

CHURN ANALYSIS

TMN TELECOM



Gender

6,687

Customers

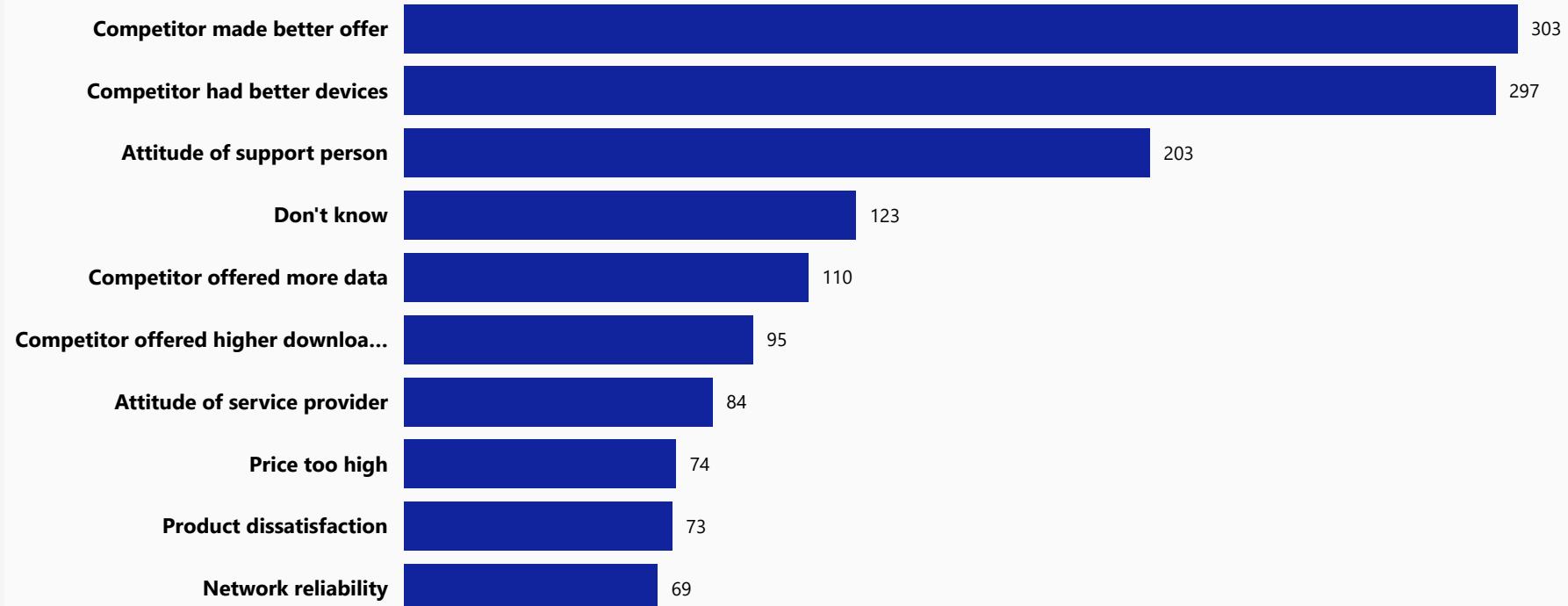
1,796

Churn

26.9%

Churn Rate

Churn Reasons

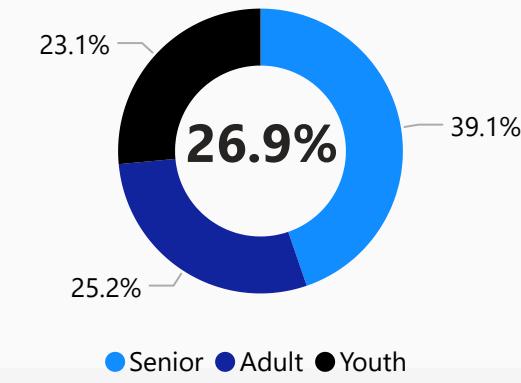


Age Group

Contract Type

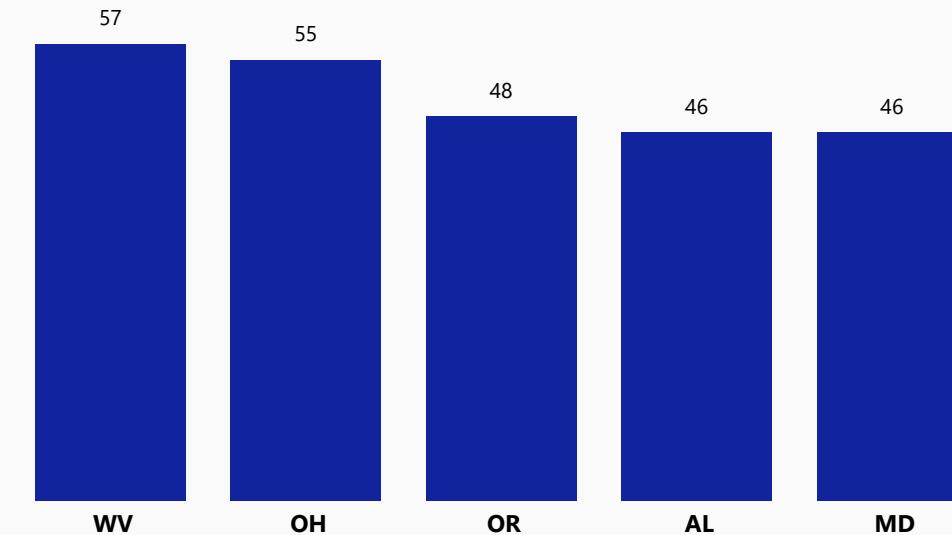
