

CHURN ANALYSIS - SUMMARY

Marrital Status

All

Monthly charge Range

All

Churn Prediction

6418

Total_Customers

411

New_Joiners

1732

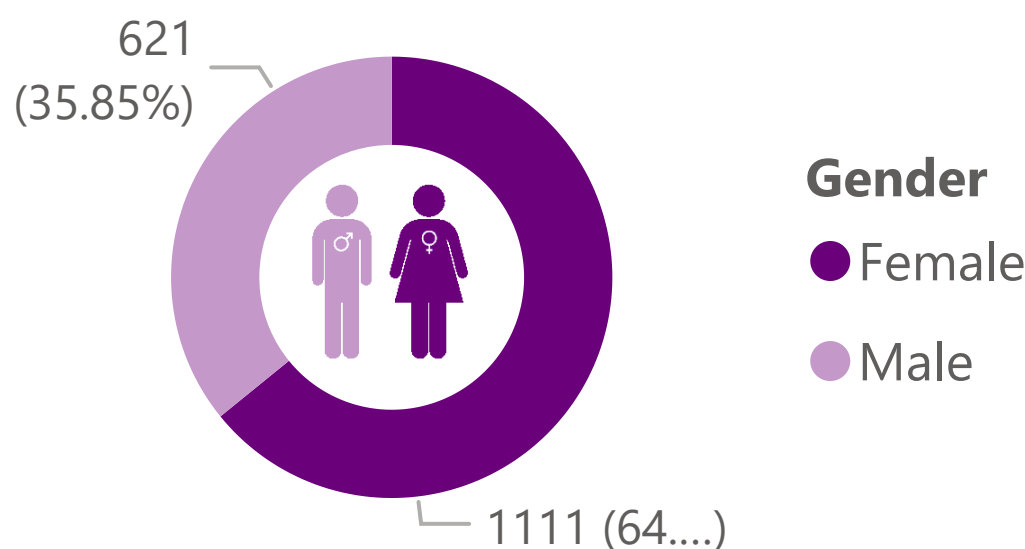
Total_Churn

27.0%

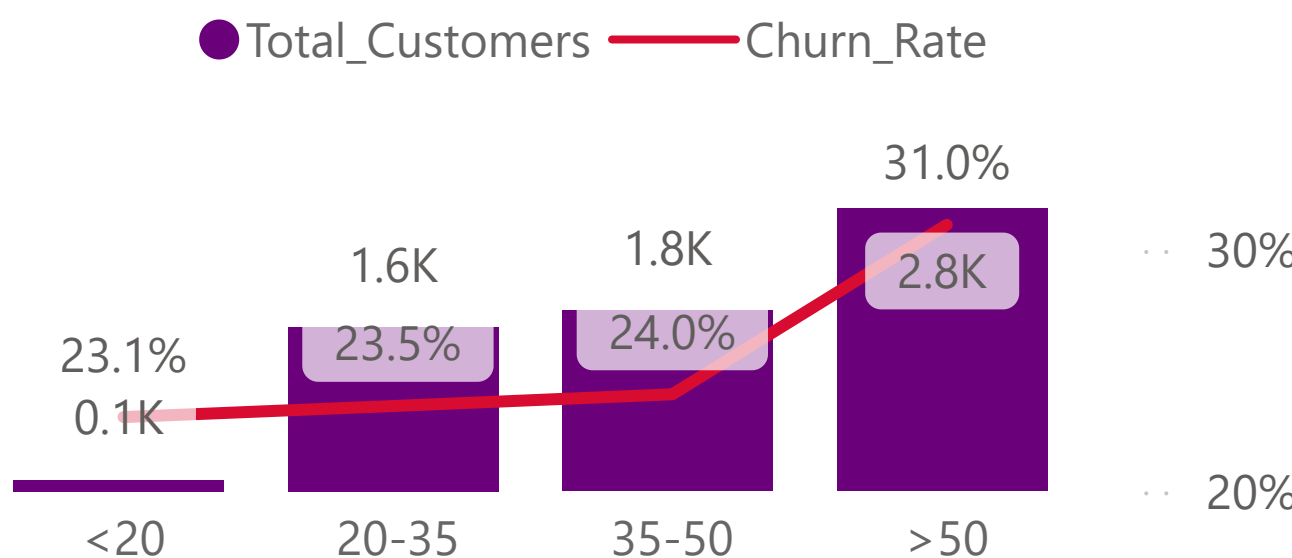
