

# Customer Churn Analysis - OVERVIEW

# Customers

6687

# Churned Customers

1796

% Churn Ratio

26.86%

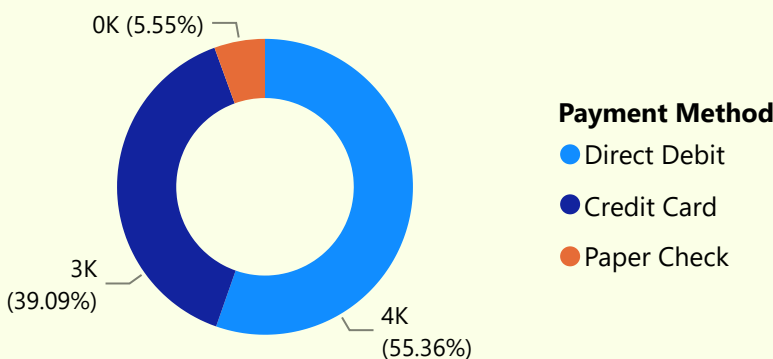
Contract Type

All

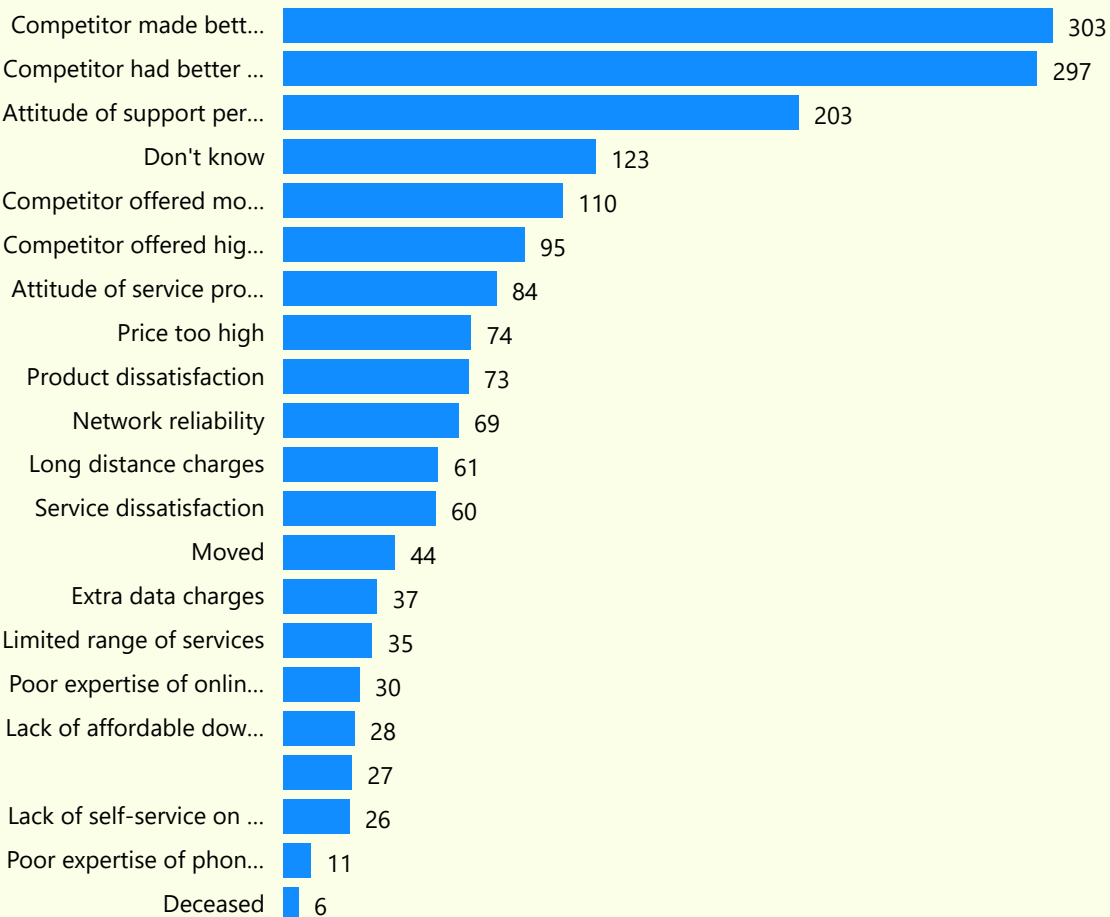
Churn Reason

All

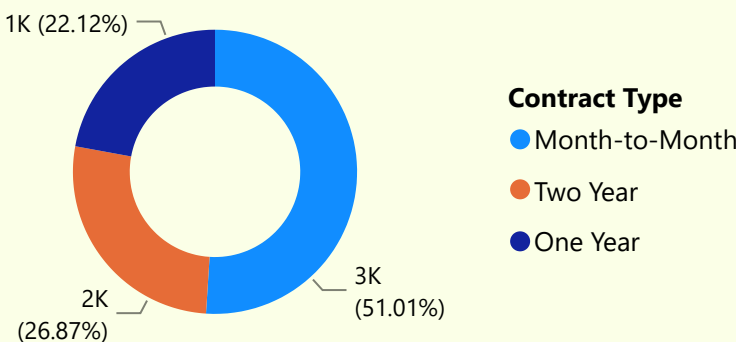
# Customers by Payment Method



# Churned Customers by Churn Reason



# Customers by Contract Type



Overview