Unlimited Data Plan

Churn Rate by Age Group



● Senior ● Adult ● Youth

Churn by Top 5 State



CHURN ANALYSIS

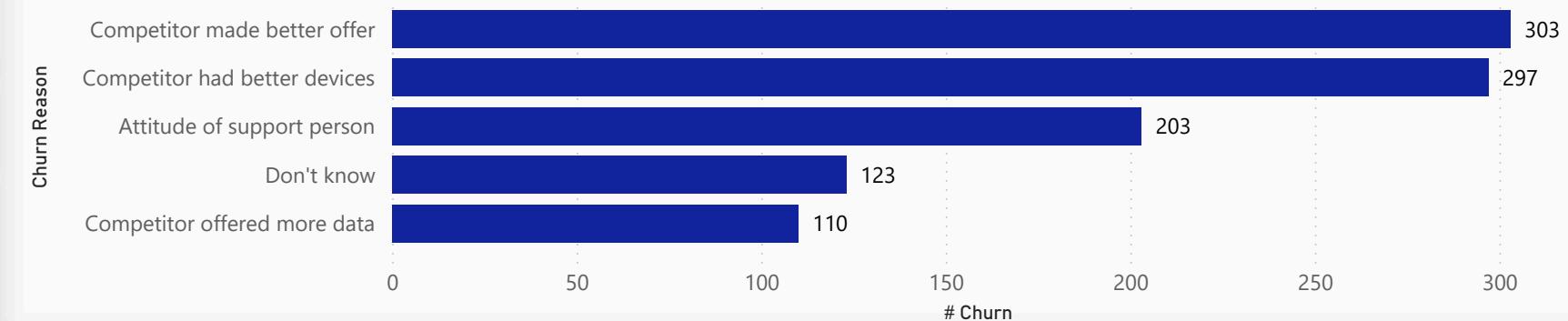
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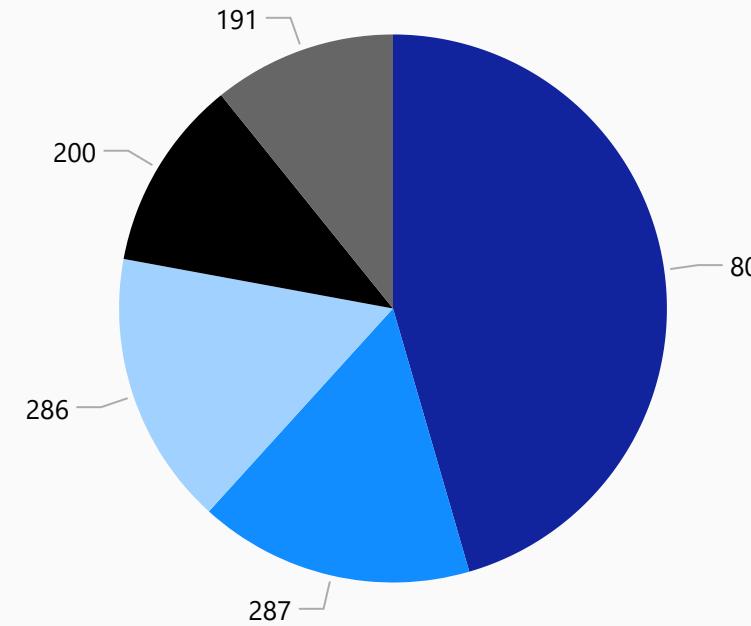
1,796
Churn