Churn_Rate



Total_Churn by Gender

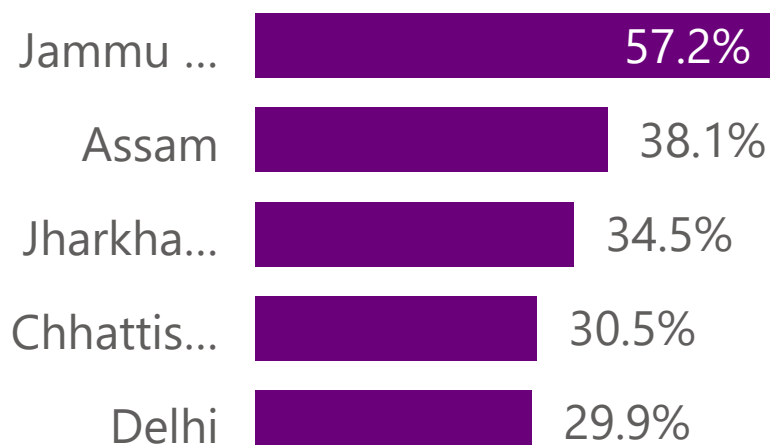


Total_Customers and Churn_Rate by Age_Group



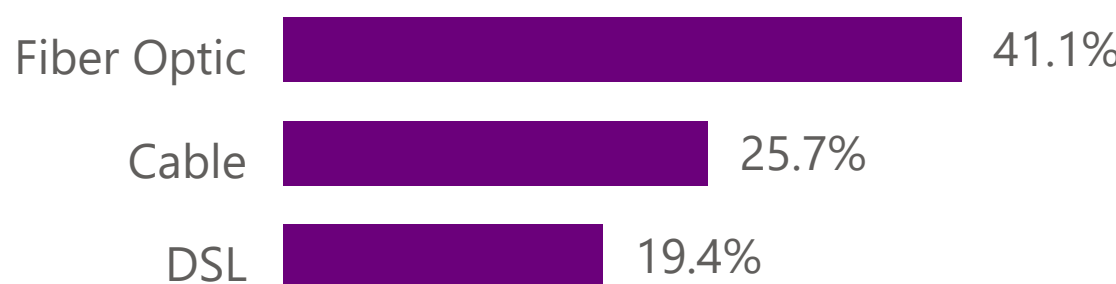
GEOGRAPHIC

Churn_Rate by State

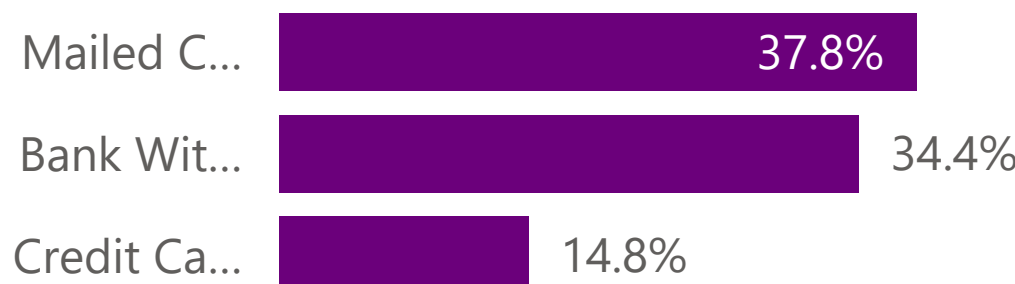


