

Churn Rate Analysis

Overview

Age Brackets & Groups

Data & International Plan

Payment Method & Contract Type

Overview

of Customers

6,687

of Churned Customers

1,796

Churn Rate

26.86%

You can use the pie and doughnut chart below as filter

Churners by Category

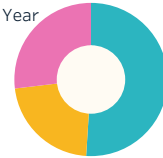
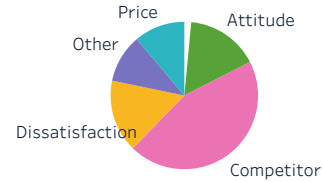
Customers by Contract

Contract Type

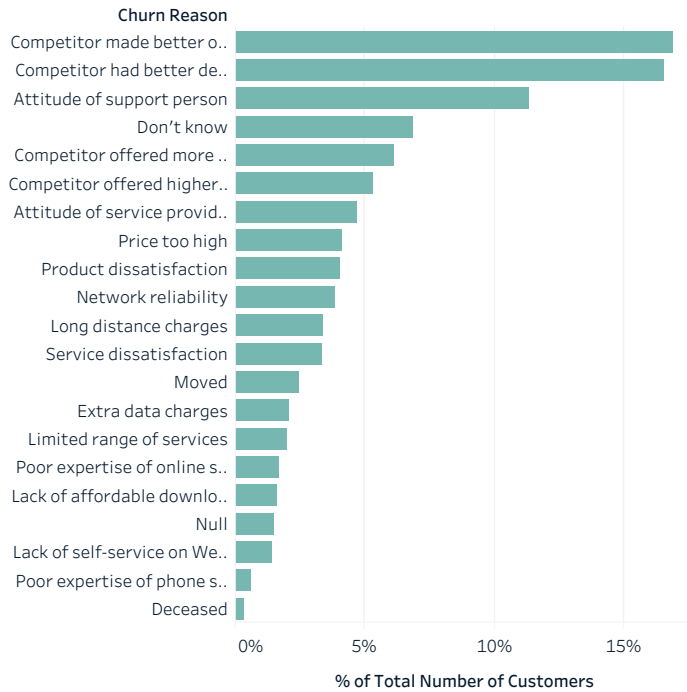
Month-to-Month

One Year

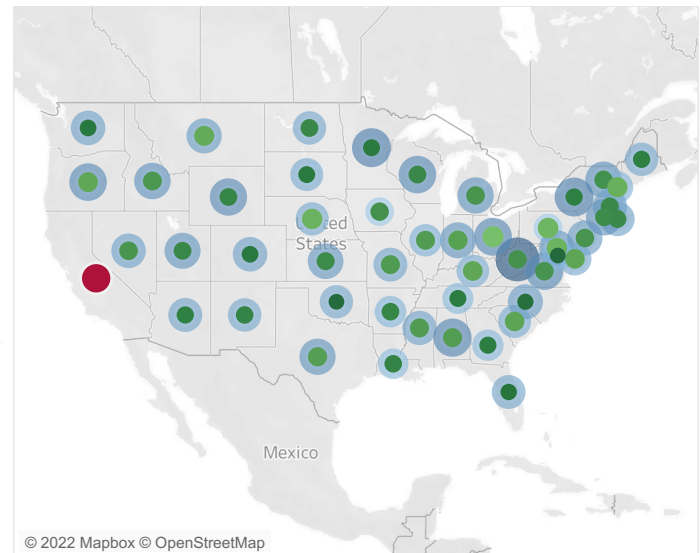
Two Year



Churn Reasons



Churn by State



Churn Rate Analysis

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Age Brackets & Groups

Pick Metric

Contract Type

Churn Category

Payment Method

Unlimited Data Plan

Intl Plan

Account Length (in mo..

