Senior	Under 30	Churn Rate
No	No	24.54 %
No	Yes	23.00 %
Yes	No	38.46 %
Total		**26.86 %**

6687
Count of Customer ID

26.86 %
Churn Rate

1796
Churned

Churn Reasons

Competitor made ...
Competitor had b...
Attitude of suppor...
Don't know
Competitor offere...
Competitor offere...
Attitude of service...
Price too high
Product dissatisfac...
Network reliability
Long distance cha...
Service dissatisfact...
Moved
Extra data charges
Limited range of s...
Poor expertise of ...
Lack of affordable ...

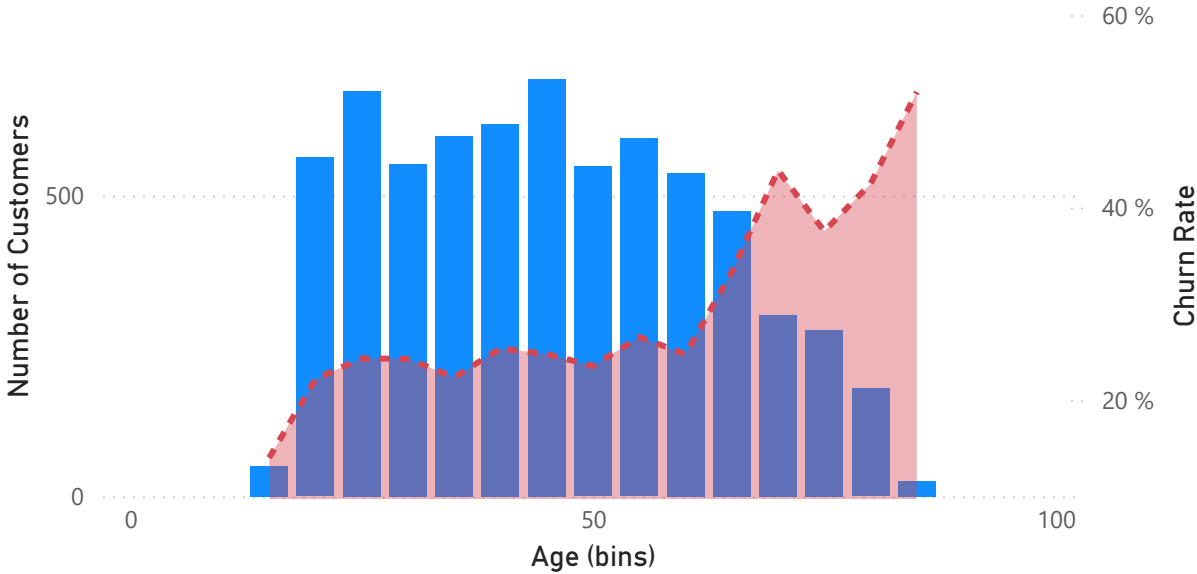Lack of self-servic...
Poor expertise of ...
Deceased

% of Total Number of Customers
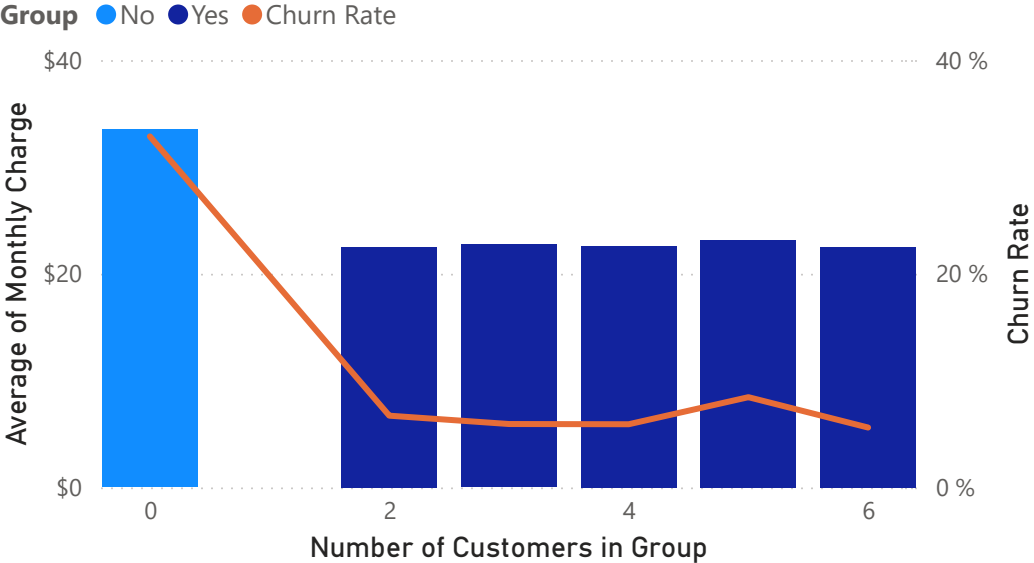
Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

Number of Customers

Churn Rate

Age (bins)

Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate
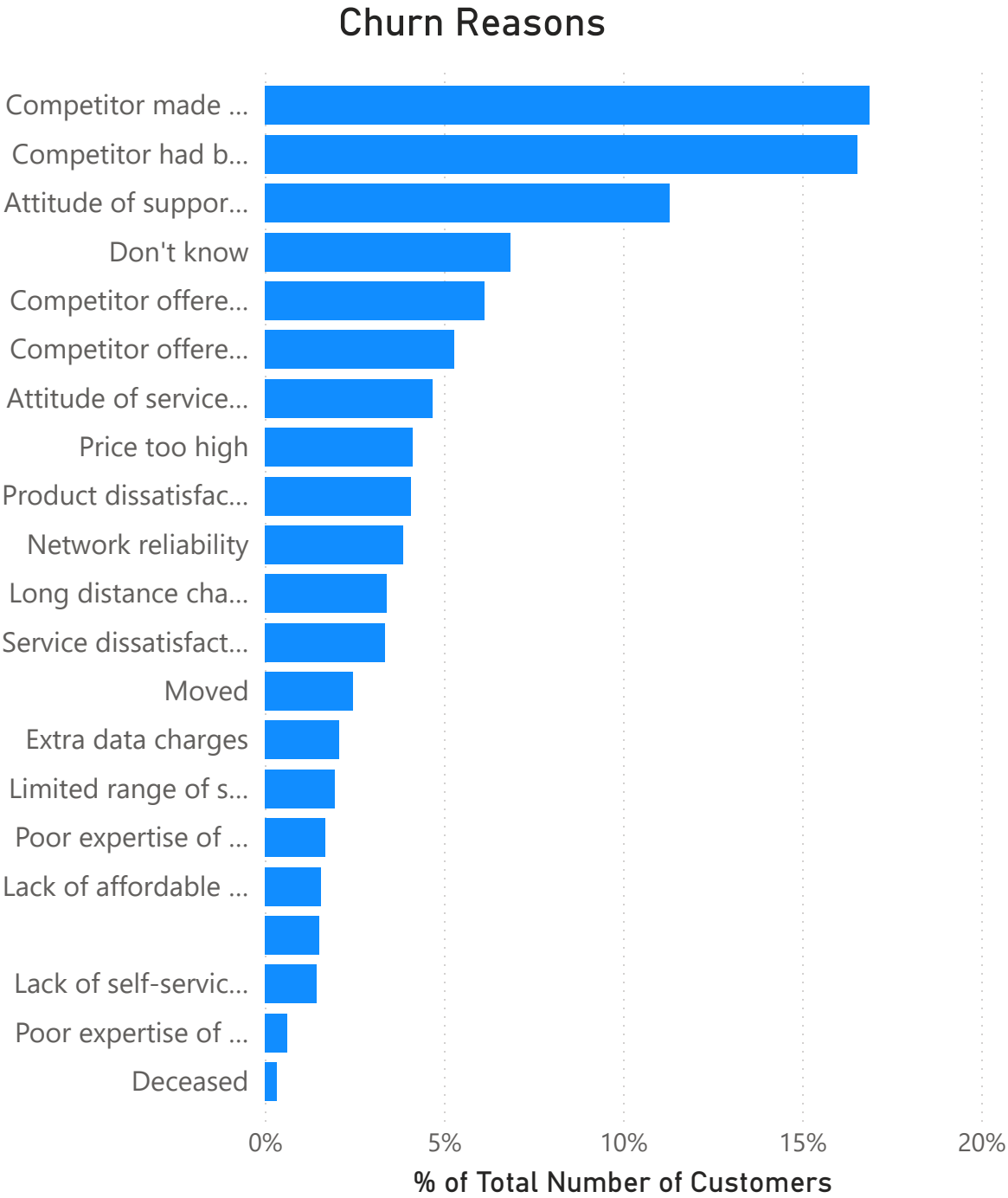
Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say