Insight

Groups

Age

Customer Churn Analysis - INSIGHT

Overview

Insight

Groups

Age

# Customer Service Call

6123

Avg. Customer Service

0.92

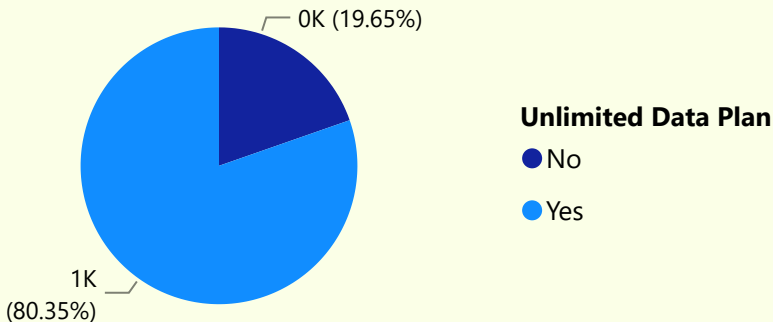
Avg. Extra Data Charge

3.37

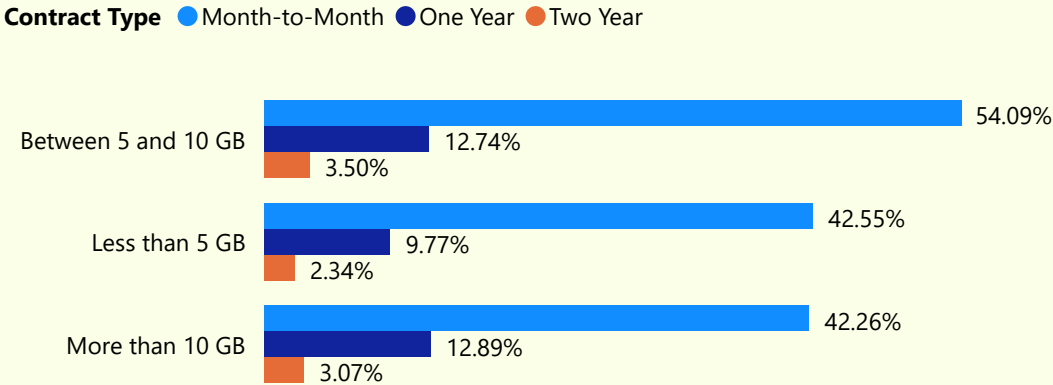
Avg. Extra International Call

33.64

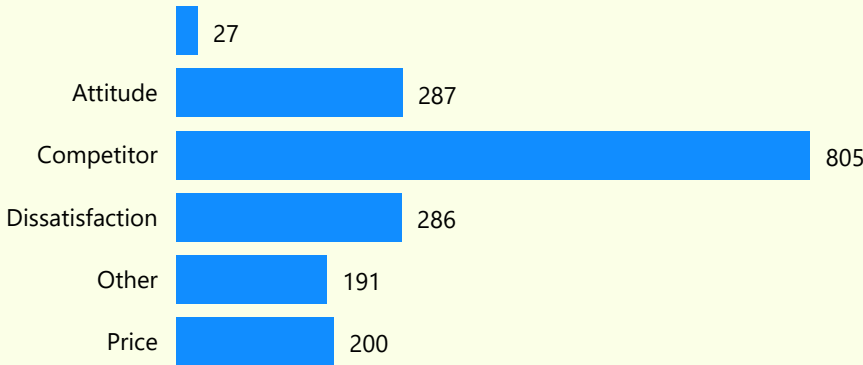
# Churned Customers by Unlimited Data Plan



