

# CHURN ANALYSIS

## TMN TELECOM



Gender

All

6,687

# Customers

1,796

# Churn

26.9%

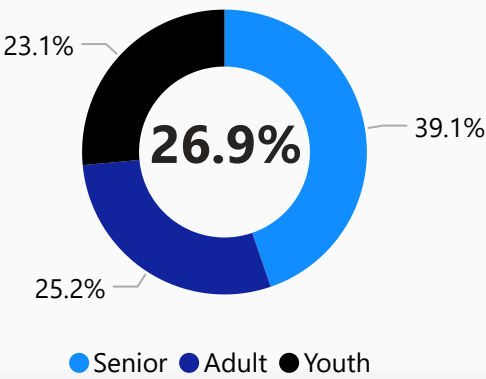
Churn Rate

Age Group

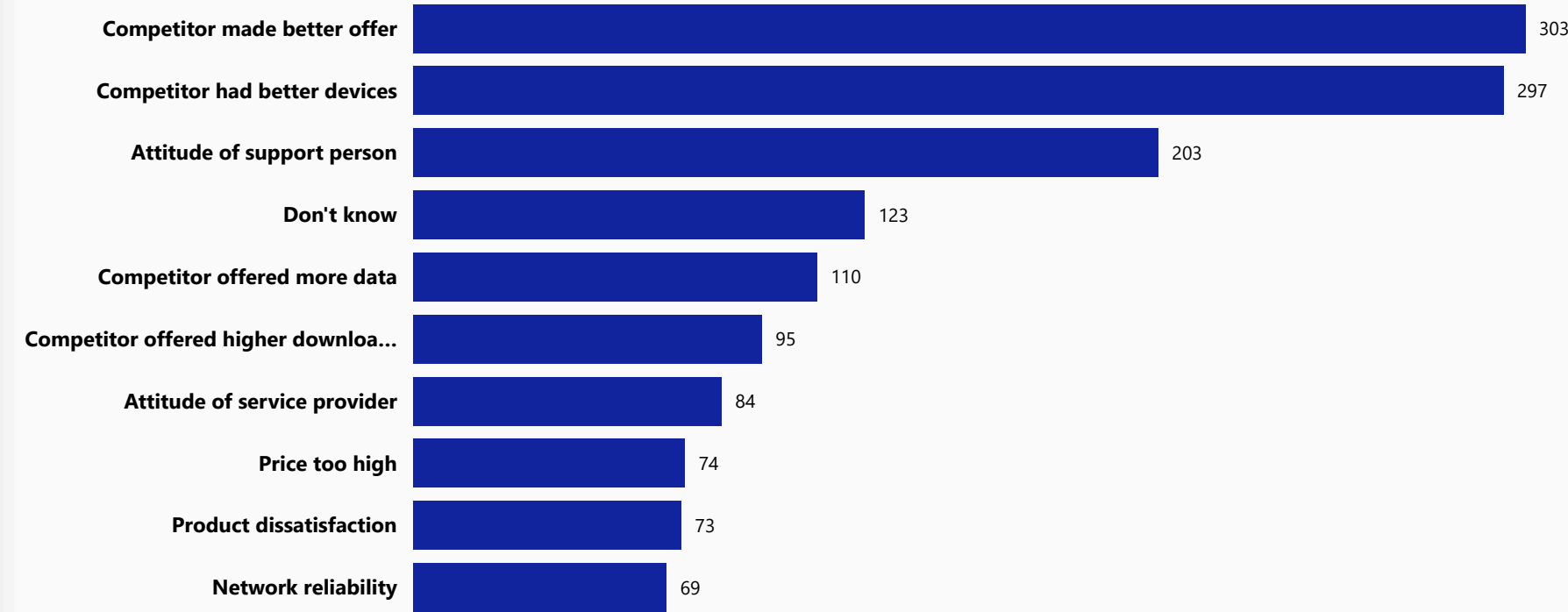
Contract Type

