

Analyzing customer churn in Telco business

6687

Count of Customer ID

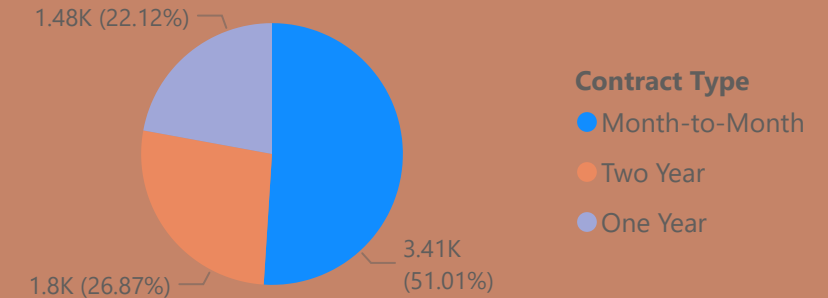
1796

Sum of Churned

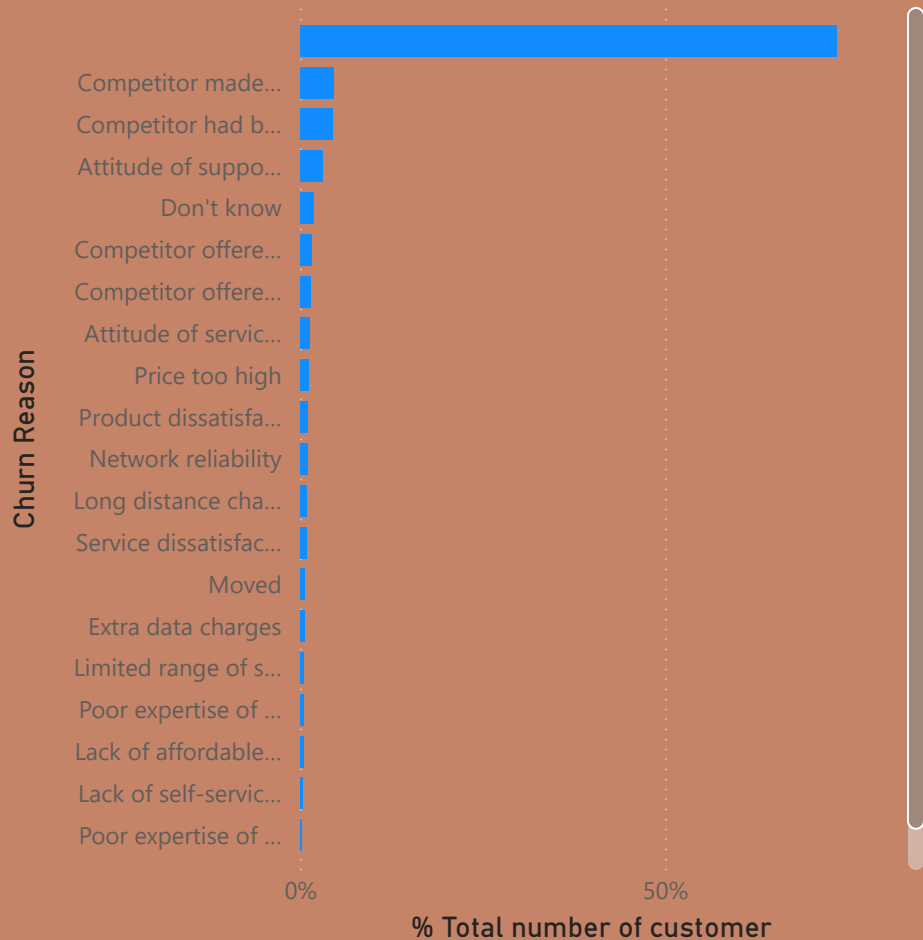
26.86%

Churn rate

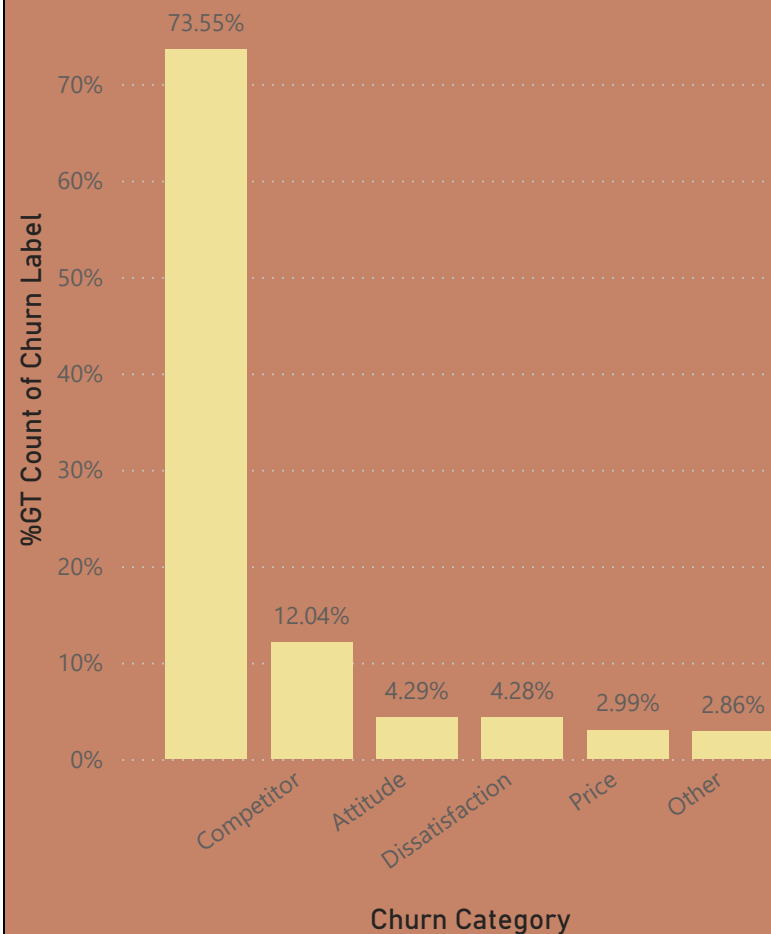
