



CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Range

All

Churn Prediction

6418

Total Customers

411

New Joinee

1732

Total Churn

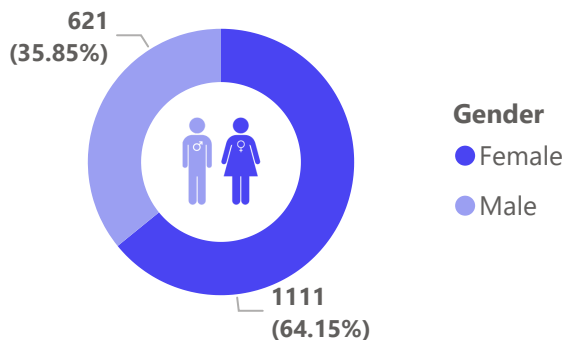
27.0%

Churn Rate

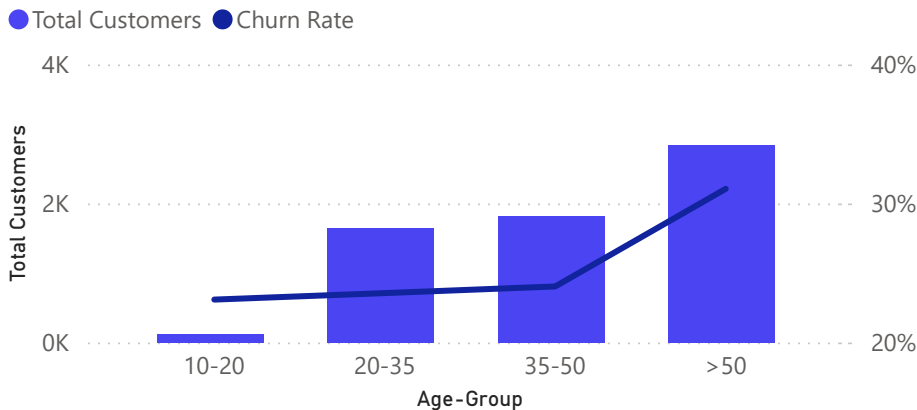


DEMOGRAPHIC

Total Churn by Gender

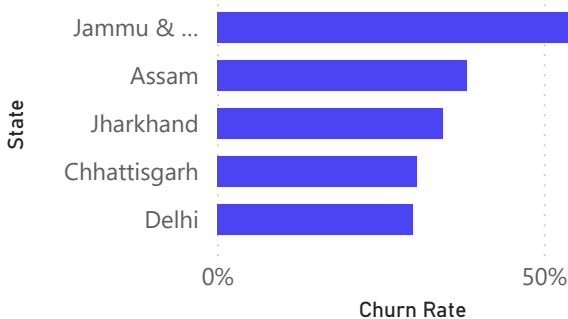


Total Customers and Churn Rate by Age-Group



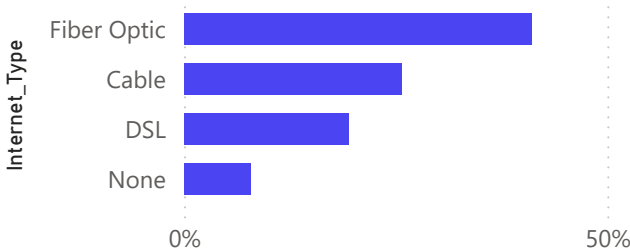
GEOGRAPHIC

Churn Rate by State



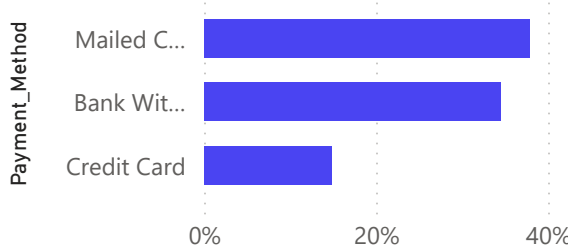
SERVICES USED

Churn Rate by Internet_Type

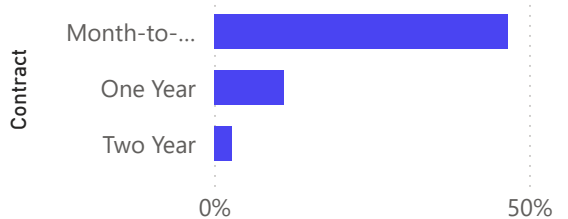


ACCOUNT INFO

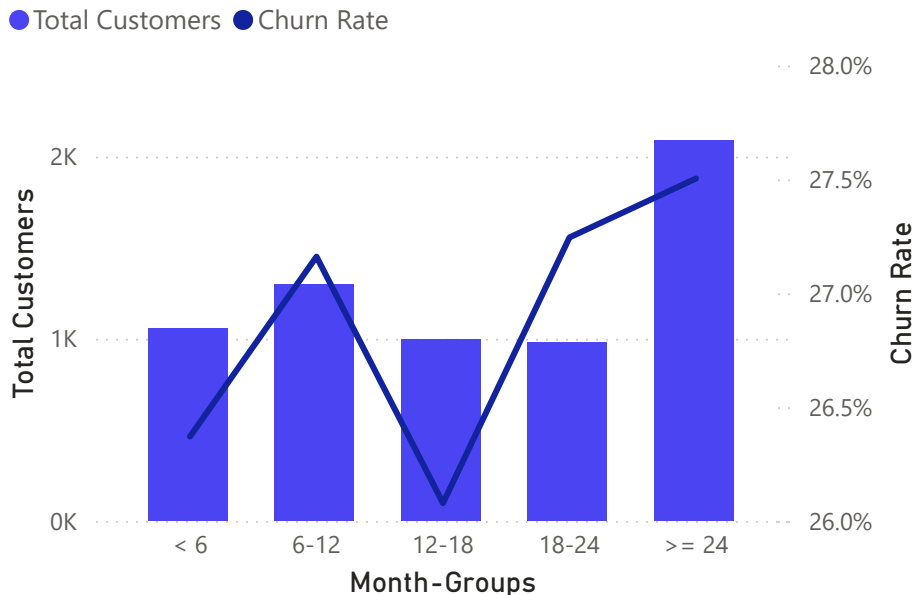
Churn Rate by Payment_Method



Churn Rate by Contract

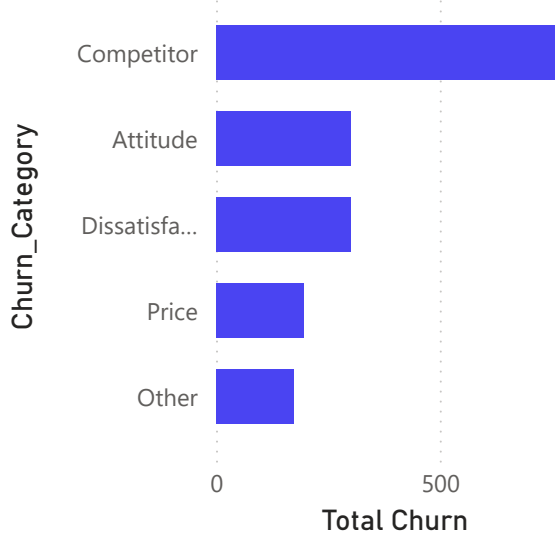


Total Customers and Churn Rate by Month-Groups



CHURN DISTRIBUTION

Total Churn by Churn_Category



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 ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

251

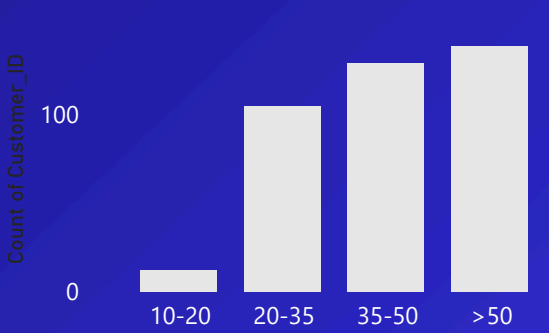
Female



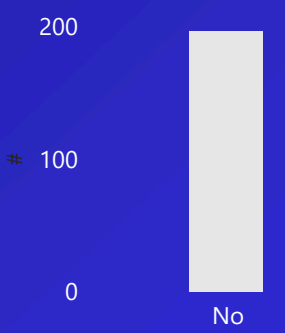
134

Female

