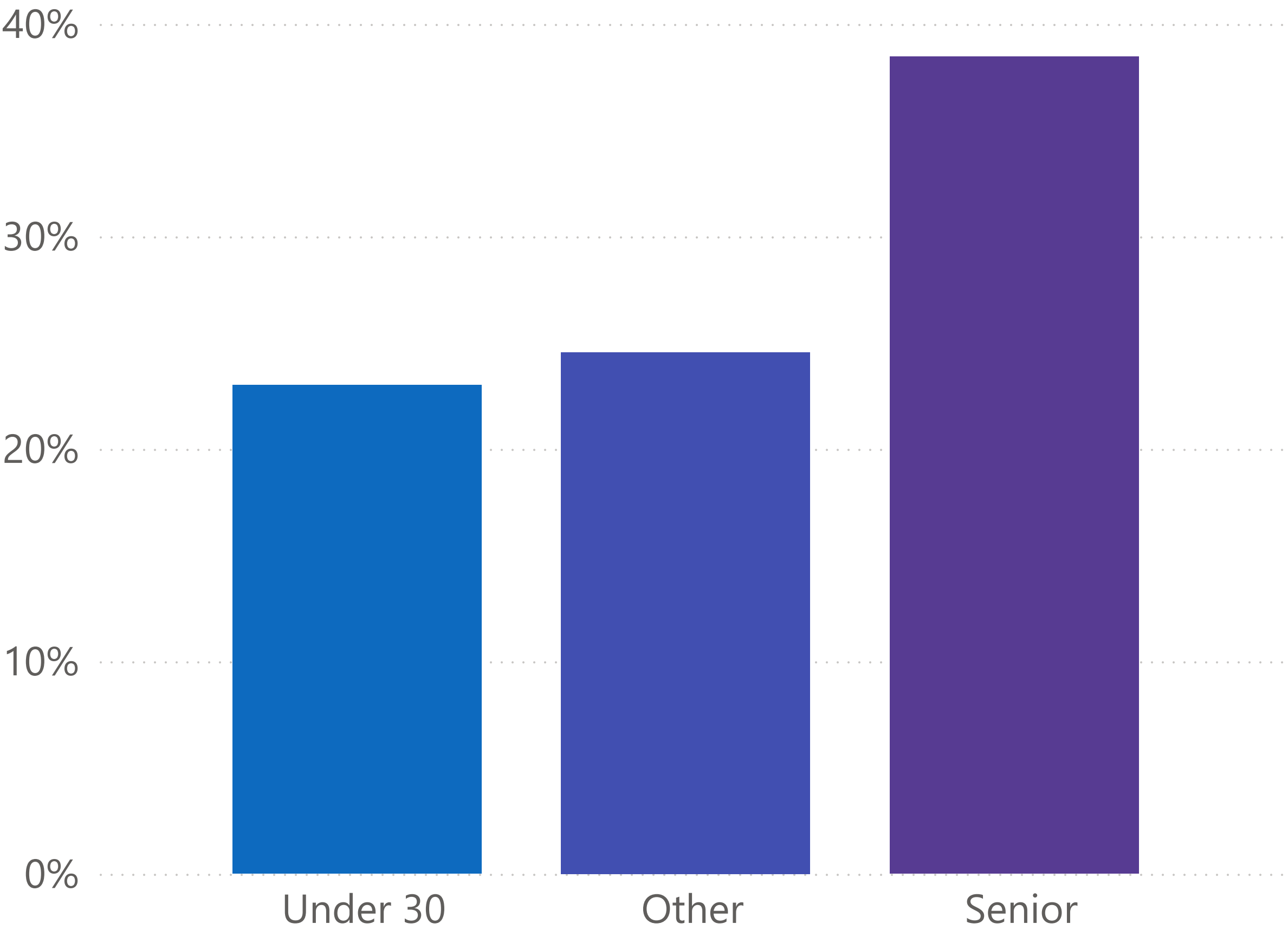
\$3.37

Avg Extra Data Charges

Churn Rate by Unlimited Data Plan and Grouped Consumption

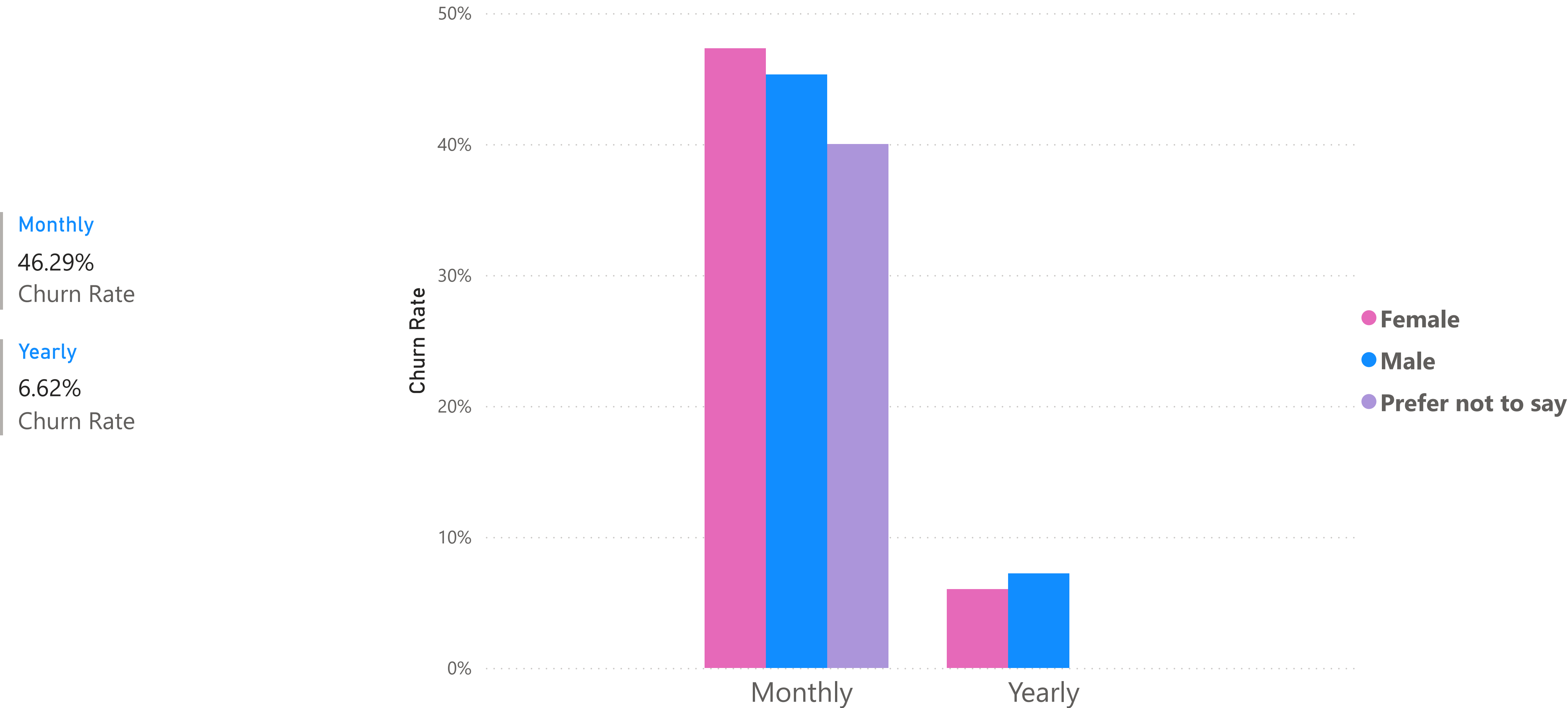


Churn Rate by Demographics



Used bins to create a new group in Age column to produce a nice graph that shows both the churn rate and the age distribution. Added conditional formatting for color coding on the age to the right, matching the colors to the left chart.