Number of Customers

All

All

All

All

All

All values

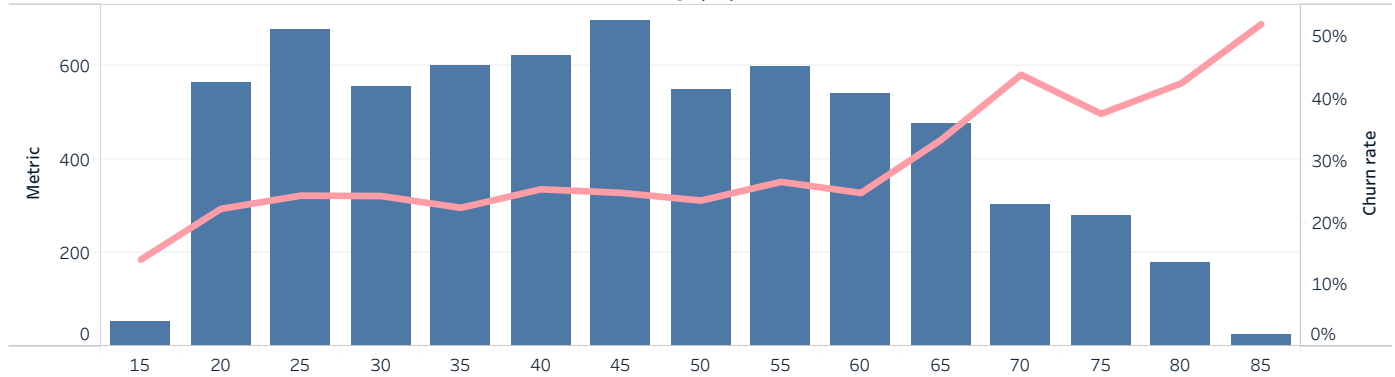
Measure Names

Churn rate

Metric

Age Brackets

Age (bin)



The metric below gets influenced by the "Pick Metric" option at the top left of the page.

Group

No

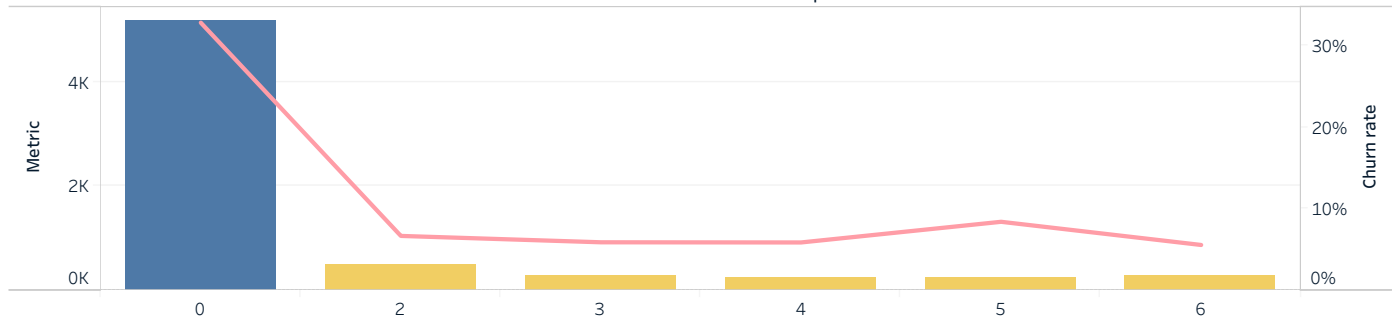
Yes

Measure N..

Churn ..