SERVICES USED

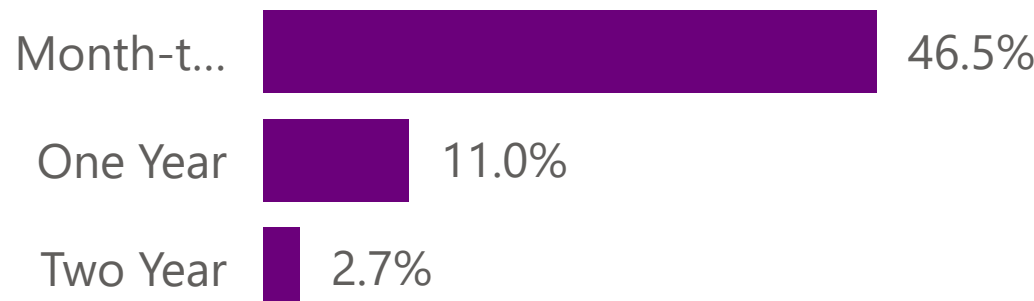
Churn_Rate by Internet_Type



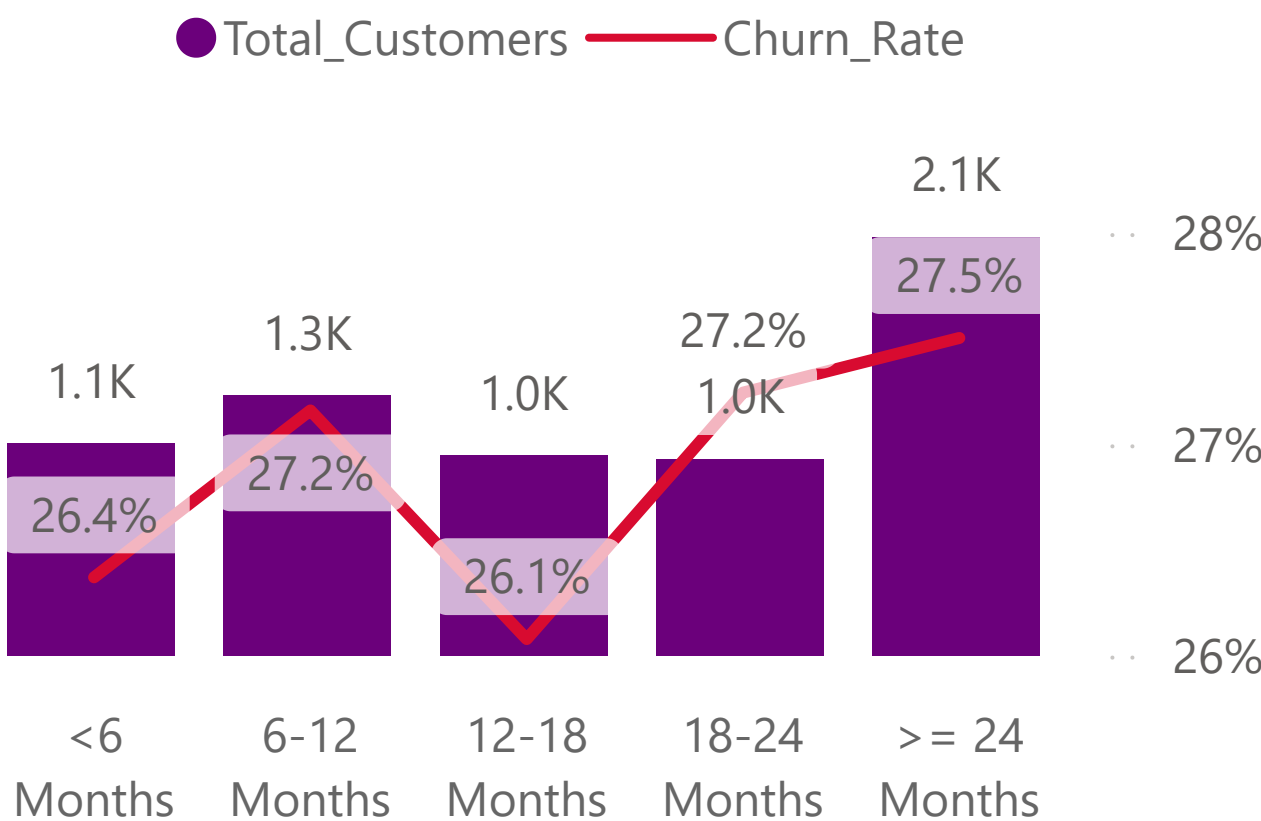
Churn_Rate by Payment_Method



Churn_Rate by Contract

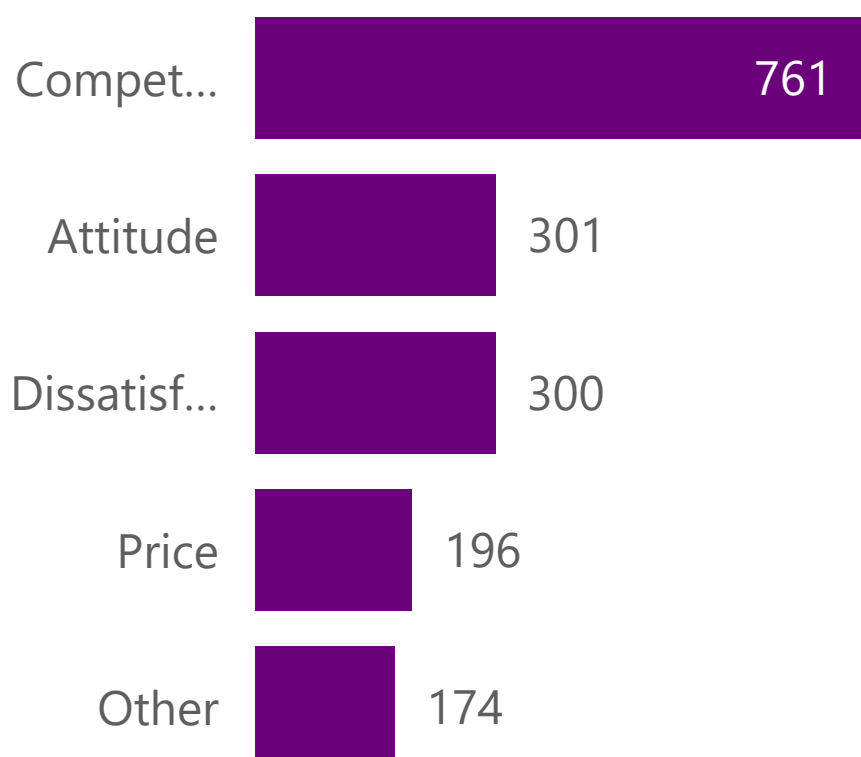


Total_Customers and Churn_Rate by Tenure_Group



CHURN DISTRIBUTION

Total_Churn by Churn_Category



Chur 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
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher download speeds	92
Price too high	72
Total	1732