Churn Rate by Contract Category and Gender



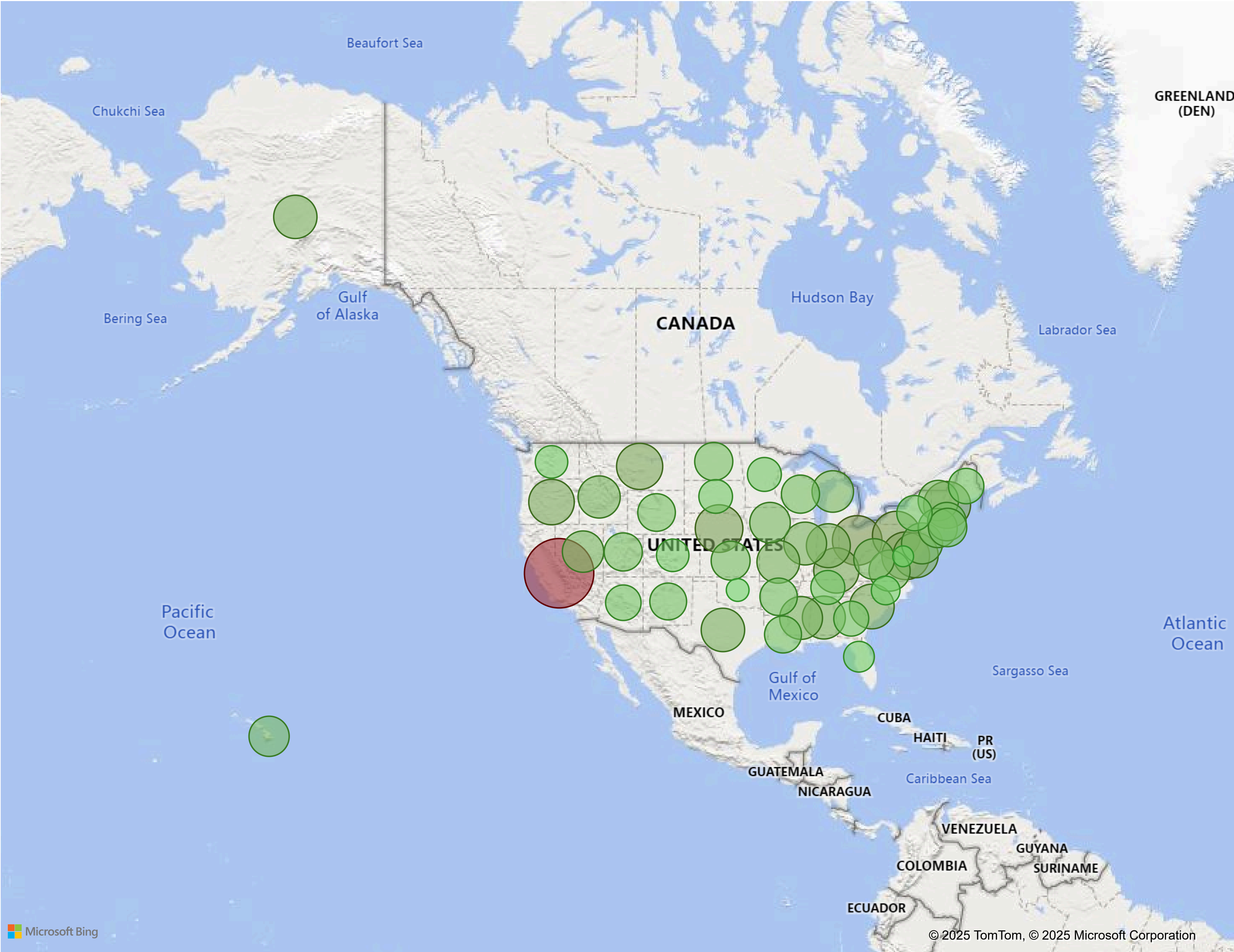
Used DAX "switch" function to group contracts by year or month

The churn rate of customers who pay for an international plan but don't call internationally is sky-high. Perhaps inform them that they can downgrade to a cheaper plan, thereby increasing customer satisfaction.

Churn Rate for International Plan Users and International Call Activity

Active	no	yes	Total
Yes	40.34%	7.59%	34.31%
No	20.01%	71.19%	22.21%
Total	27.07%	24.88%	26.86%

