CHURN ANALYSIS

PREDICTION

6,418
Total Customers

411
New Joiners

1,732
Total Churn

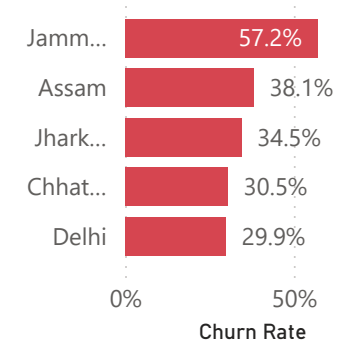**27.0%**
Churn Rate

Total Churn by Gender

621 (35.85%)
1,111 (64.15%)

Gender
- Female
- Male
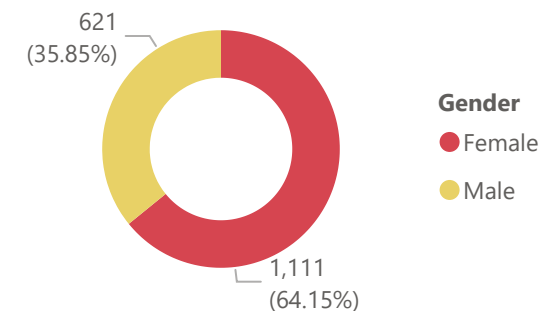
Total Customers and Churn Rate by Age Group

- Total Customers
- Churn Rate

Age Group	Total Customers	Churn Rate
<20	0.1K	
20-35	1.6K	23.5%
35-50	1.8K	24.0%
>50	2.8K	31.0%
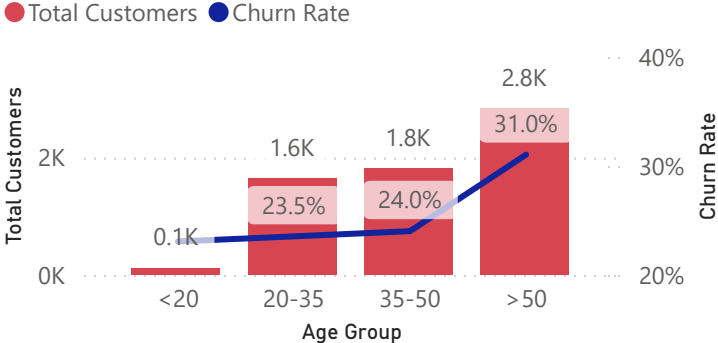
Total Churn by Churn_Category

Churn_Category	Total Churn
Competi...	761
Attitude	301
Dissatisf...	300
Price	196

Churn Rate by State (Top 5)

State	Churn Rate
Jamm...	57.2%
Assam	38.1%
Jhark...	34.5%
Chhat...	30.5%
Delhi	29.9%
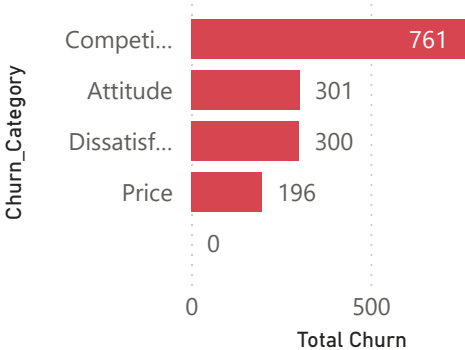
Churn Rate by Payment_Method

Payment_Method	Churn Rate
Mailed Check	37.8%
Bank Withd...	34.4%
Credit Card	14.8%

