

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6418

Total Customers

411

New Joiners

1732

Total Churn

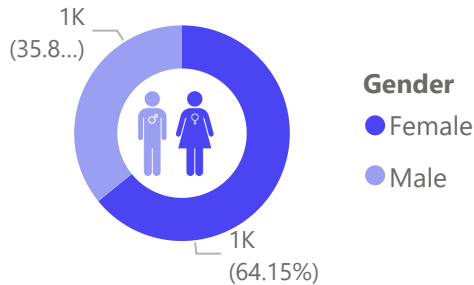
27.0%

Churn Rate

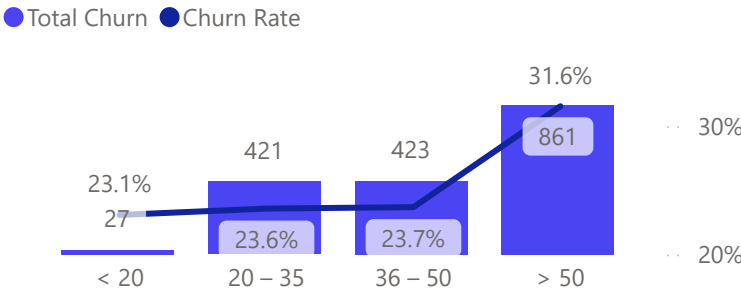


DEMOGRAPHIC

Total Churn by Gender

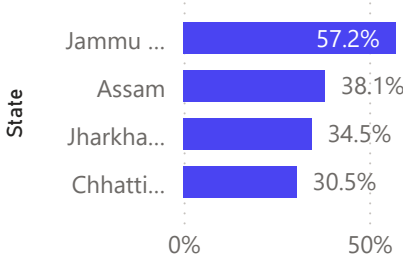


Total Churn and Churn Rate by Age Group



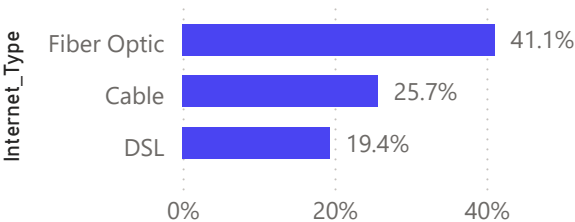
GEOGRAPHIC

Churn Rate by State



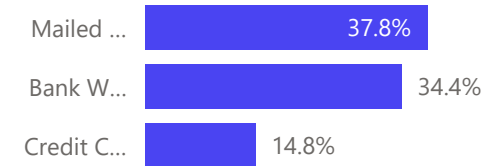
SERVICES USED

Churn Rate by Internet Type (Top 5)

