

CHURN ANALYSIS

Monthly Charge Ran...

All

Married

All

PREDICTION

6418

Total Customers

1732

Total Churn

26.99%

Churn Rate

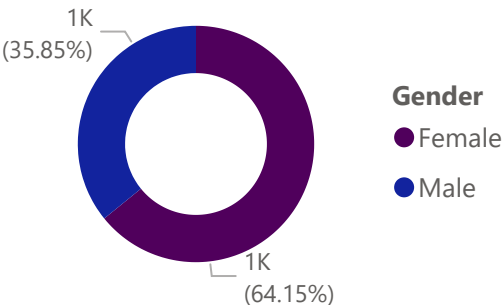
411

New Joiners

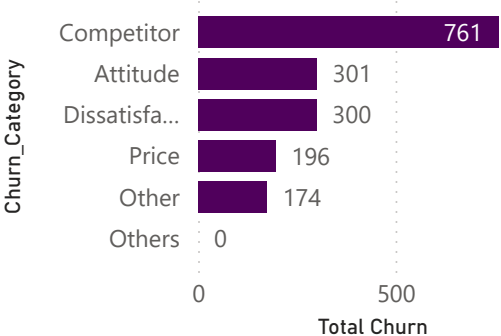
Churn by services

Services	No	Yes	Total
Device_Protection_Plan	71.02%	28.98%	100.00%
Internet_Service	6.29%	93.71%	100.00%
Multiple_Lines	54.79%	45.21%	100.00%
Total	50.06%	49.94%	100.00%

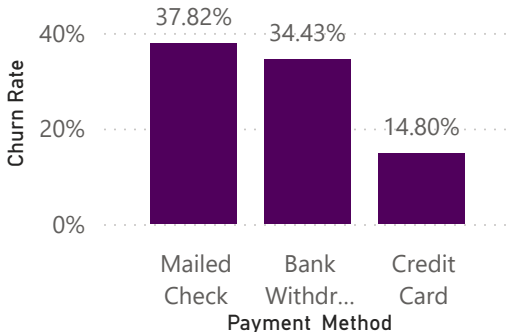
Total Churn by Gender



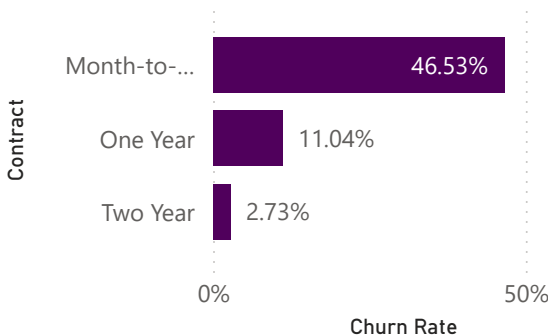
Total Churn by Churn_Category



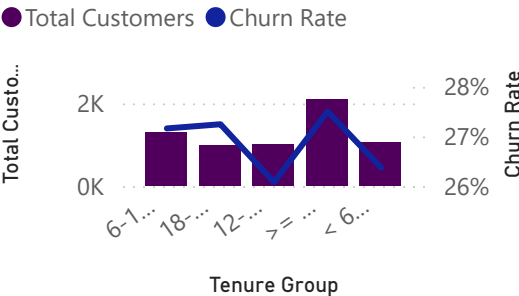
Churn Rate by Payment_Method



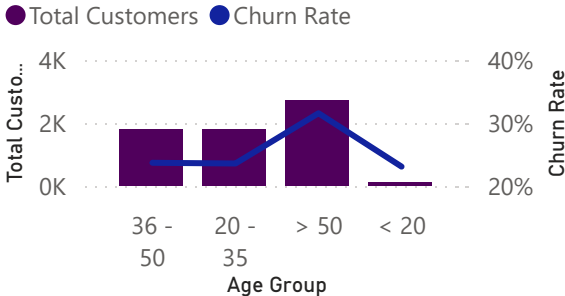
Churn Rate by Contract



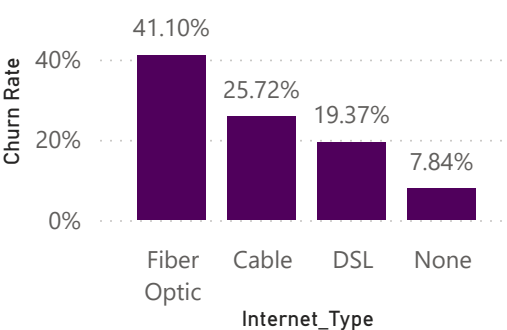
Total Customers and Churn Rate by Tenure Group



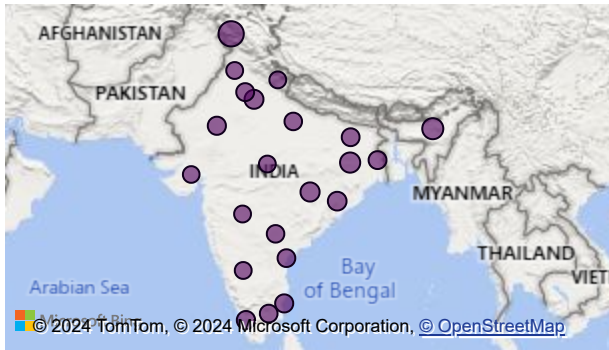
Total Customers and Churn Rate by Age Group



Churn Rate by Internet_Type



Churn Rate by State



CHURN PREDICTION

Monthly_Charge

-8.00

106.95

Married

All

ANALYSIS

376

Count Predicted Chur...

245

Female

131

Male

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
12490-TEL	74.75	236.76	38.84	9
24754-AND	69.55	171.41	33.80	0
66766-UTT	74.95	189.72	27.60	6
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
Total	15,733.40	41,790.86	100.24	2739

