

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

6418

Total Customers

1732

Total Churn

411

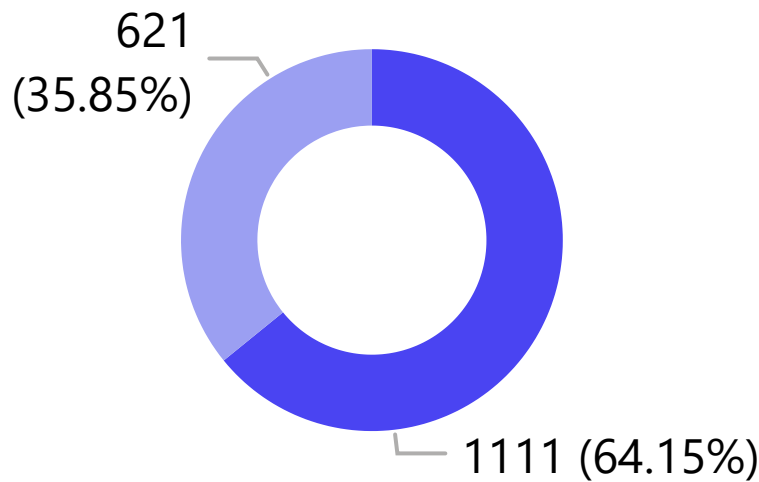