Churn by category

1.50% (1.5%)
10.63% (10.63%)
11.14% (11.14%)
44.82% (44.82%)
15.92% (15.92%)
15.98% (15.98%)

Churn Category
● Competitor
● Attitude
● Dissatisfaction
● Price
● Other
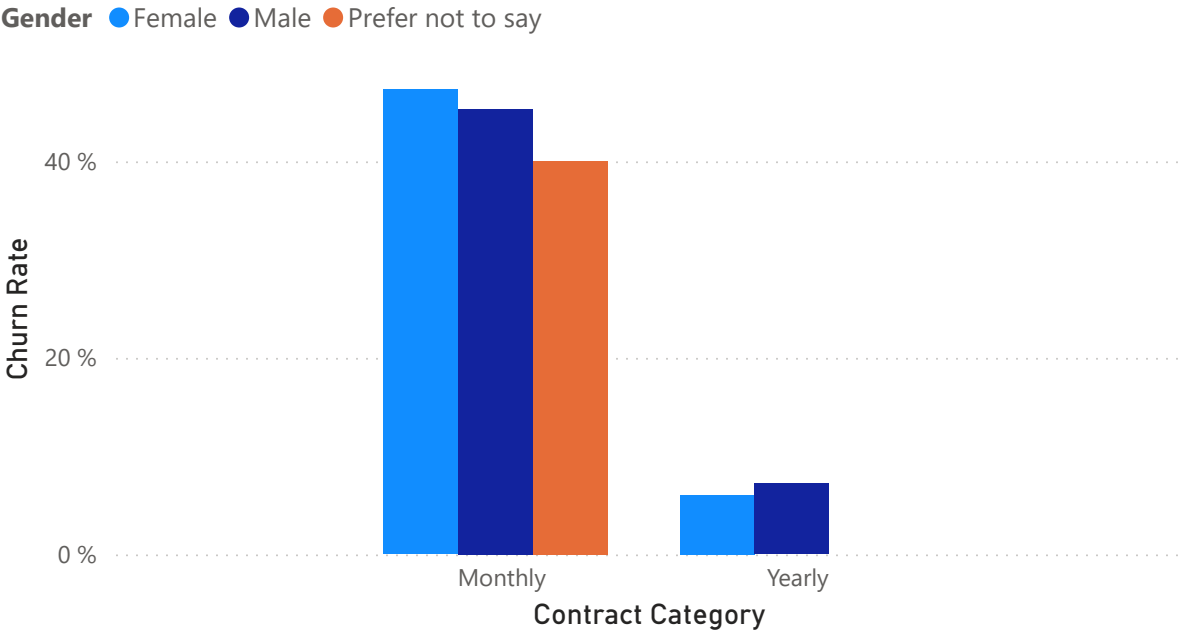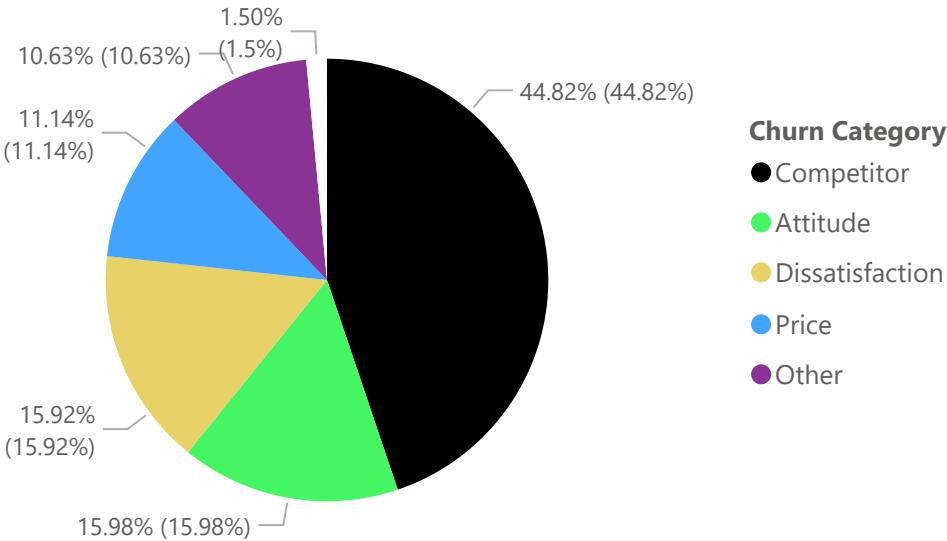
Monthly
46.29 %
Churn Rate

Yearly
6.62 %
Churn Rate

Customers by Contract type

1.48K (22.12%)
3.41K (51.01%)
1.8K (26.87%)

