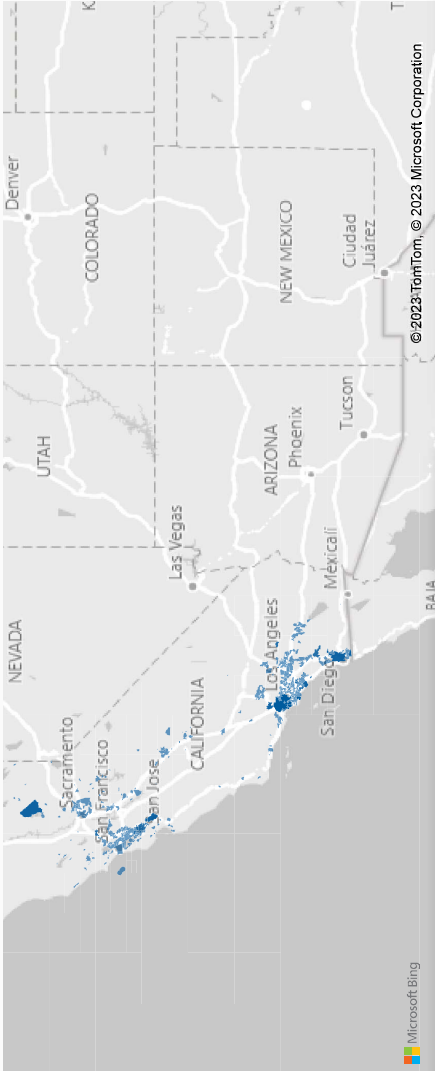


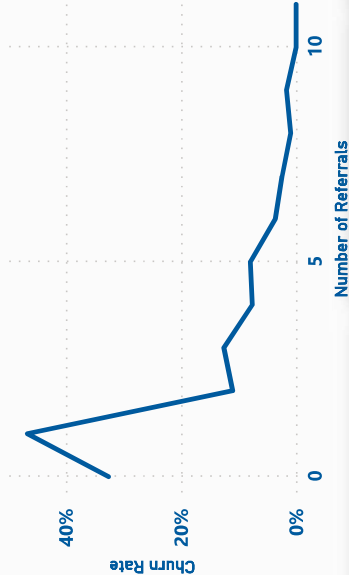
Churn Rate by City



Churn Reason

Churn Category	Churn Reason	Churned Customer
Competitor	Competitor had better devices	313
Competitor	Competitor made better offer	311
Attitude	Attitude of support person	220
Other	Don't know	130
Competitor	Competitor offered more data	117
Competitor	Competitor offered higher download speeds	100
Attitude	Attitude of service provider	94
Price	Price too high	78
Dissatisfaction	Product dissatisfaction	77
Dissatisfaction	Network reliability	72
Price	Long distance charges	64
Total		1869

Churn Rate by Number of Referrals



16.59% of Churned Customers used premium Tech Support, 83.41% don't.



90.9% of Churned Customers used Phone Service, 9.10% don't.



45.48% of Churned Customers owned Multiple Lines, 54.52% don't.



15.78% of Churned Customers used Online Security, 84.22% don't.



43.77% of Churned Customers Streamed Movies, 56.23% don't.



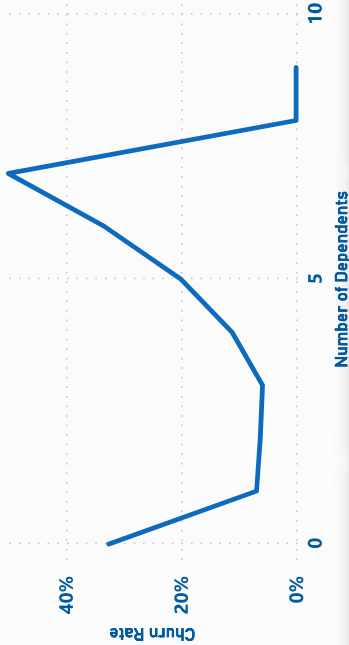
38.95% of Churned Customers Streamed Music, 61.05% don't.



80.36% of Churned Customers subscribed to Unlimited Data, 19.64% don't.



Churn Rate by Number of Dependents



Churn Rate by Avg Monthly GB Download

