

Customer Churn Analysis - OVERVIEW

Overview

Customers

6687

Churned Customers

1796

% Churn Ratio

26.86%

Contract Type

All

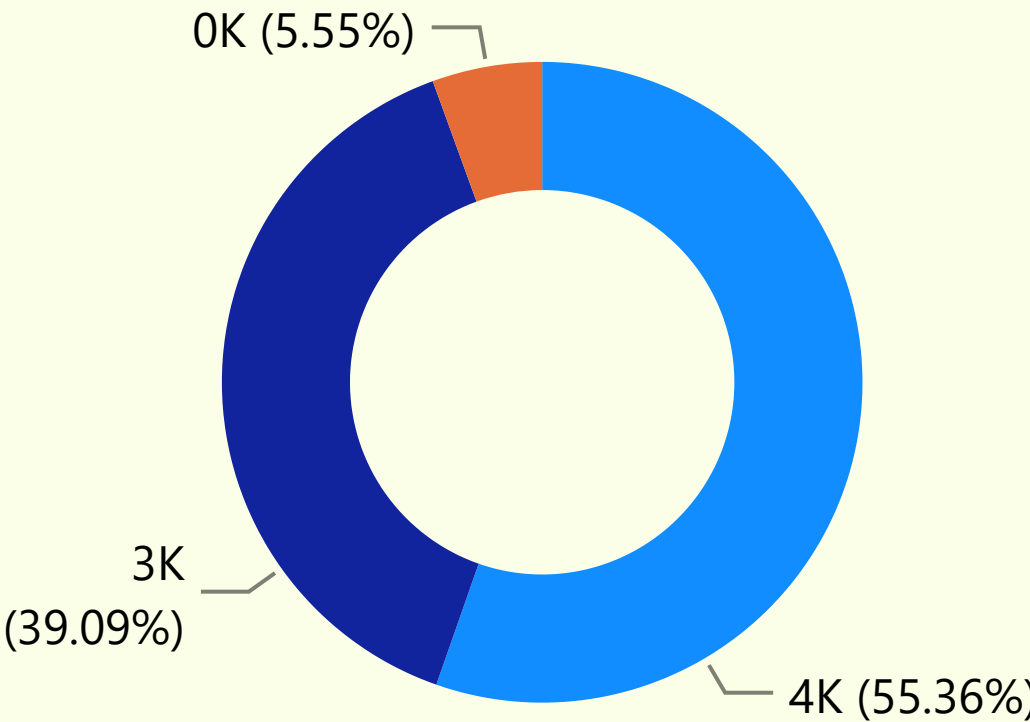


Churn Reason