Contract Type
● Month-to-Month
● Two Year
● One Year
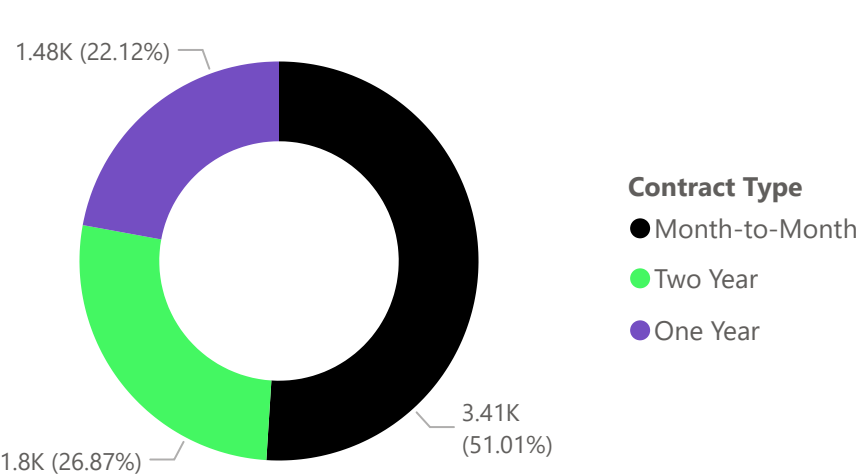
Churn Rate	Number of Customers	Unlimited Data Plan
16.10 %	2193	No
32.11 %	4494	Yes
26.86 %	**6687**	

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

Grouped Consumption (y-axis): Between 5 and 10 GB, 10 or more GB, Less than 5 GB

Churn Rate (x-axis): 0 %, 5 %, 10 %, 15 %, 20 %, 25 %, 30 %, 35 %
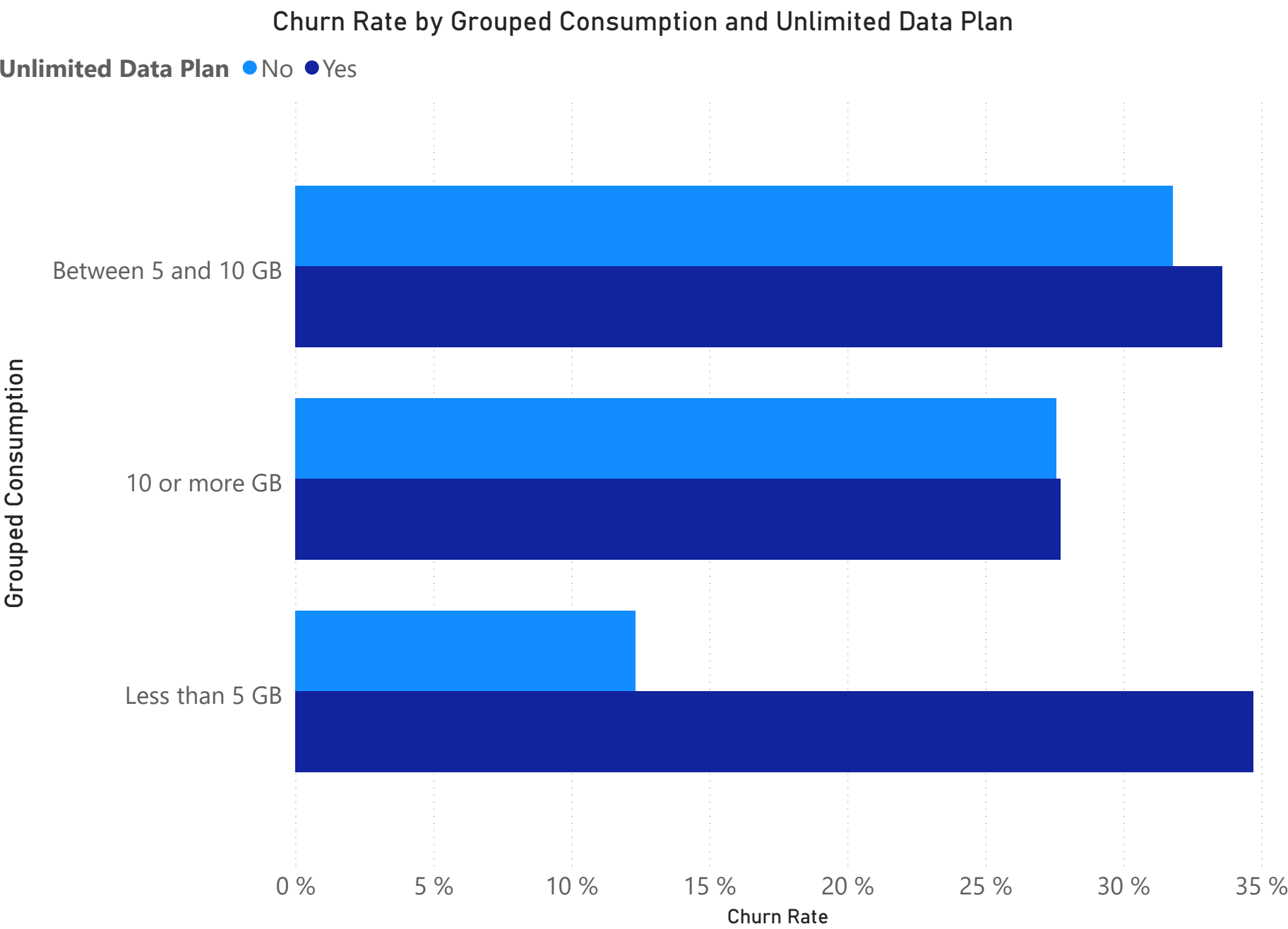
Intl Active	no	yes	Total
No	20.01 %	71.19 %	**22.21 %**
Yes	40.34 %	7.59 %	**34.31 %**
Total	**27.07 %**	**24.88 %**	**26.86 %**