26.9%
Churn Rate

Top 5 Churn Reason

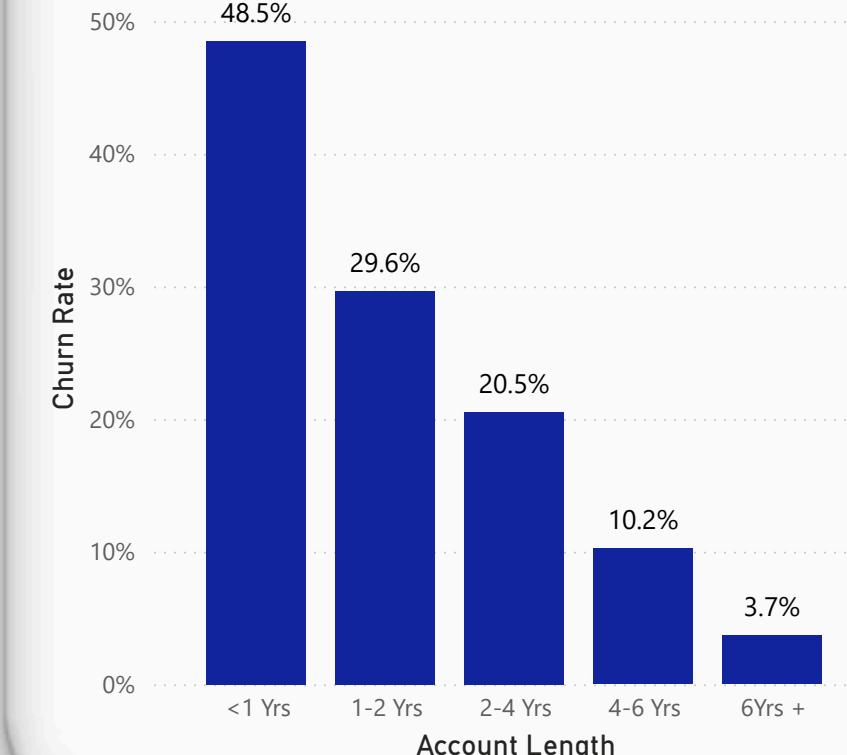


Churn Categories

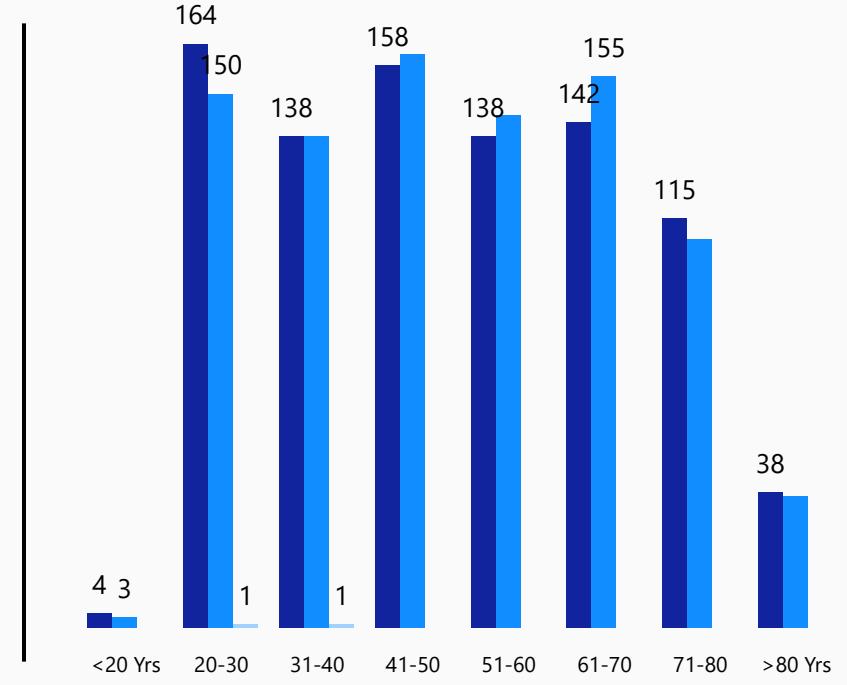


● Competitor ● Attitude ● Dissatisfaction ● Price ● Other

Churn Rate by Account Length



Churn by Age Bin and Gender



● Female ● Male ● Prefer not to say

GEOGRAPHICAL ANALYSIS

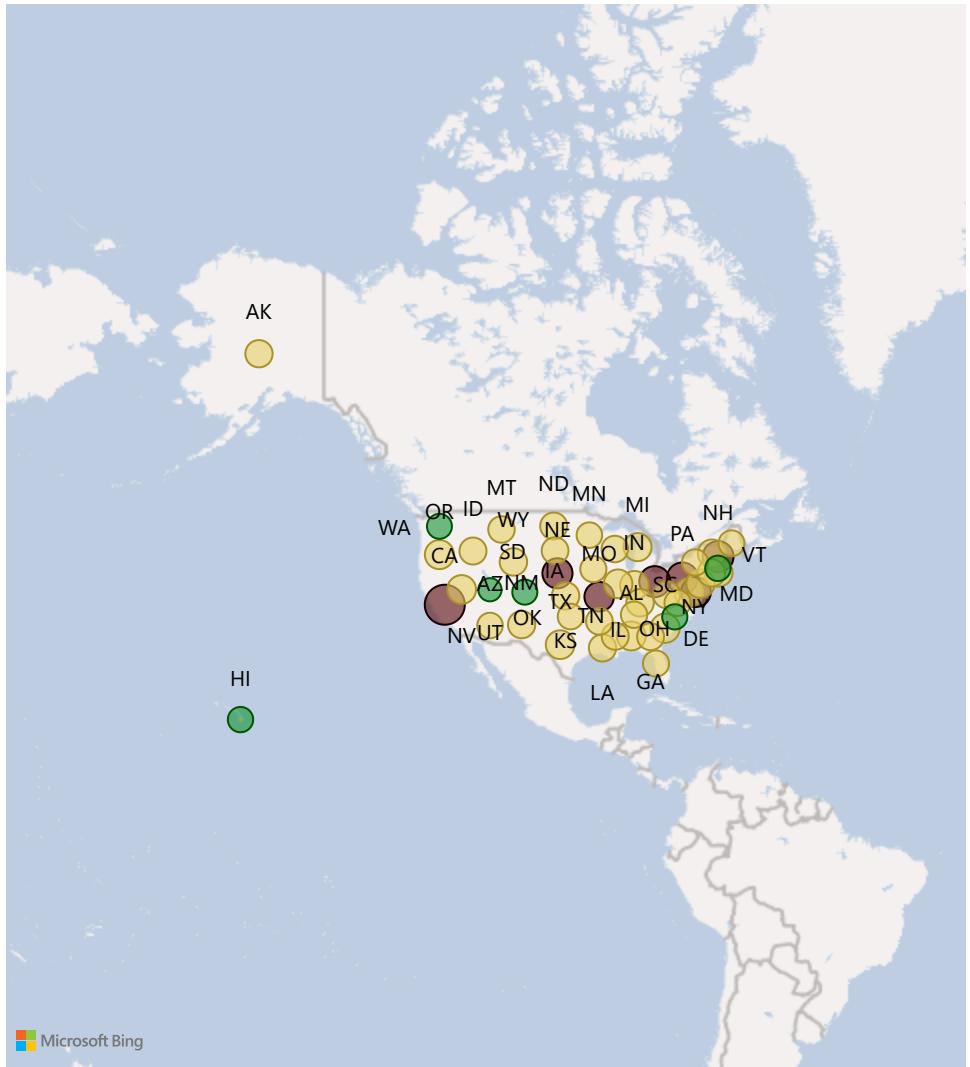
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Device Protection & Online Backup