Unlimited Data Plan

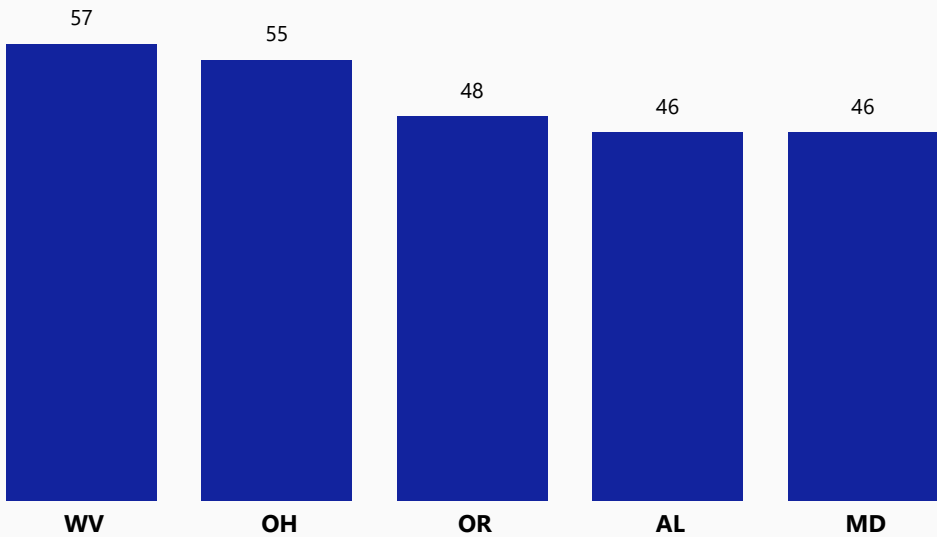
Churn Rate by Age Group



Churn Reasons



Churn by Top 5 State



# CHURN ANALYSIS

## TMN TELECOM



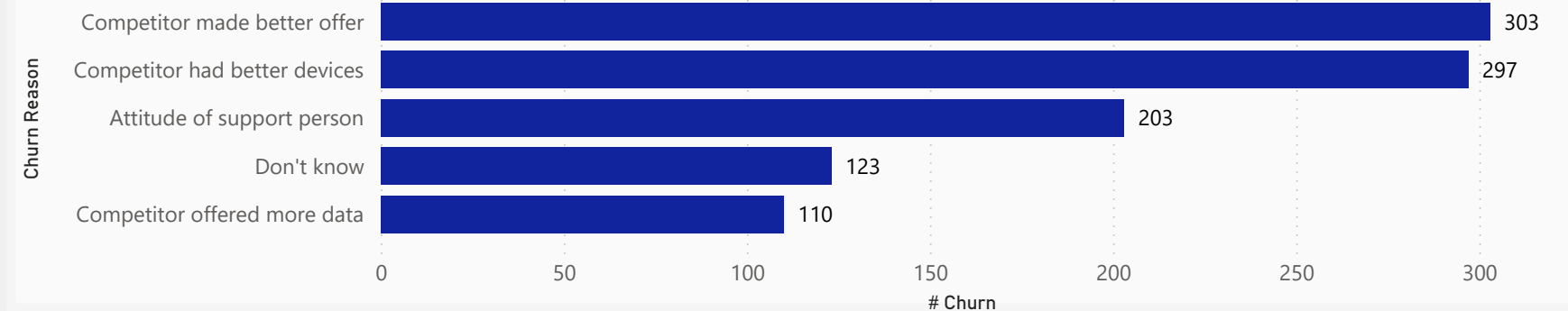
1,796

