

6687

Unique customers

6687

Total customers

There are no duplicates in the data

1796

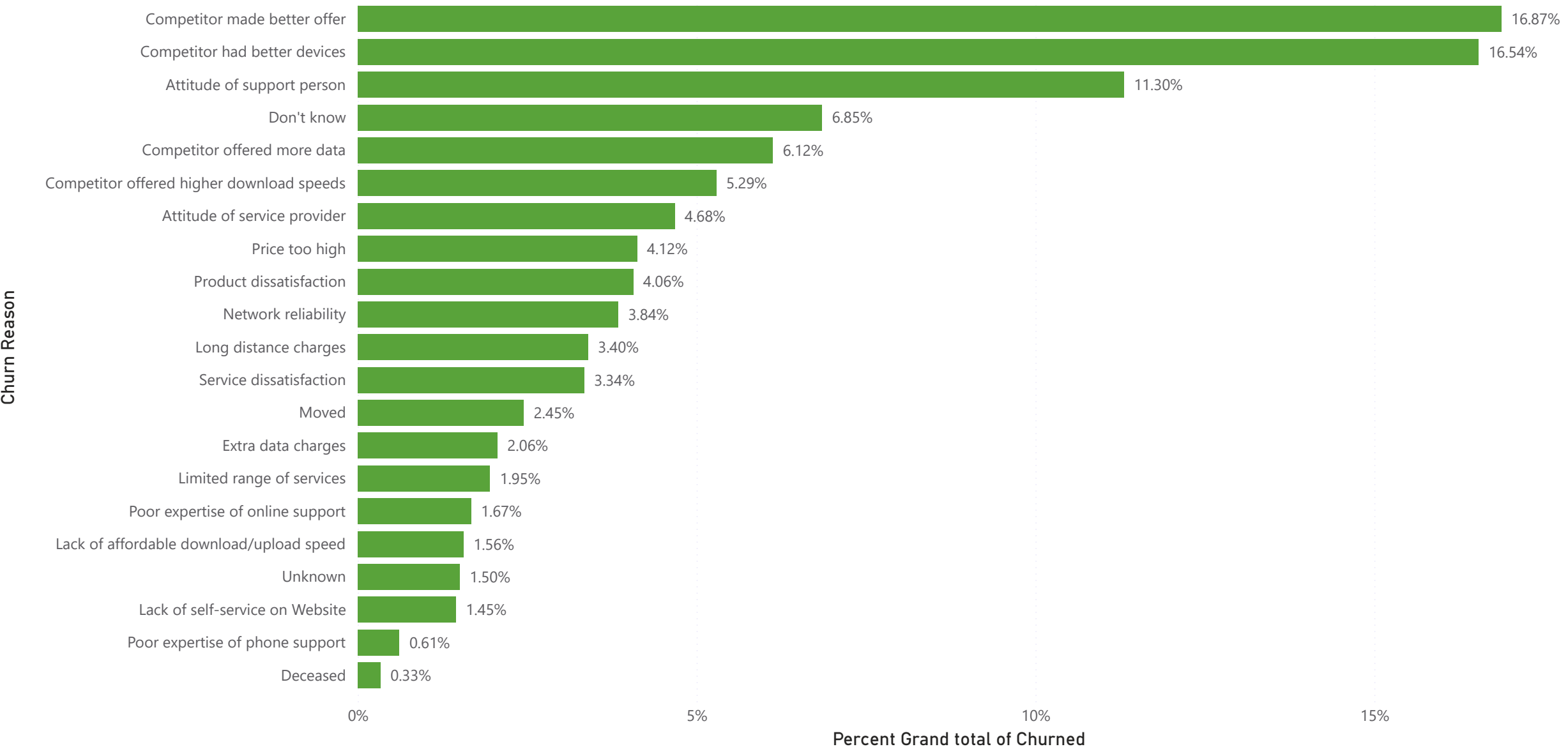
Churned

26.86%

Churned Rate

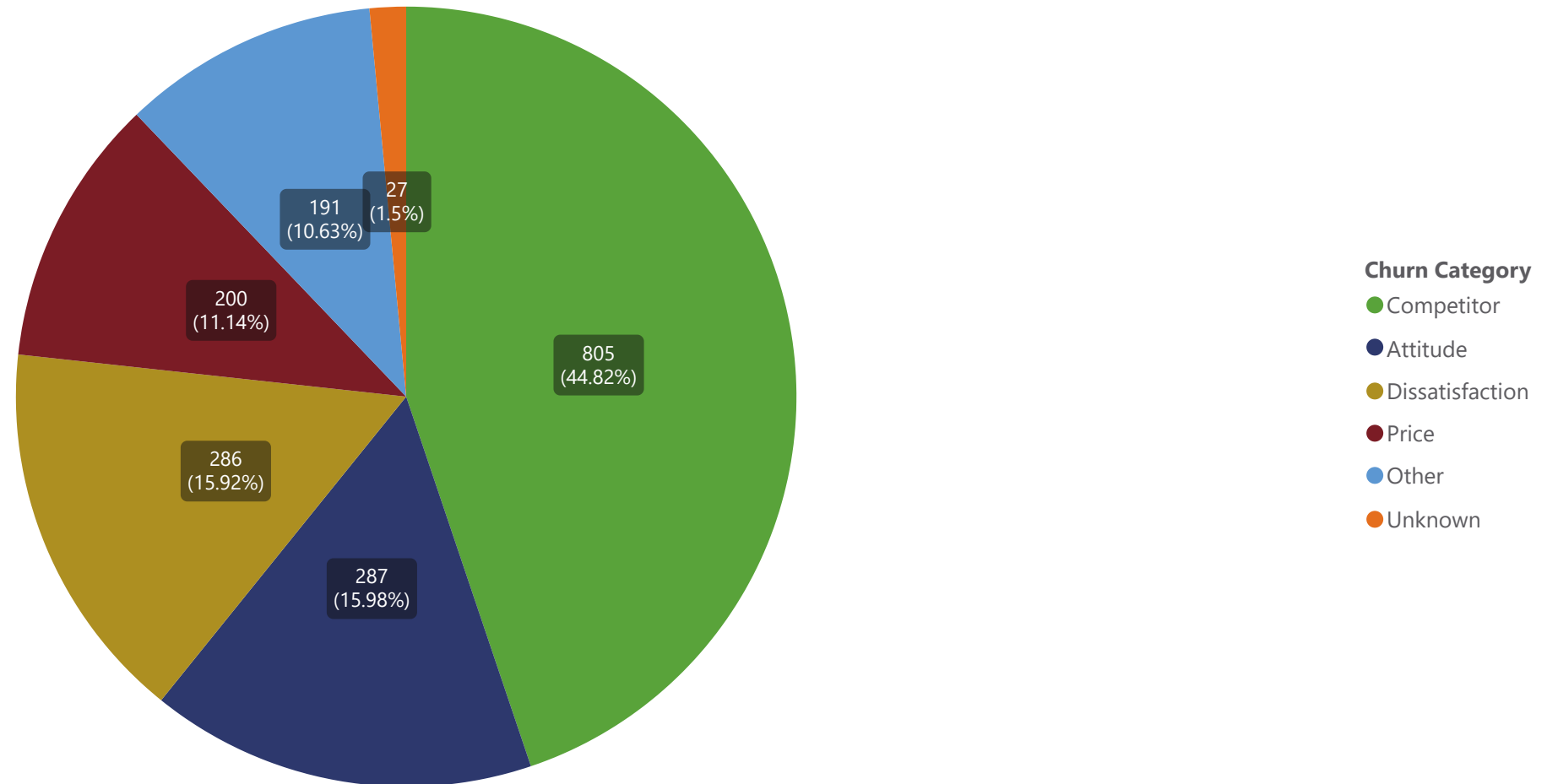
Number of Customers churned and Churned Rate

Percent Grand total of Churned by Churn Reason



One of the top 3 Churn Reasons: "**Competitor had better devices**"