Count of Customer ID by Contract Type



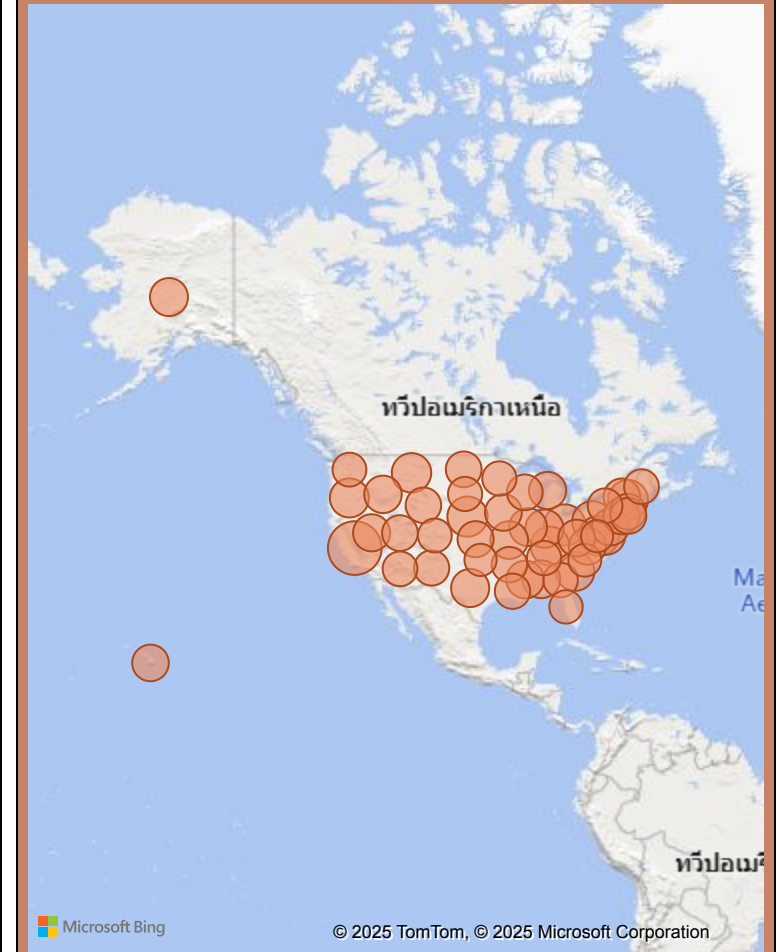
Churn reasons



Count of Churn Label by Churn Category



Churn rate by State



6687

Count of Customer ID

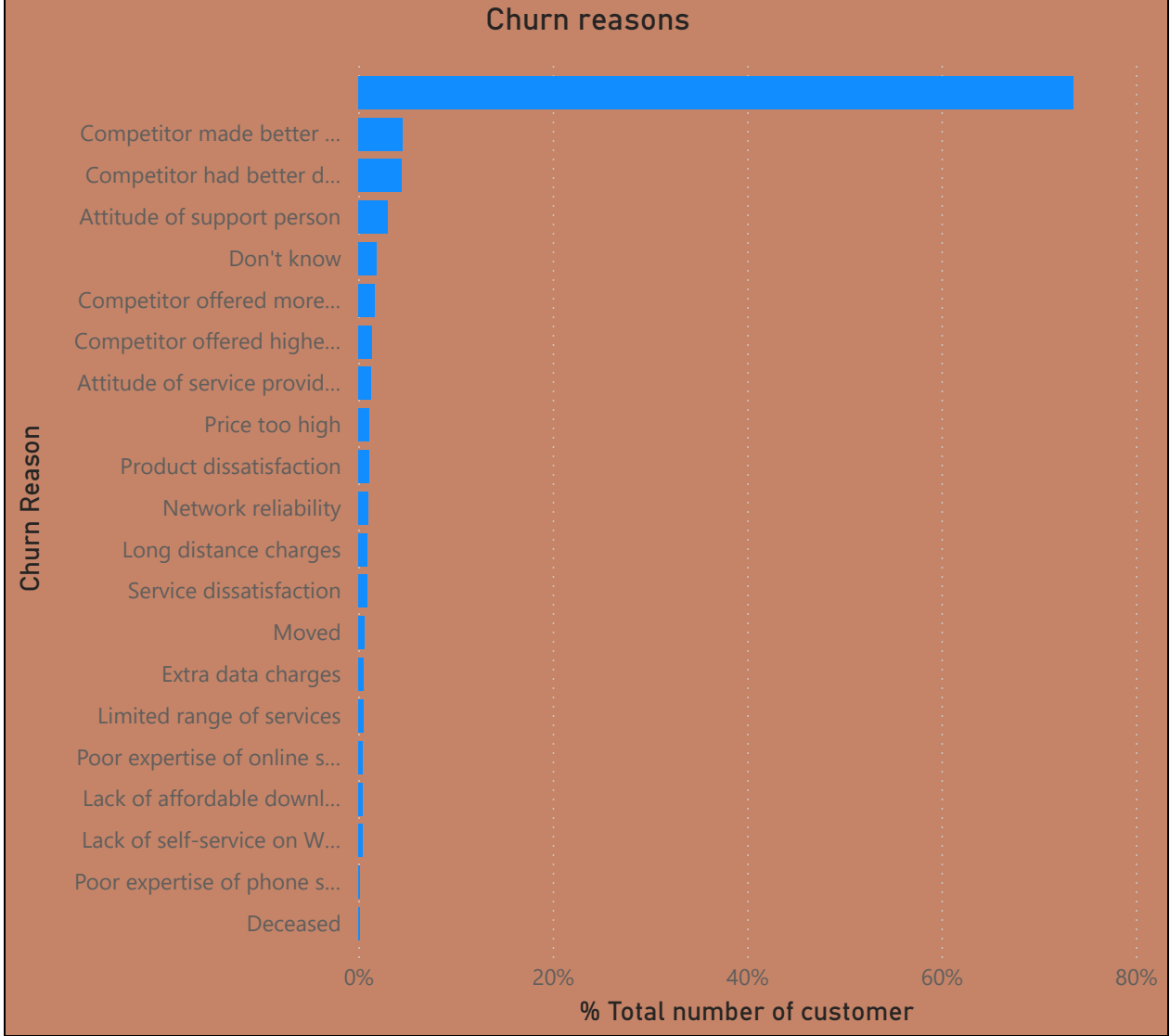
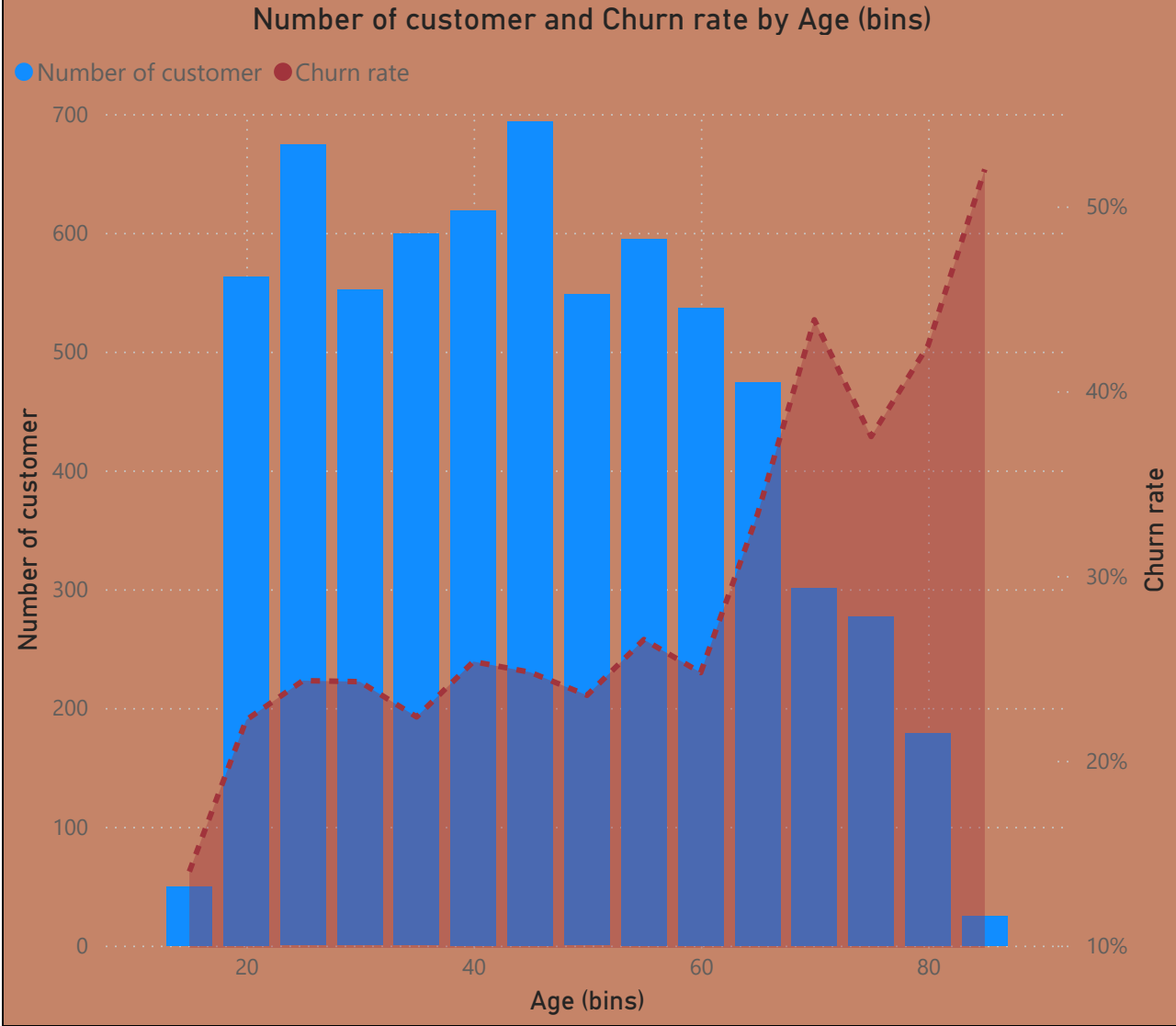
1796