Groups

Number of Customers in Group



Churn Rate Analysis

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Data & International Plan

Unlimited Data Plan
All

Contract Type
All

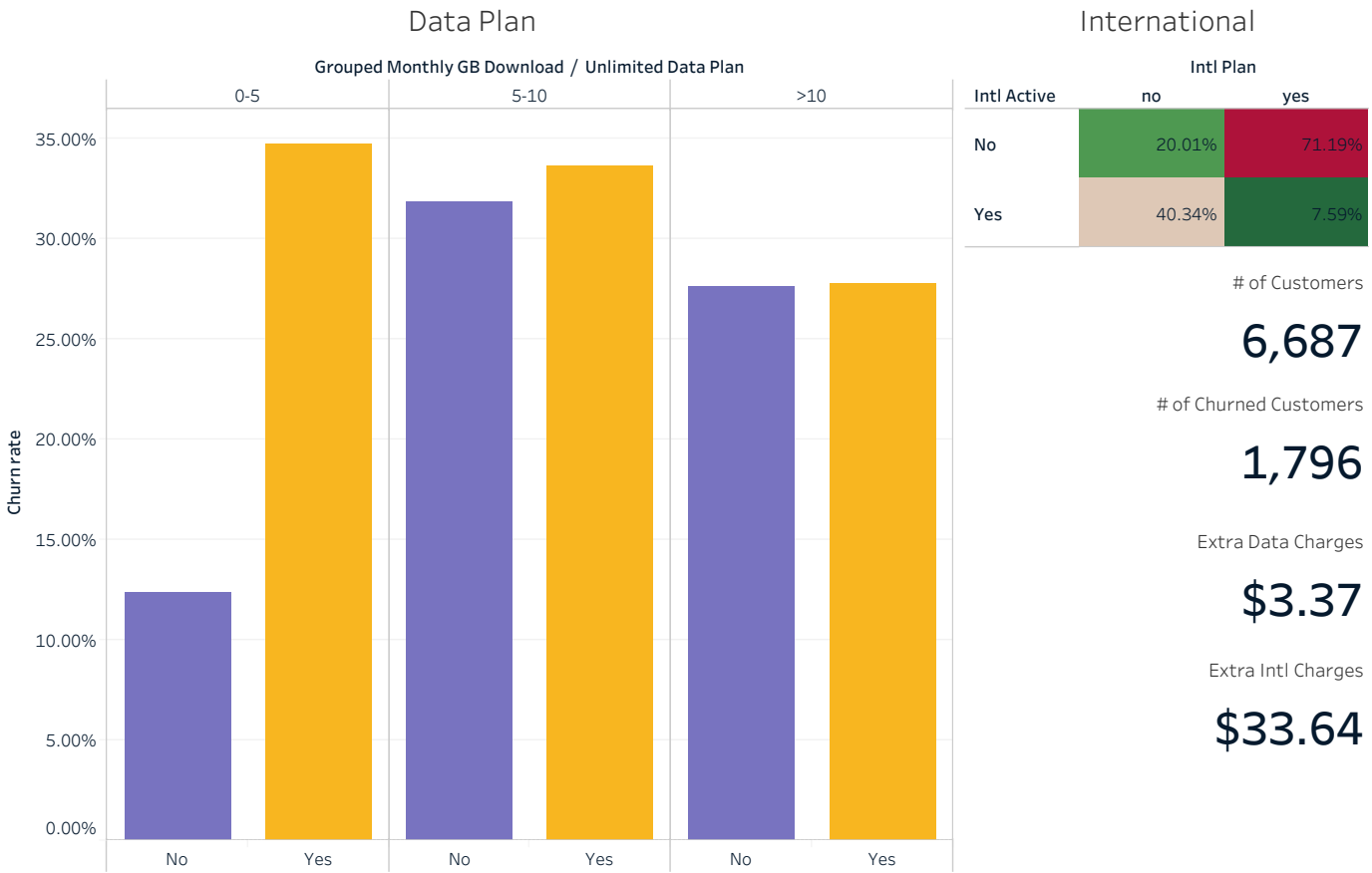
Payment Method
All

Intl Plan
All

Unlimit Data Plan
No
Yes

Churn rate
7.59%
71.19%

The data & international graphs can be used as filters.



Churn Rate Analysis

Overview	Age Brackets & Groups	Data & International Plan	Payment Method & Contract Type
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Payment Method & Contract Type

Contract Type	Churn Category	Payment Method	Intl Plan	Unlimited Data Plan	Account Length (in month..
All	All	All	yes	Yes	All values

