

Databel Customer Churn

Customer Count

6687

Churned Customers

1796

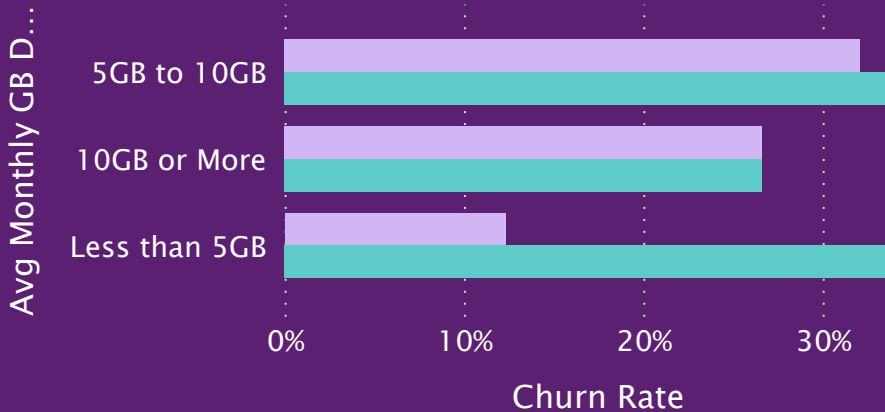
Churned Rate

26.86%

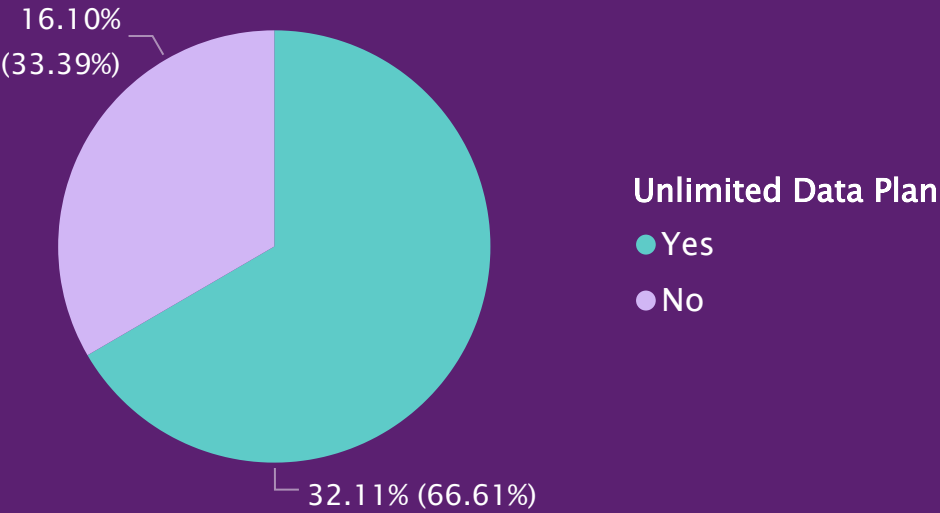
Churn Category	Churned customers
Competitor	805
Attitude	287
Dissatisfaction	286
Price	200
Other	191
Total	1769