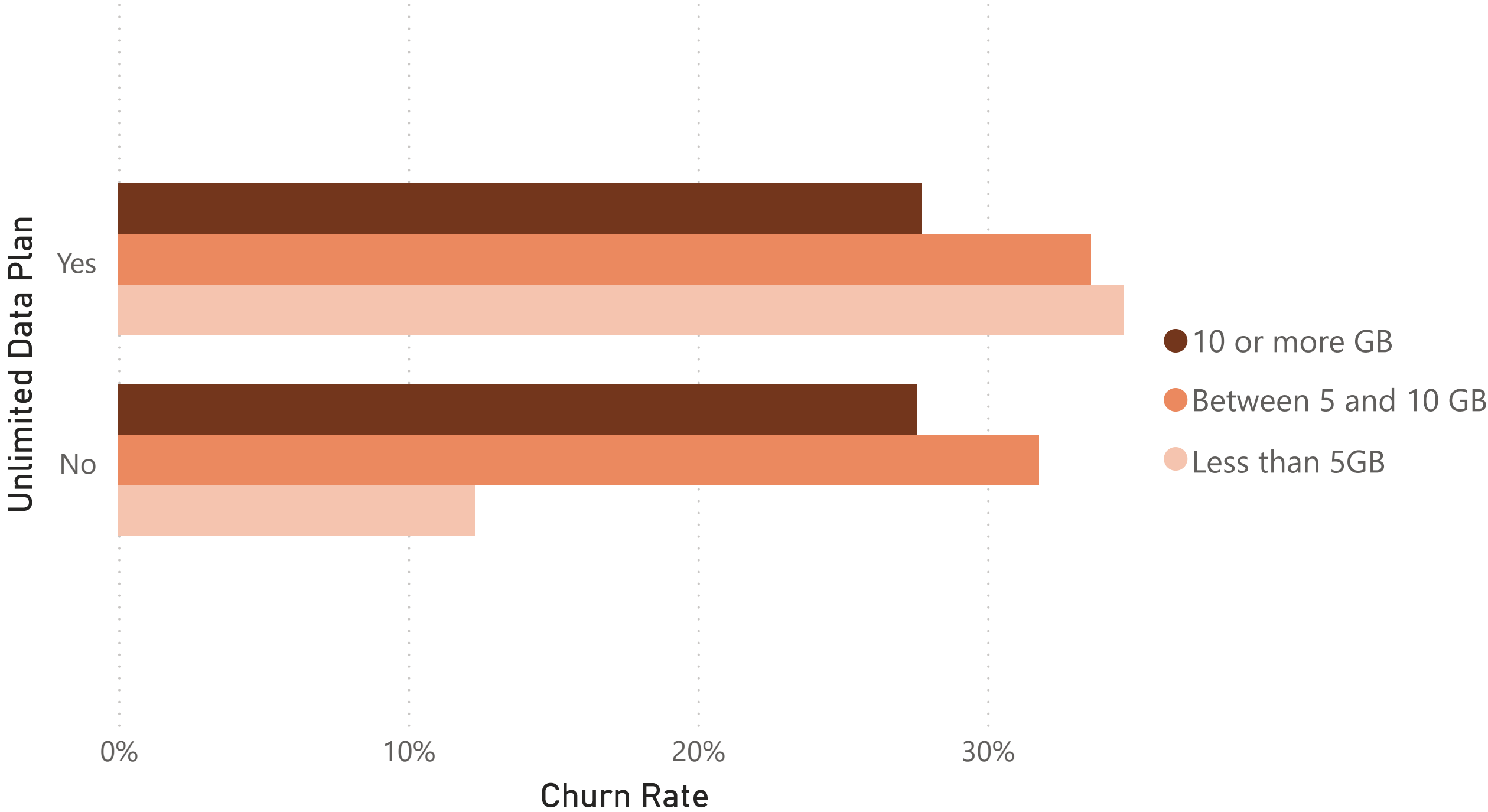
Churn Rate by State



The effect of data consumption to customer churn

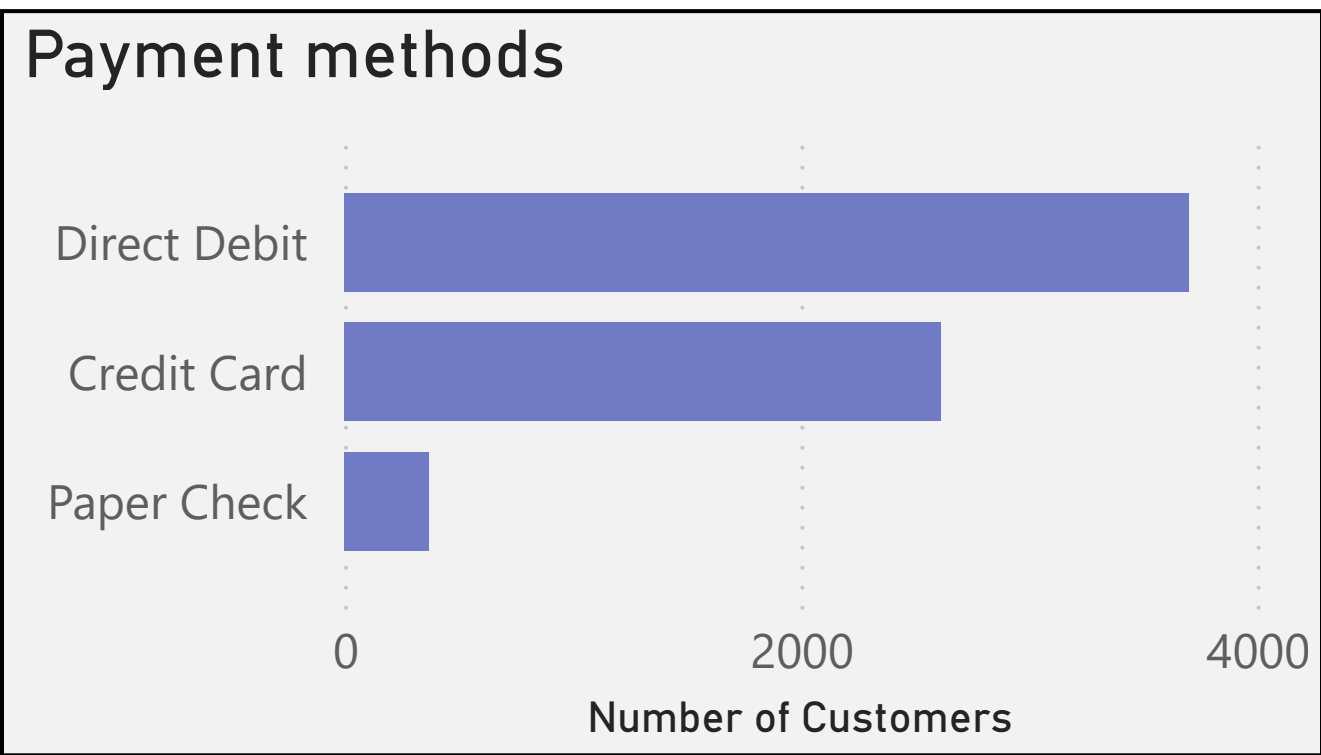
Unlimited Data Plan	Churn Rate	Number of Customers
Yes	32.11%	4494
No	16.10%	2193
Total	26.86%	6687

