

CHURN ANALYSIS - SUMMARY

Churn Prediction

6.418K

Total Customers

411

New Joiners

1.732K

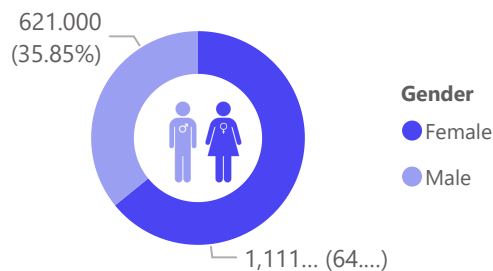
Total Churn

27.0%

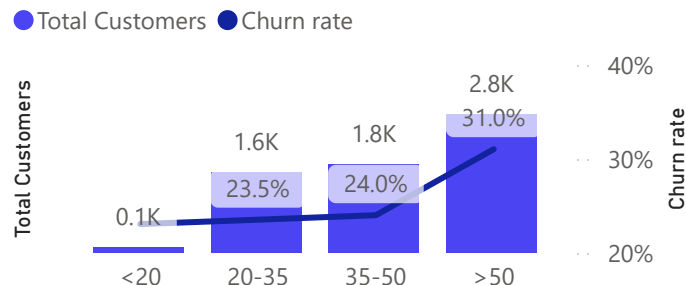
Churn rate



Total Churn by Gender

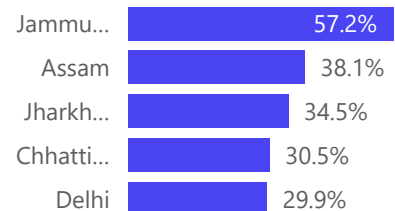


Total Customers and Churn rate by Age grp



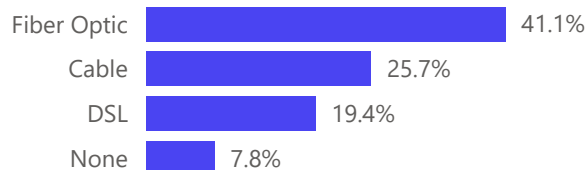
GEOGRAPHIC

Churn rate by State Top 5

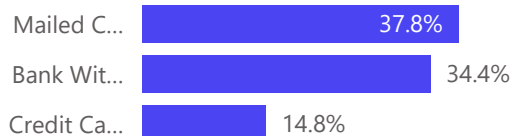


SERVICES USED

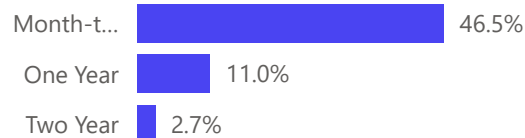
Churn rate by Internet Type



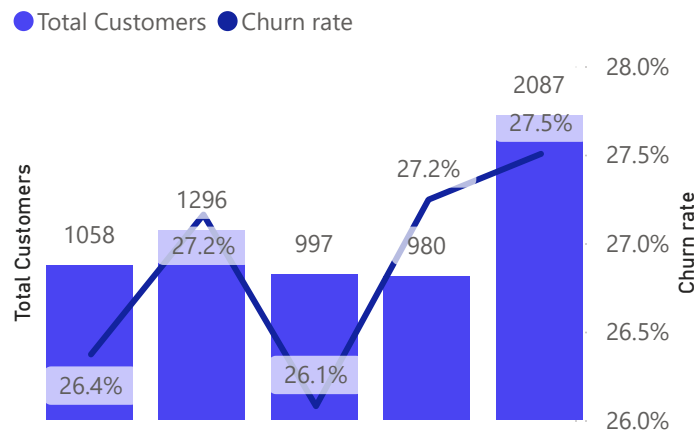
Churn rate by Payment Method



Churn rate by Contract

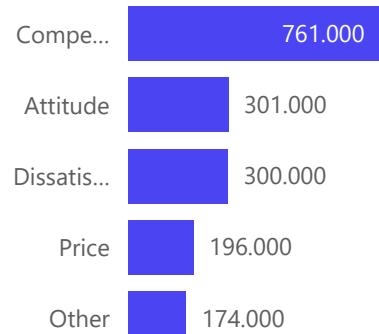


Total Customers and Churn rate by Tenure Grp



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%

Churn_Reason ▲	Total Churn
Attitude of service provider	93.000
Attitude of support person	208.000
Competitor had better devices	289.000
Competitor made better offer	274.000
Competitor offered higher download speeds	92.000
Competitor offered more data	106.000
Deceased	5.000
Total	1,732.000