New Joiners

27.0%

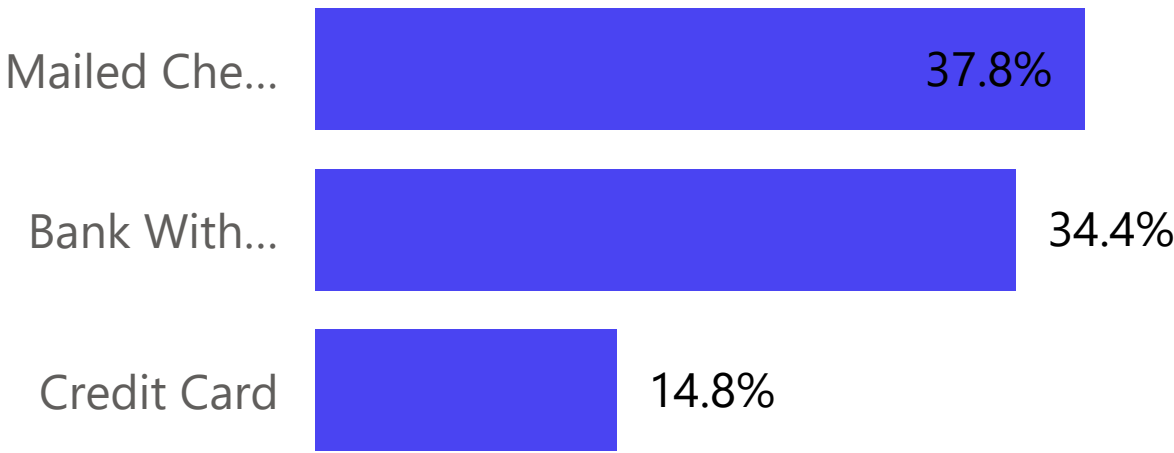
Churn Rate



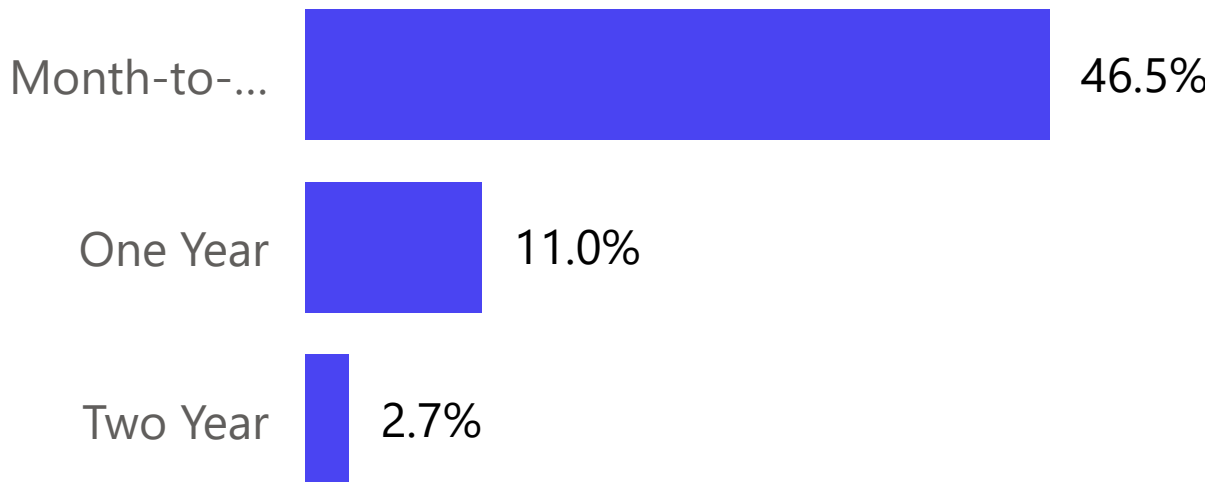