Churn Rate by Avg. Monthly GB Use and Unlimited Data Plan

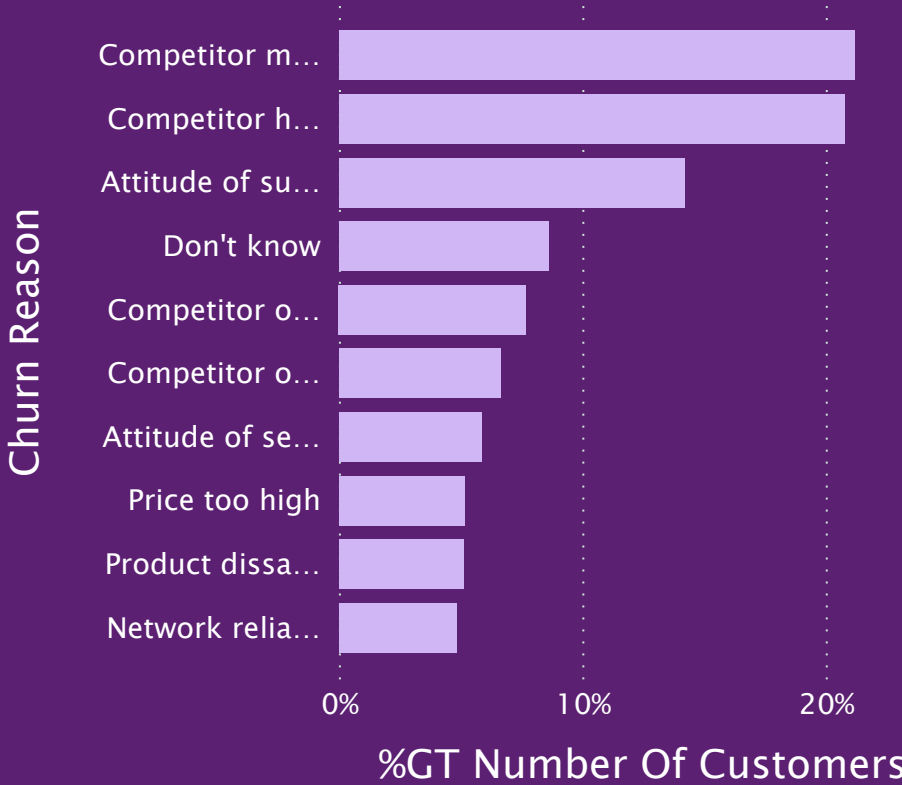
Unlimited D... ● No ● Yes



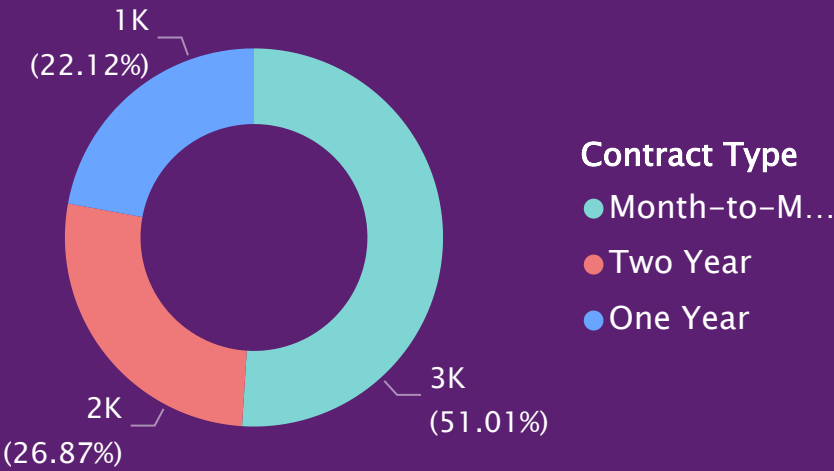
Churn Rate by Unlimited Data Plan



% Customers by Churn Reason



Number Of Customers by Contract Type



Databel Customer Churn : Customer Demographics

Account Length (in months)