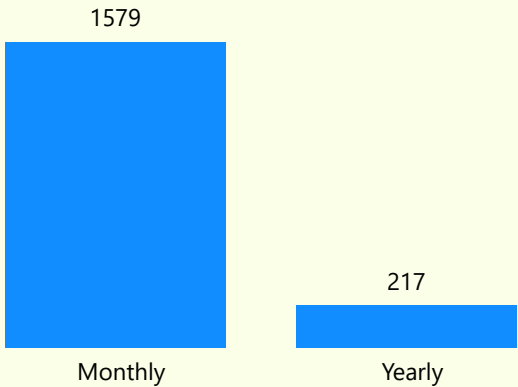
% Churn Ratio by Group Monthly GB Download and Contract Type



# Churned Customers by Churn Category



# Churned Customers by Contract Group



# Customer Churn Analysis - GROUPS

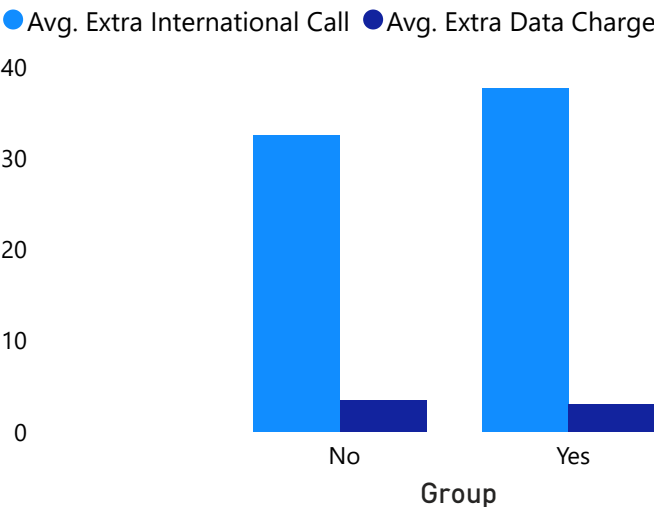
Overview

Insight

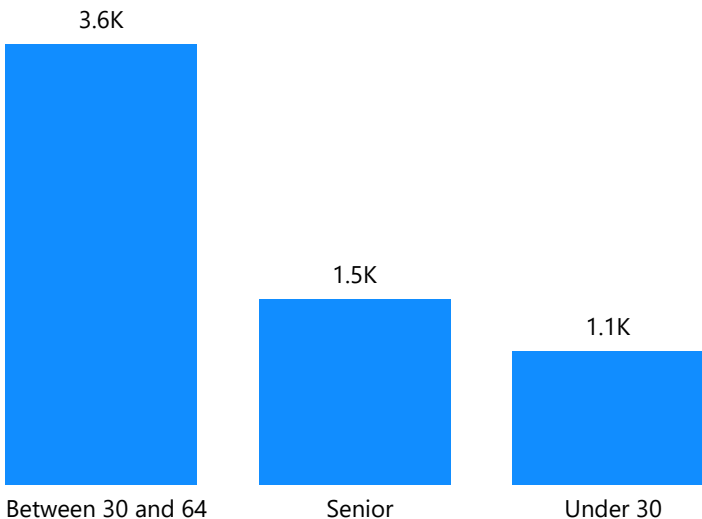
Groups

Age

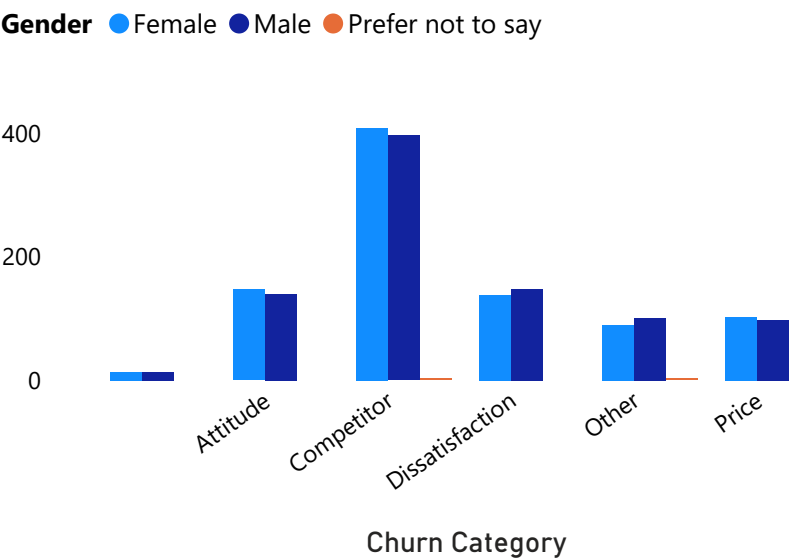
### Avg. Extra International Call and Avg. Extra Data Charge by Group