Total Churn by Gender



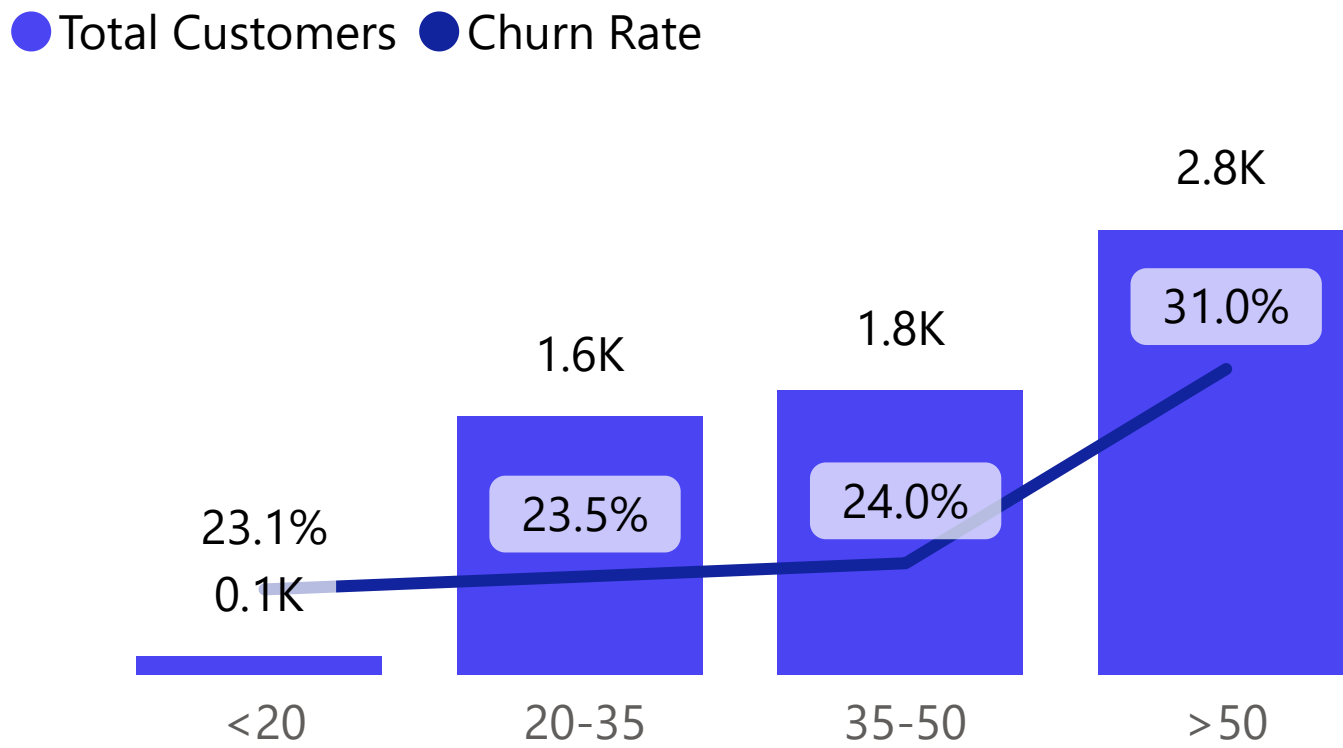
Churn Rate by Payment Method



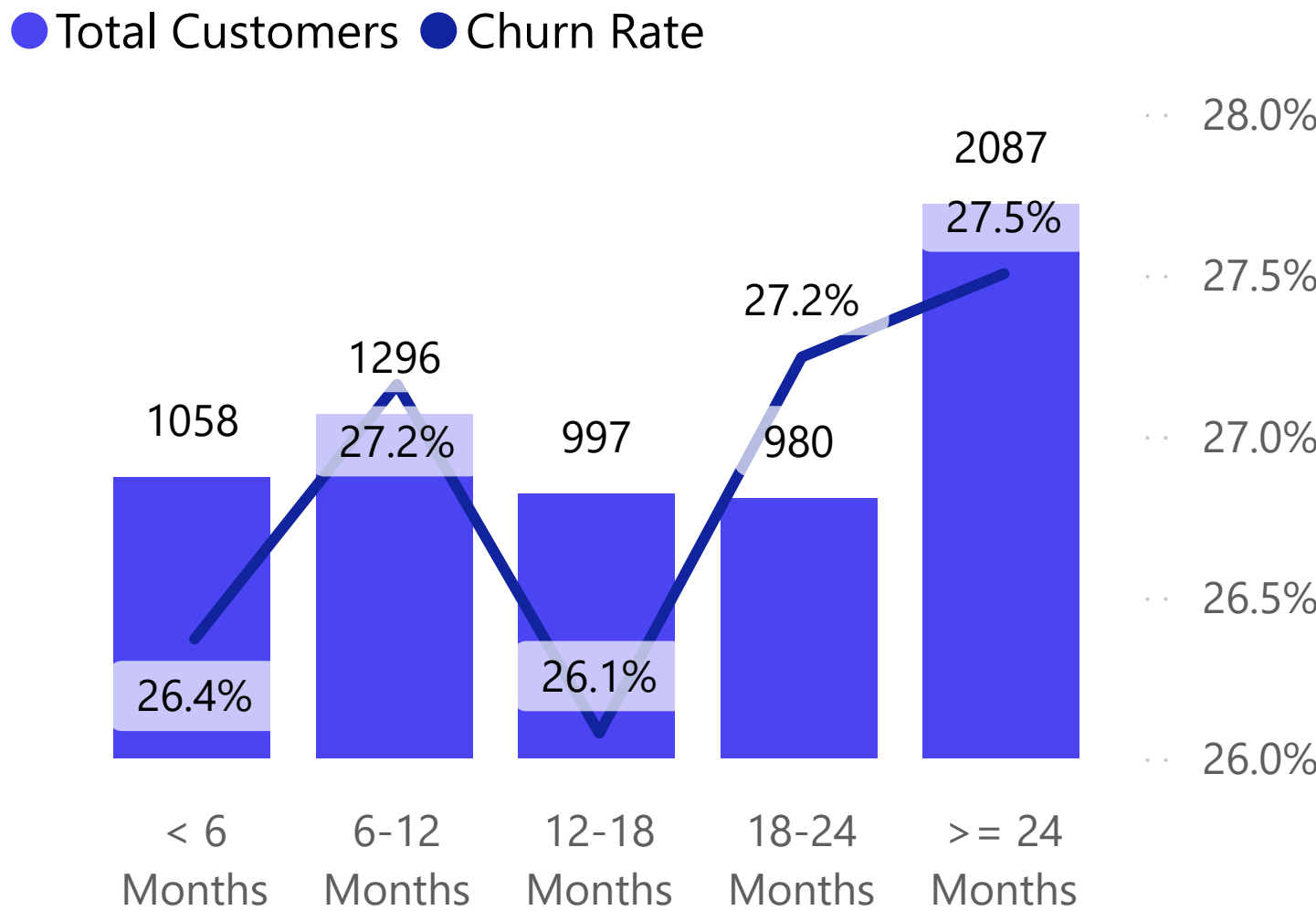