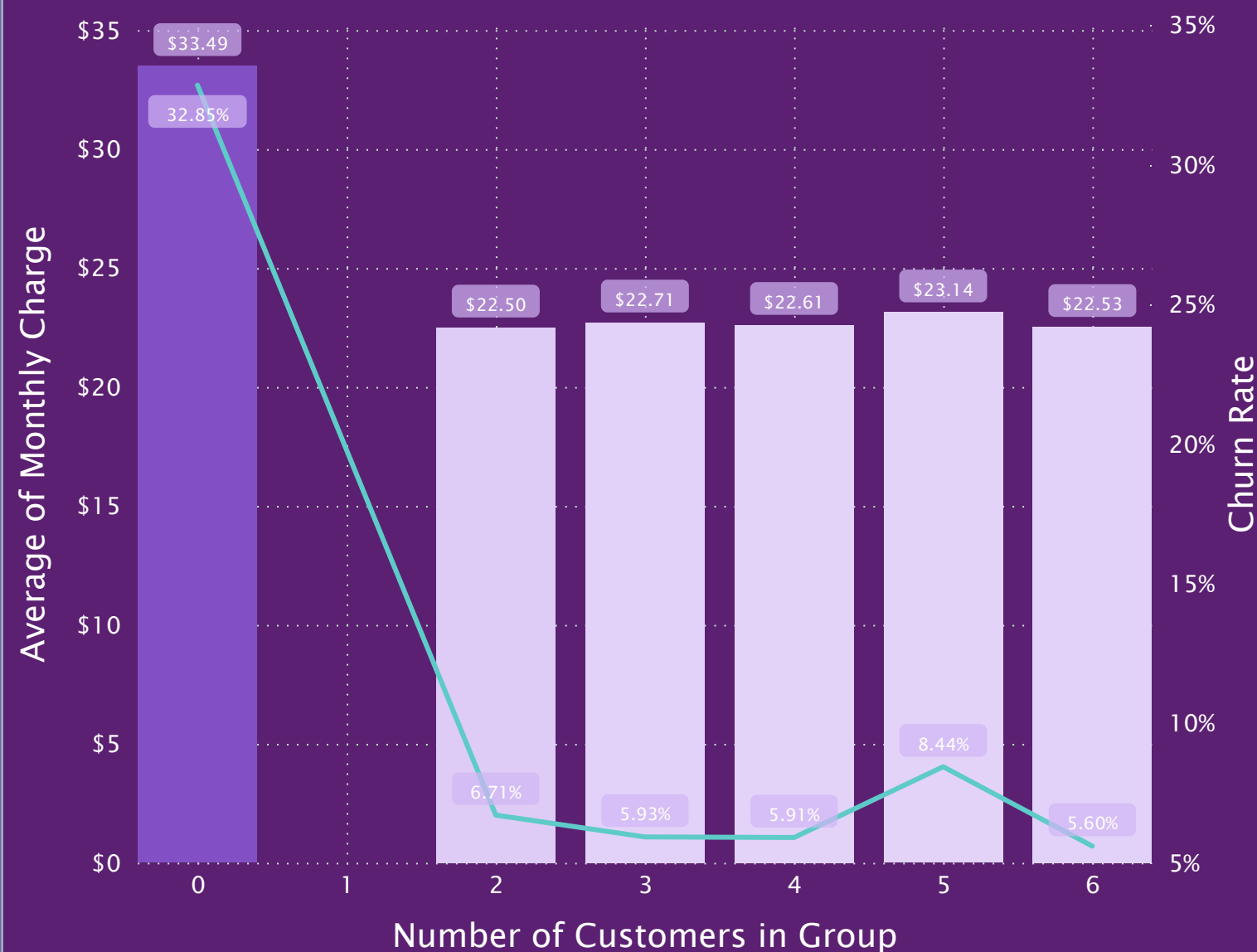
1 77



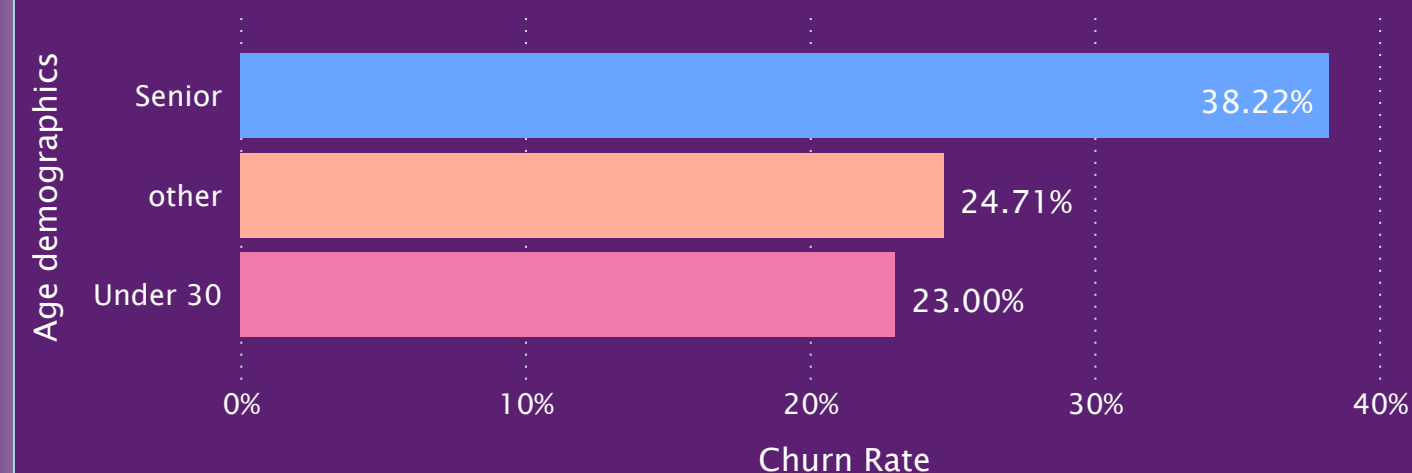
Age demographics

- ☐ other