# Churn

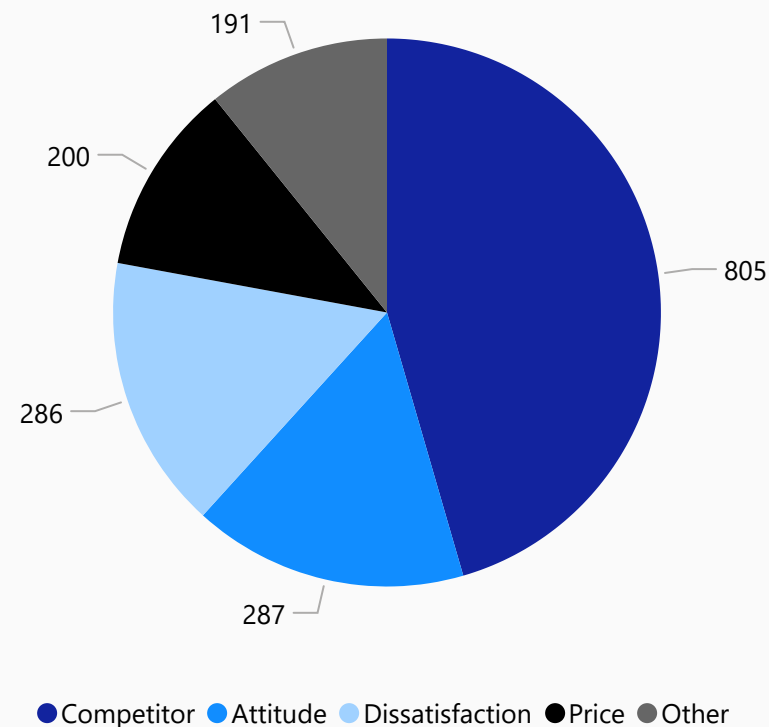
26.9%

Churn Rate

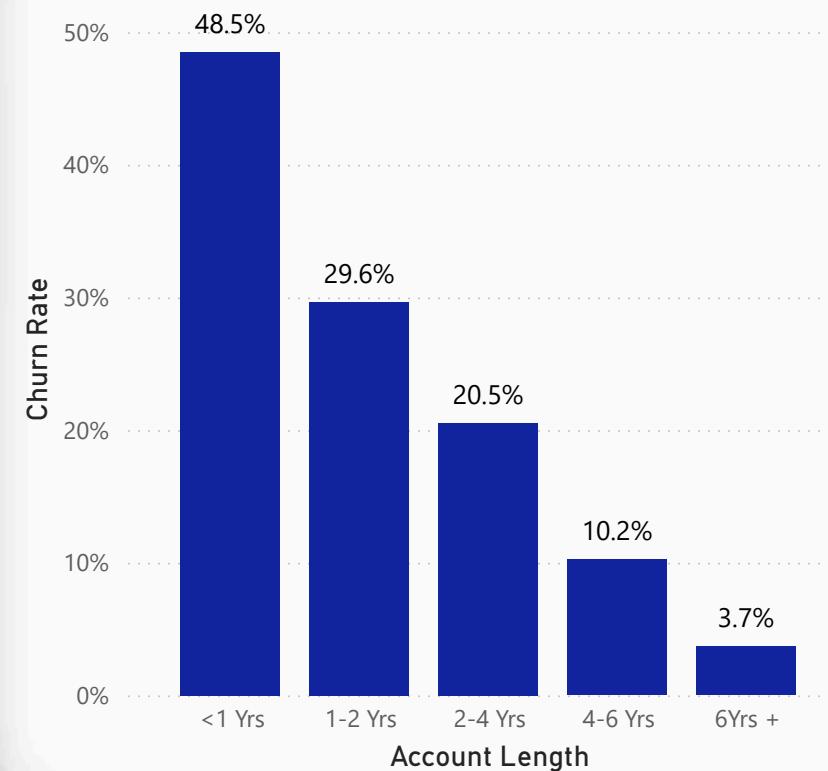
### Top 5 Churn Reason



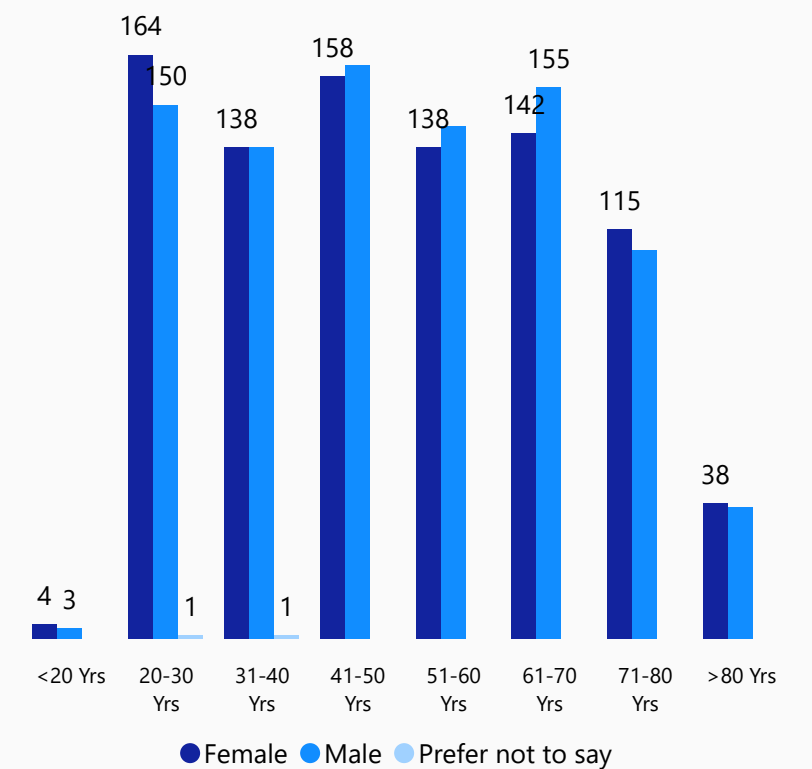
### Churn Categories



### Churn Rate by Account Length