All



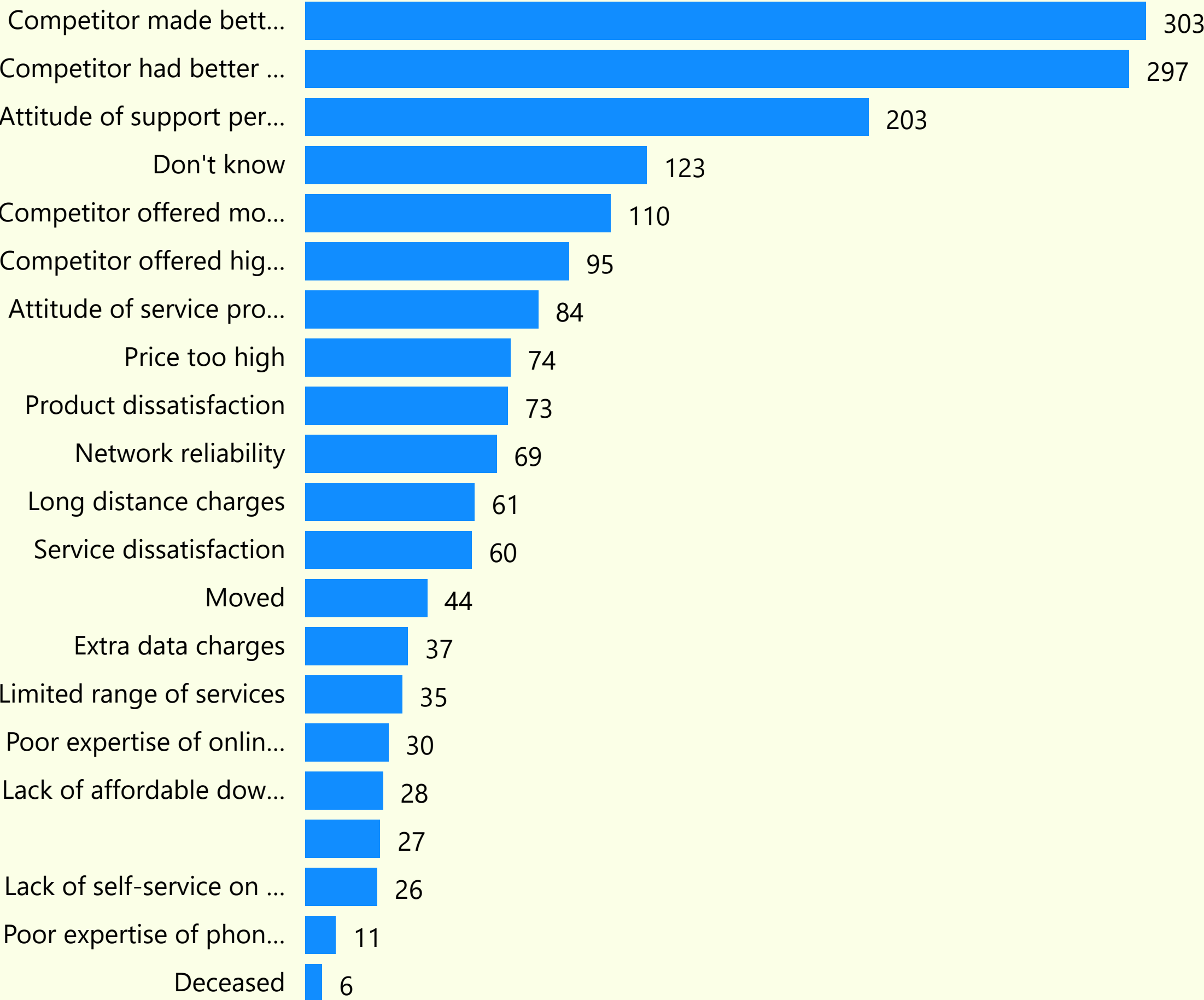
Customers by Payment Method



Payment Method

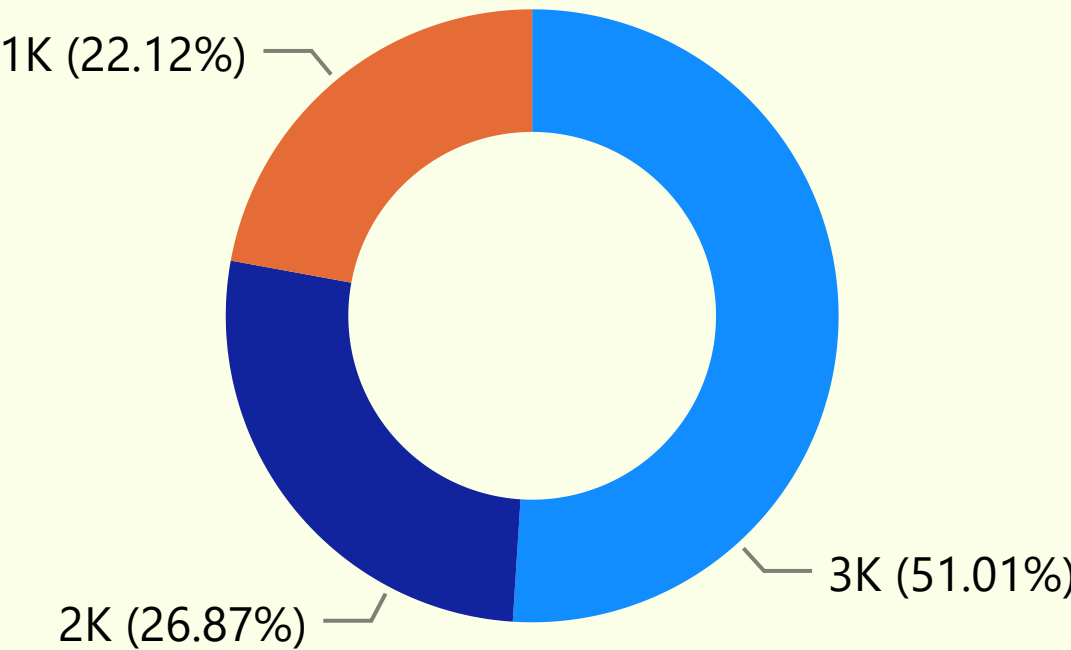
- Direct Debit
- Credit Card
- Paper Check