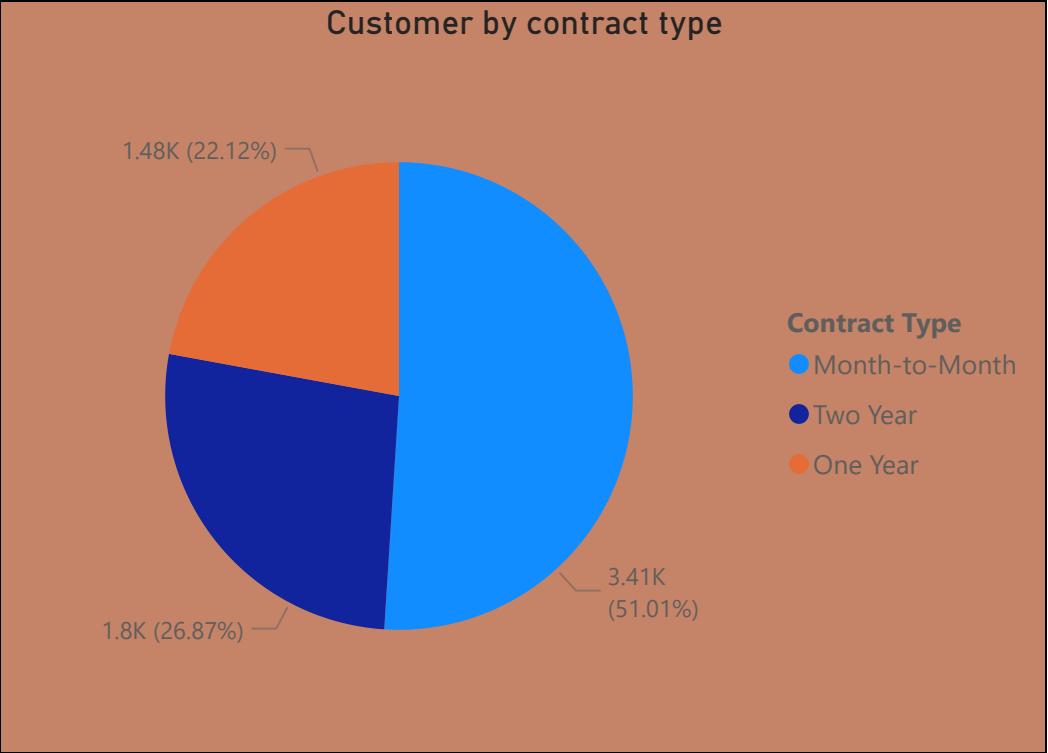
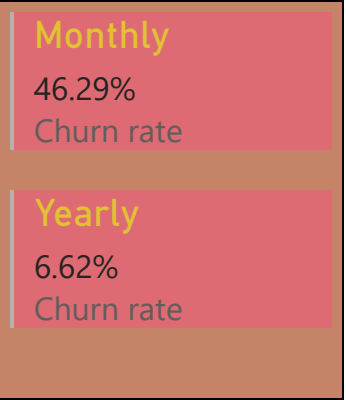
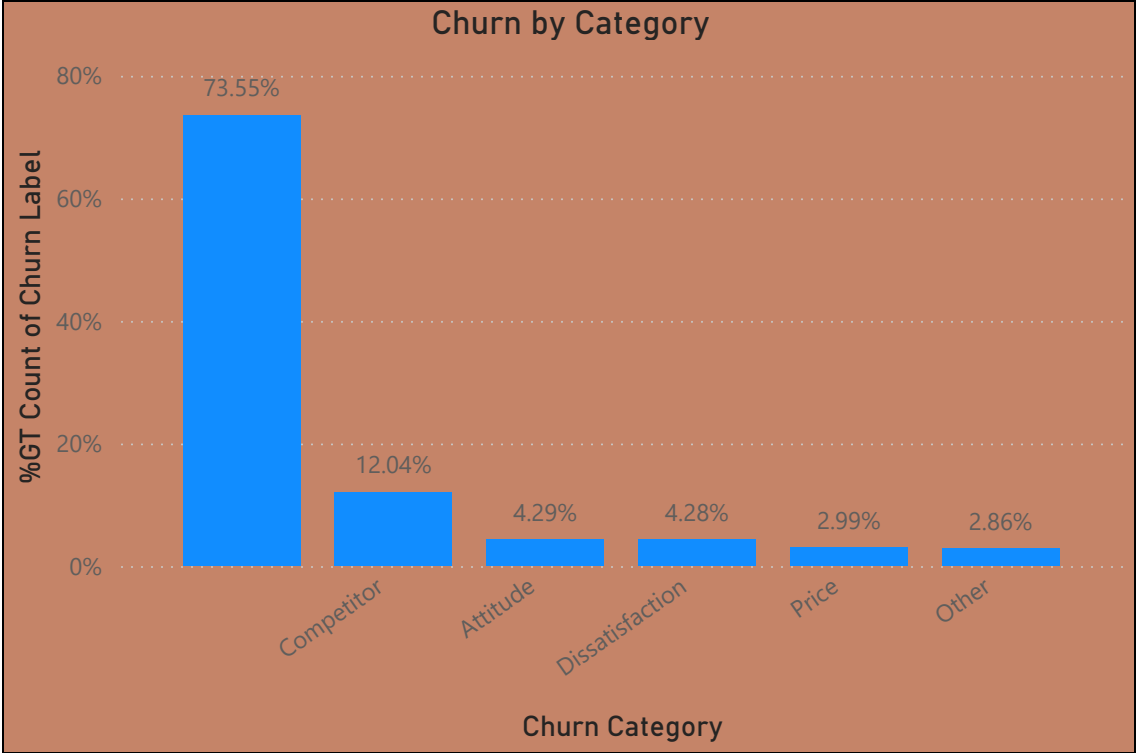