### # Churn by Age Bin and Gender



# GEOGRAPHICAL ANALYSIS

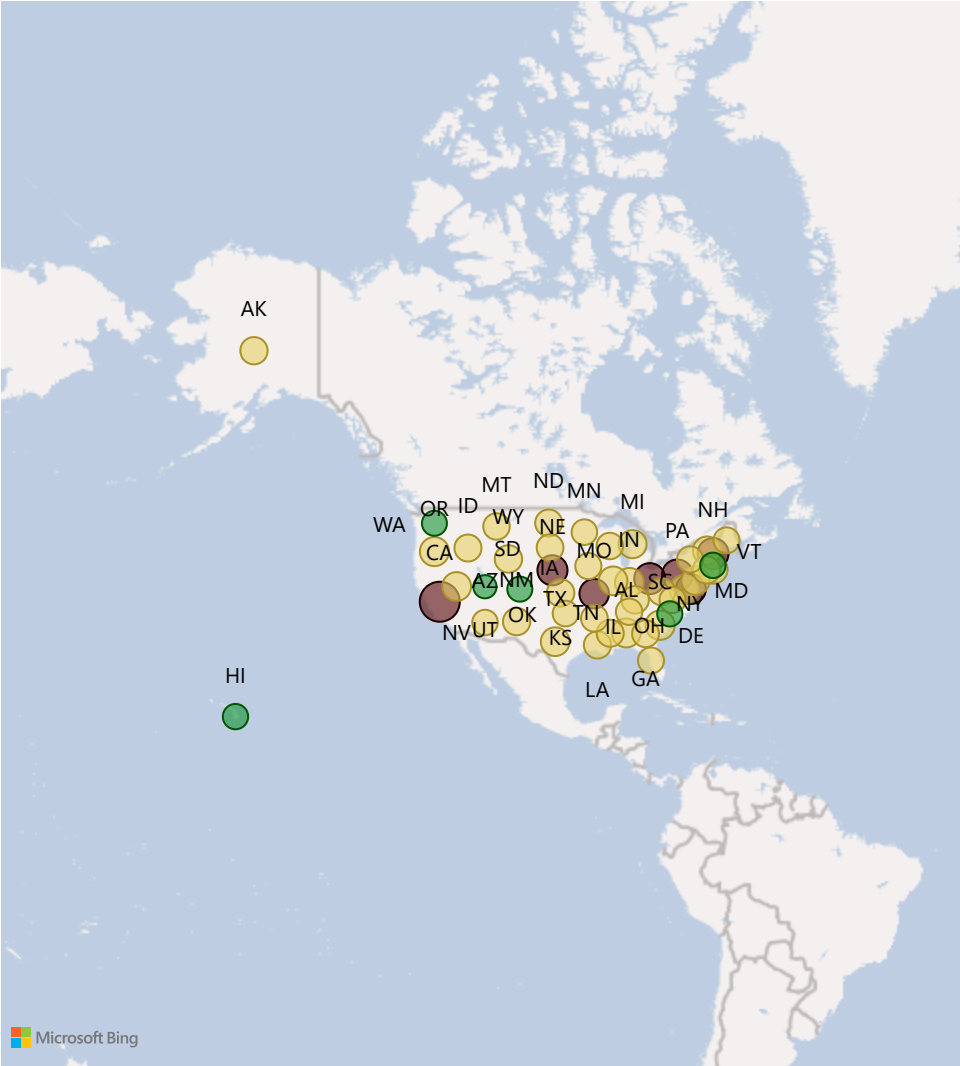
## TMN TELECOM

Device Protection & Online Backup

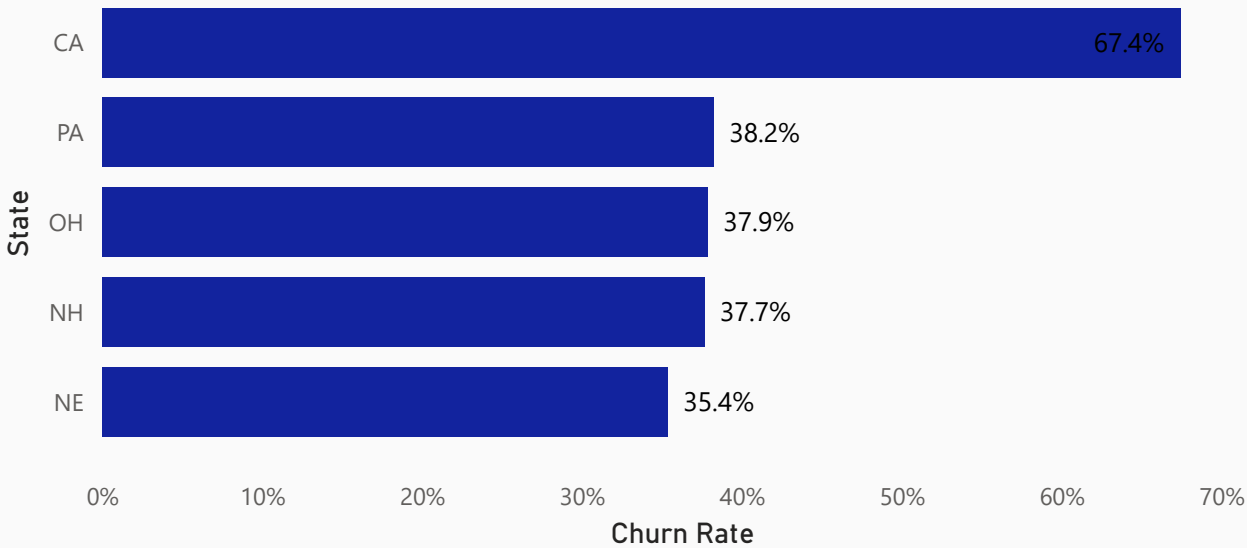
No

Yes

Churn rate by State