- ☐ Senior
- ☐ Under 30

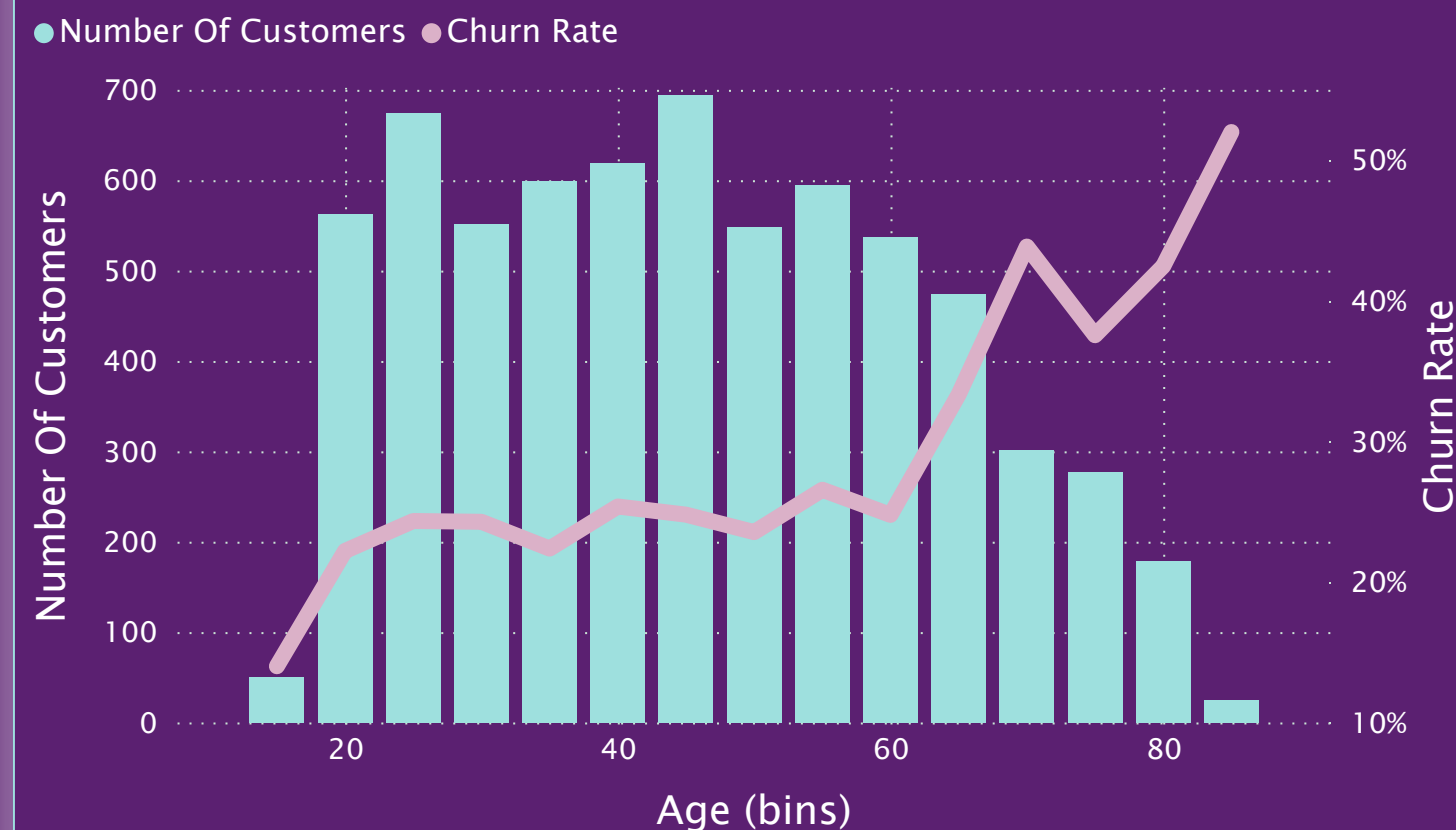
Avg. Monthly Charge by Num. of Customers in Group