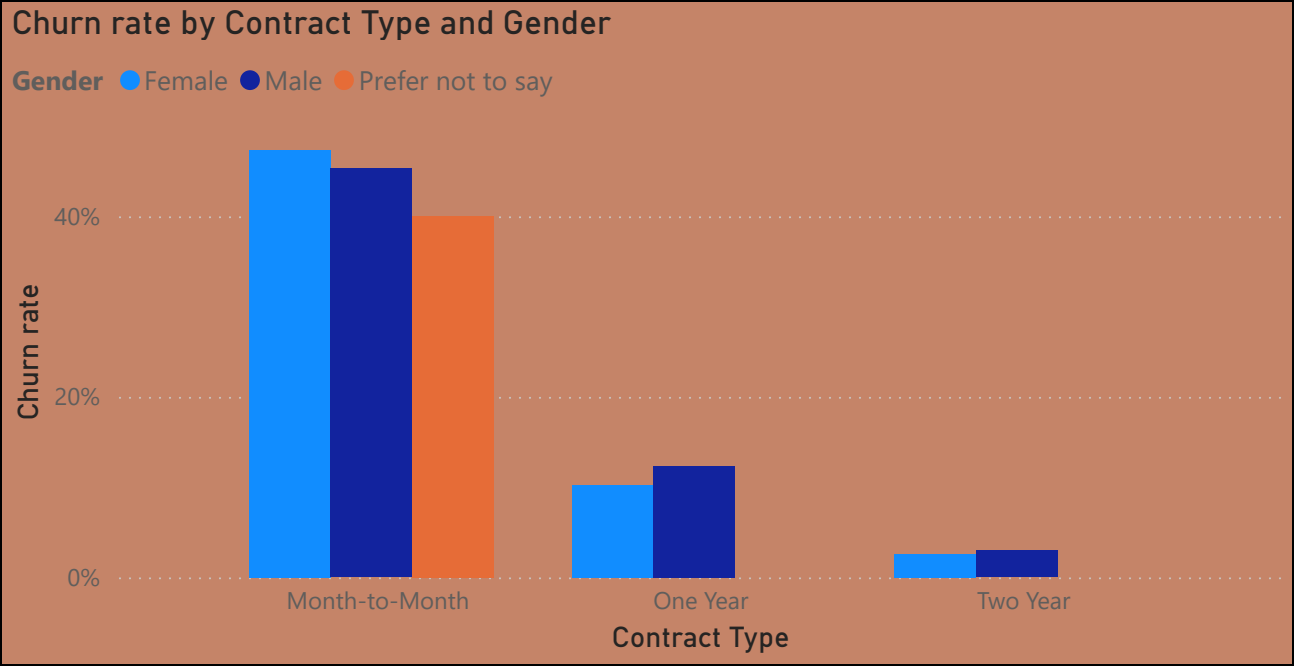
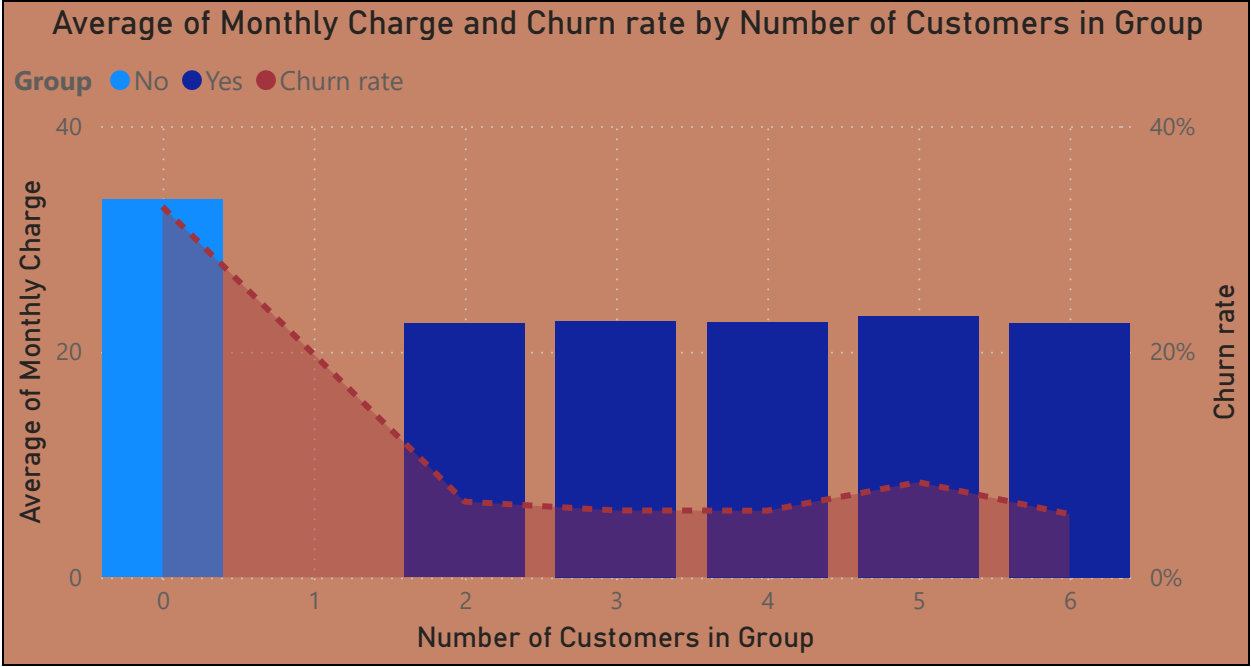
Sum of Churned