Churned Customers by Churn Reason



Groups

Customers by Contract Type



Contract Type

- Month-to-Month
- Two Year
- One Year

Age

Customer Churn Analysis - INSIGHT

Overview

Customer Service Call

6123

Avg. Customer Service

0.92

Avg. Extra Data Charge

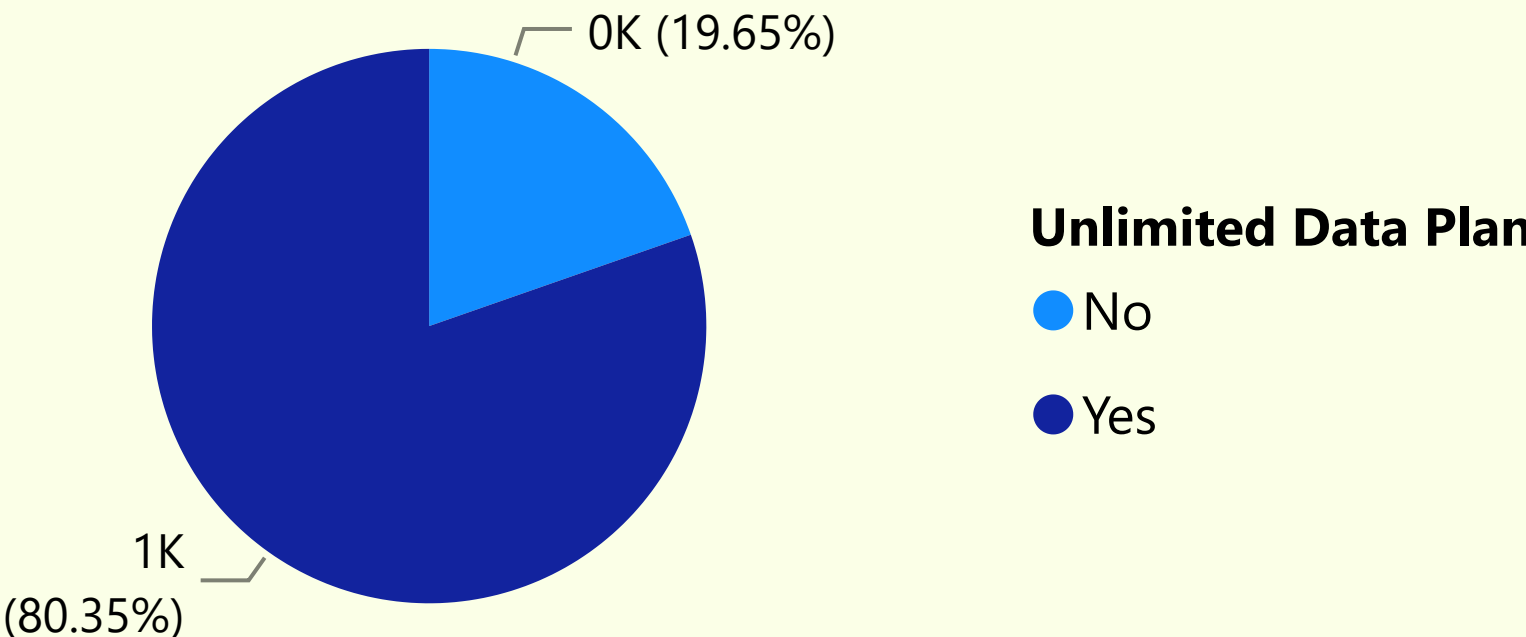
3.37

Avg. Extra International Call

33.64

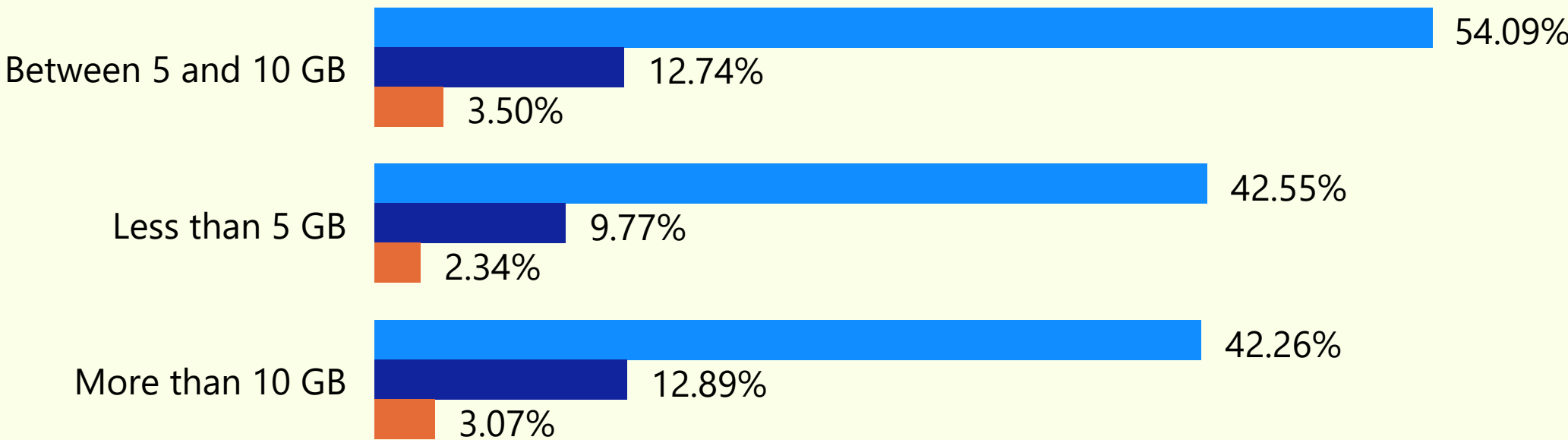
Insight

Churned Customers by Unlimited Data Plan



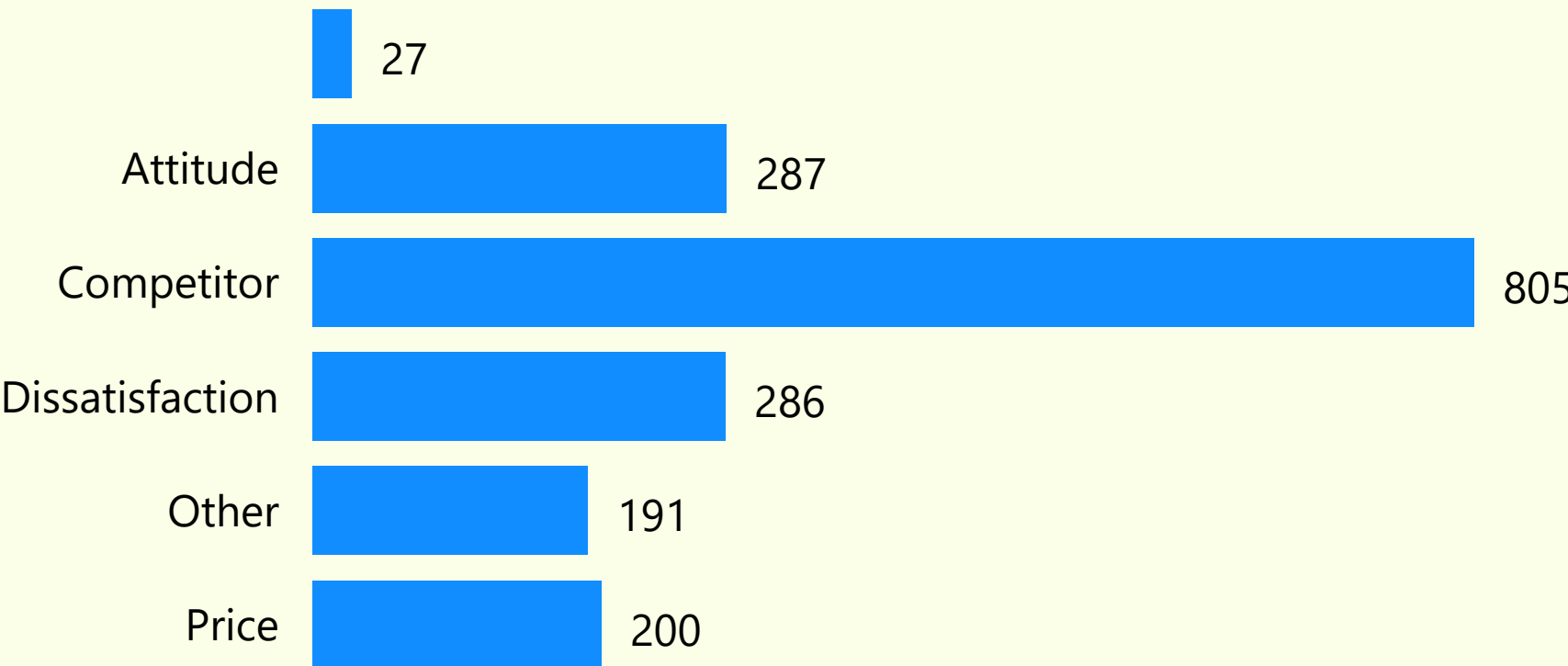
% Churn Ratio by Group Monthly GB Download and Contract Type