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

246

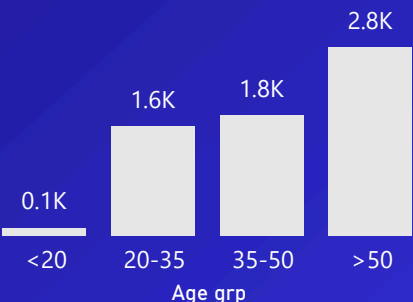


Female

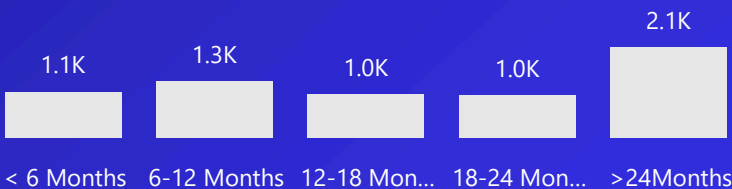
132

Male

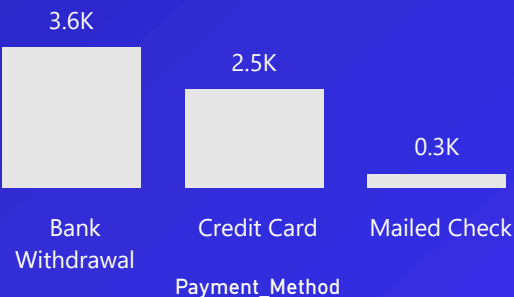
by Age grp



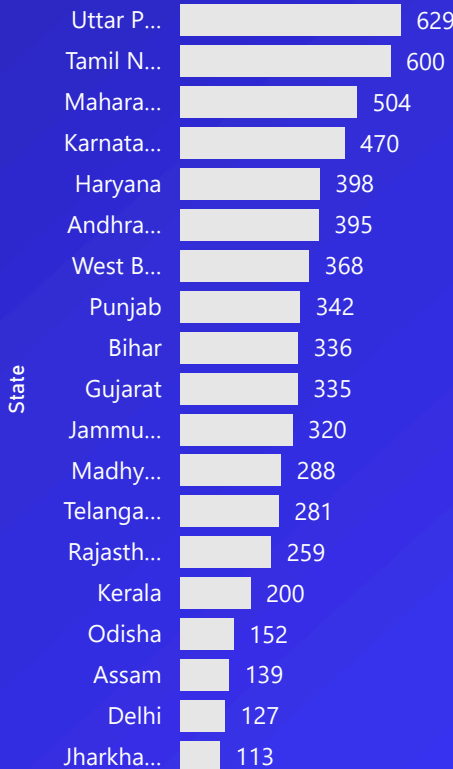
by Tenure_Grp



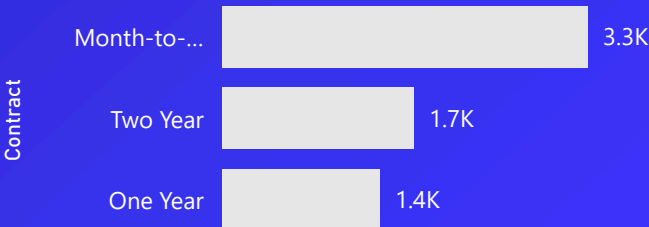
by Payment_Method



by State



by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Referrals
11098-MAD	7,315.12	0.00	0
11114-PUN	301.42	0.00	5
11167-WES	10,237.91	42.57	3
11179-MAH	6,188.69	0.00	10
11180-TAM	4,556.43	0.00	12
11241-MAD	3,730.68	0.00	4
11244-JAM	1,957.25	7.30	3
11251-UTT	265.72	0.00	1
11262-HAR	99.99	0.00	5
11263-HAR	6,401.29	0.00	13
11264-MAH	24.80	0.00	14
11272-UTT	389.62	0.00	0
11277-UTT	867.93	0.00	10
11288-MAD	3,029.77	0.00	6
11290-JAM	522.54	0.00	0
11301-WES	1,936.82	0.00	7
11310-RAJ	6,270.75	0.00	0
11340-JAM	298.10	0.00	8
11348-MAH	2,867.73	0.00	11
Total	1,94,71,390.40	12,354.29	47672