Churn Rate by Contract

Contract	Churn Rate
Month-to...	46.5%
One Year	11.0%
Two Year	2.7%
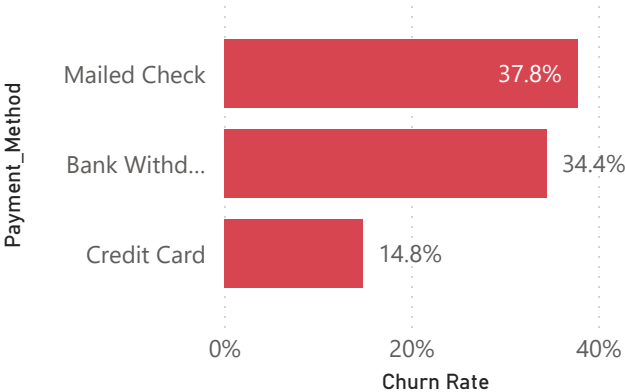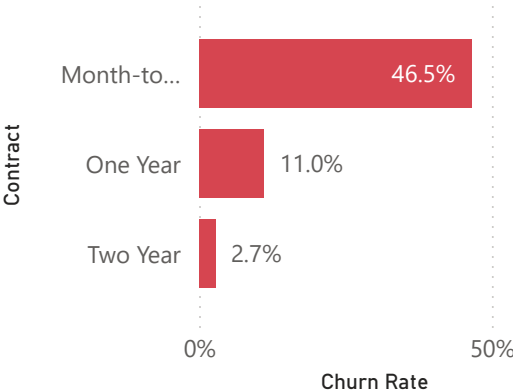
Total Customers and Churn Rate by Tenure Group

- Total Customers
- Churn Rate

Tenure Group	Total Customers	Churn Rate
< 6 Months	1.1K	26.4%
6-12 Months	1.3K	27.2%
12-18 Months	1.0K	26.1%
18-24 Months	1.0K	27.2%
>= 24 Months	2.1K	27.5%
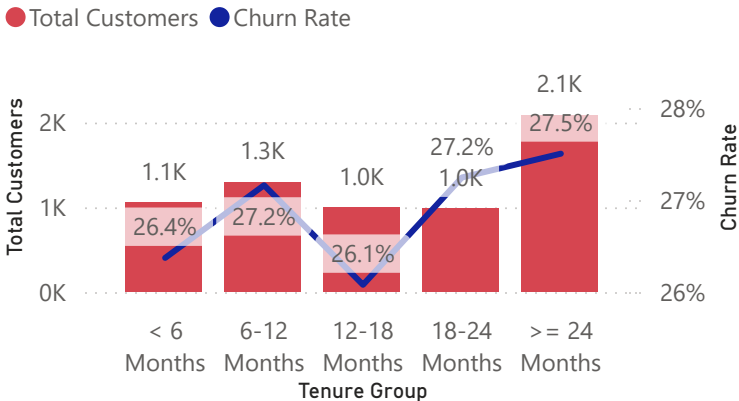
Churn Rate by Internet_Type

Internet_Type	Churn Rate
Fiber...	41.1%
Cable	25.7%
DSL	19.4%
	7.8%
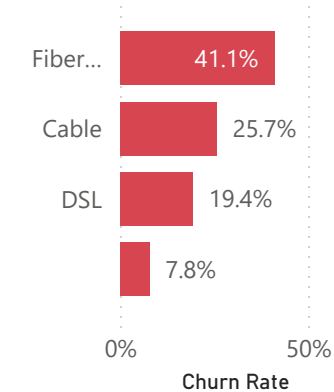
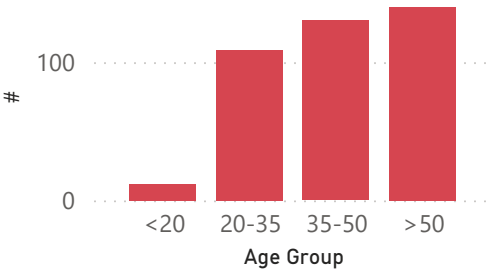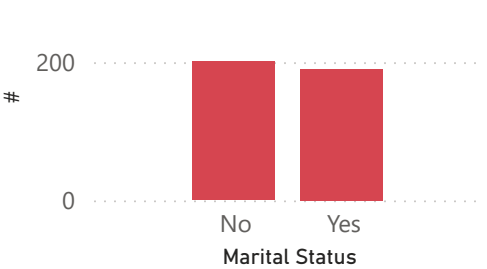| Churn_Reason	Total
Attitude of service provider	
Attitude of support person	
Competitor had better devices	
Competitor made better offer	
Competitor offered higher download speeds	
Competitor offered more data	
Total	