Churn Rate by State



# DEMOGRAPHIC ANALYSIS

## TMN TELECOM

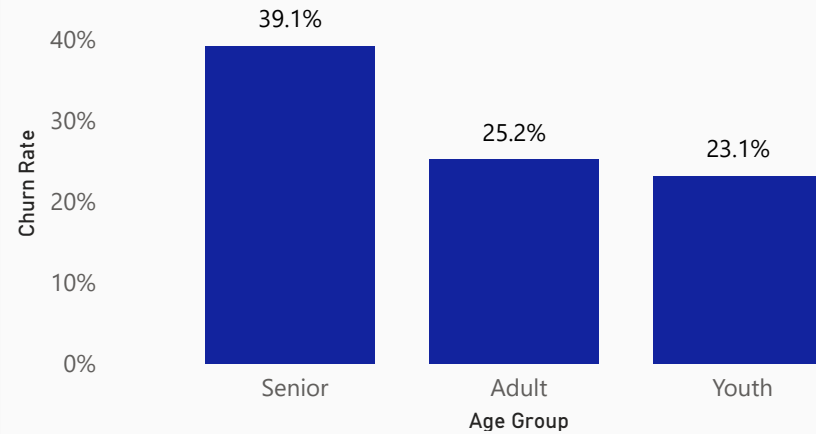
Intl Plan

All

Intl Active

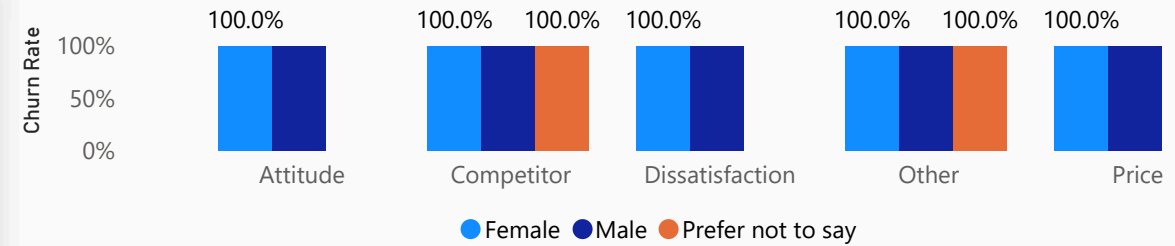
All