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

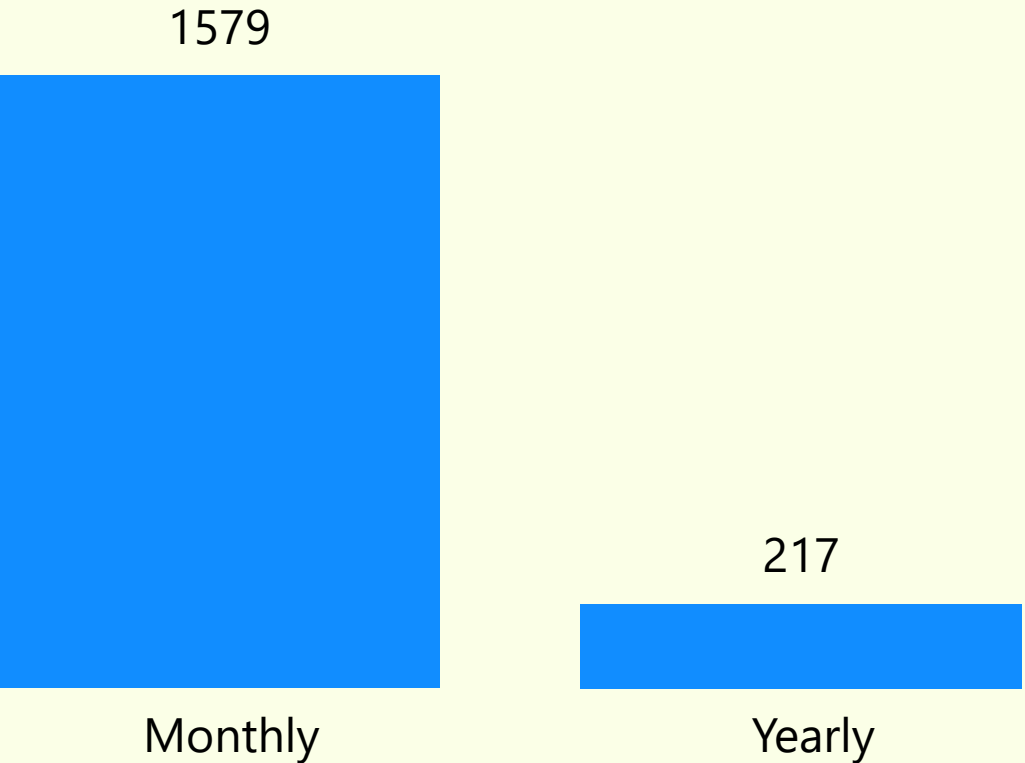


Groups

Churned Customers by Churn Category