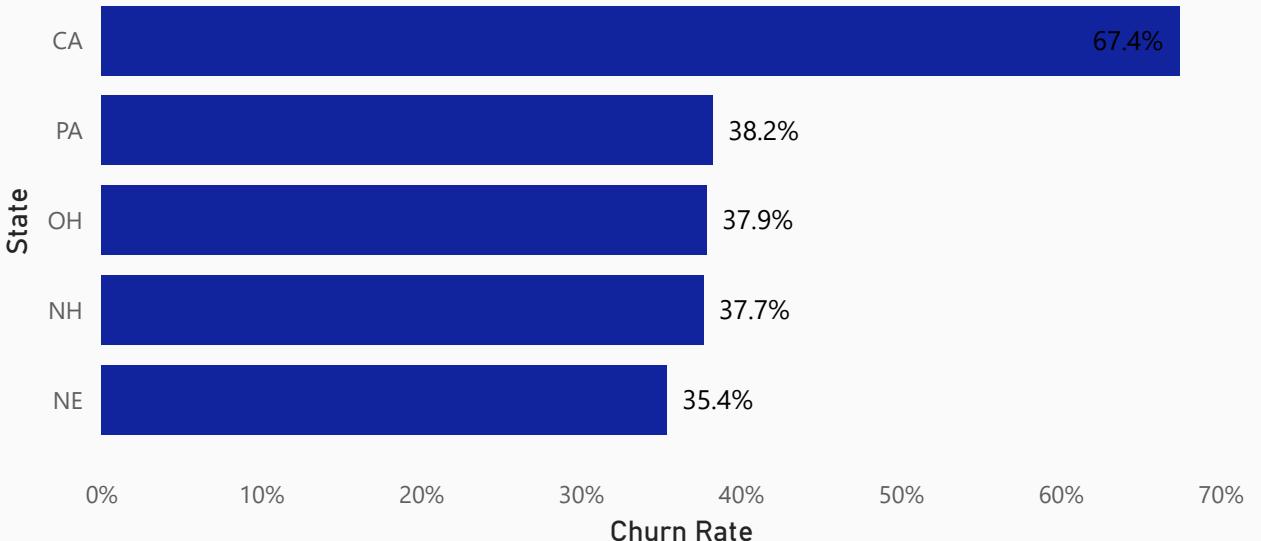
No

Yes

Churn rate by State



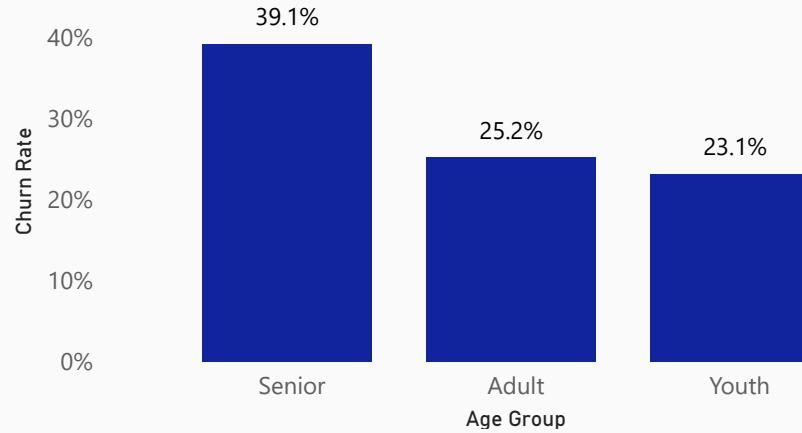
Churn Rate by State



DEMOGRAPHIC ANALYSIS

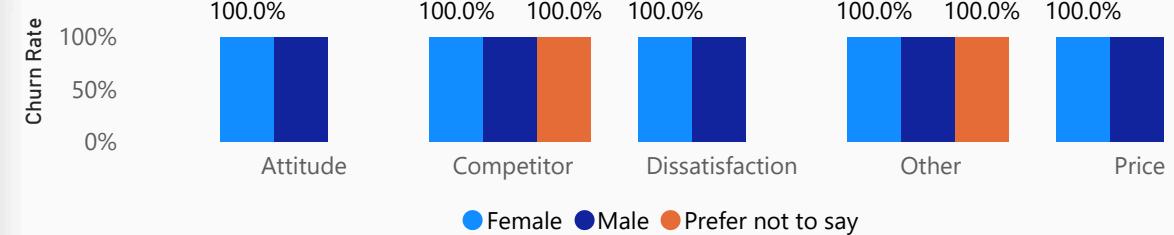
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Churn Rate by Age Group

