

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

> 100

Married

All

**824**

Total Customers

**3**

New Joiners

**234**

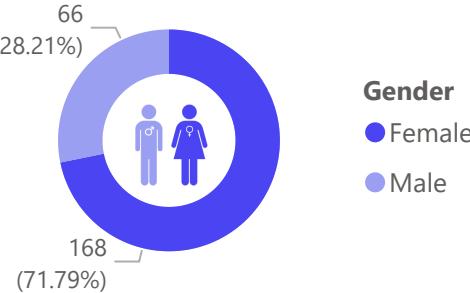
Total Churn

**28.4%**

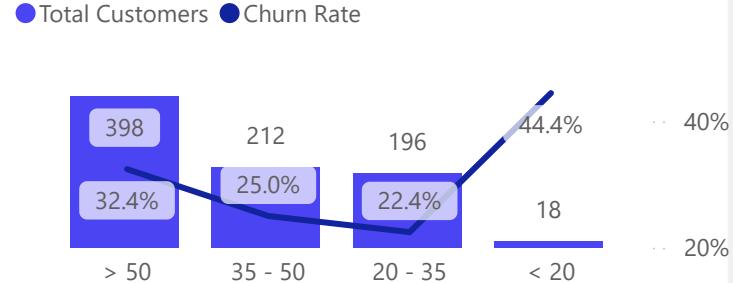
Churn Rate



Total Churn by Gender

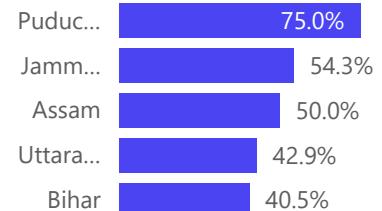


Total Customers and Churn Rate by Age Group



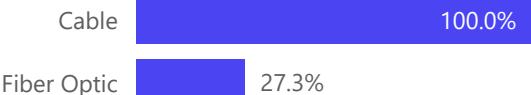
**GEOGRAPHIC**

Churn Rate by State



**SERVICES USED**

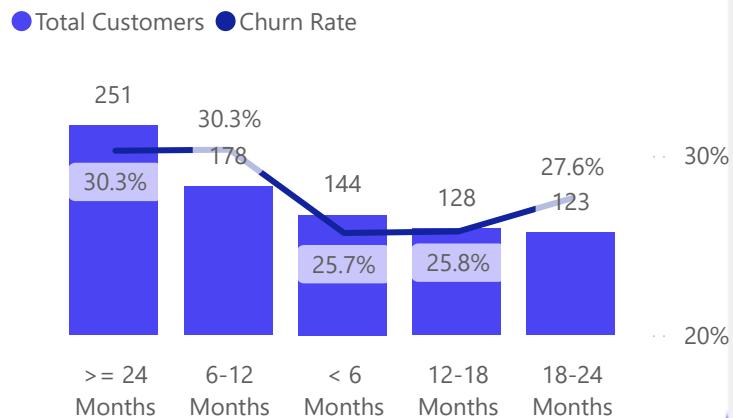
Churn Rate by Internet Type



Churn Rate by Payment Method

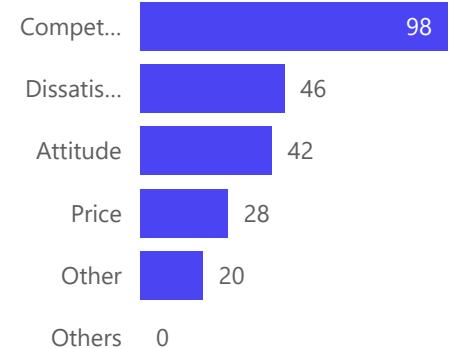


Total Customers and Churn Rate by Tenure Group

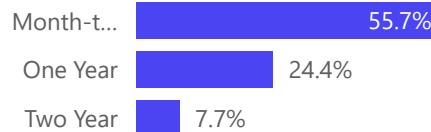


**CHURN DISTRIBUTION**

Total Churn by Churn Category



Churn Rate by Contract



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**