Churned Customers by Contract Group



Age

Customer Churn Analysis - GROUPS

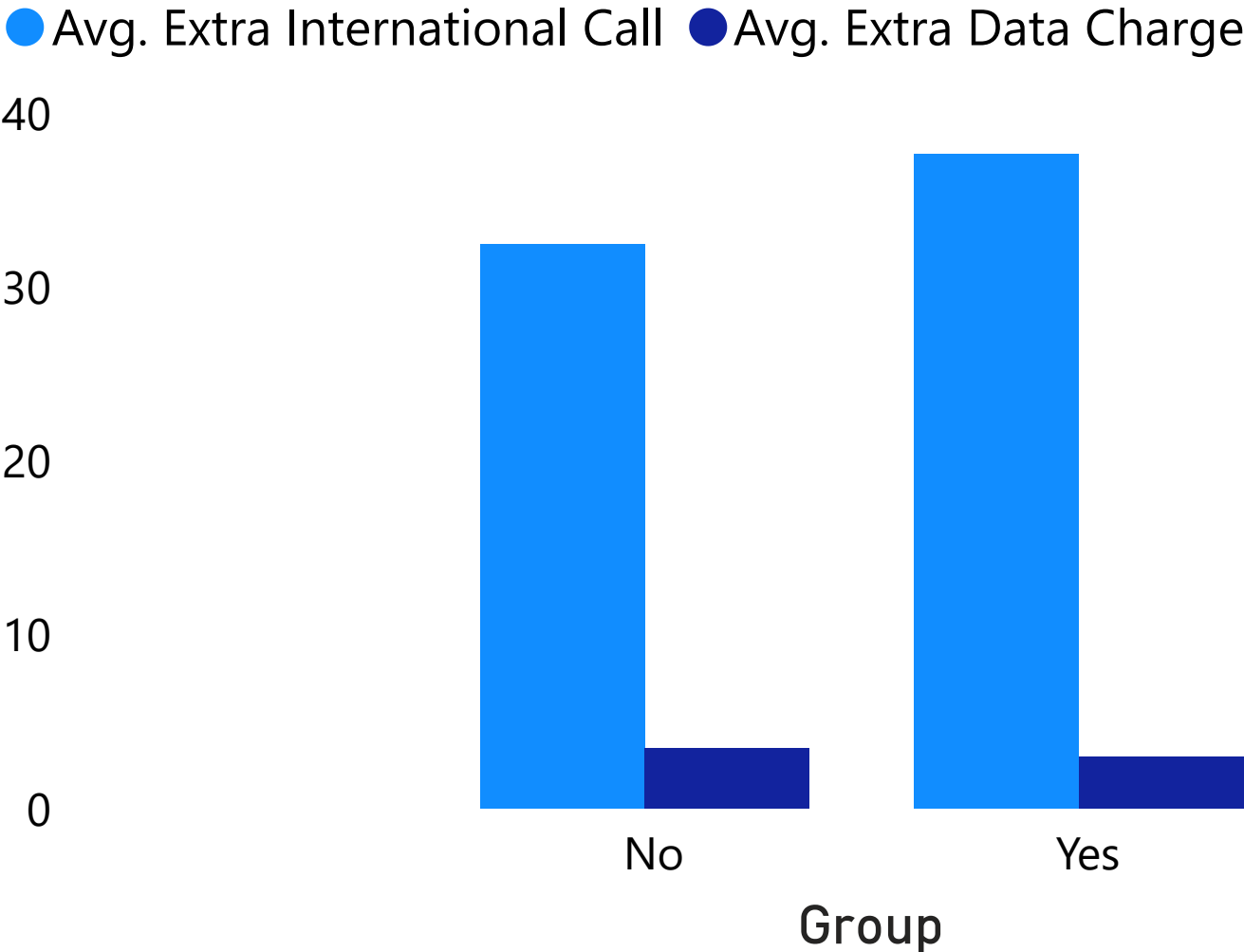
Overview

Insight

