

CHURN PROFILE

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State

All

Churn Rate

27%

Total customers

6,687

Churned Customers

1,796

Services

% International

49%

% Unlimited Data

80%

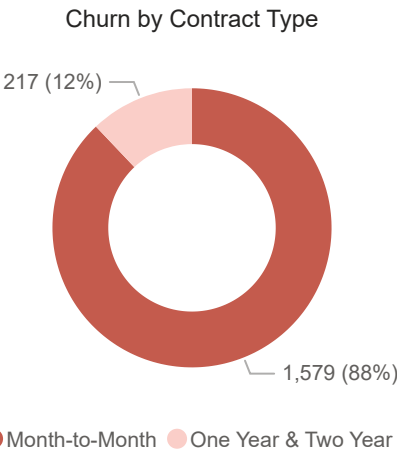
% Group

6%

% Device Protection

29%

Contracts



Month-to-Month

46.29%

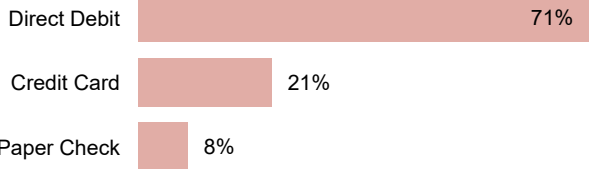
Churn rate

One Year & Two Year

6.62%

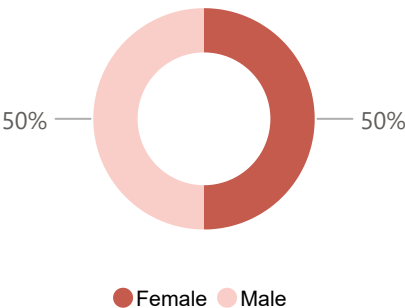
Churn rate

Churn by Payment Method

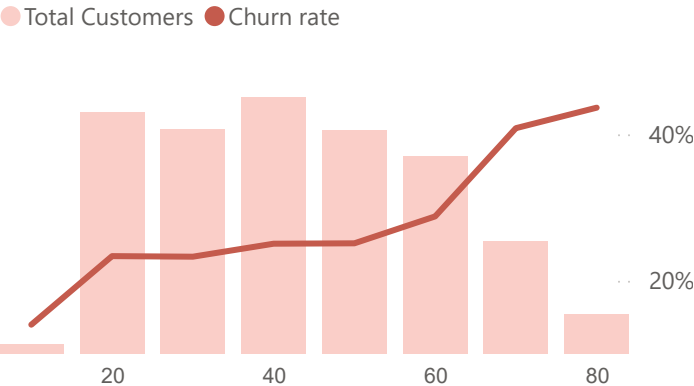


Demographics

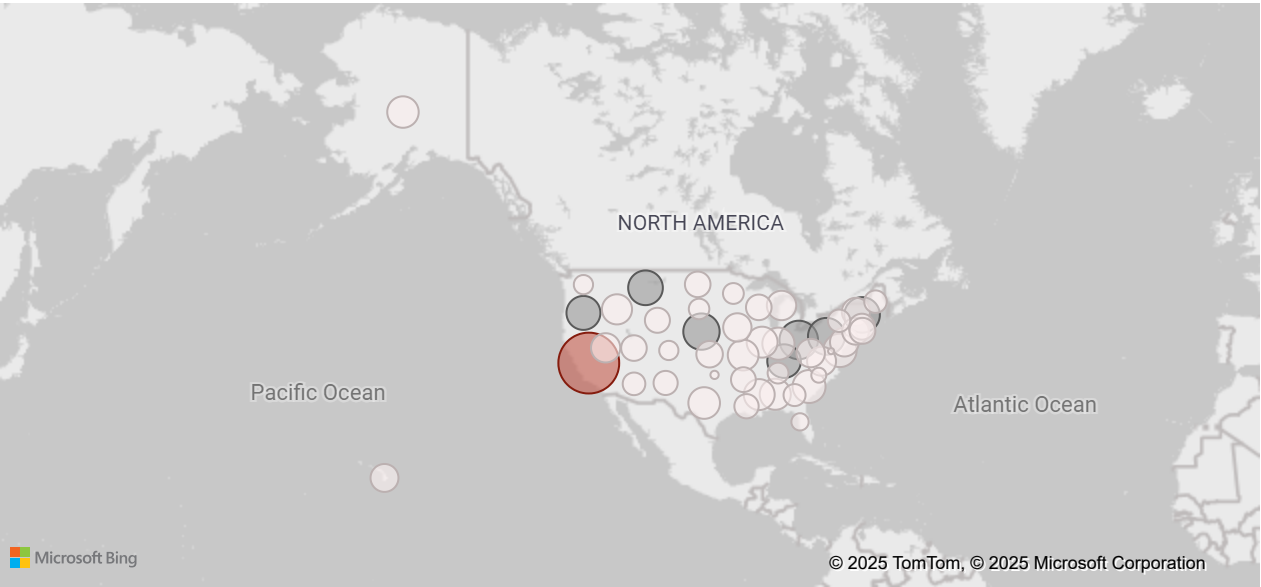
Churn by Gender



Total Customers and Churn rate by Age Bins



Churn by State

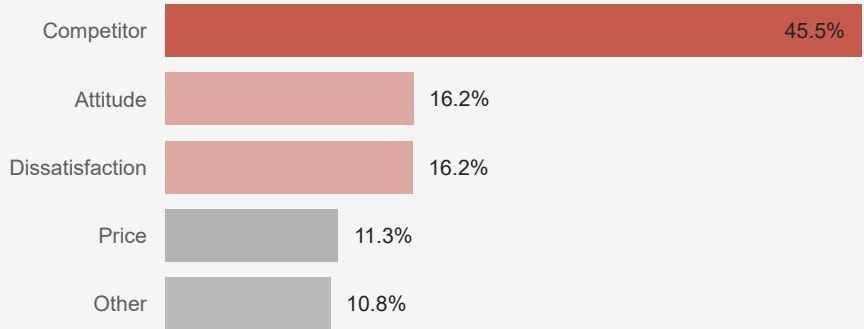