26.86%

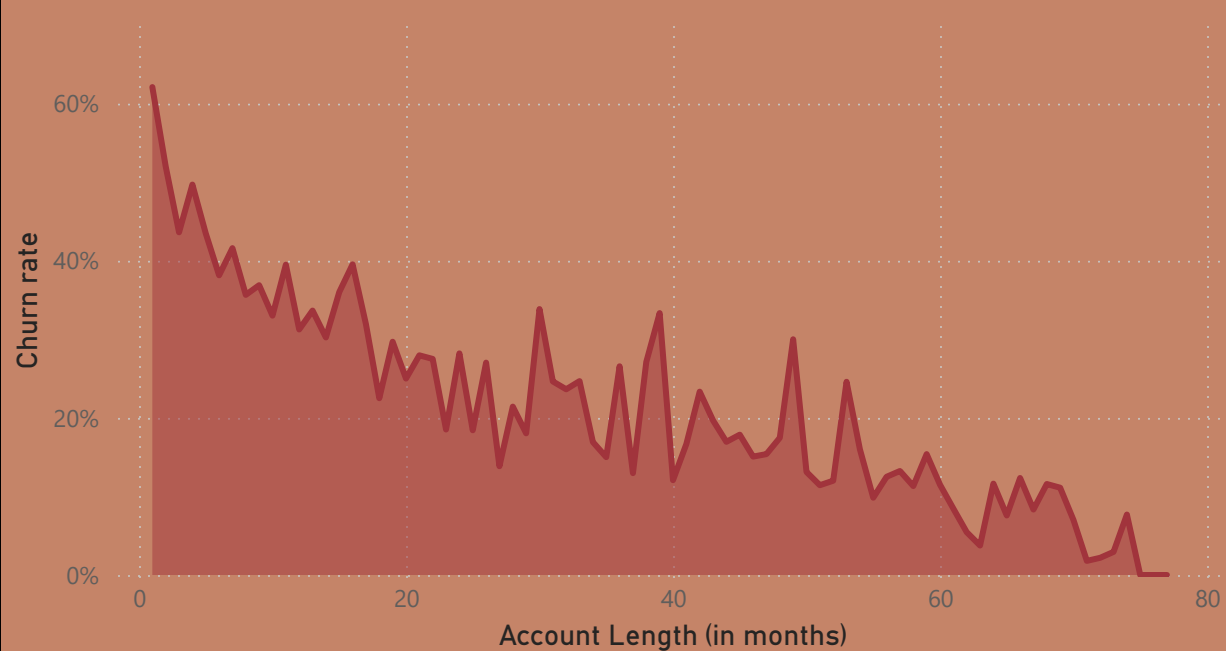
Churn rate

Senior	Under 30	Churn rate
No	No	24.54%
No	Yes	23.00%
Yes	No	38.46%
Total		26.86%

