

CHURN ANALYSIS - SUMMARY

Monthly Charge Range
> 100

Married
All

824

Total Customers

3

New Joiners

234

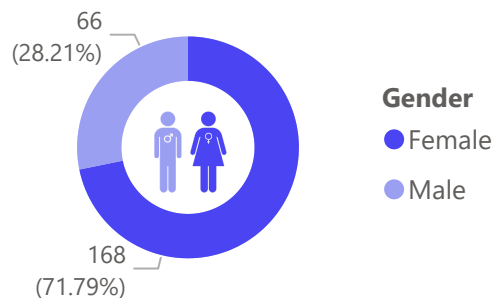
Total Churn

28.4%

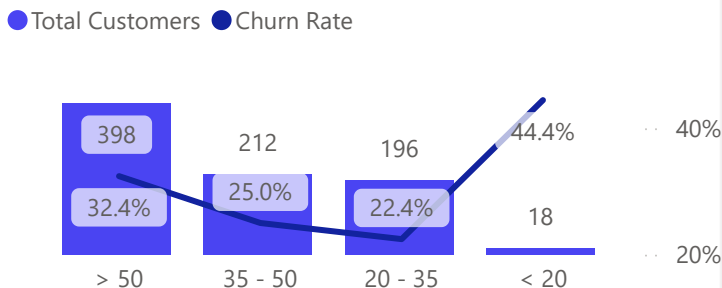
Churn Rate



Total Churn by Gender

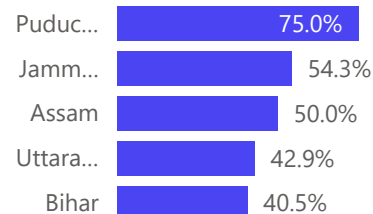


Total Customers and Churn Rate by Age Group



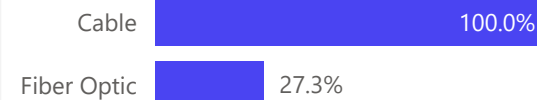
GEOGRAPHIC

Churn Rate by State



SERVICES USED

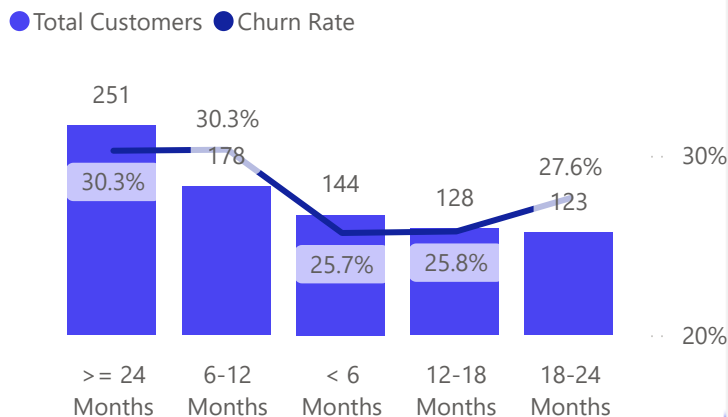
Churn Rate by Internet Type



Churn Rate by Payment Method

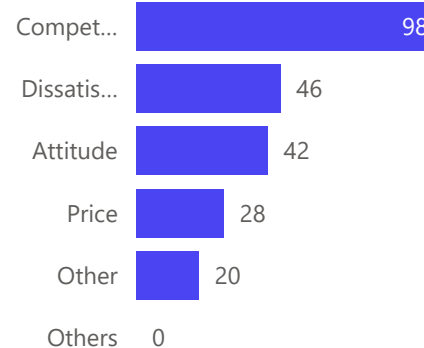


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn By Services

Services	No	Yes
Device_Protection_Plan	24.4%	75.6%
Internet_Service		100.0%
Multiple_Lines	10.7%	89.3%
Online_Backup	34.2%	65.8%
Online_Security	71.4%	28.6%
Paperless_Billing	15.8%	84.2%
Phone_Service		100.0%
Premium_Support	61.5%	38.5%
Streaming_Movies	1.7%	98.3%

DEMOGRAPHIC

ACCOUNT INFO

Churn_Reason

To

Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

Don't know

Total