### Churn Rate by Age Group

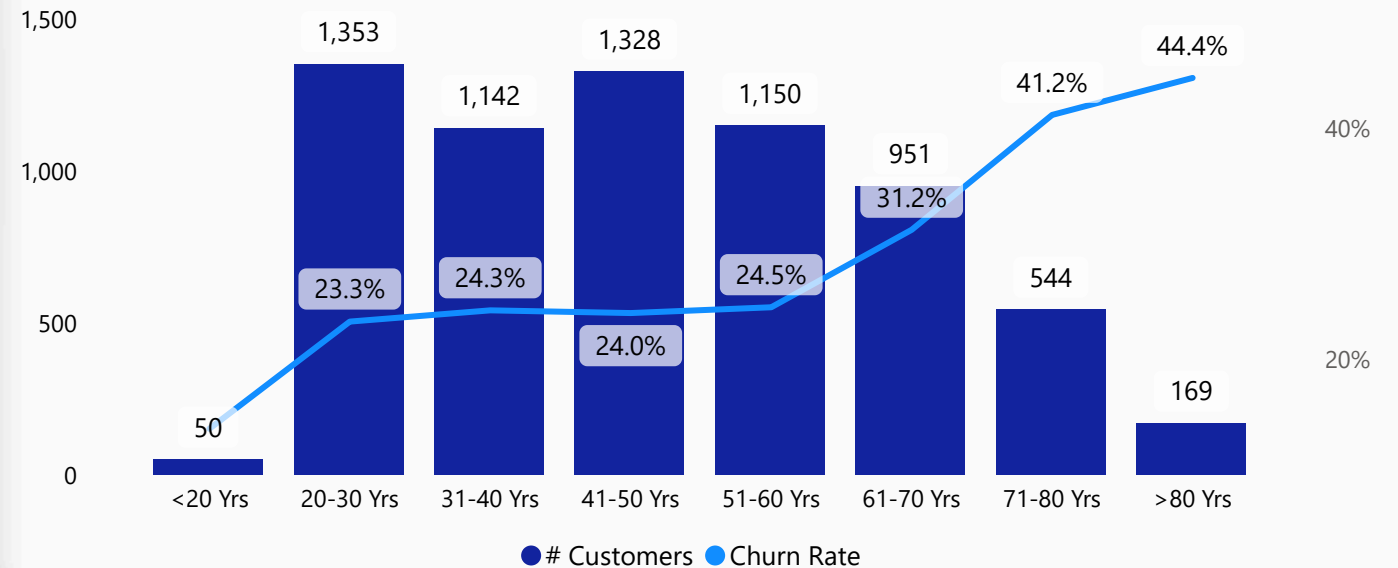


Age Bin	# Churn	Churn Rate
<20 Yrs	7	14.0%
>80 Yrs	75	44.4%
20-30 Yrs	315	23.3%
31-40 Yrs	277	24.3%
41-50 Yrs	319	24.0%
51-60 Yrs	282	24.5%
61-70 Yrs	297	31.2%
71-80 Yrs	224	41.2%