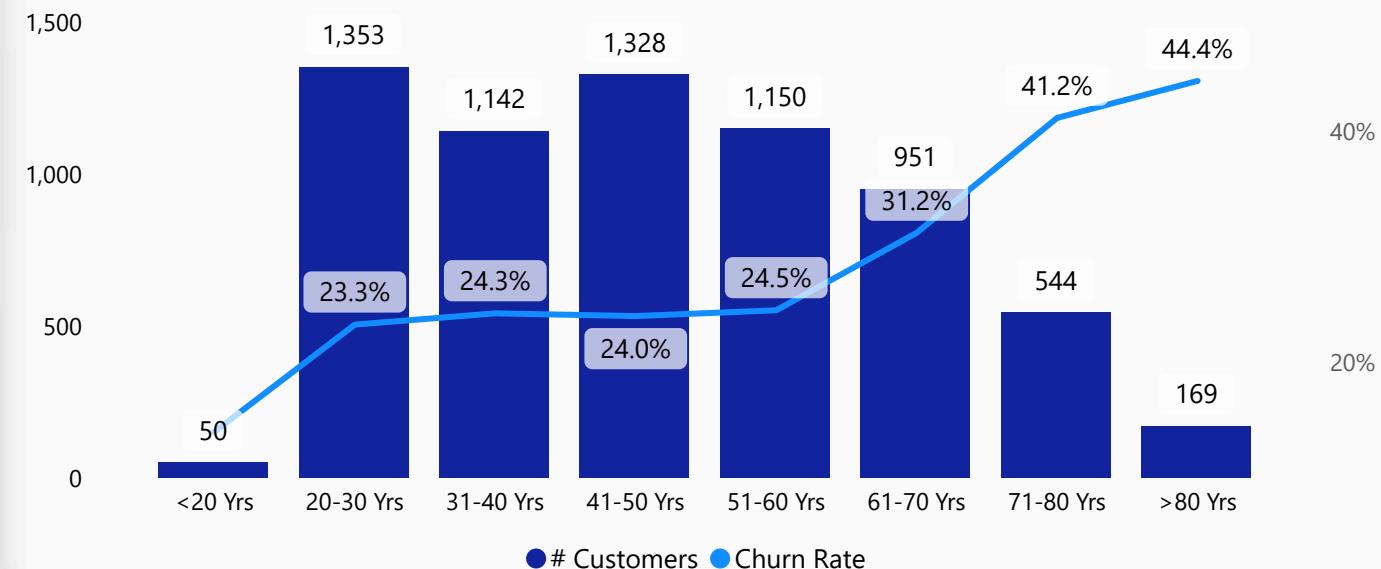


Age Bin	# Churn	Churn Rate
<20 Yrs	7	14.0%
>80 Yrs	75	44.4%
20-30 Yrs	315	23.3%
31-40 Yrs	277	24.3%
41-50 Yrs	319	24.0%
51-60 Yrs	282	24.5%
61-70 Yrs	297	31.2%
71-80 Yrs	224	41.2%