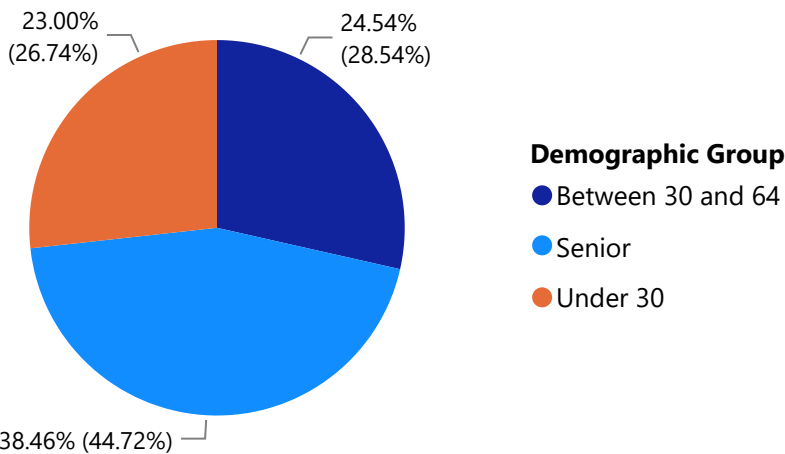
### # Customer Service Call by Demographic Group



### # Churned Customers by Churn Category and Gender



### % Churn Ratio by Demographic Group



# Customer Churn Analysis - AGE

Overview

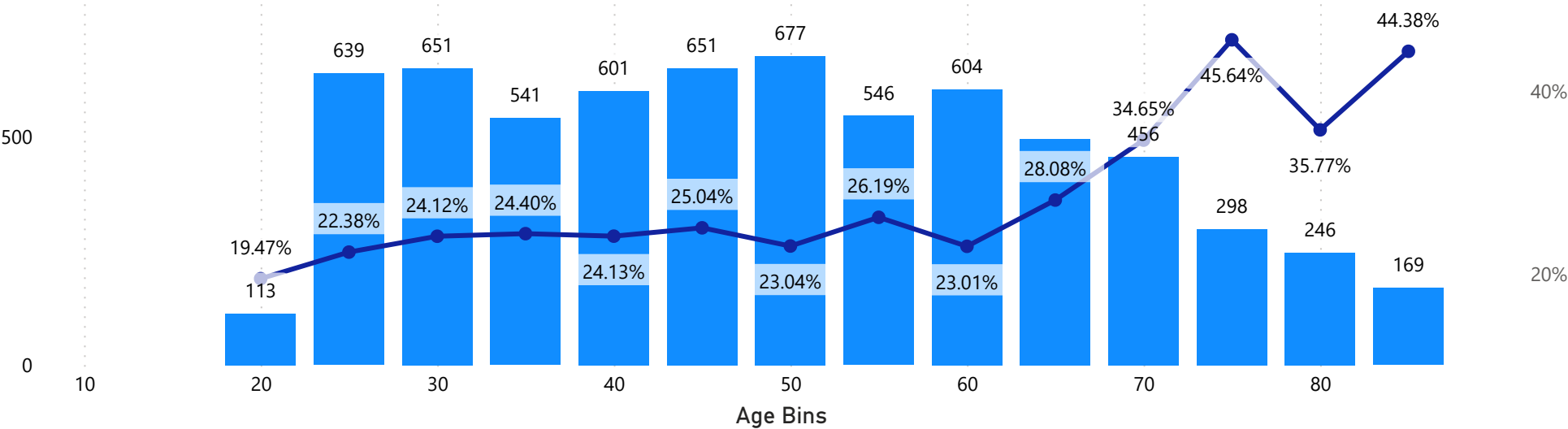
Insight

Groups

Age

# Customers and % Churn Ratio by Age Bins

# Customers % Churn Ratio



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

Contract Group Monthly Yearly