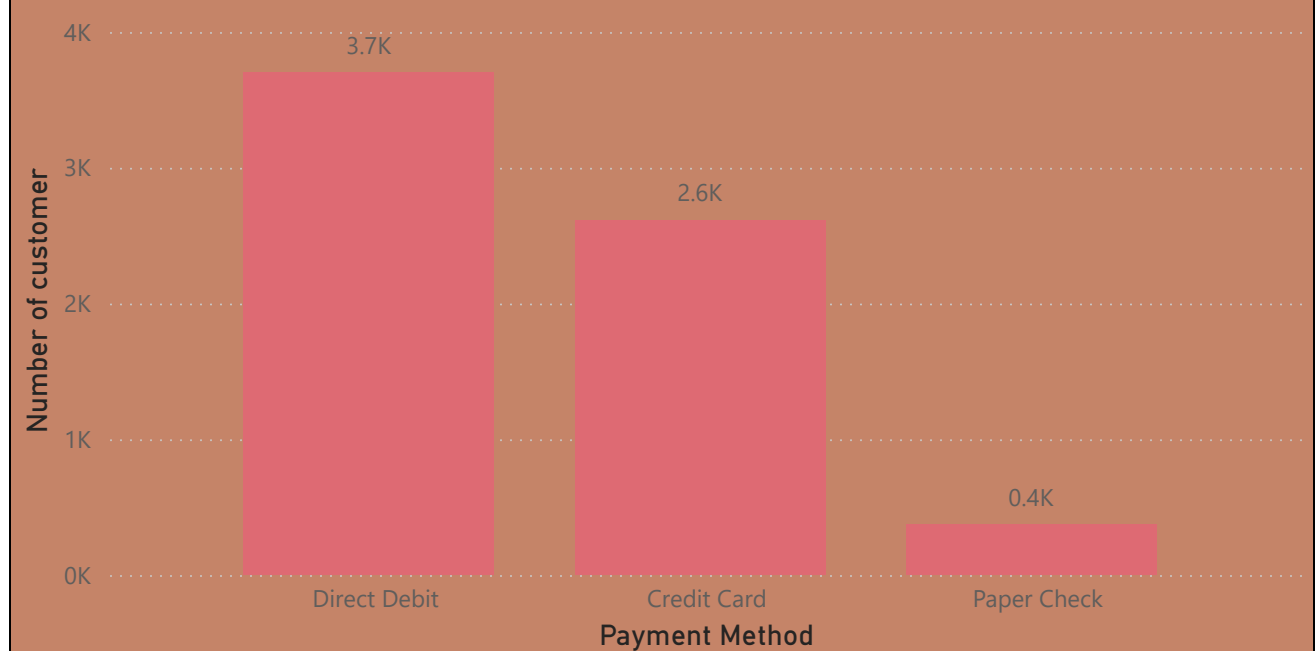




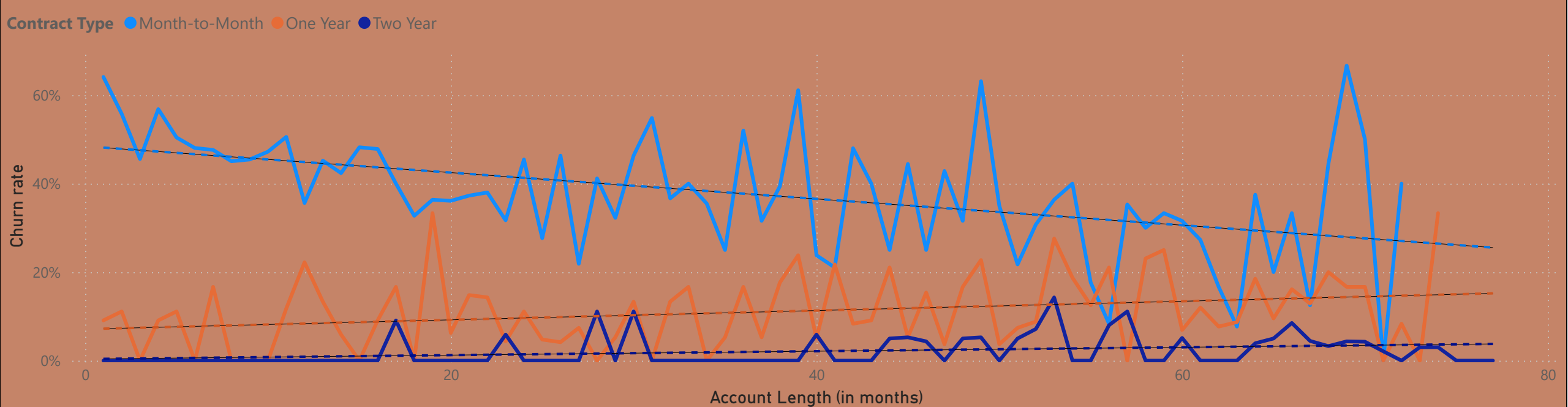
Churn rate by Account Length (in months)