Churn Rate by Churn Category and Gender



Customers & Churn Rate by Age Bin



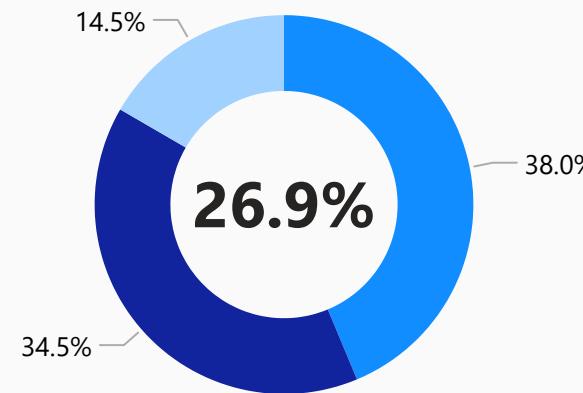
CONTRACT ANALYSIS

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Age Bin

Account Length

Churn Rate by Payment Method

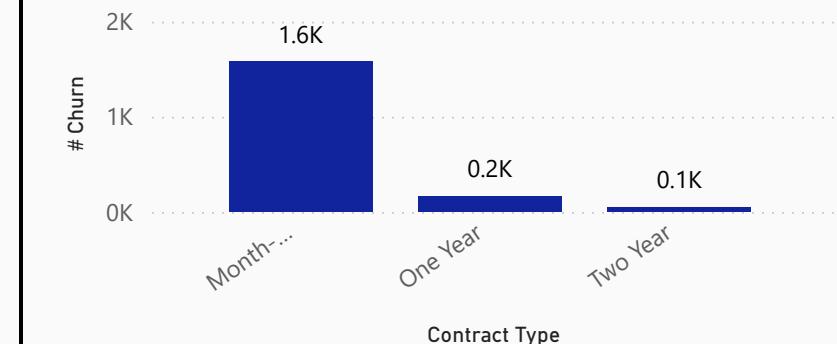


● Paper Check ● Direct Debit ● Credit Card

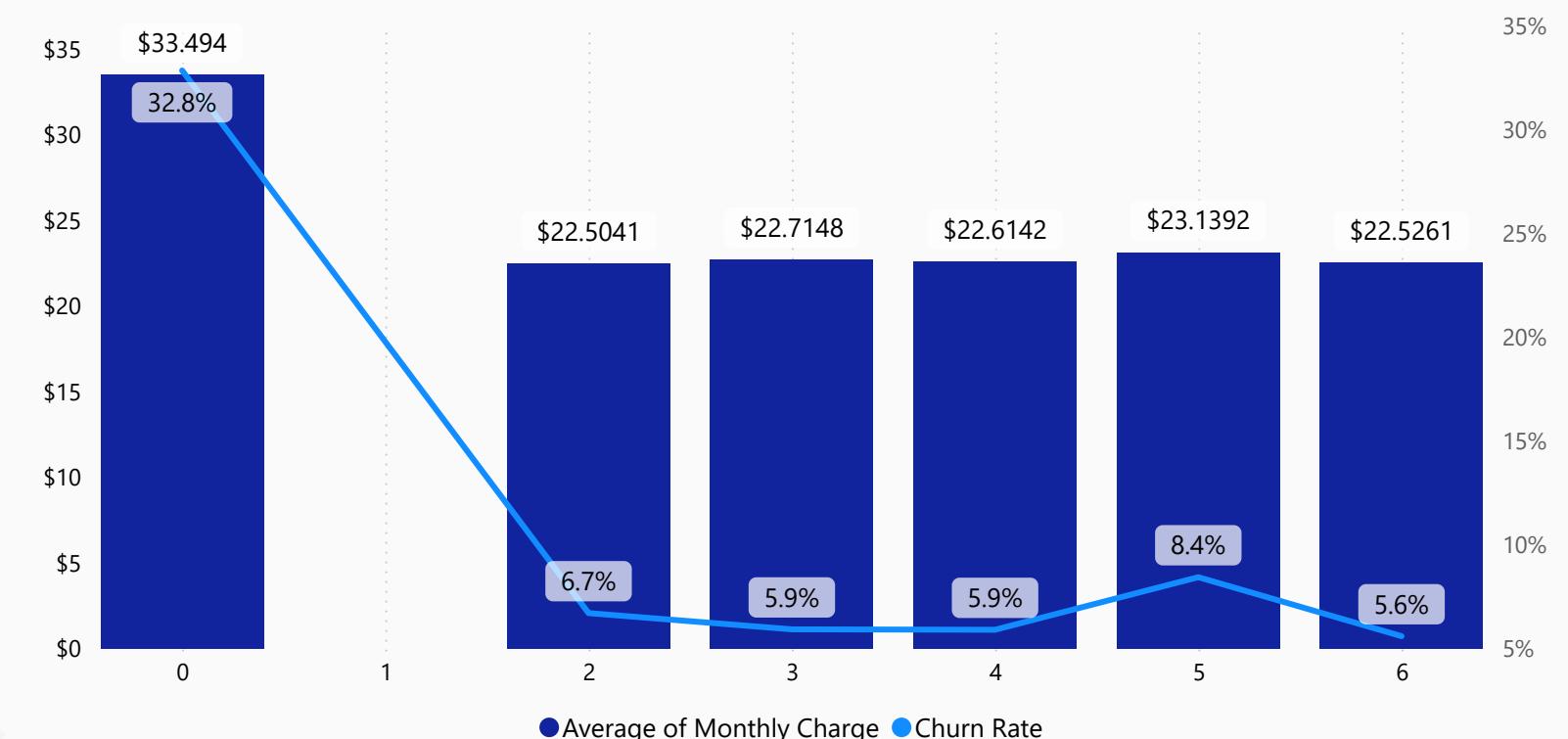
Contract Type

Monthly	Yearly
Churn Rate	Churn Rate
46.3%	6.6%

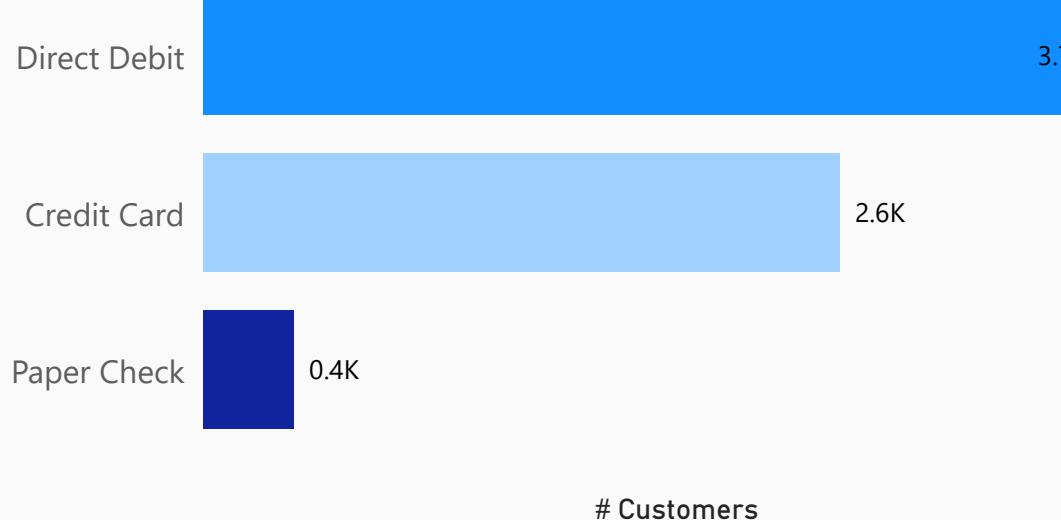