Churn Rate by Contract



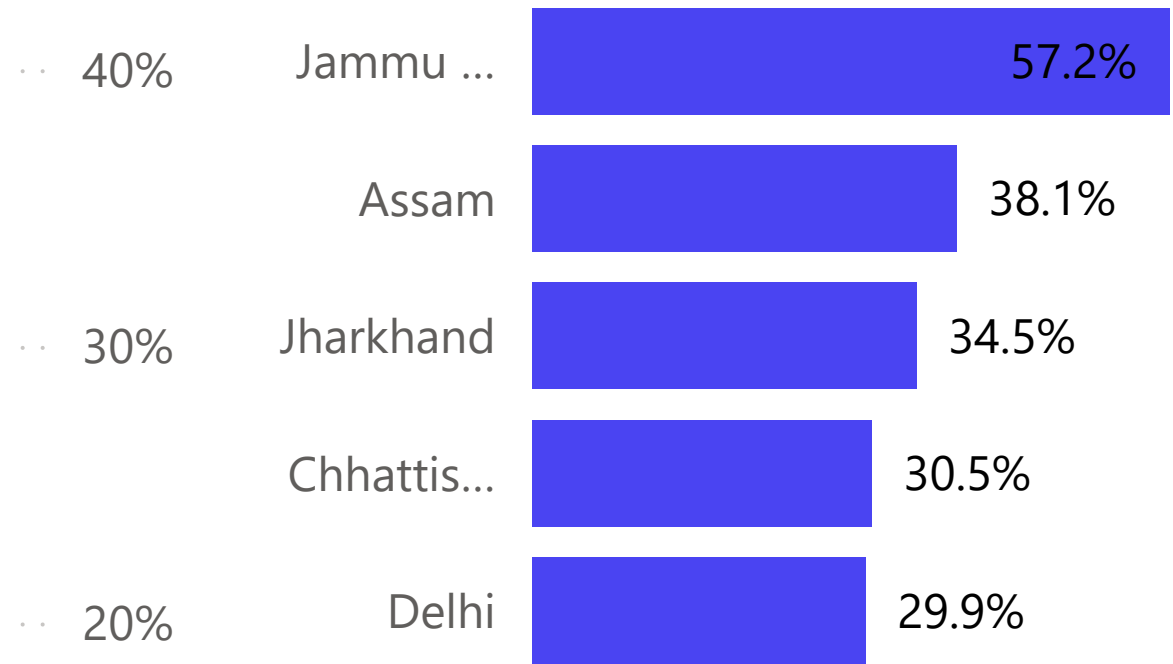
Total Customers and Churn Rate by Age Group