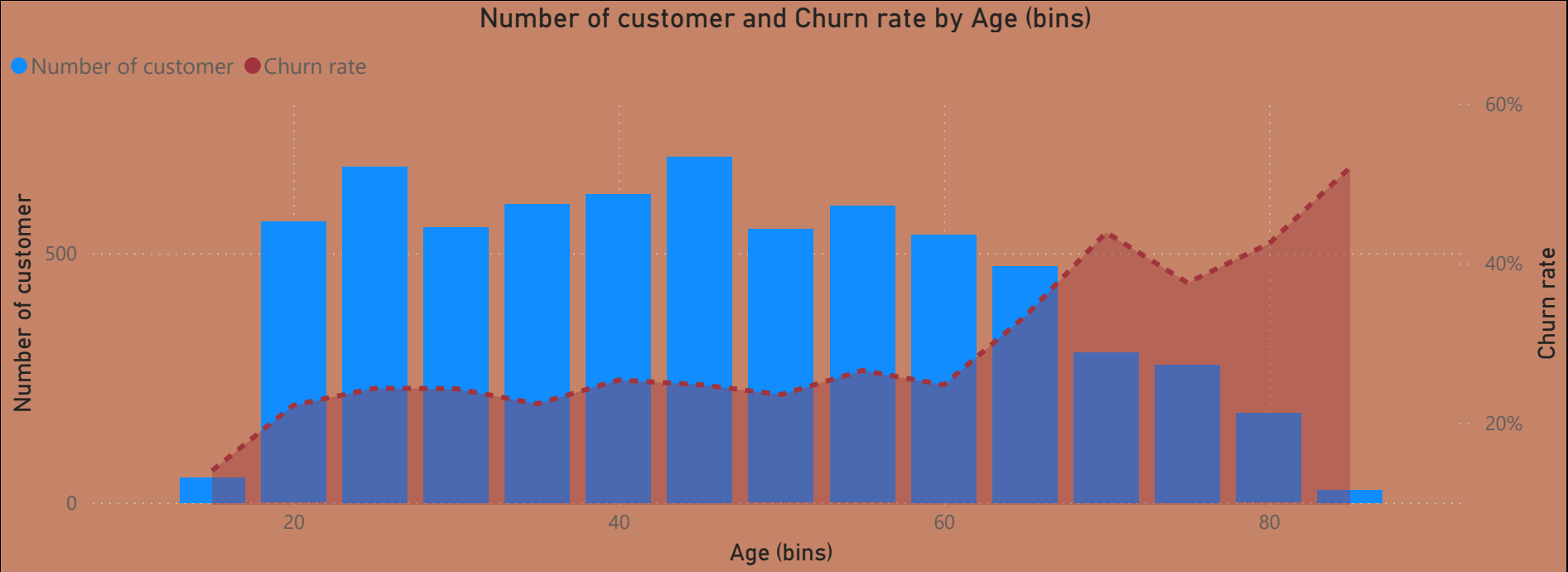


Number of customer and Churn rate by Payment Method



Churn rate by Account Length (in months) and Contract Type

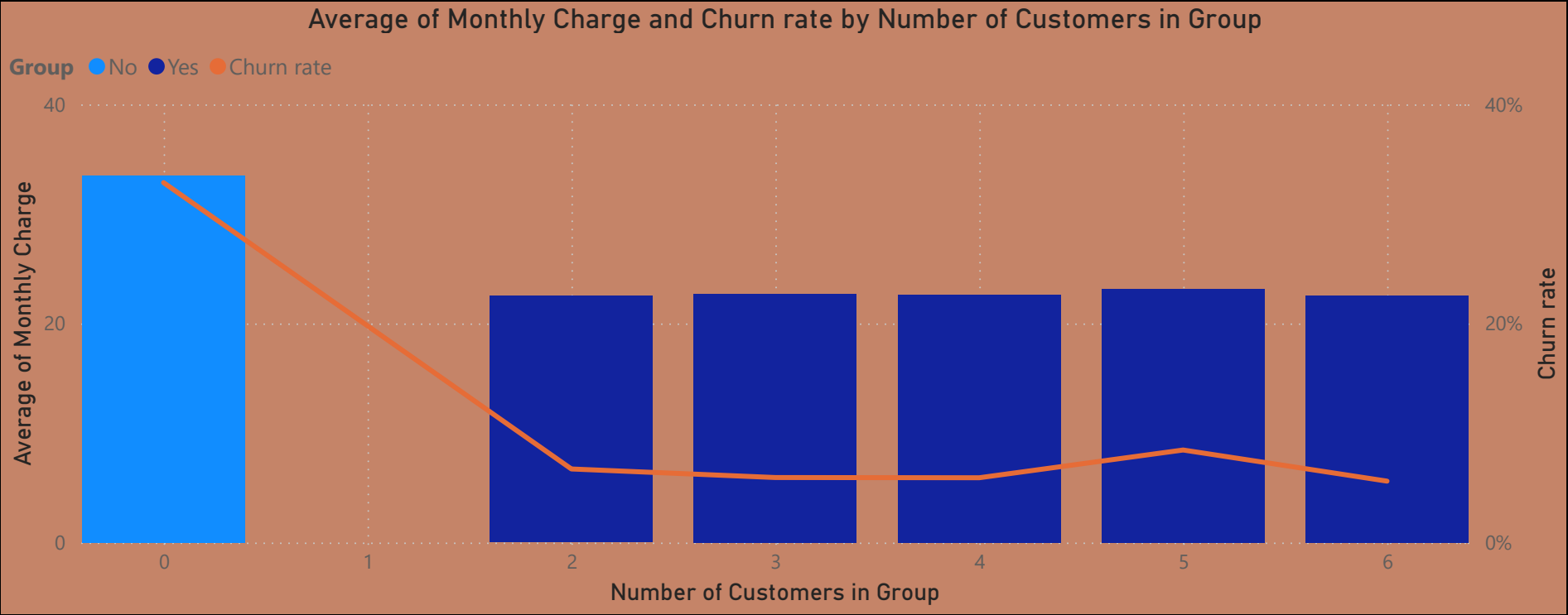




Account Length (in months) ✓

1 77

○ — ○



6123

Sum of Customer Service Calls

91.57%

Avg customer service calls

Contract category, Payment Method

Monthly

Credit Card

Direct Debit

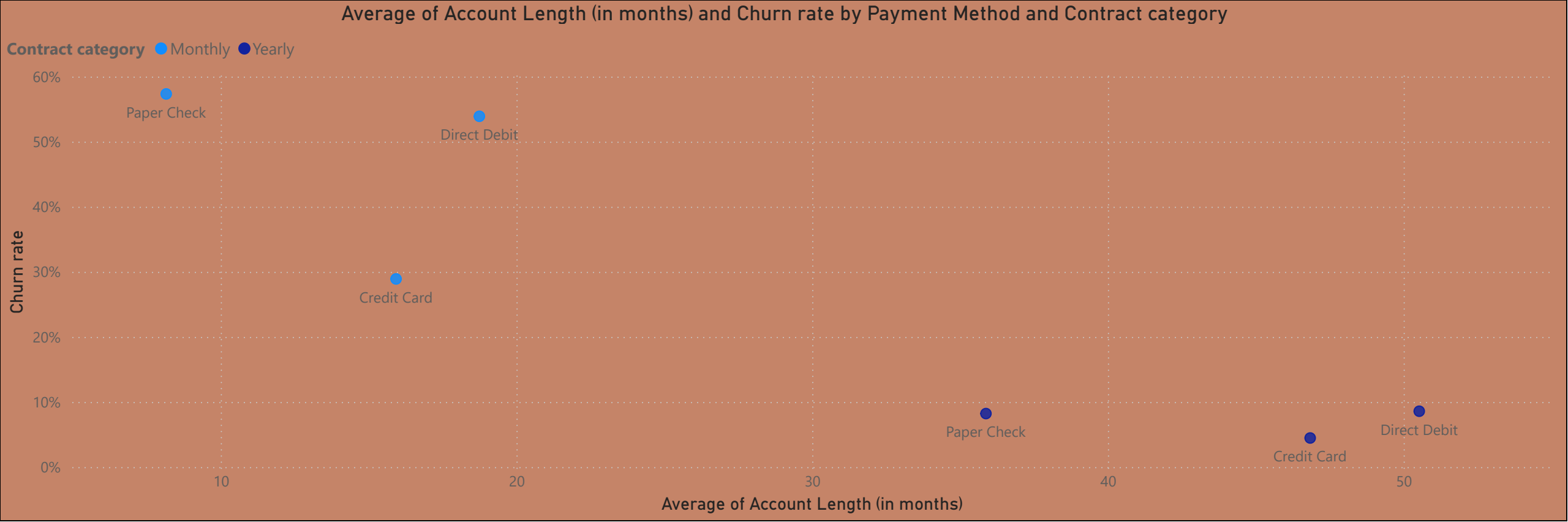
Paper Check

Yearly

Credit Card

Direct Debit

Paper Check



Number of customer Churn rate Unlimited Data Plan

2193 16.10% No