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

247

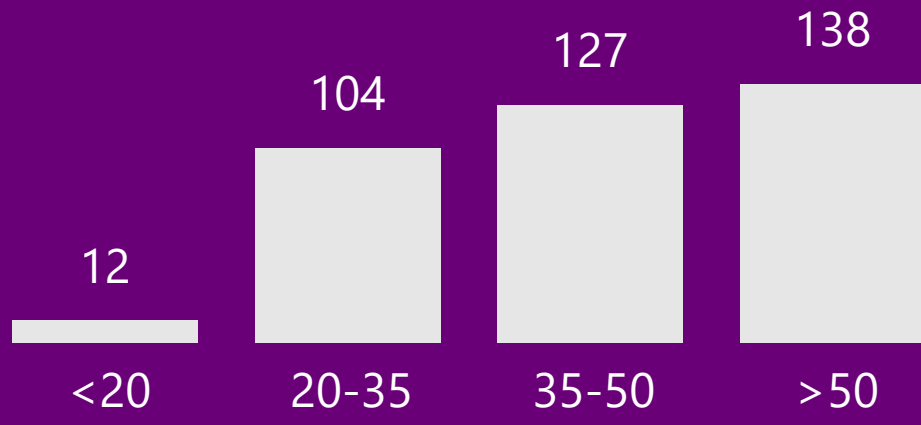
Female



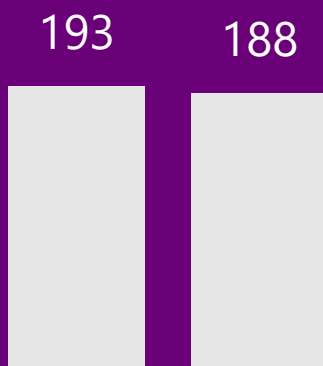
134

Male

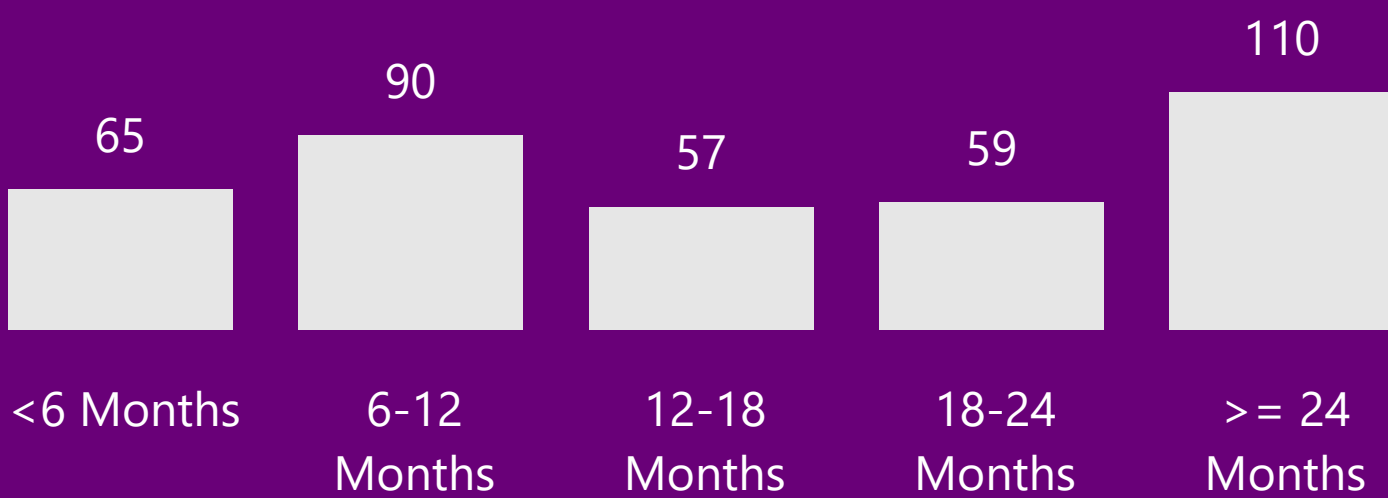
by Age Group



by Marital Status



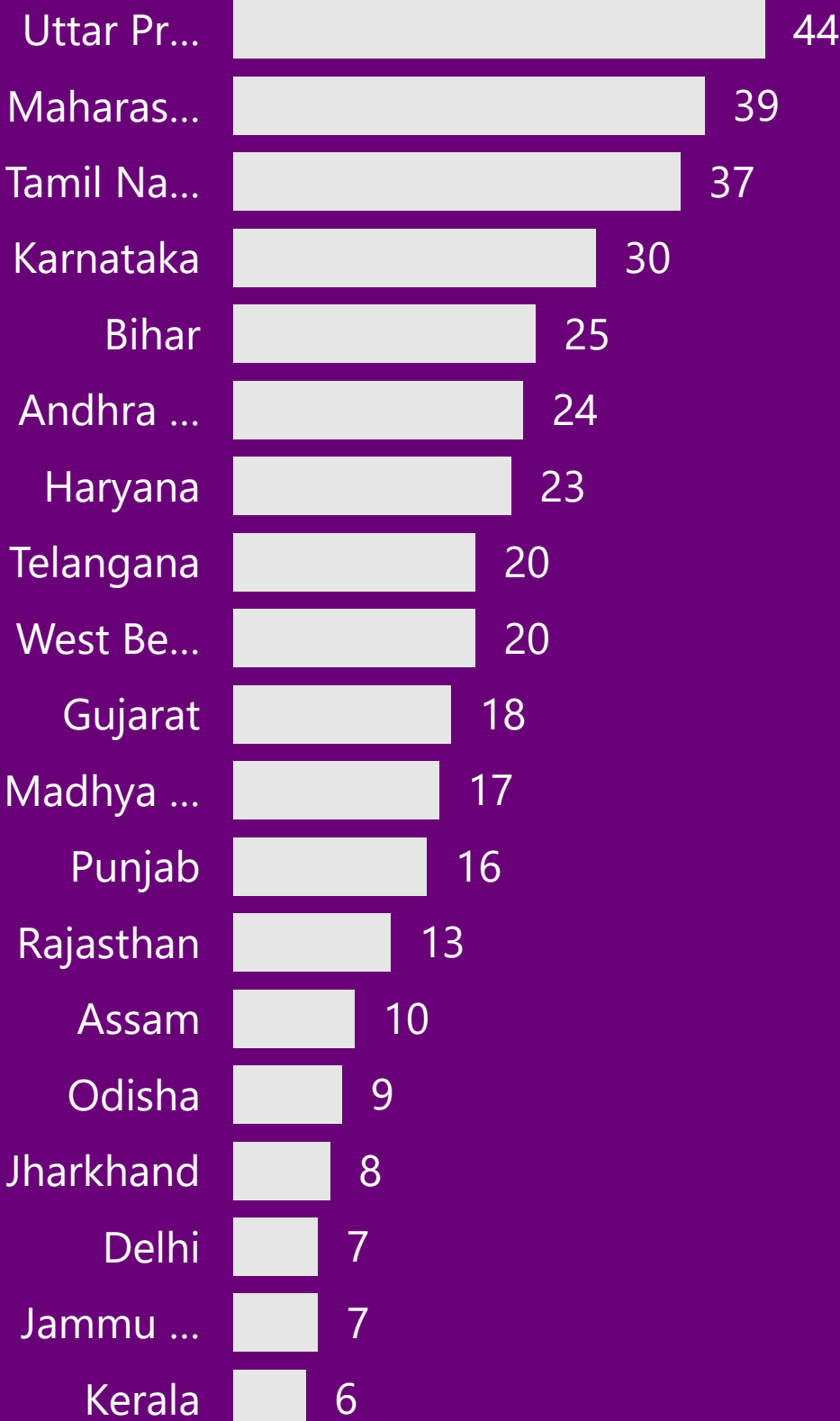
by Tenure Group



by Payment Method



by State



by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 381

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
85027-KAR	19.75	21.36	0.00	14
51597-MAD	19.90	21.40	0.00	10
33773-UTT	20.60	22.08	0.00	3
86703-WES	20.65	22.12	0.00	14
42768-TAM	19.40	22.25	0.00	13
53449-MAH	19.90	22.28	0.00	8
86315-TAM	20.95	23.24	0.00	6
92527-KAR	20.05	23.28	0.00	7
71564-KAR	19.05	24.07	0.00	6
18415-KAR	19.10	24.12	0.00	7
82118-JAM	24.20	24.20	0.00	3
27553-UTT	20.30	24.39	0.00	0
77658-AND	24.40	24.40	0.00	0
99488-KAR	24.40	24.40	0.00	10
16244-UTT	19.55	24.65	0.00	5
68826-MAH	24.70	24.70	0.00	14
53764-WES	24.90	24.90	0.00	10
94305-KAR	19.75	25.07	0.00	5
92228-BIH	25.15	25.15	0.00	10
74033-ASS	25.25	25.25	0.00	15
28266-JAM	25.35	25.35	0.00	6