### Churn Rate by Churn Category and Gender



### Customers & Churn Rate by Age Bin



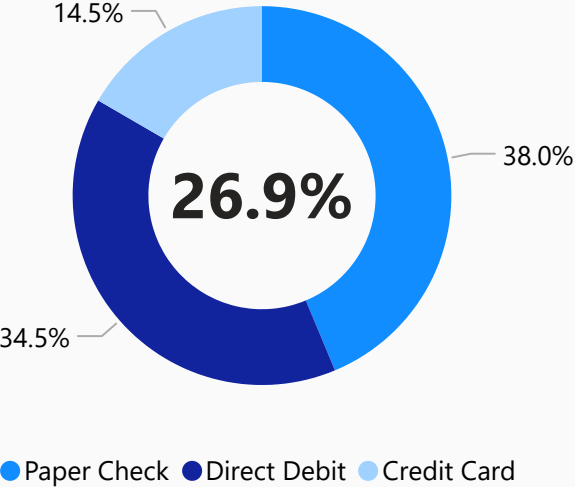
# CONTRACT ANALYSIS

## TMN TELECOM

Age Bin  
All

Account Length  
All

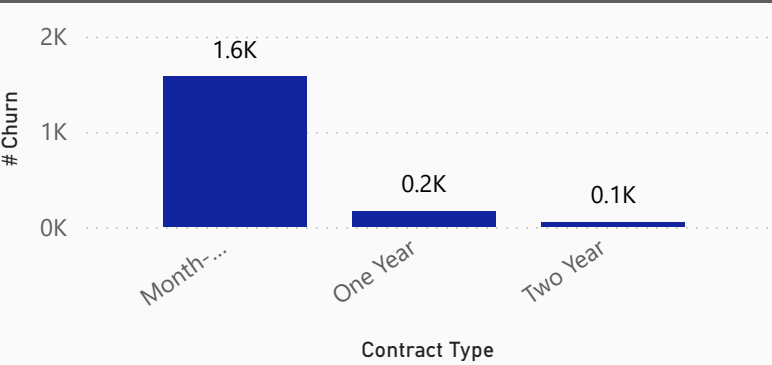
Churn Rate by Payment Method



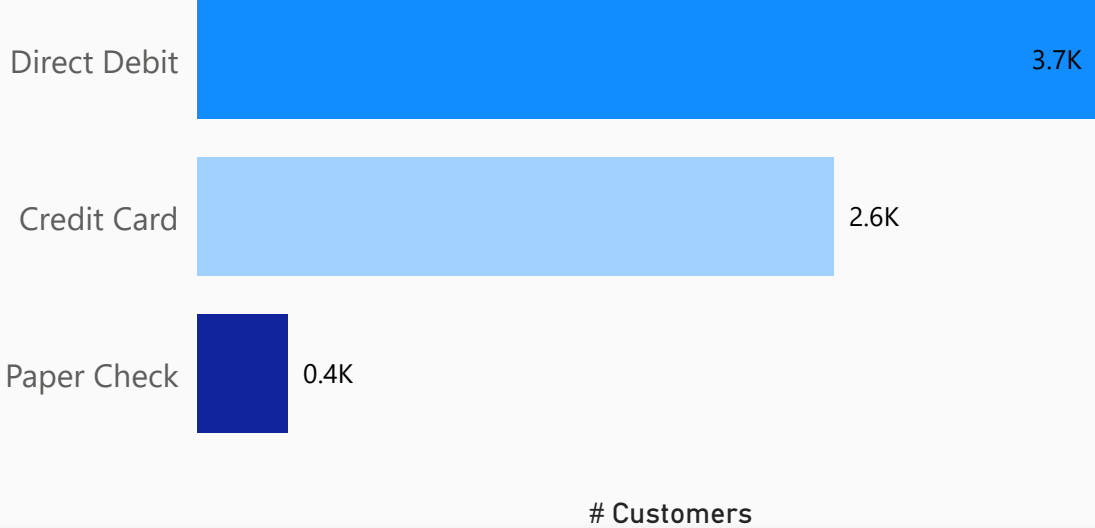
Contract Type

Monthly	Yearly
Churn Rate	Churn Rate
46.3%	6.6%

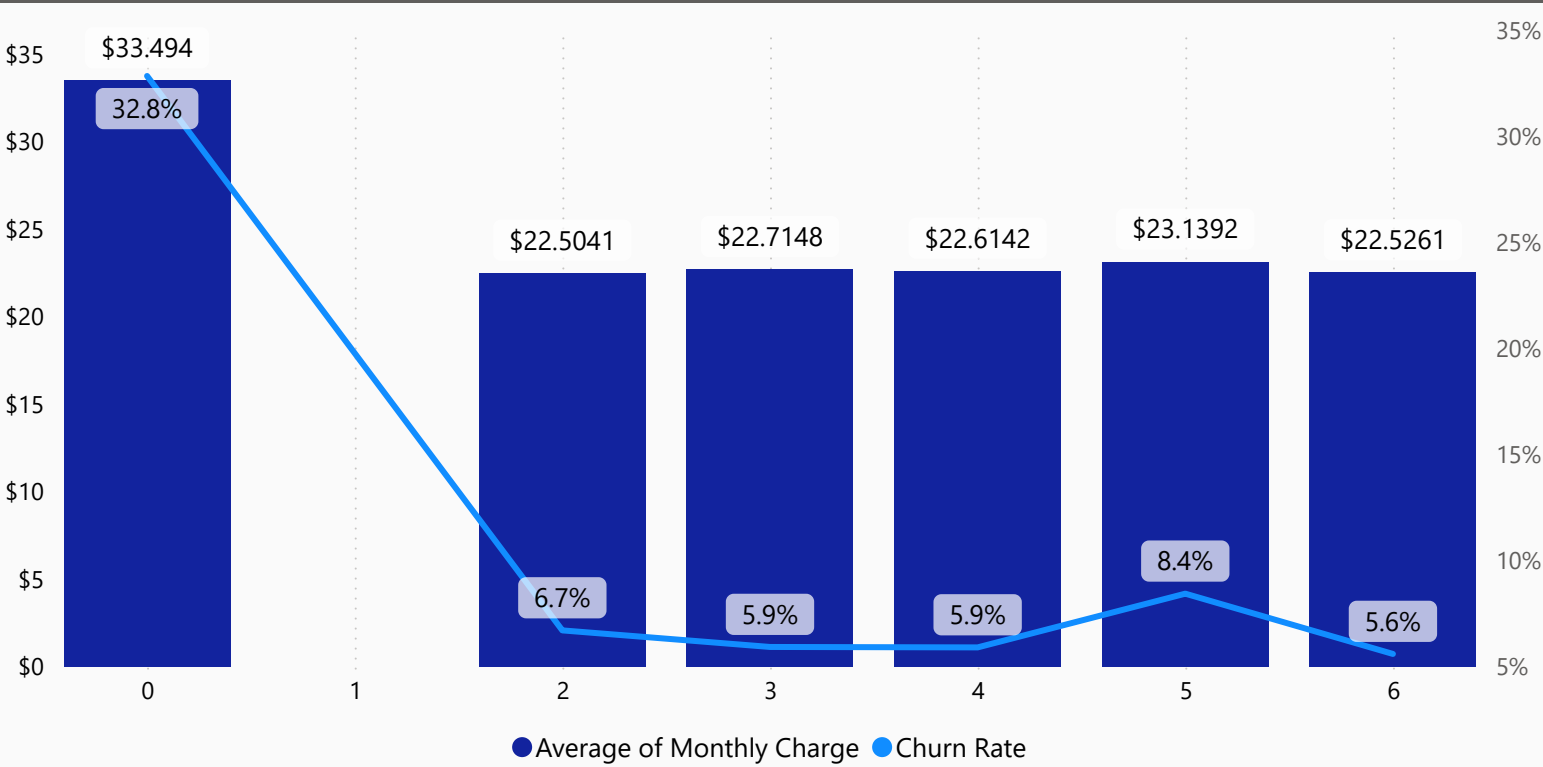