Churn Rate by State
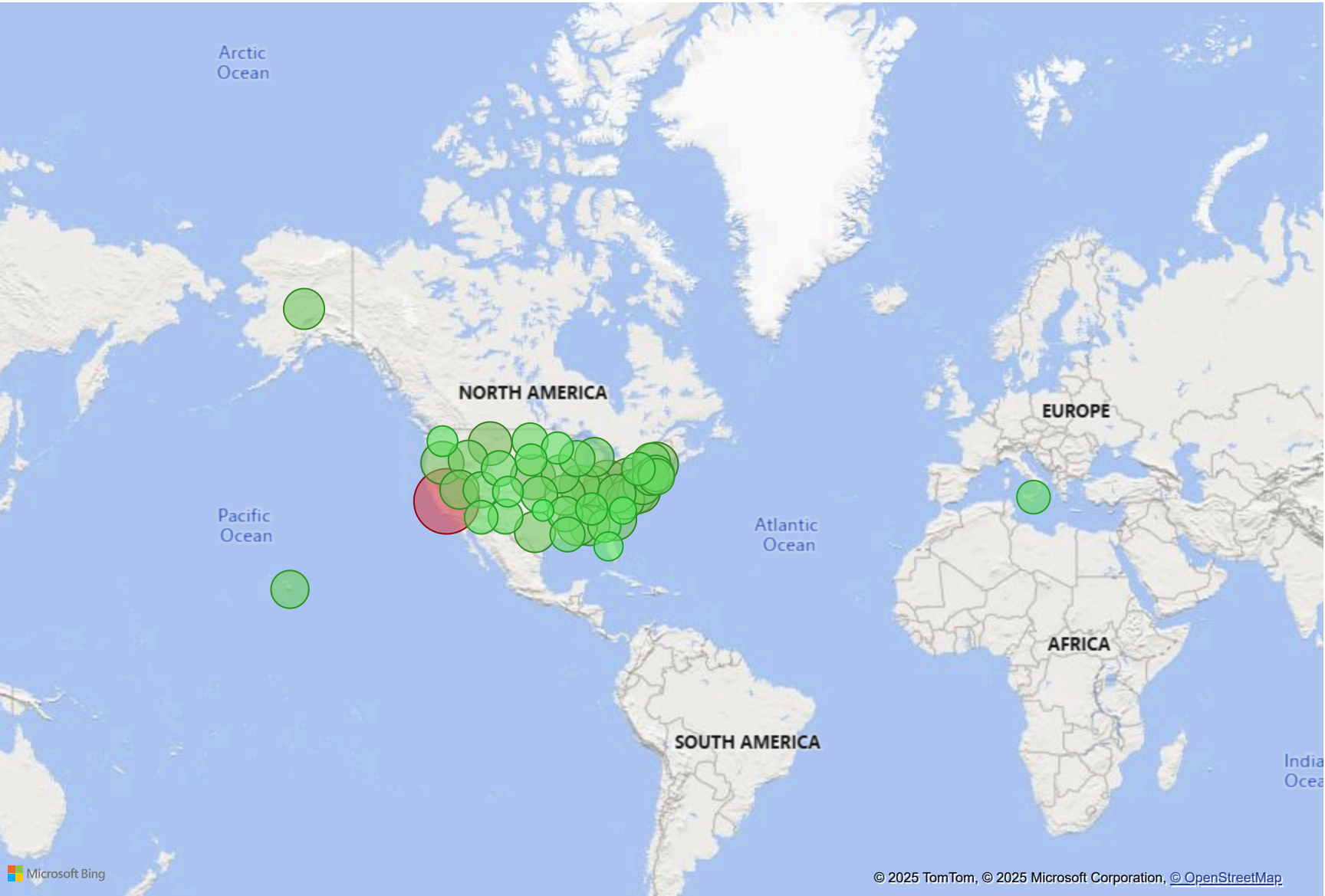
Churn Rate by Account Length (in months)
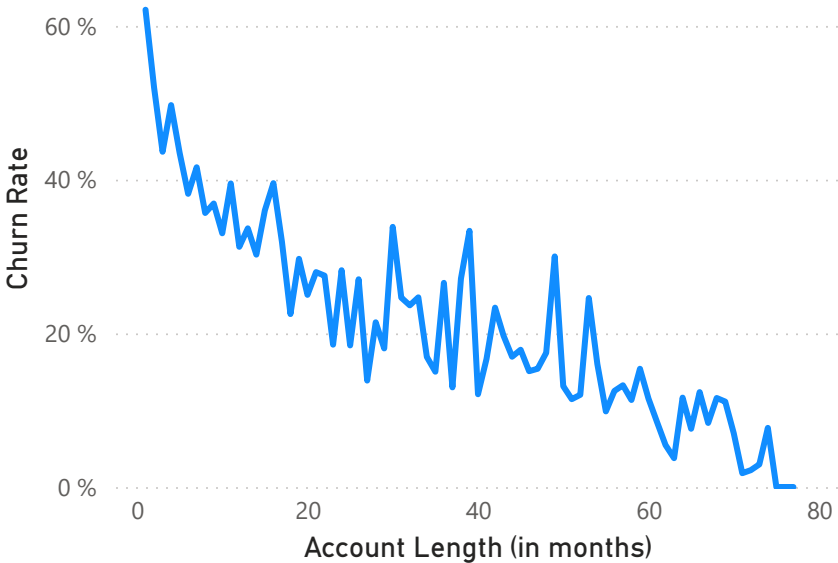
Number of Customers and Churn Rate by Payment Method

0K (5.55%)

3K (39.09%)

4K (55.36%)