CHURN PREDICTION
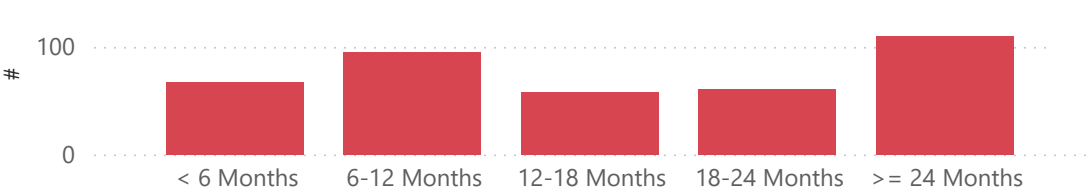
135
Male

256
Female

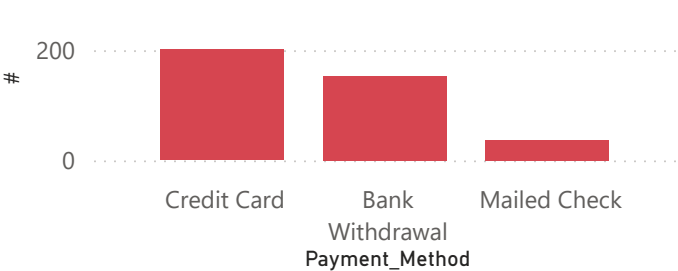## # by Age Group

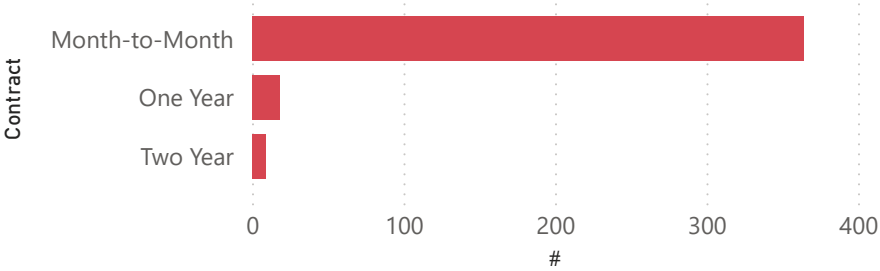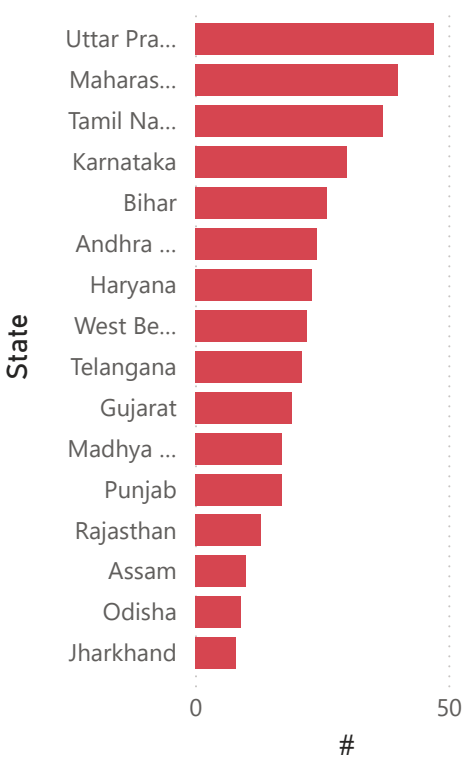## # by Marital Status

by Tenure Group

by Payment_Method

by Contract

by State

CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 391

Customer_ID	Sum of Total_Refunds	Sum of Total_Revenue	Sum of Numb
13666-UTT	0.00	344.18	
16764-WES	0.00	68.94	
18015-ODI	0.00	64.83	
18027-UTT	0.00	41.34	
19541-ODI	0.00	153.20	
19747-WES	0.00	356.05	
25048-TEL	0.00	56.95	
31129-AND	0.00	94.77	
31294-KAR	0.00	91.54	
31918-KAR	0.00	107.25	
32586-UTT	0.00	40.97	
36017-TAM	0.00	60.18	
39128-PUN	0.00	73.32	
45213-AND	0.00	190.07	
46378-MAH	0.00	169.78	
47133-ODI	0.00	169.47	
47492-AND	0.00	38.78	
47737-UTT	0.00	36.56	
52279-TAM	0.00	310.61	
71210-WES	0.00	48.95	
Total	**100.24**	**44,970.57**	