# Churn by Contract Type



# Customers and Churn Rate by Payment Method



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

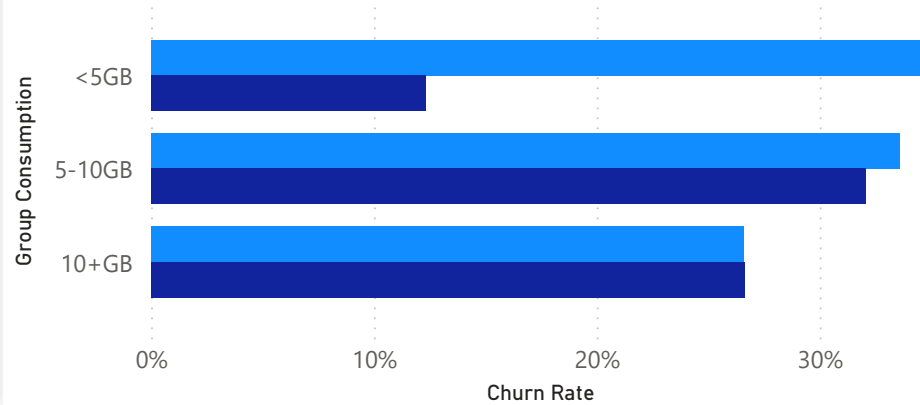


# CONSUMPTION ANALYSIS

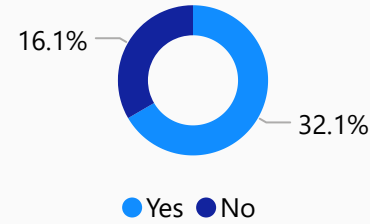
## TMN TELECOM

### Churn Rate by Group Consumption and Unlimited Data Plan

Unlimited Data Plan ● Yes ● No



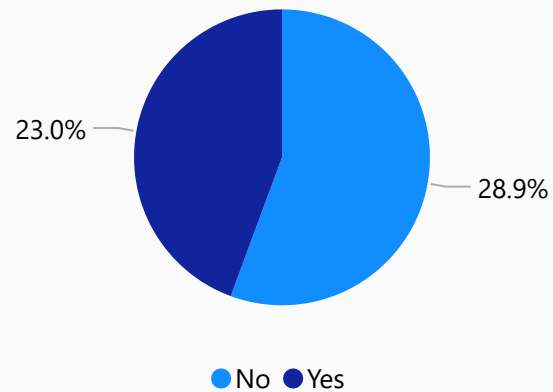
### Churn Rate by Unlimited Data Plan



### 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