Count of Customer_ID by Age-Group



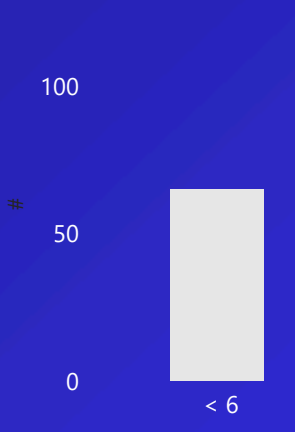
by Marital Status



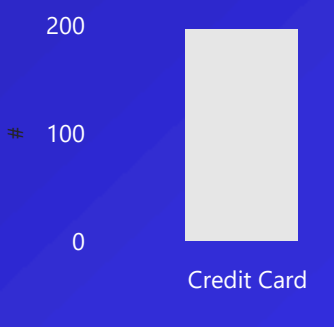
by State



by Tenure Groups



by Payment_Method



by Contract



CUSTOMERS AT RISK

Count Of Predicted Churners : 385

Customer_ID	Monthly_Charge	Total_Revenue	Number_of_Referrals	Total
79700-KER	107.95	456.10	5	
28281-KAR	80.35	402.69	8	
39623-HAR	74.60	387.58	2	
21956-JHA	82.30	369.31	10	
12056-WES	90.40	362.89	2	
26448-BIH	75.30	361.07	10	
84789-PUN	107.95	356.58	9	
19747-WES	64.50	356.05	15	
19811-MAH	89.85	348.30	10	
19998-AND	85.70	346.27	0	
13666-UTT	95.40	344.18	15	
71197-PUN	77.40	339.41	0	
99515-ASS	65.25	337.94	11	
51214-MAH	73.60	324.52	12	
78220-TAM	89.85	319.75	14	
74804-WES	69.60	314.31	0	
97828-MAH	92.00	313.60	0	
66413-TAM	80.50	312.93	12	
52279-TAM	80.70	310.61	15	
79342-KAR	64.40	309.80	5	
44208-AND	69.15	307.84	2	
28237-JHA	69.85	304.13	7	
21288-MAH	60.25	300.80	12	
62525-AND	70.70	300.77	0	

Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5
Don't know	124
Extra data charges	34
Total	1732