Churn by Contract Type



Average Monthly Charge Churn Rate & by No of Customers in Group



Customers and Churn Rate by Payment Method

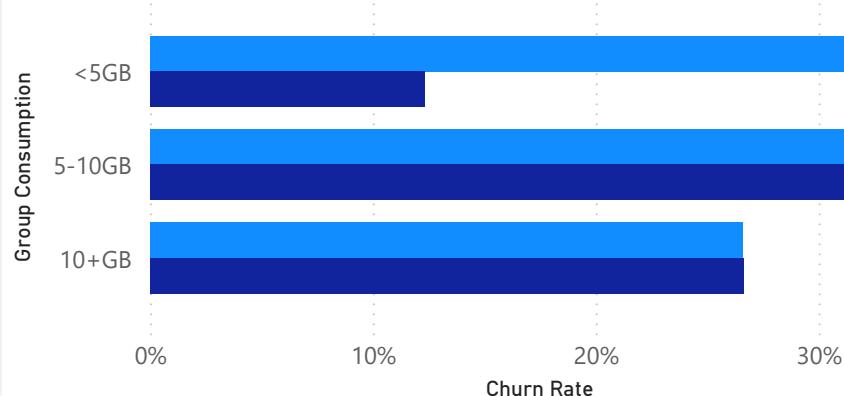


CONSUMPTION ANALYSIS

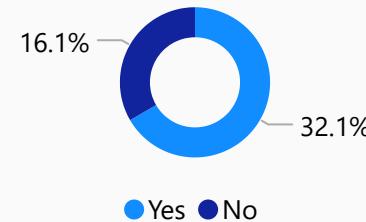
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Churn Rate by Group Consumption and Unlimited Data Plan

Unlimited Data Plan ● Yes ● No



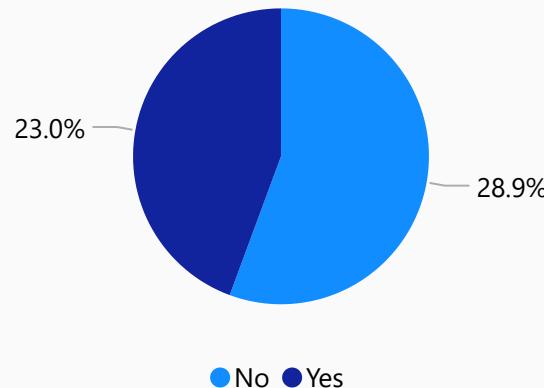
Churn Rate by Unlimited Data Plan



Churn by Intl. Activities