Percent Grand Total of Churned by Churn Category



main reason of Customer Churn is **Competitor's offers and devices**

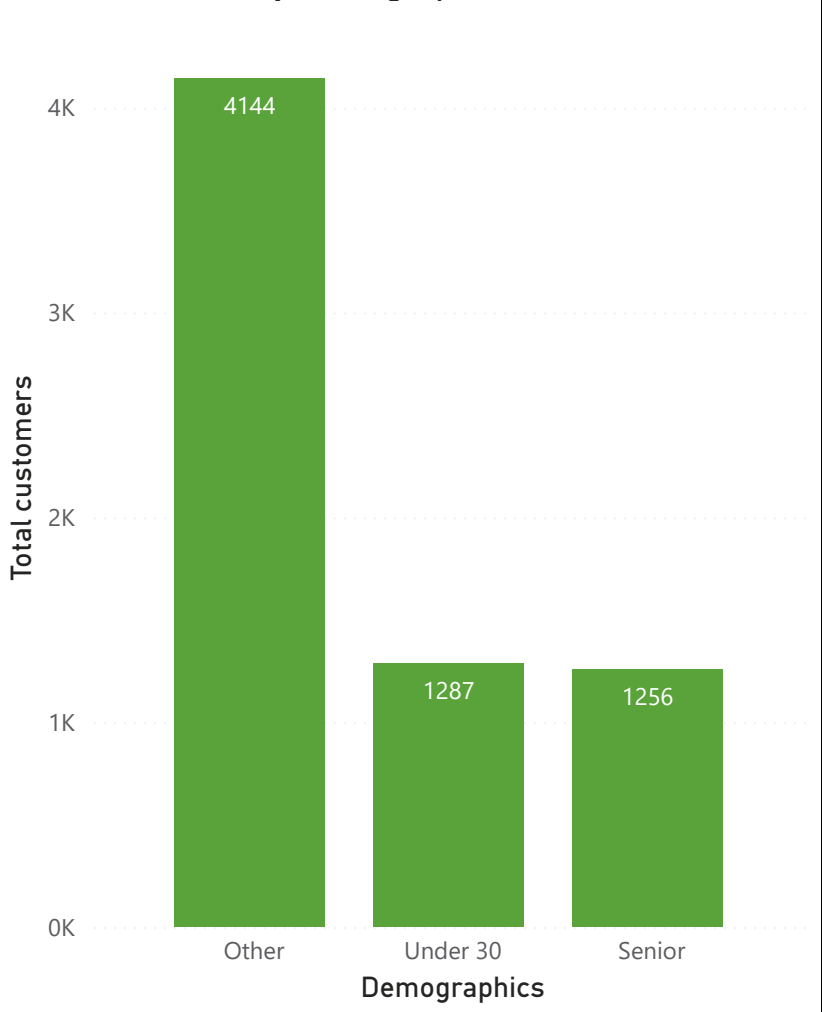
Churned Rate, Churned and Total customers by State



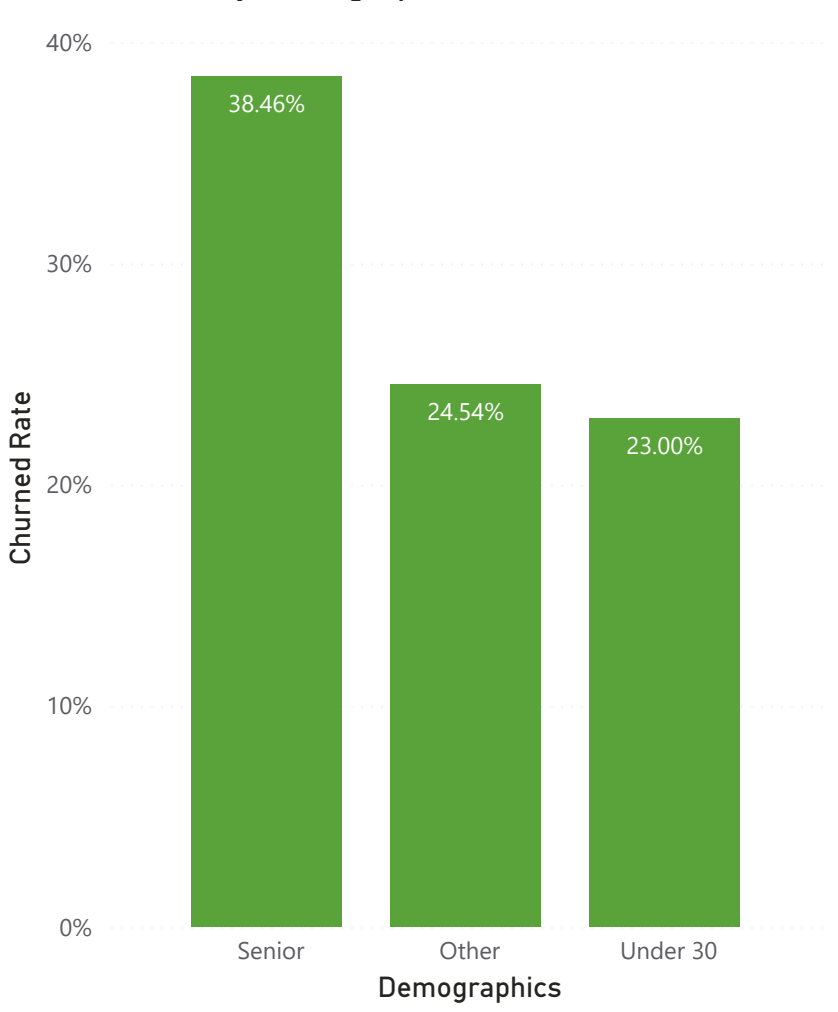
State	Churned	Churned Rate	Total customers
CA	43	63.24%	68
OH	55	34.81%	158
PA	30	33.33%	90
MD	46	32.86%	140
NE	40	32.79%	122
NH	36	32.14%	112
MT	43	31.39%	137
OR	48	30.77%	156
KY	36	30.51%	118
DE	37	30.33%	122
SC	36	30.00%	120
IN	42	29.37%	143
TX	42	28.97%	145
AK	30	28.85%	104
AL	46	28.57%	161
MS	37	28.46%	130
IL	33	28.45%	116
MO	26	28.25%	127
Total	1796	26.86%	6687

Highest Churn Rate: **CA 63.24%**

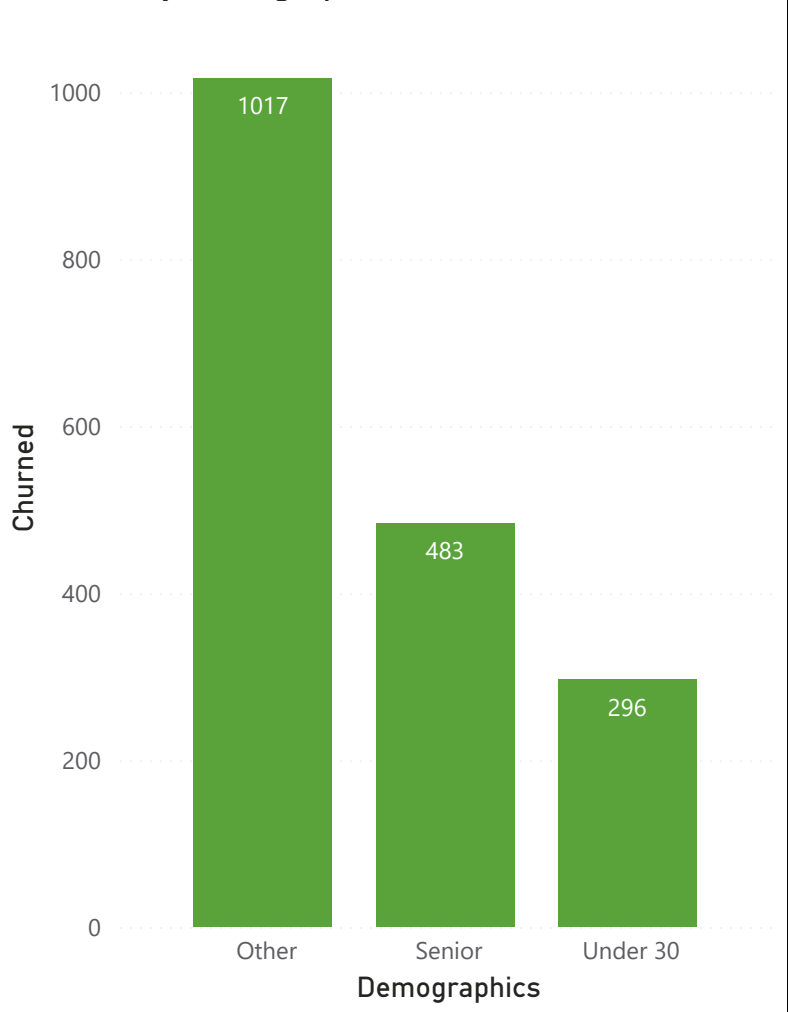
Total customers by Demographics



Churned Rate by Demographics



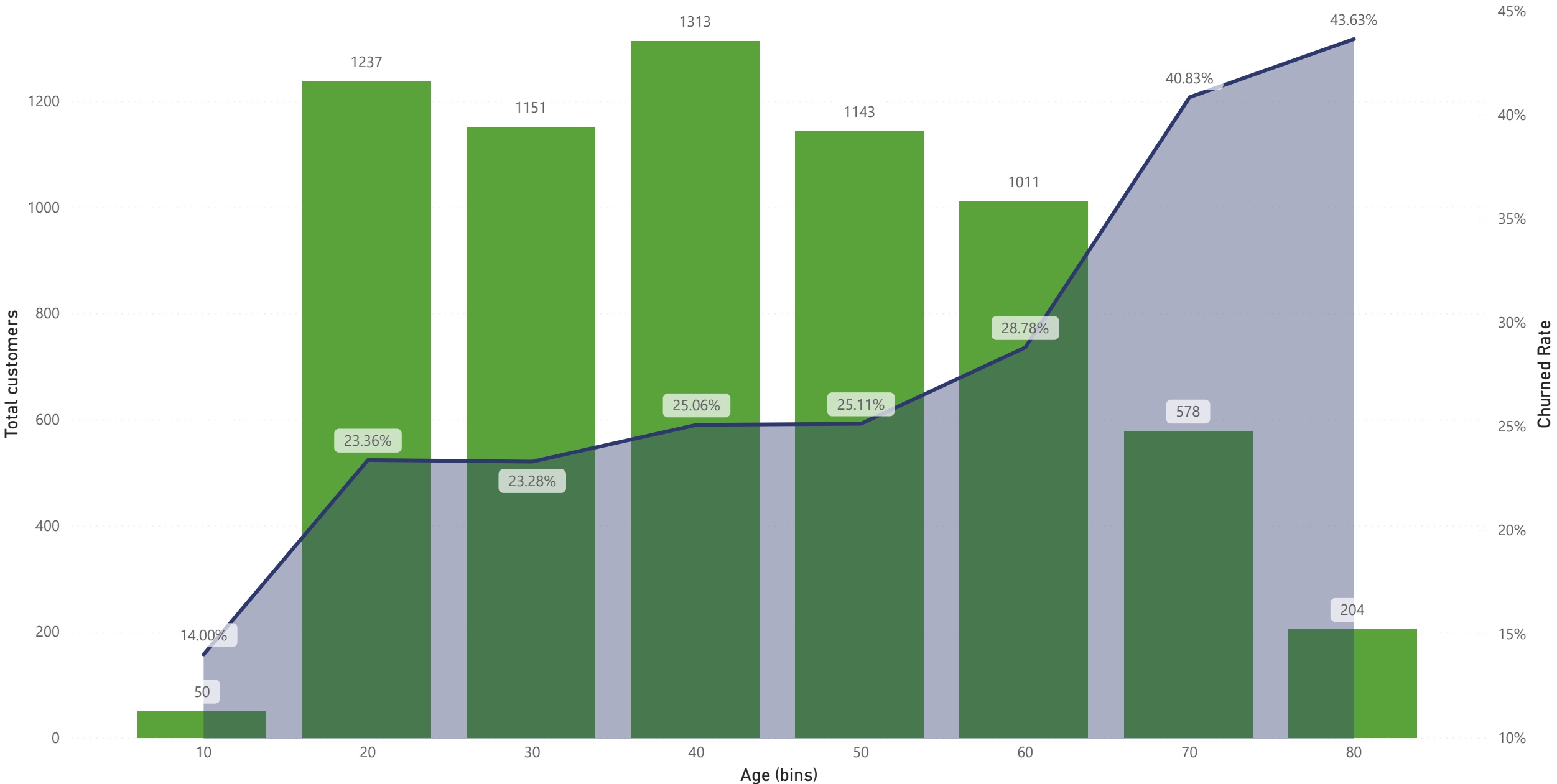
Churned by Demographics



Demographics	Churned Rate	Churned	Total customers
Other	24.54%	1017	4144
Senior	38.46%	483	1256
Under 30	23.00%	296	1287
Total	26.86%	1796	6687

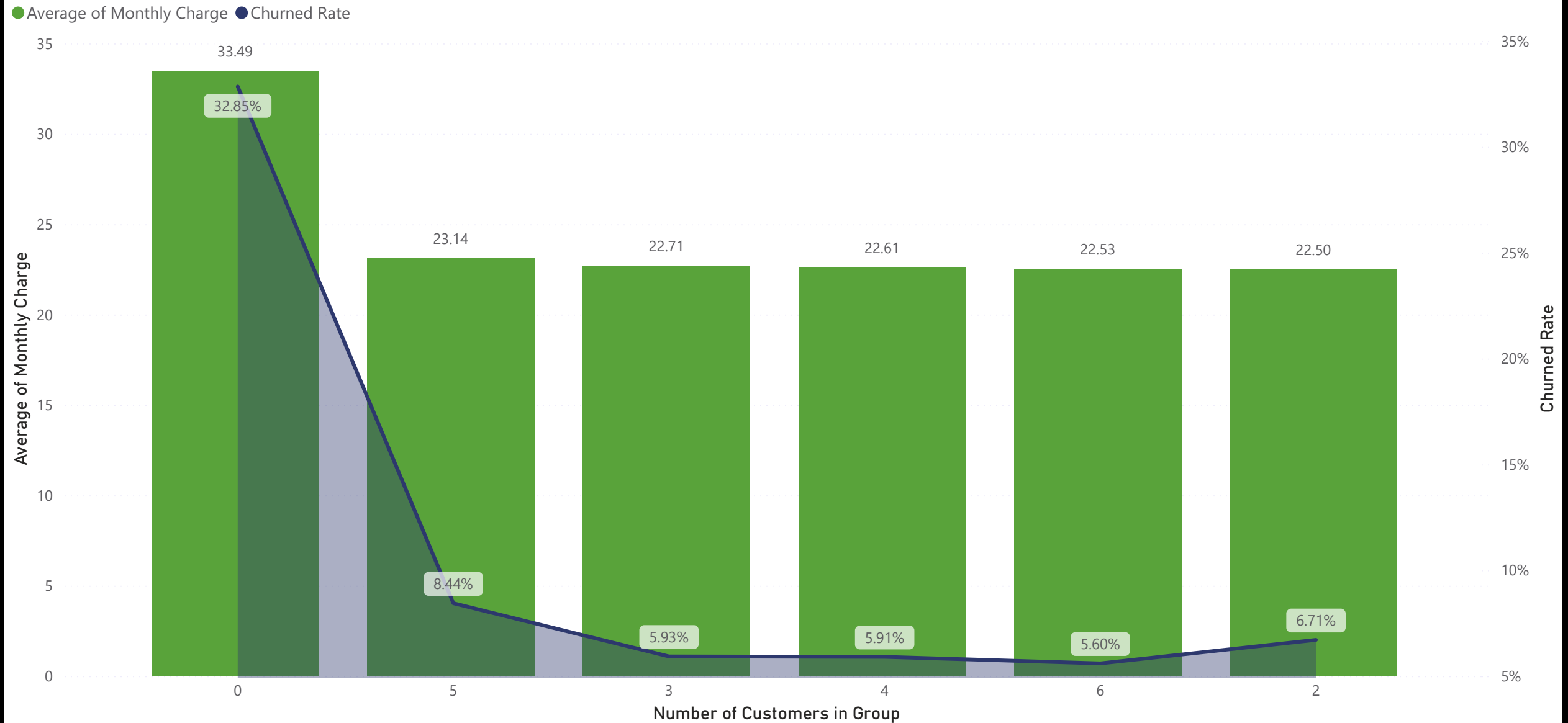
Total customers and Churned Rate by Age (bins)