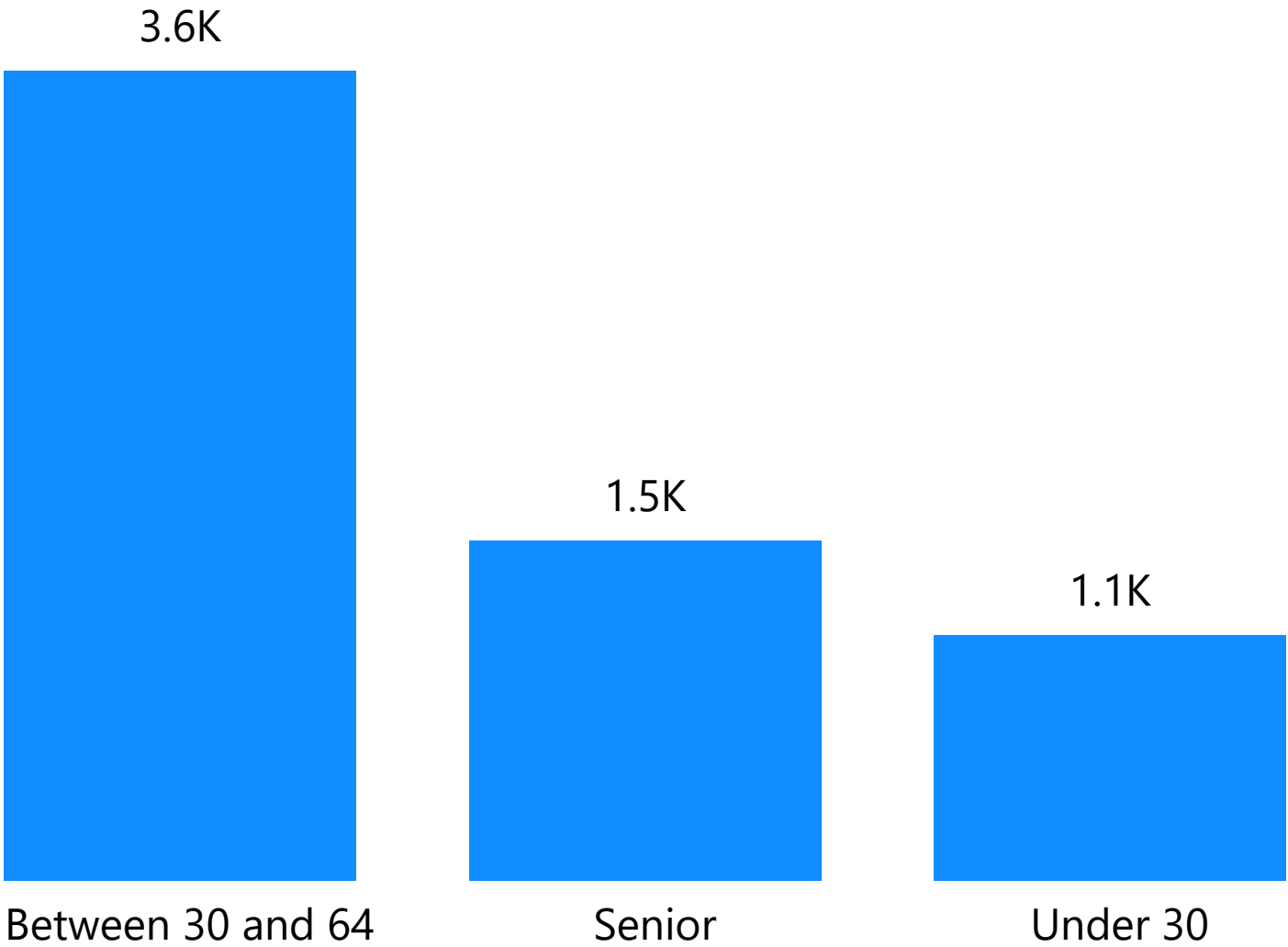
Groups

Age

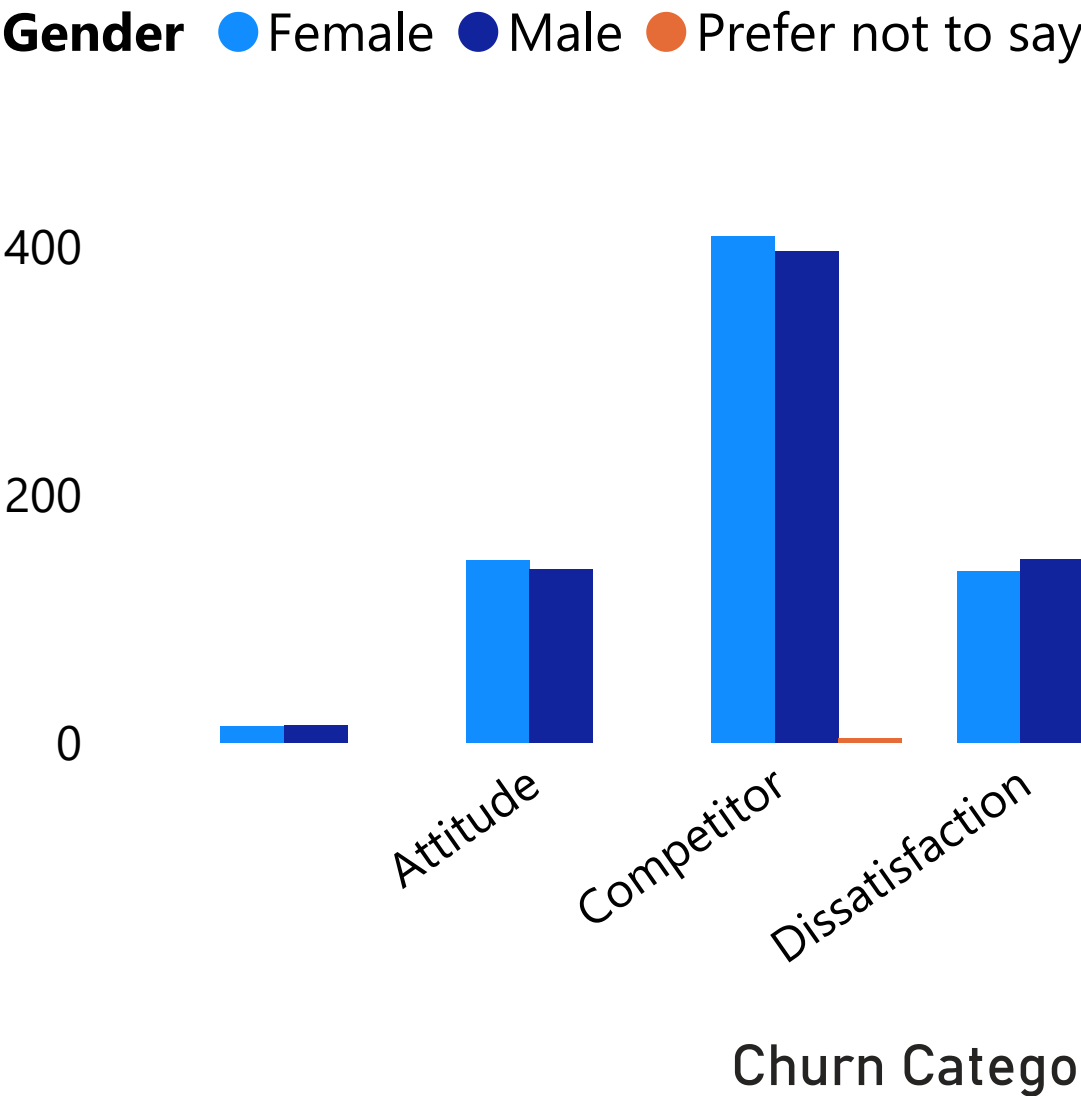
Avg. Extra International Call and Avg. Extra Data Charge by Group