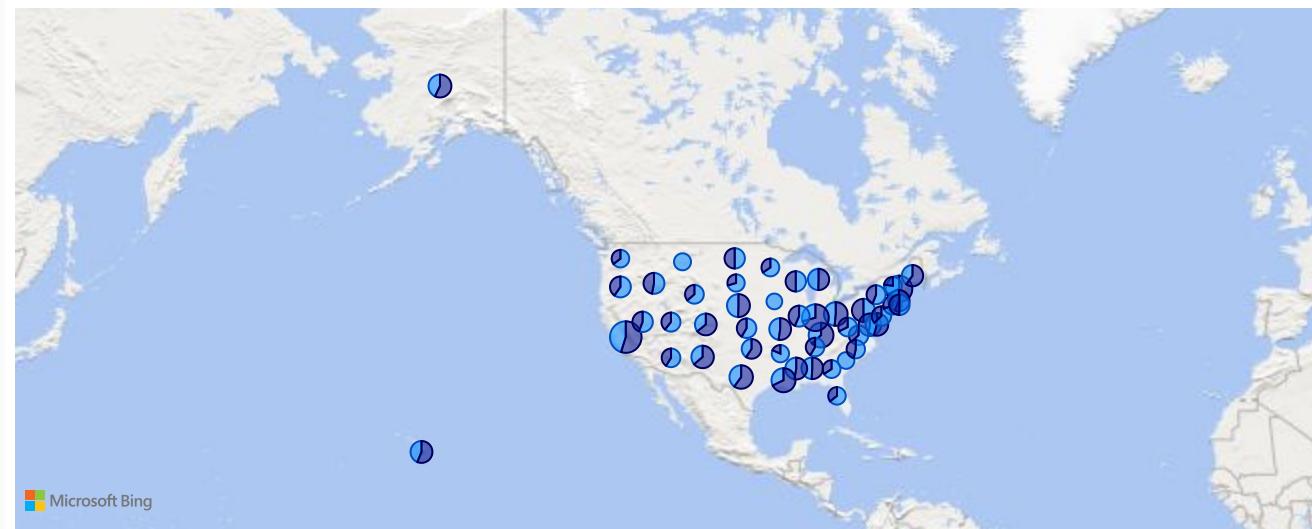
Intl Plan	Active	In-Active
None	40.3%	20.0%
Premium	7.6%	71.2%

Churn Rate by Device Protection & Online Backup



Churn Rate with Intl. Plan status

Intl Plan ● None ● Premium



Churn Reason	# Churn
Deceased	6
Poor expertise of phone support	11
Lack of self-service on Website	26
	27
Lack of affordable download/upload speed	28
Poor expertise of online support	30
Limited range of services	35
Extra data charges	37
Moved	44
Service dissatisfaction	60