Payment Method
- Direct Debit
- Credit Card
- Paper Check
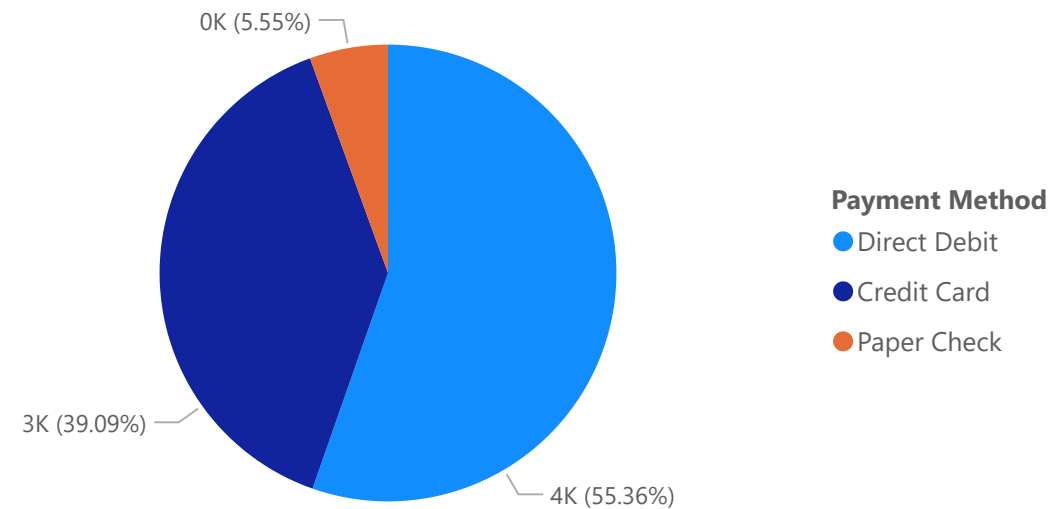
Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year
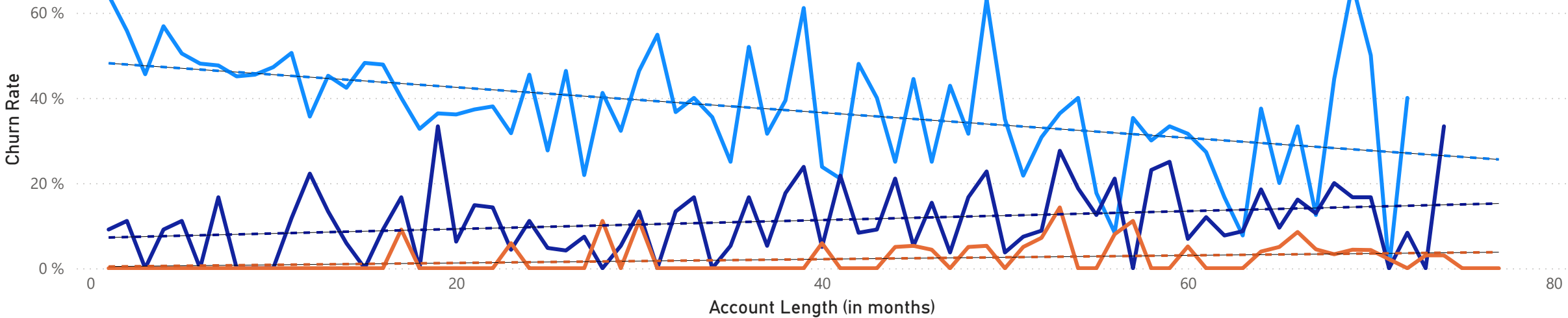
26.86 %
Churn Rate
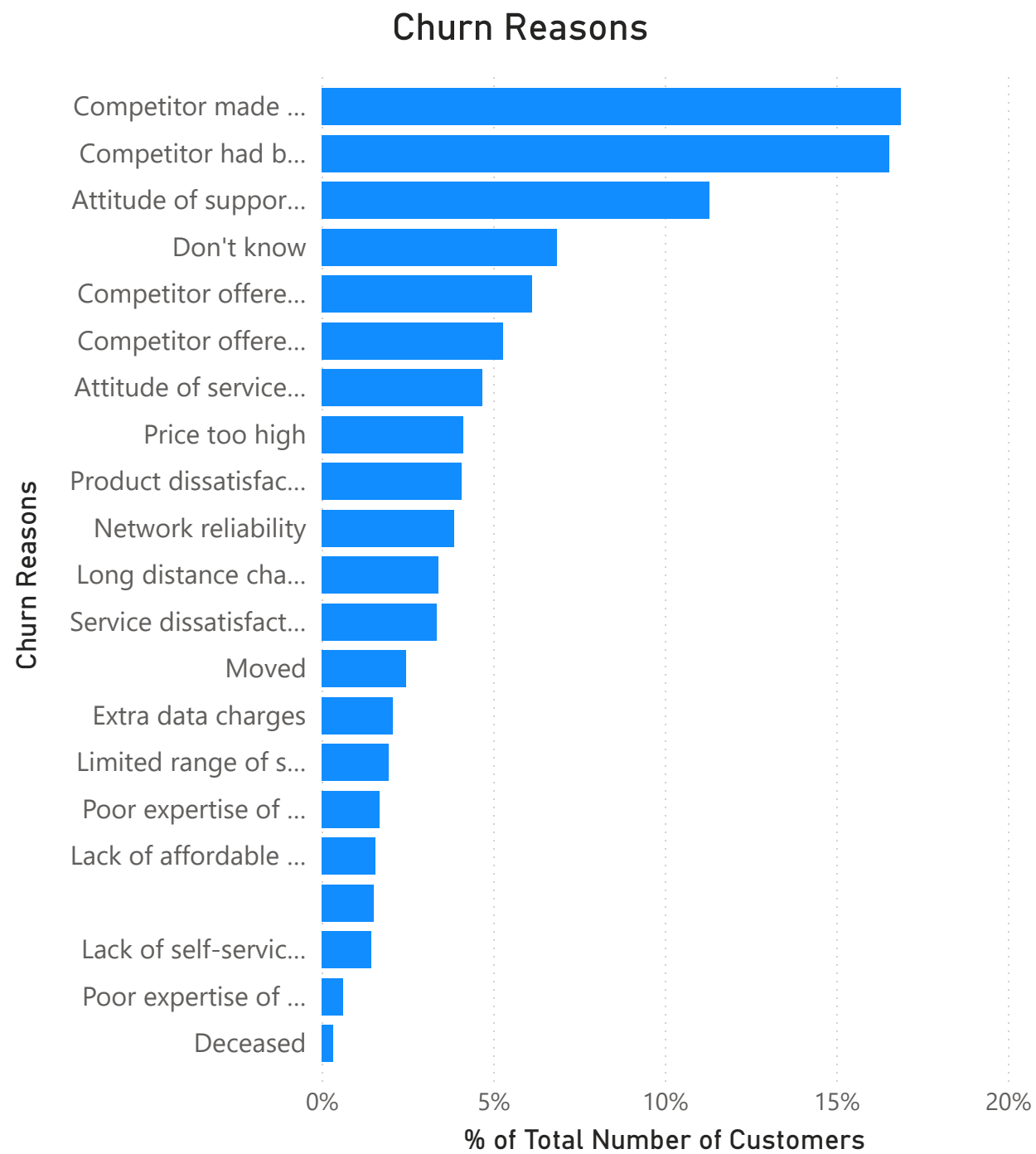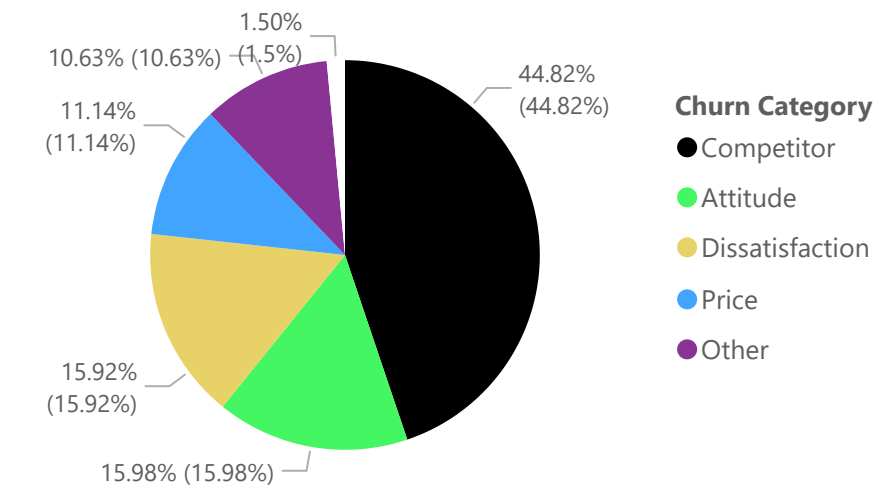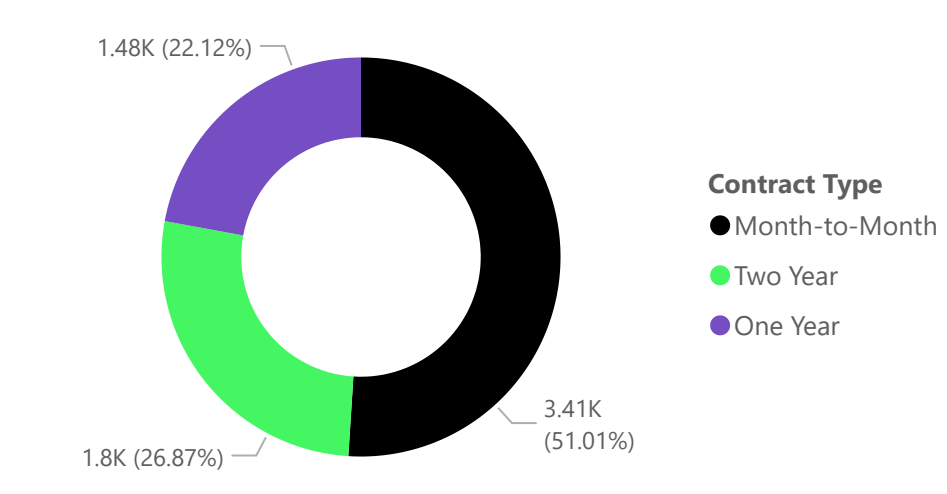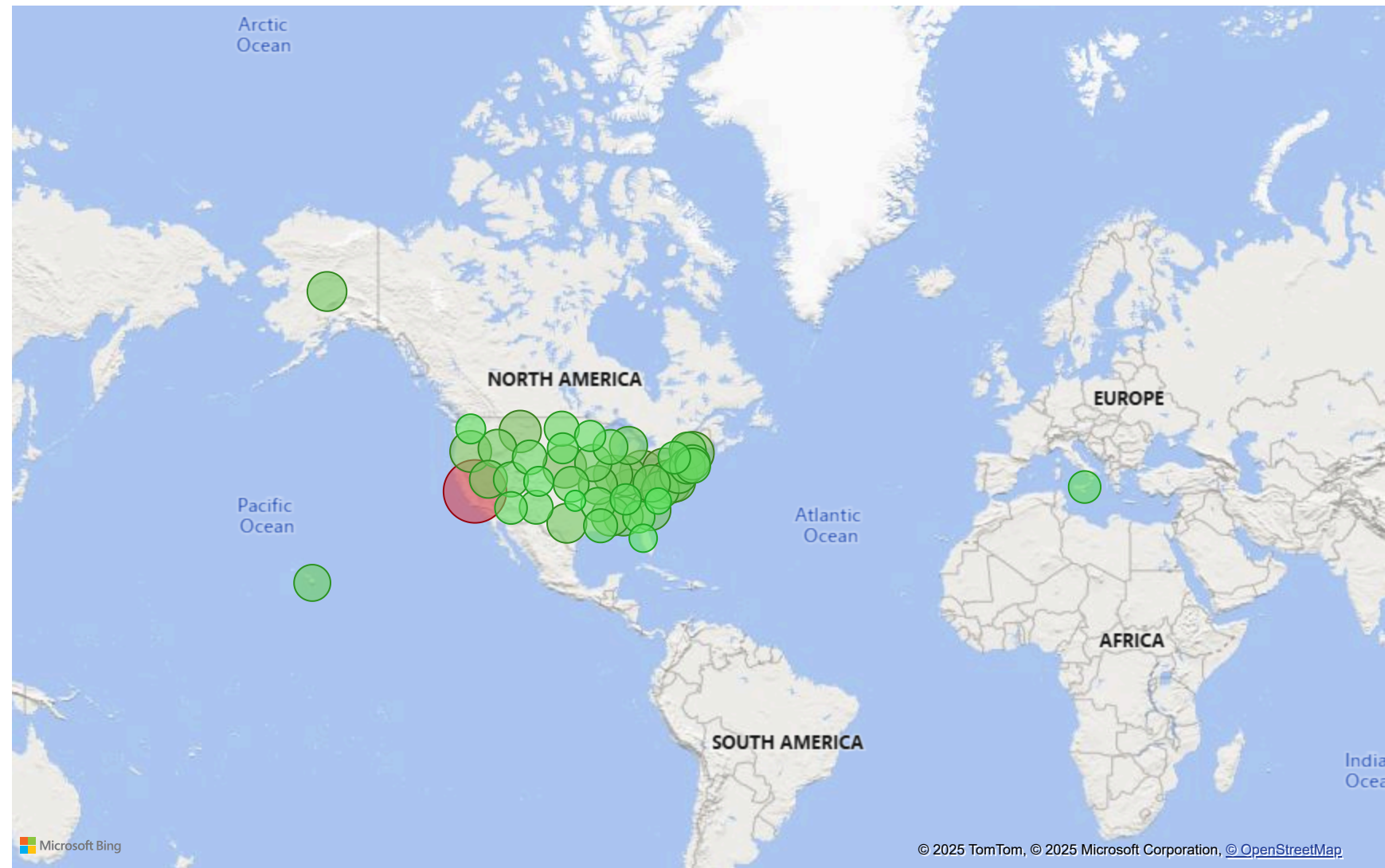
6687
Count of Customer ID