4494 32.11% Yes

6687 26.86%

Churn rate by Group consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

Group consumption

Between 10 and 20 GB

Less than 10 GB

20 or more

0%

20%

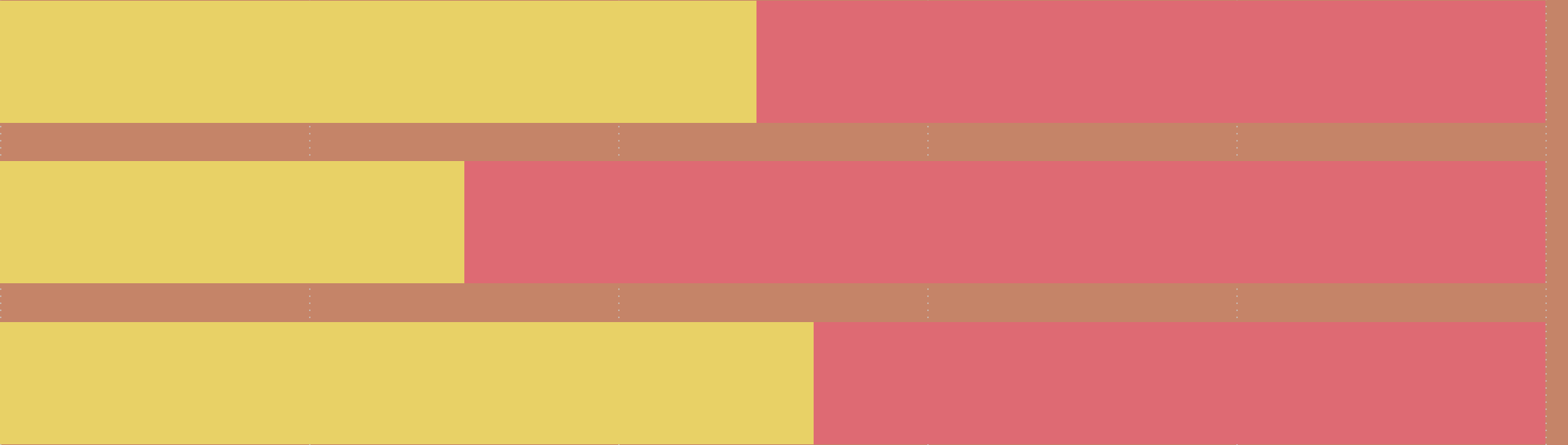
40%

60%

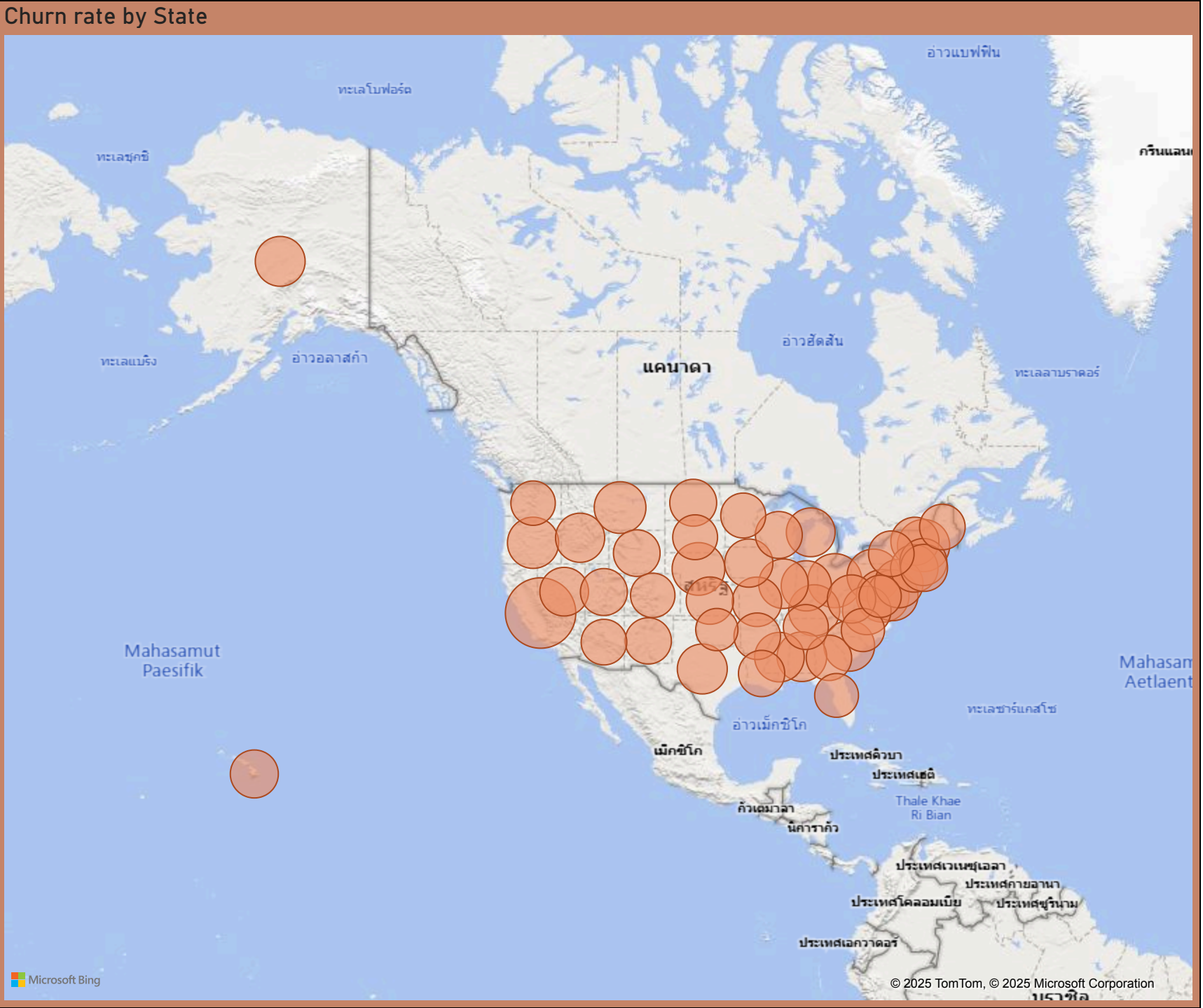
80%

100%

Churn rate



Intl Active		no	yes	Total
No		20.01%	71.19%	22.21%
Yes		40.34%	7.59%	34.31%
Total		27.07%	24.88%	26.86%



33.64

Avg extra inter charges

3.37

Avg extra data charge

Churn rate by Group consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

