

CHURN ANALYSIS - SUMMARY

Monthly Charge R...
All

Married
All

Churn Prediction

6,418
Total Customers

411
New Joinnners

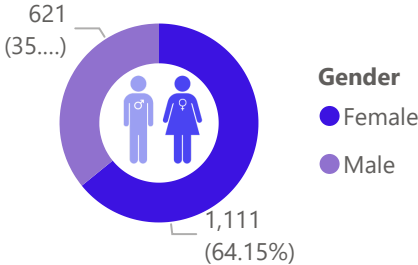
1,732
Total Churn

27.0%
Churn Rate

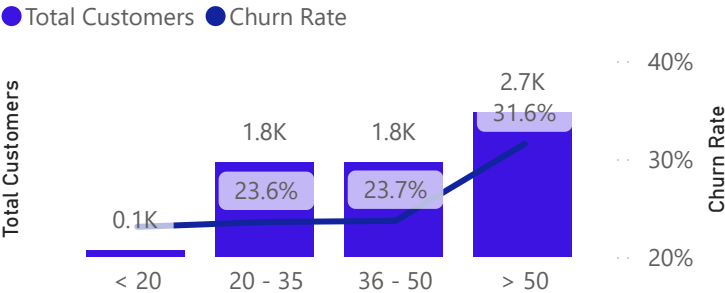


DEMOGRAPHIC

Total Churn by Gender

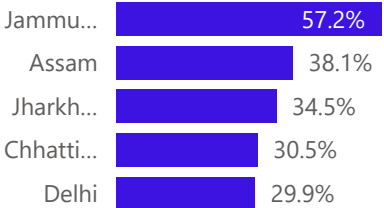


Total Customers and Churn Rate by Age Group



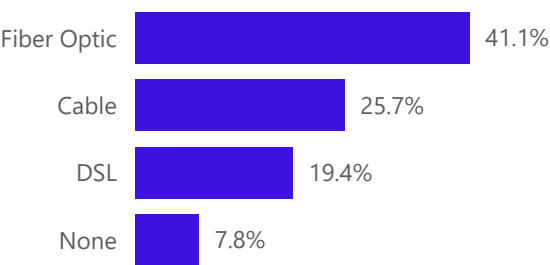
GEOGRAPHIC

Churn Rate by State (Top 5)



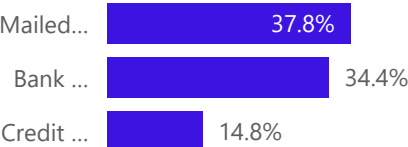
SERVICES USED

Churn Rate by Internet Type

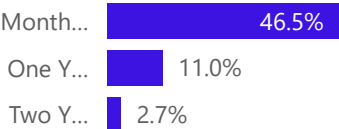


ACCOUNT INFO

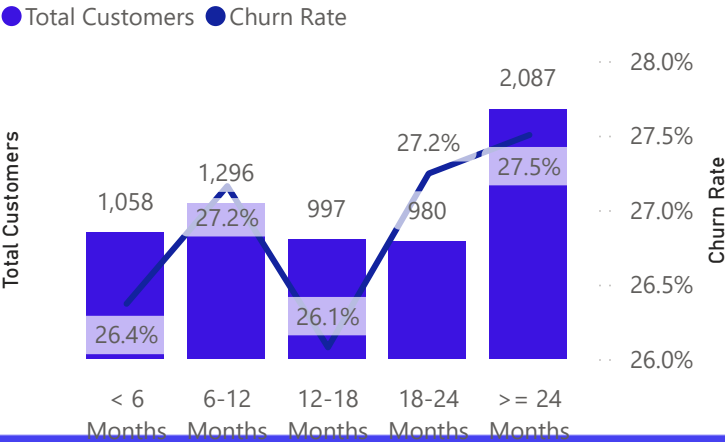
Churn Rate by Payment Method



Churn Rate by Contract

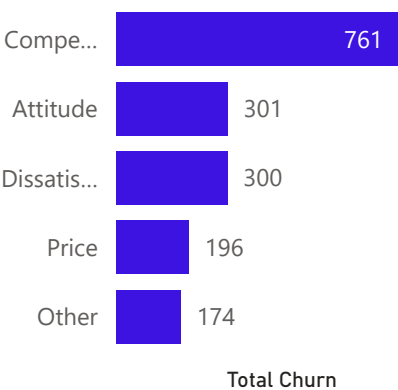


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Servicwes

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%

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 ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