1796
Churned

Churn Reasons

Churn Reasons (bar chart, y-axis categories top to bottom):
- Competitor made ...
- Competitor had b...
- Attitude of suppor...
- Don't know
- Competitor offere...
- Competitor offere...
- Attitude of service...
- Price too high
- Product dissatisfac...
- Network reliability
- Long distance cha...
- Service dissatisfact...
- Moved
- Extra data charges
- Limited range of s...
- Poor expertise of ...
- Lack of affordable ...
- Lack of self-servic...
- Poor expertise of ...
- Deceased

x-axis: % of Total Number of Customers (0%, 5%, 10%, 15%, 20%)

%GT Count of Churn Label by Churn Category

- 44.82% (44.82%)
- 15.98% (15.98%)
- 15.92% (15.92%)
- 11.14% (11.14%)
- 10.63% (10.63%)
- 1.50% (1.5%)

Churn Category
- Competitor
- Attitude
- Dissatisfaction
- Price
- Other

Count of Customer ID by Contract Type
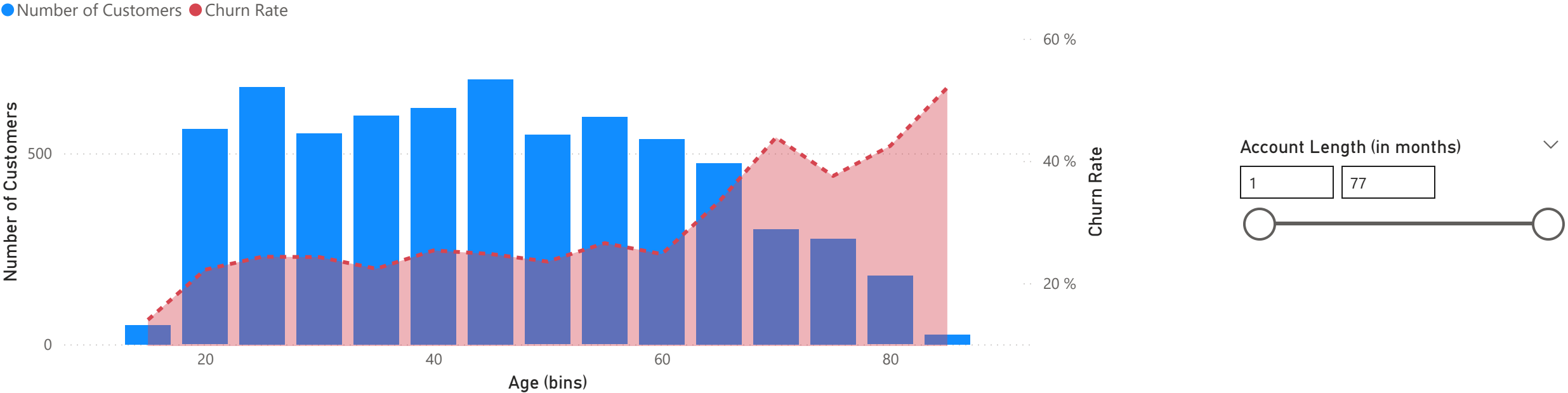
- 1.48K (22.12%)
- 3.41K (51.01%)
- 1.8K (26.87%)