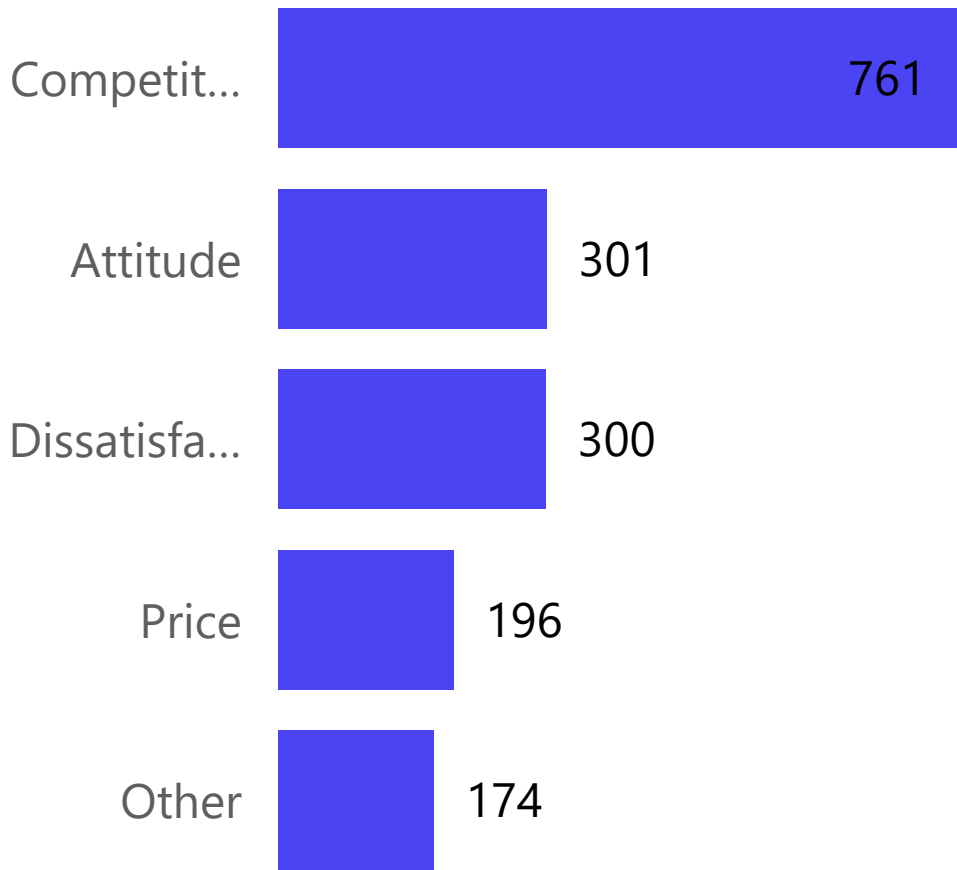
Total Customers and Churn Rate by Tenure Group



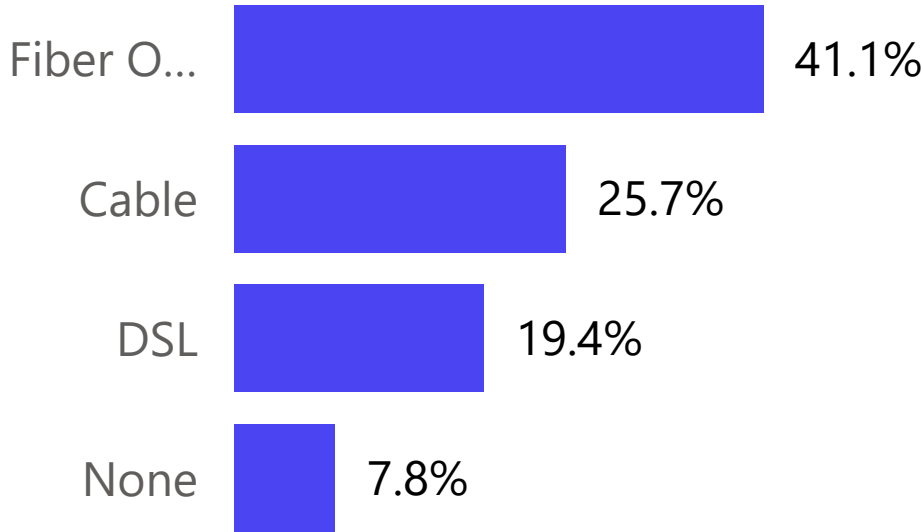
Churn Rate by State(Top 5)



Total Churn by Churn Category



Churn Rate by Internet Type



Churn By Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%

Churn_Reason	Total Churn ▼
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher	92
Total	1732