378



Female

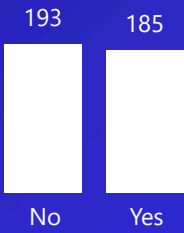
132

Male

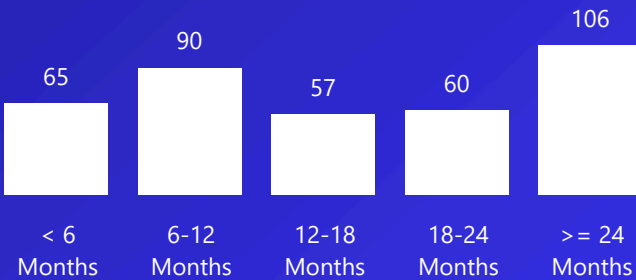
by Age Group



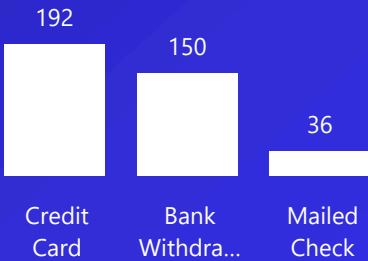
by Married



by Tenure Group



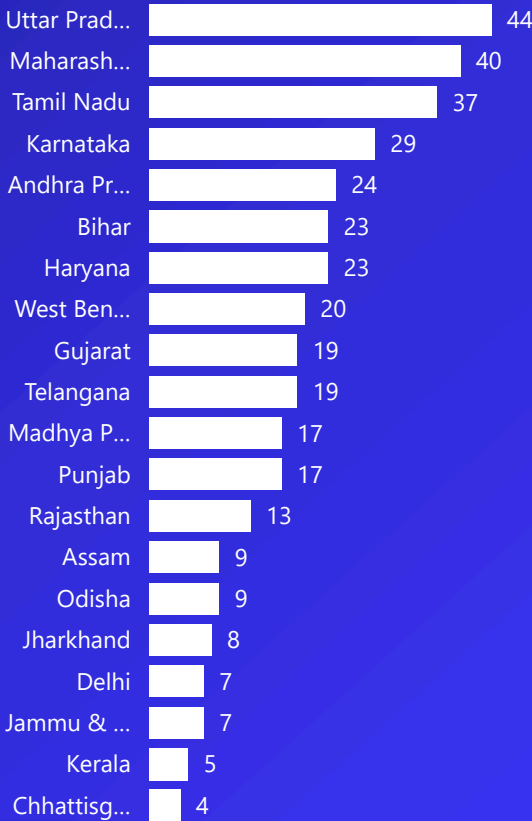
by Payment Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS:378

Customer_ID	Monthly_Charge	Number_of_Referrals	Total_Refunds	Total_Revenue
32586-UTT	-8.00	15	0.00	40.97
46004-TAM	-8.00	1	0.00	179.44
47624-TAM	-5.00	7	0.00	289.69
64095-BIH	-3.00	2	0.00	64.89
56460-MAH	-1.00	12	0.00	144.64
93521-MAH	-1.00	6	0.00	74.27
17154-HAR	18.80	13	0.00	62.37
18829-TAM	18.80	4	0.00	75.83
81169-TEL	18.85	4	0.00	26.65
32063-UTT	19.00	6	0.00	47.28
71564-KAR	19.05	6	0.00	24.07
18415-KAR	19.10	7	0.00	24.12
65580-UTT	19.10	6	0.00	102.01
15803-UTT	19.15	6	0.00	41.52
31412-HAR	19.20	14	0.00	51.26
32966-HAR	19.20	3	0.00	45.57
33776-BIH	19.20	6	0.00	55.08
84720-GUJ	19.20	11	0.00	51.98
95822-AND	19.20	3	0.00	37.09
27856-UTT	19.25	1	0.00	28.69
95735-PUN	19.25	10	0.00	90.71
16931-BIH	19.30	8	0.00	27.96