Churn Rate by Unlimited Data Plan and Grouped Consumption

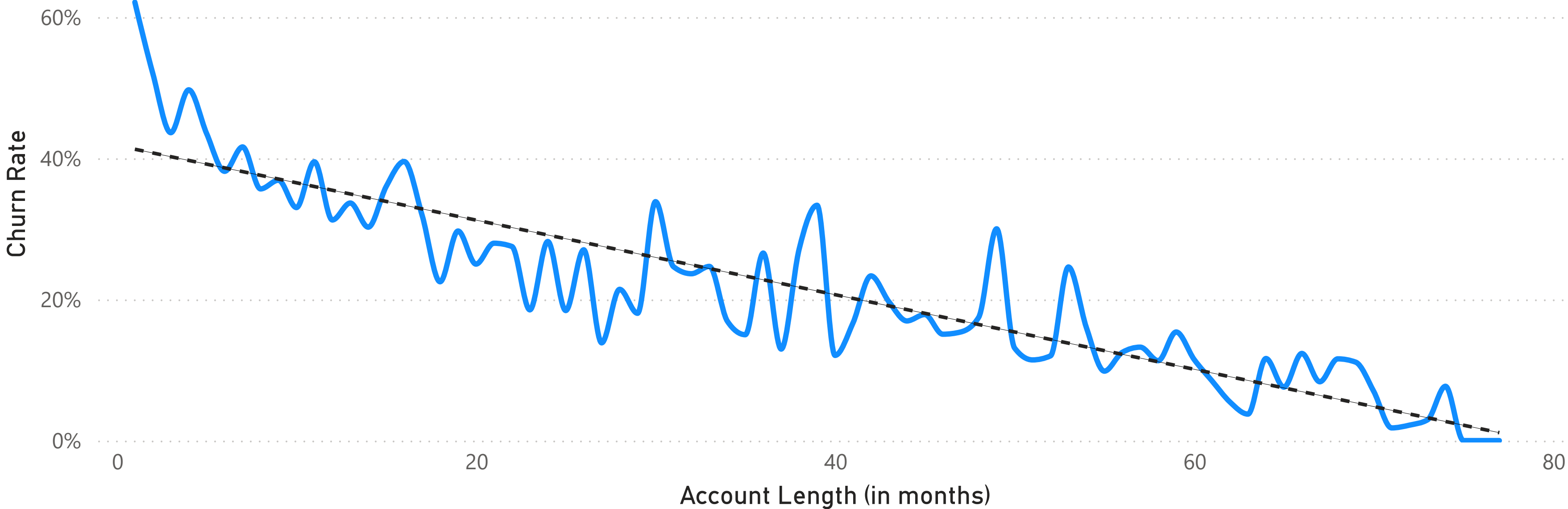


*Those with Unlimited Data Plan, that use little data (less than 10GB per month), are more likely to churn.

Longer account lengths and contract types reduce customer churning.



Churn Rate by Account Length (in months)



Churn Rate and Contract Types