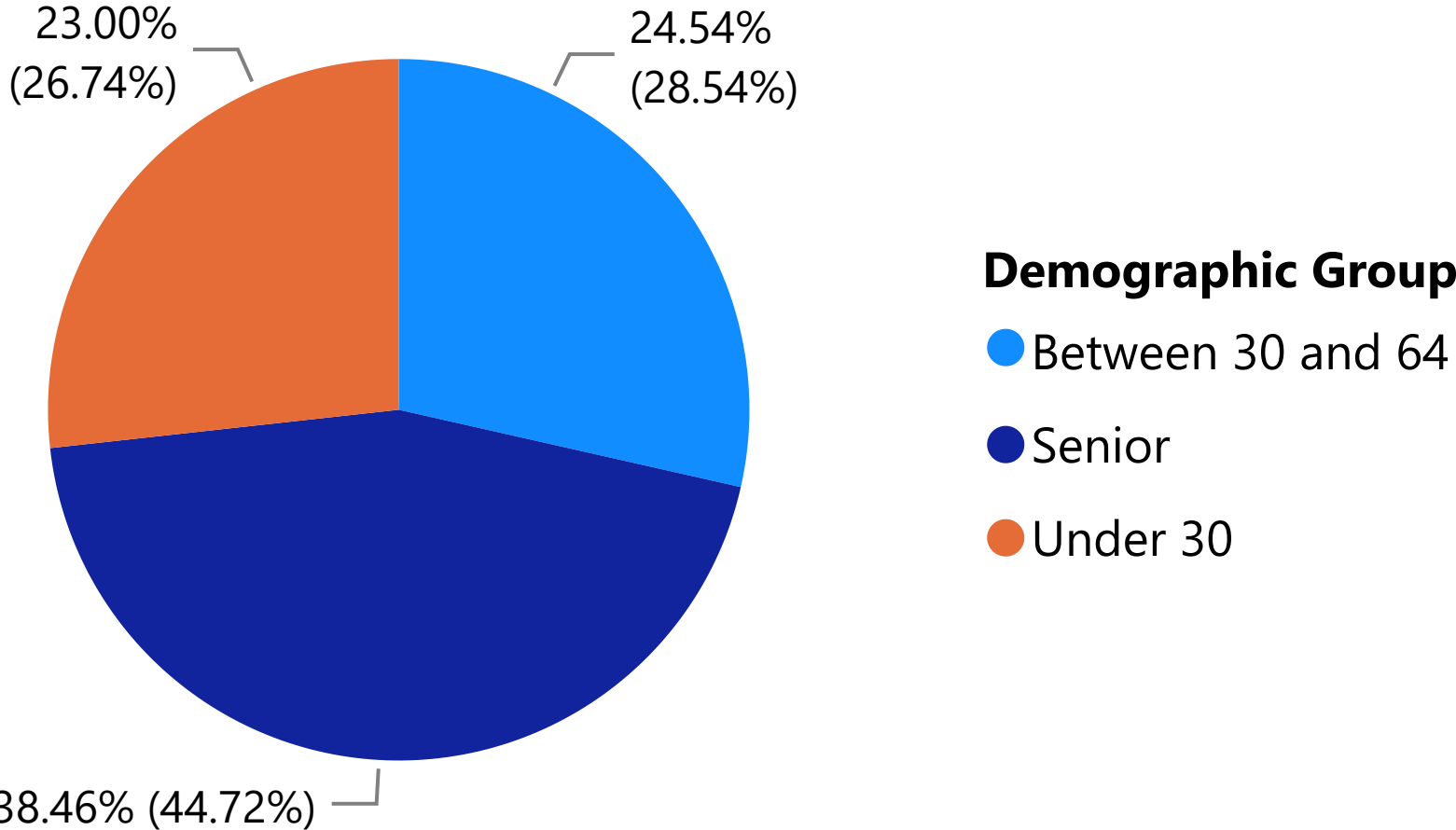
Customer Service Call by Demographic Group



Churned Customers by Churn Category and Gender



% Churn Ratio by Demographic Group



Customer Churn Analysis - AGE

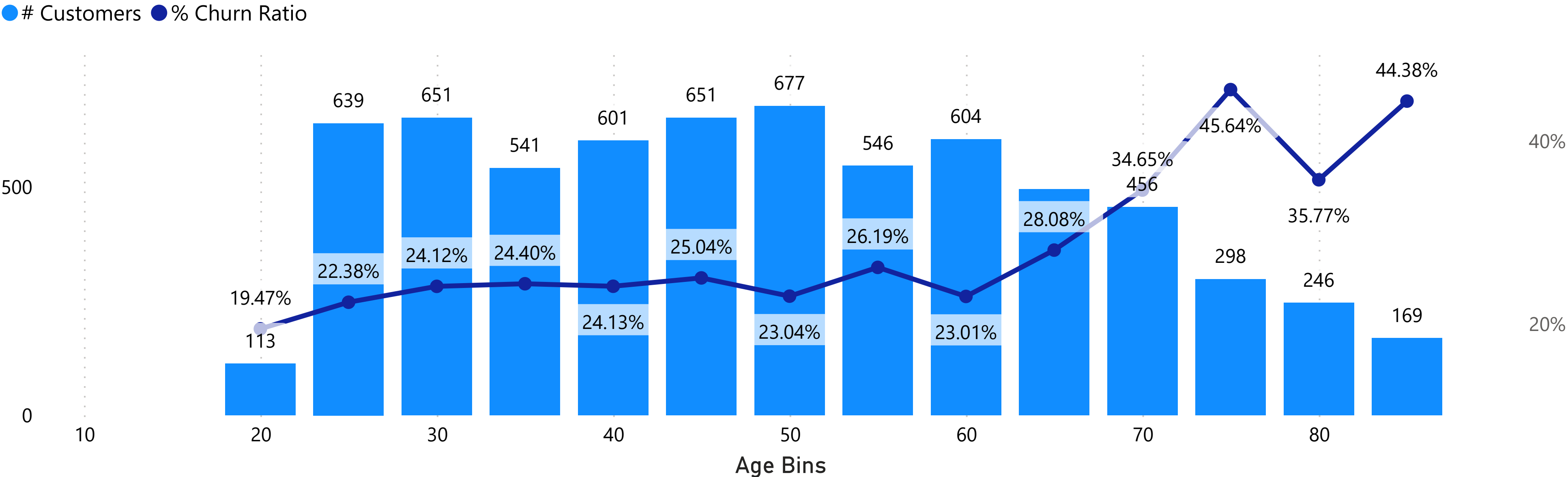
Overview

Insight

Groups

Age

Customers and % Churn Ratio by Age Bins



Sum of Avg Monthly GB Download by Group Monthly GB Download and Contract Group

