

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6418

Total Customers

411

New Joiners

1732

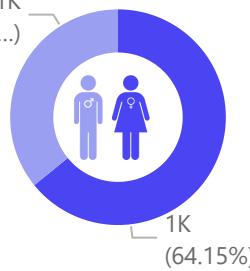
Total Churn

27.0%

Churn Rate



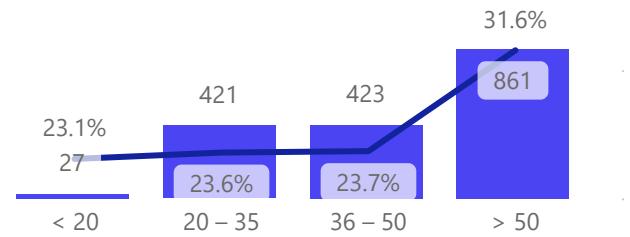
Total Churn by Gender



DEMOGRAPHIC

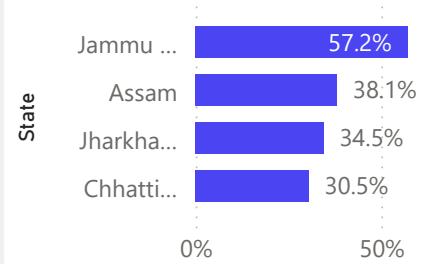
Total Churn and Churn Rate by Age Group

● Total Churn ● Churn Rate



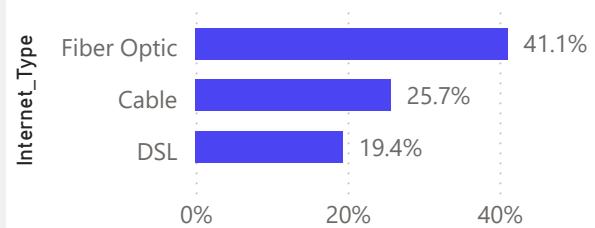
GEOGRAPHIC

Churn Rate by State

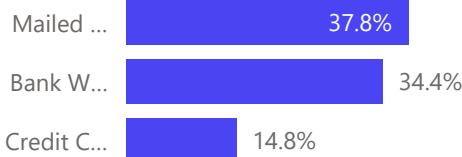


SERVICES USED

Churn Rate by Internet Type (Top 5)



Churn Rate by Payment Method



ACCOUNT INFO

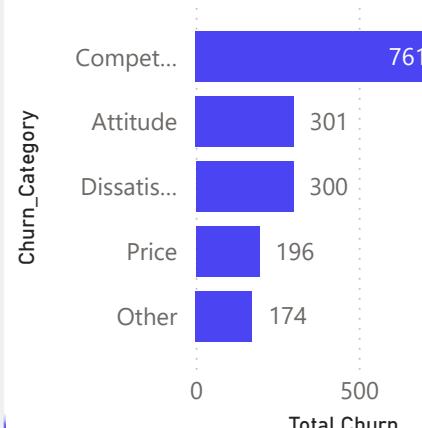
Count of Customer ID and Churn Rate by Tenure Group

● Count of Customer_ID ● Churn Rate

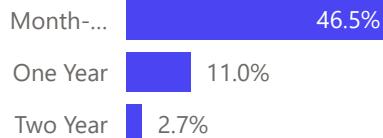


CHURN DISTRIBUTION

Total Churn by Churn Category



Churn Rate by Contract



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
Service dissatisfaction	61
Product dissatisfaction	71
Price too high	72
Poor expertise of phone support	12
Poor expertise of online support	30
<u>Others</u>	0
Total	1732

CHURN ANALYSIS - PREDICTION

Summary

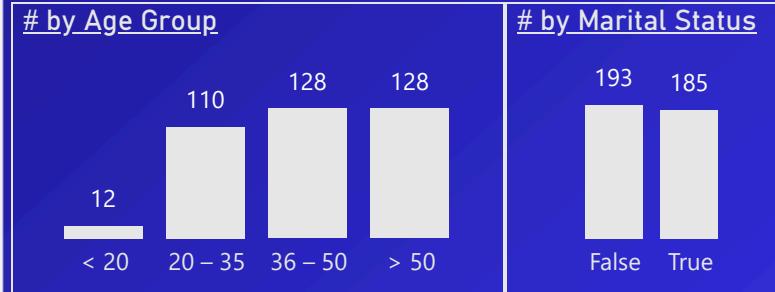
PREDICTED CHURNER PROFILE

245 133

Female



Male



by Tenure Group



by Payment Method



by State

Uttar Pra...	45
Maharash...	39
Tamil Nadu	37
Karnataka	30
Andhra P...	24
Bihar	23
Haryana	23
Telangana	20
West Ben...	20
Gujarat	18
Madhya ...	17
Punjab	16
Rajasthan	13
Assam	9
Odisha	9
Jharkhand	8
Delhi	7
Jammu &...	7
Kerala	5

by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
85027-KAR	19.75	21.36	0.00	14
51597-MAD	19.90	21.40	0.00	10
33773-UTT	20.60	22.08	0.00	3
86703-WES	20.65	22.12	0.00	14
42768-TAM	19.40	22.25	0.00	13
53449-MAH	19.90	22.28	0.00	8
86315-TAM	20.95	23.24	0.00	6
92527-KAR	20.05	23.28	0.00	7
71564-KAR	19.05	24.07	0.00	6
18415-KAR	19.10	24.12	0.00	7
82118-JAM	24.20	24.20	0.00	3
27553-UTT	20.30	24.39	0.00	0
77658-AND	24.40	24.40	0.00	0
99488-KAR	24.40	24.40	0.00	10
16244-UTT	19.55	24.65	0.00	5
68826-MAH	24.70	24.70	0.00	14
53764-WES	24.90	24.90	0.00	10
94305-KAR	19.75	25.07	0.00	5
92228-BIH	25.15	25.15	0.00	10
74033-ASS	25.25	25.25	0.00	15
28266-JAM	25.35	25.35	0.00	6