Contract Type
- Month-to-Month
- Two Year
- One Year

Churn Rate by State

Microsoft Bing

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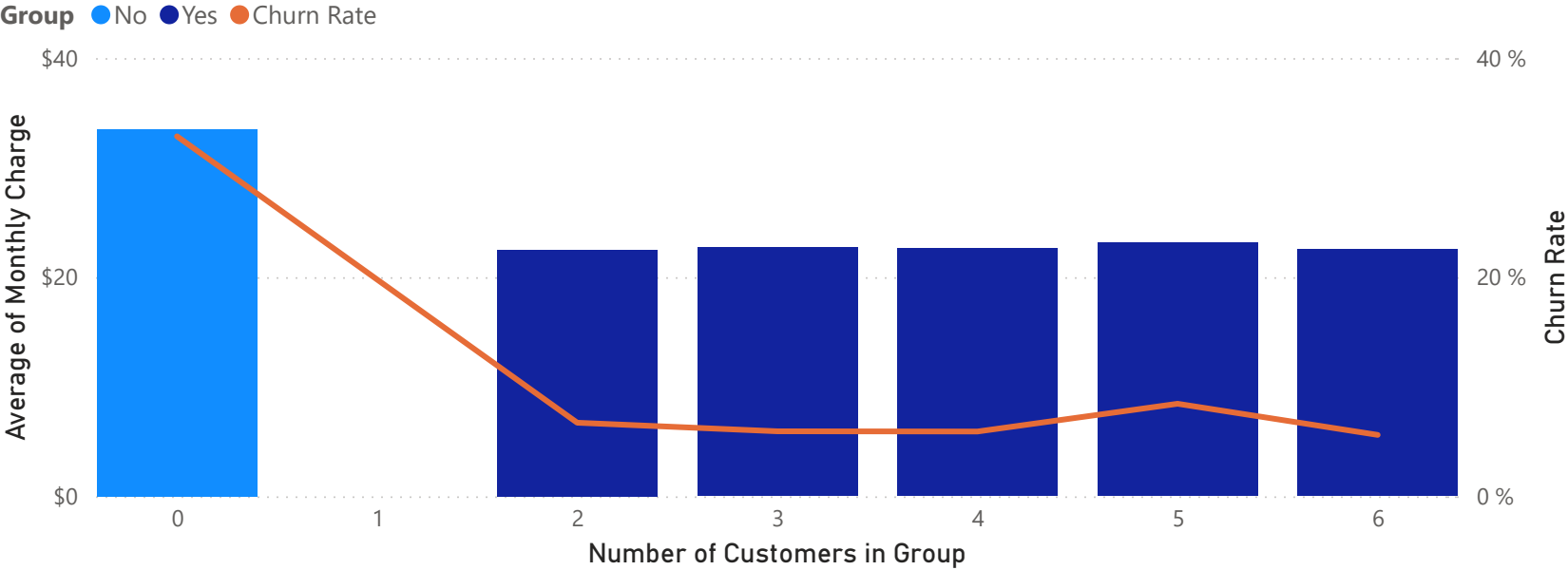# Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

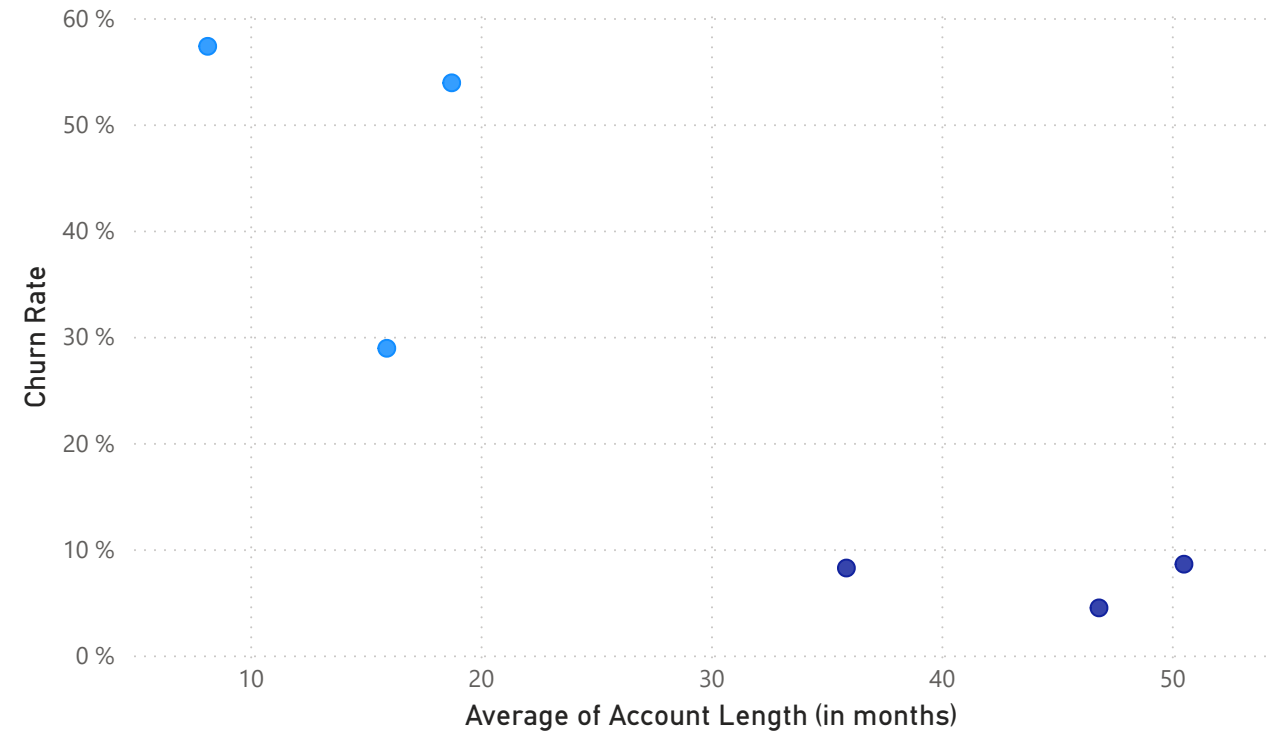**Group** ● No ● Yes ● Churn Rate

Account Length (in months)