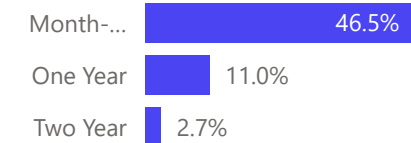


ACCOUNT INFO

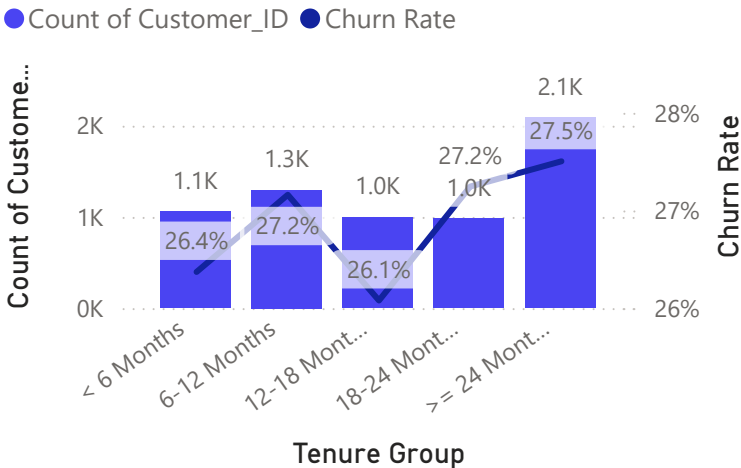
Churn Rate by Payment Method



Churn Rate by Contract

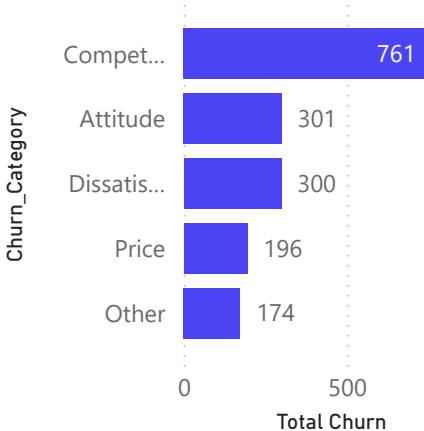


Count of Customer ID and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

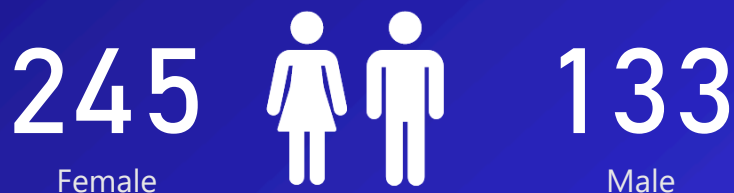
Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%

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
Others	0
Total	1732

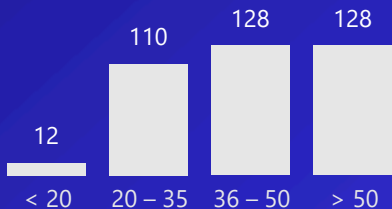
CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE



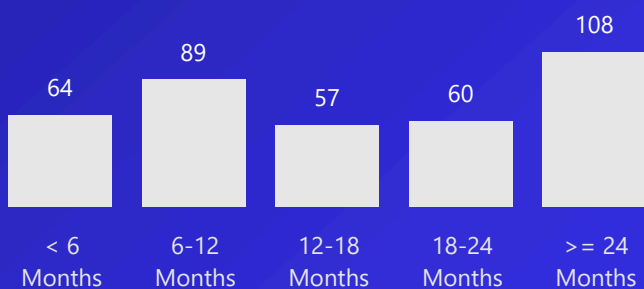
by Age Group



by Marital Status



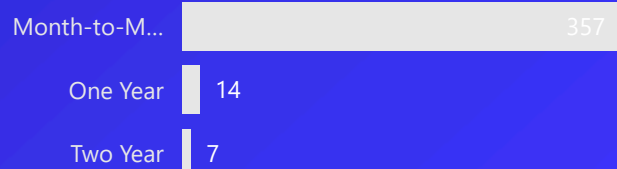
by Tenure Group



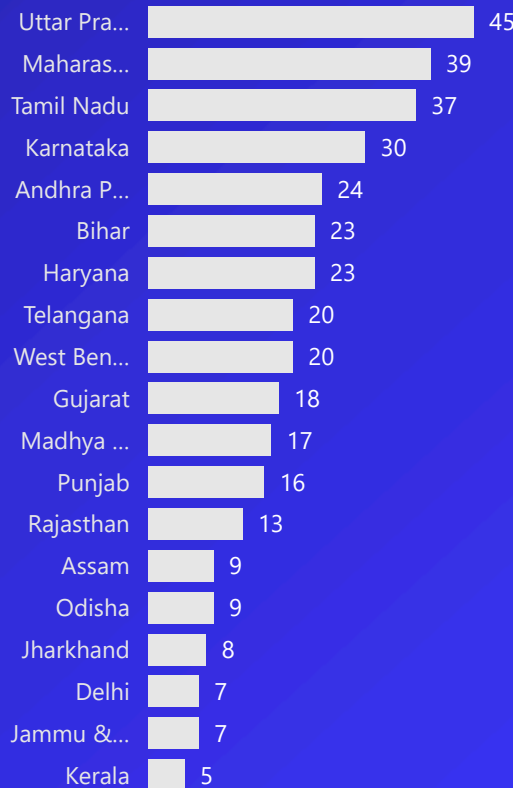
by Payment Method



by Contract



by State



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