Churn Rate by demographic



Churn Rate By Age (bins)



Databel Customer Churn : Payment & Contract

6123

Customer Service Calls

0.92

AVG Customer Service Calls

Intl Active no	yes	Total
No	20.01%	71.19%
Yes	40.34%	7.59%
Total	27.07%	24.88%

Payment Method

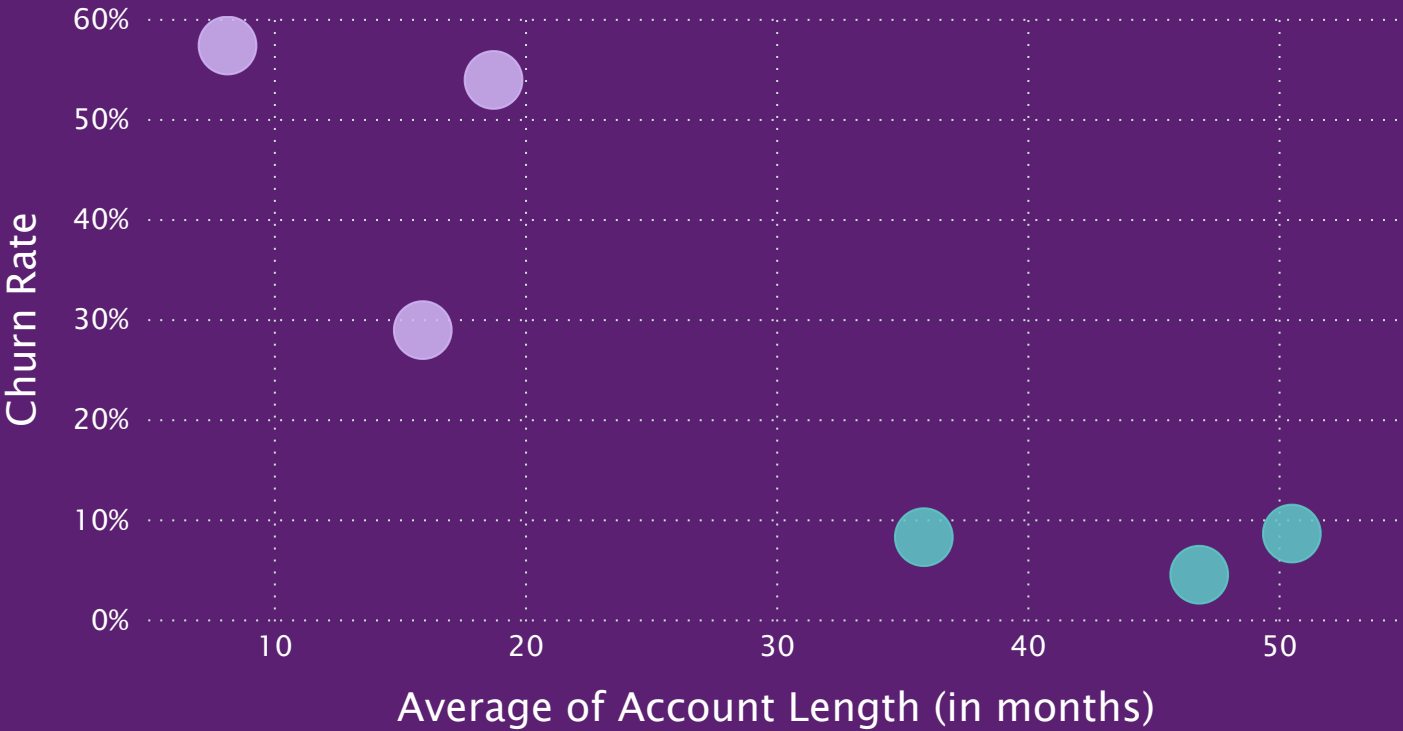
- ☐ Credit Card
- ☐ Direct Debit
- ☐ Paper Check

Contract categ...

- ☐ Monthly
- ☐ Yearly

Average of Account Length (in months) and Churn Rate by Payment Method and Contract category

Contract category



Number Of Customers by Contract Type



Monthly

46.29%
Churn Rate

Yearly

6.62%
Churn Rate