1   77

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

Contract Category 🔵 Monthly 🔵 Yearly

6123
Customer Service Calls
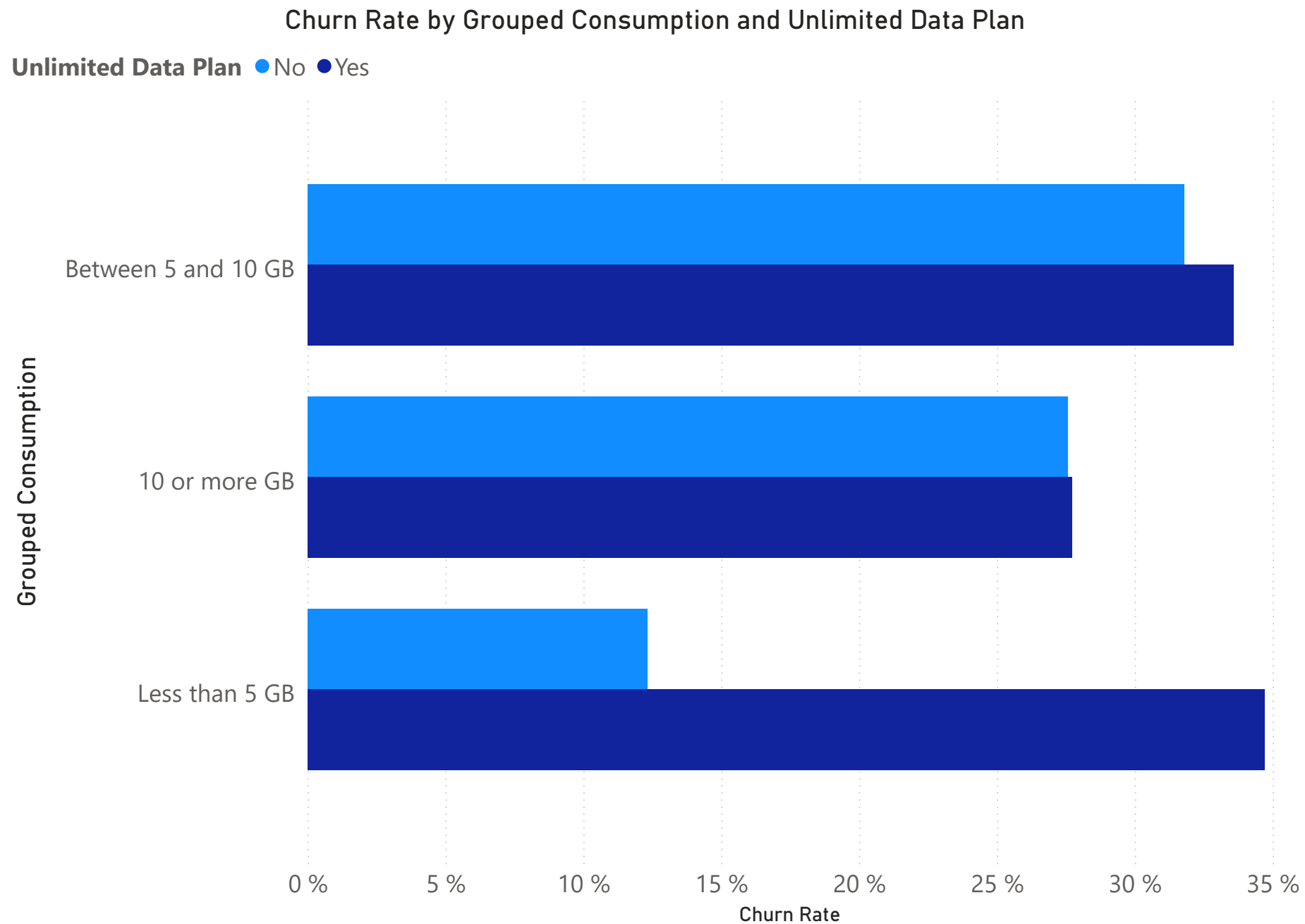
0.92
Avg Customer Service Calls

Contract Category, Payment Method ⌄

ˆ ☐ Monthly
    ☐ Credit Card
    ☐ Direct Debit
    ☐ Paper Check
ˆ ☐ Yearly
    ☐ Credit Card
    ☐ Direct Debit
    ☐ Paper Check

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges

Grouped Consumption

Between 5 and 10 GB

10 or more GB

Less than 5 GB

0 %   5 %   10 %   15 %   20 %   25 %   30 %   35 %

Churn Rate

6123

Customer Service Calls

33.64

Avg Extra International
Charges

0.92

Avg Customer Service C...

3.37

Avg Extra Data Charges

Churn Rate by State

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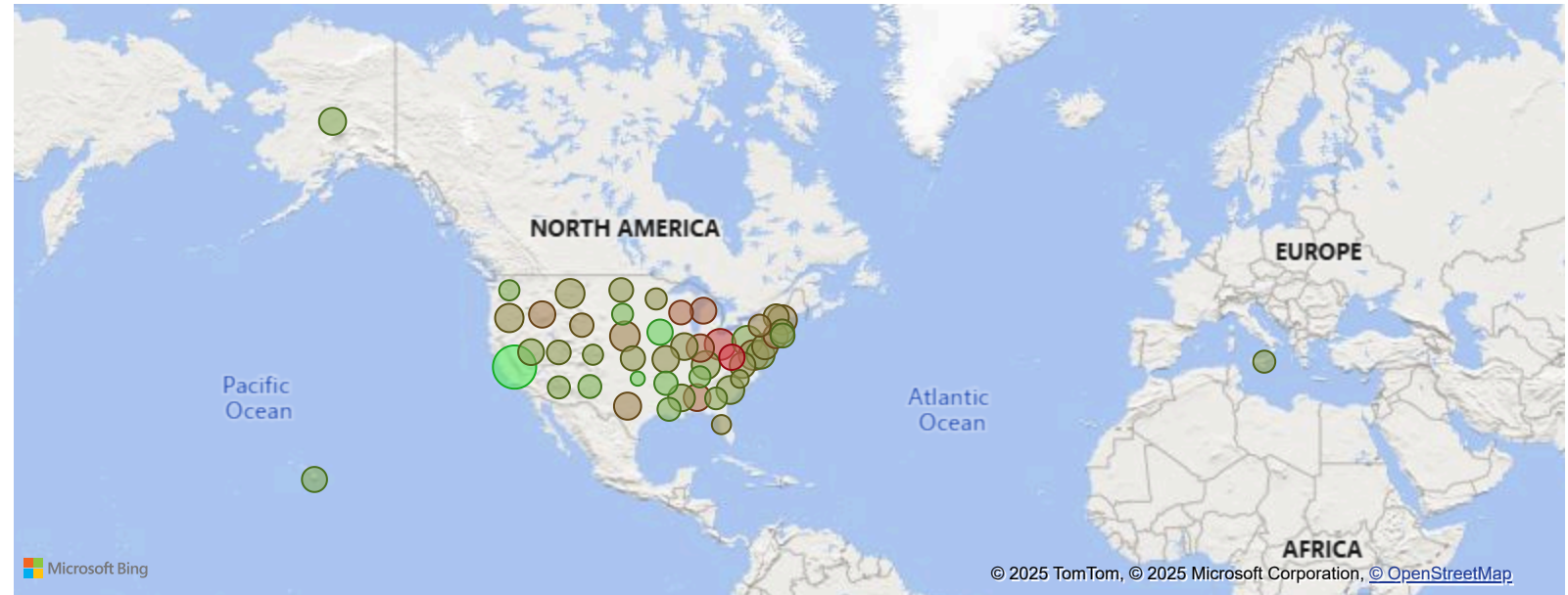
Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes