

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total customers

411

New Joiners

1,732

Total Churn

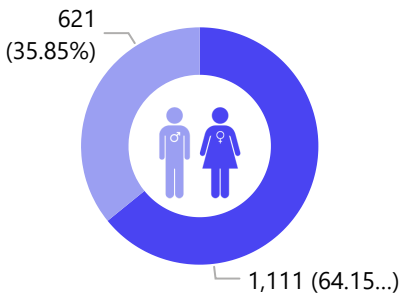
27.0%

Churn Rate



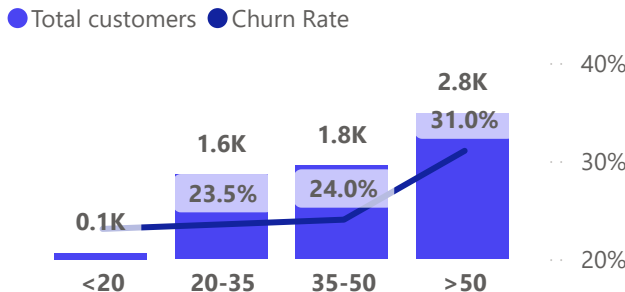
DEMOGRAPHIC

Total Churn by Gender



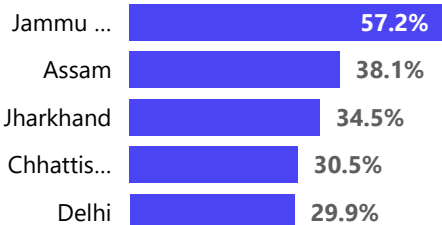
Gender
● Female
● Male

Total customers and Churn Rate by Age Group



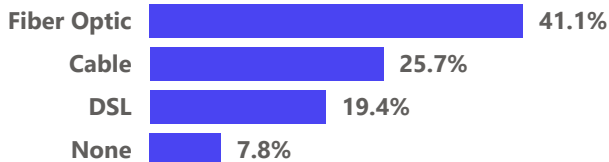
GEOGRAPHIC

Churn Rate by State



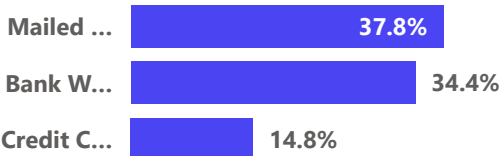
SERVICES USED

Churn Rate by Internet Type

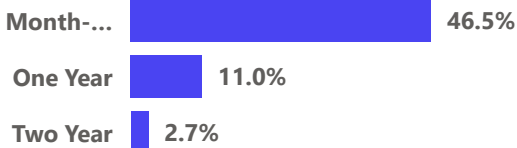


ACCOUNT INFO

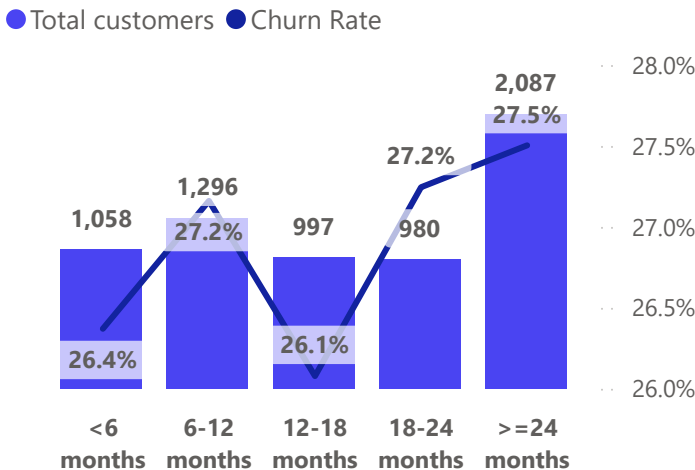
Churn Rate by Payment Method



Churn Rate by Contract

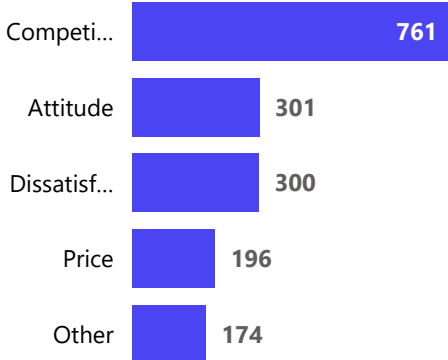


Total customers and Churn Rate by tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn By Services

services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%
Streaming_TV	56.8%	43.2%
Unlimited_Data	19.9%	80.1%

CHURN ANALYSIS - PREDICTION

PREDICTED CHURNER PROFILE

38

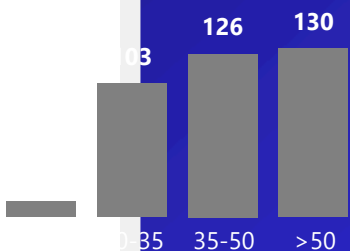
Female



133

Male

Age Group



by Martial Status



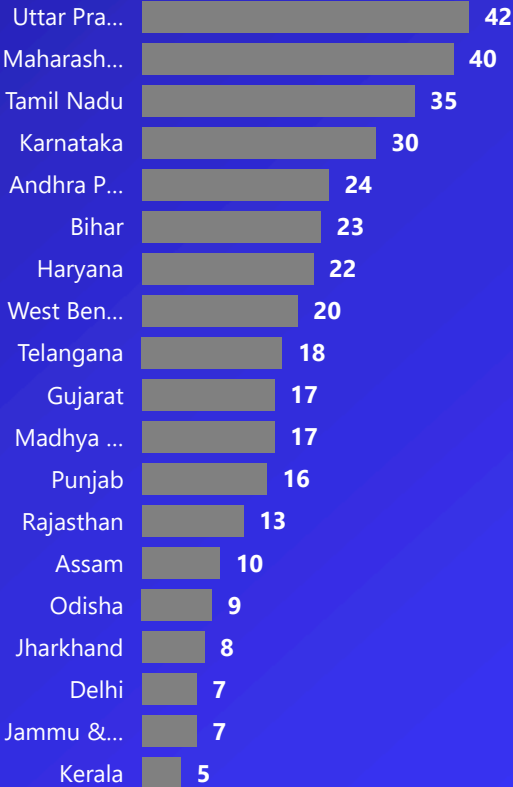
Churn Time Group



Churn Method



by Contract



COUNT OF PREDICTED CHURNER : 371

CUSTOMERS AT RISK

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	No_of_Referrals
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
12490-TEL	74.75	236.76	38.84	9
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
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16931-BIH	19.30	27.96	0.00	8
17154-HAR	18.80	62.37	0.00	13
17250-HAR	49.25	178.50	0.00	12
17507-HAR	20.05	20.05	0.00	2

Churn_Reason	Total Churn
▲	
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5
Don't know	124
Extra data charges	34
Lack of affordable download/upload speed	28
Total	1,732