● Total customers ● Churned Rate



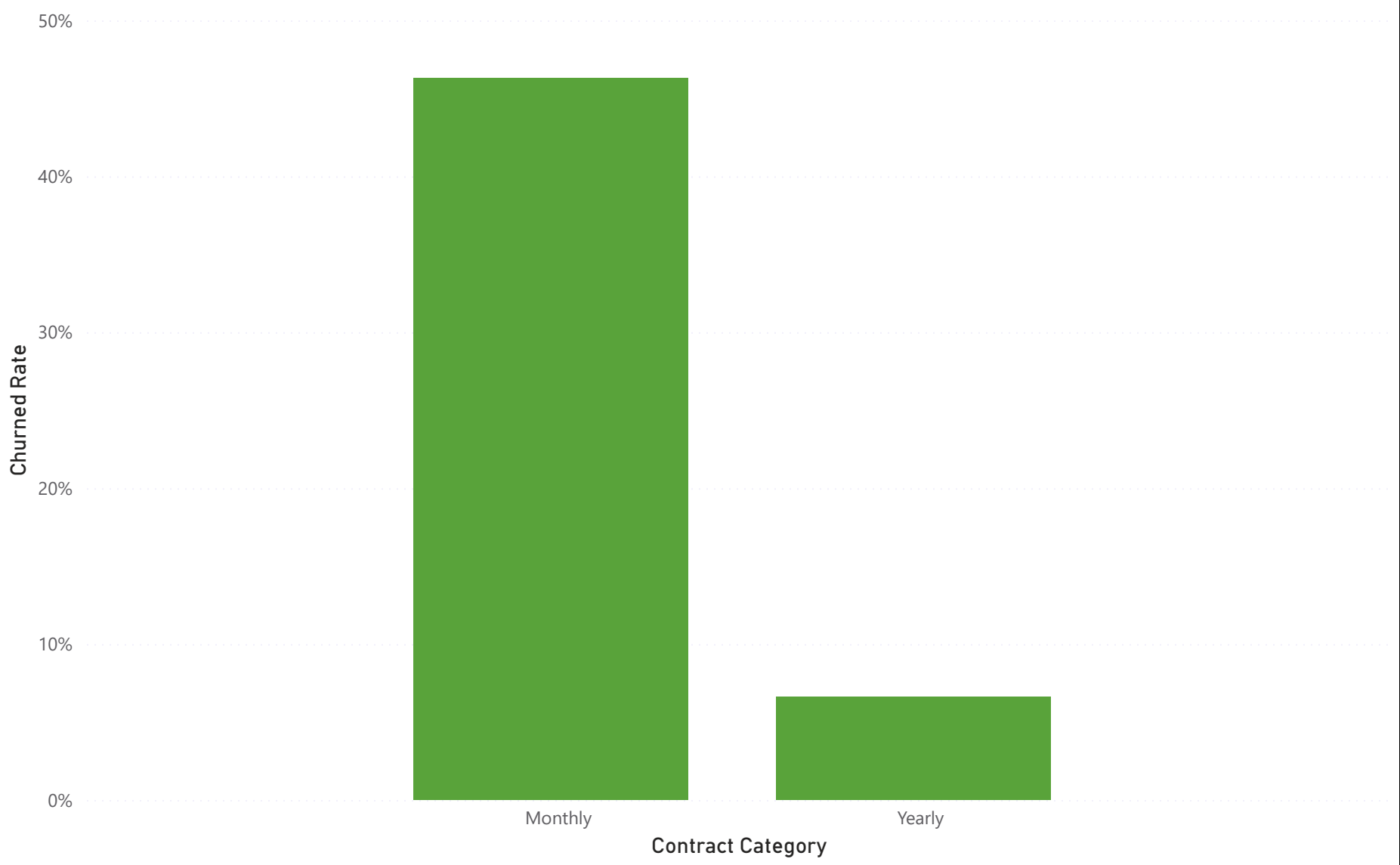
Customers who didn't make a group purchase tend to Churn more than group Customers

Average of Monthly Charge and Churned Rate by Number of Customers in Group



Customers who were on Monthly Package tend to Churn more as compared to those who were on Yearly Package

Churned Rate by Contract Category



Monthly

46.29%

Churn Rate

Yearly

6.62%

Churn Rate

Customers who were on Unlimited Data Plan and their usage was less than 5 GB tend to Churn more as compared to other customers

Churned Rate	Total customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	6687	

Churned Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