CHURN REASONS

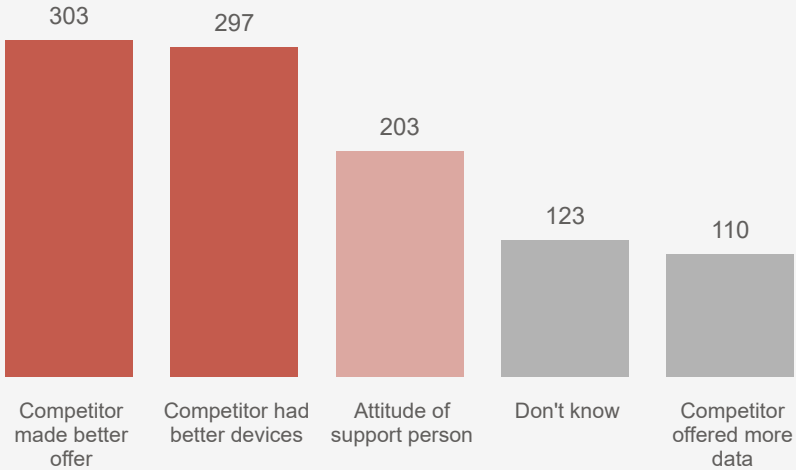
State ▼

All ▼

Churns by Category



Top 5 Churn Reasons



Churn profile

Churn Reasons

Churn Patterns

Customer Service

Insights

Ask a question

Churn Category ×

Attitude

Churn Reason ×

Churned Customers
100%

Competitor
45%

Attitude
16%

Dissatisfaction
16%

Price
11%

Other
11%

2%

Attitude of support pe...
11%

Attitude of service pro...
5%

CHURN PATTERNS

State ▼

All ▼

Customer Charges

AVG Monthly Charge

31.0

AVG Total Charge

1083.8

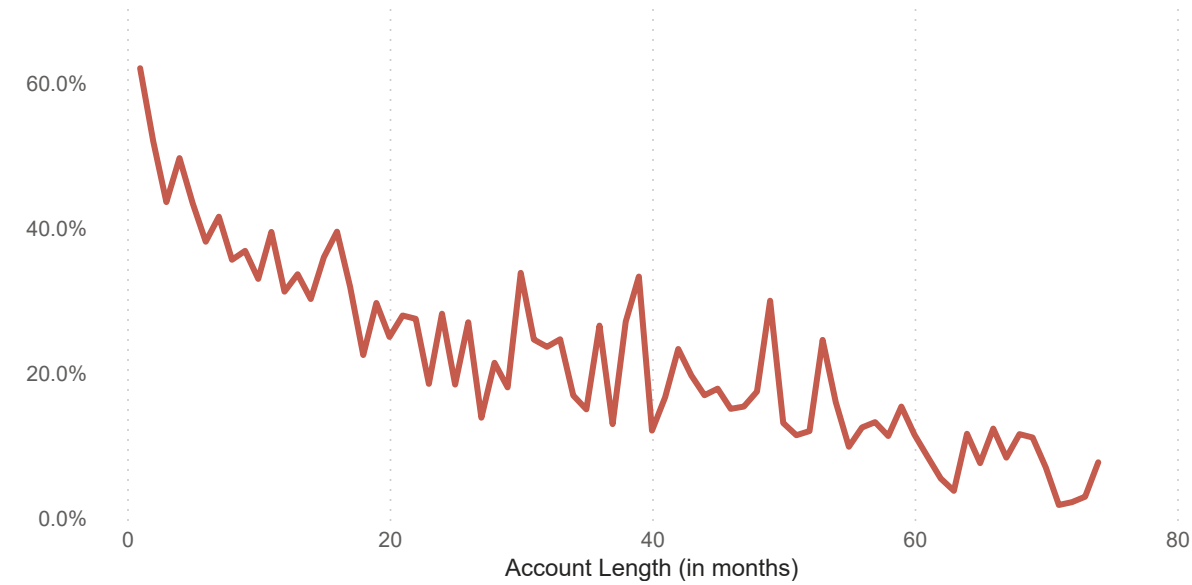
AVG Extra International Charge

33.6

AVG Extra Data Charge

3.4

Churn rate by Account Length (in months)



Churn profile

Churn Reasons

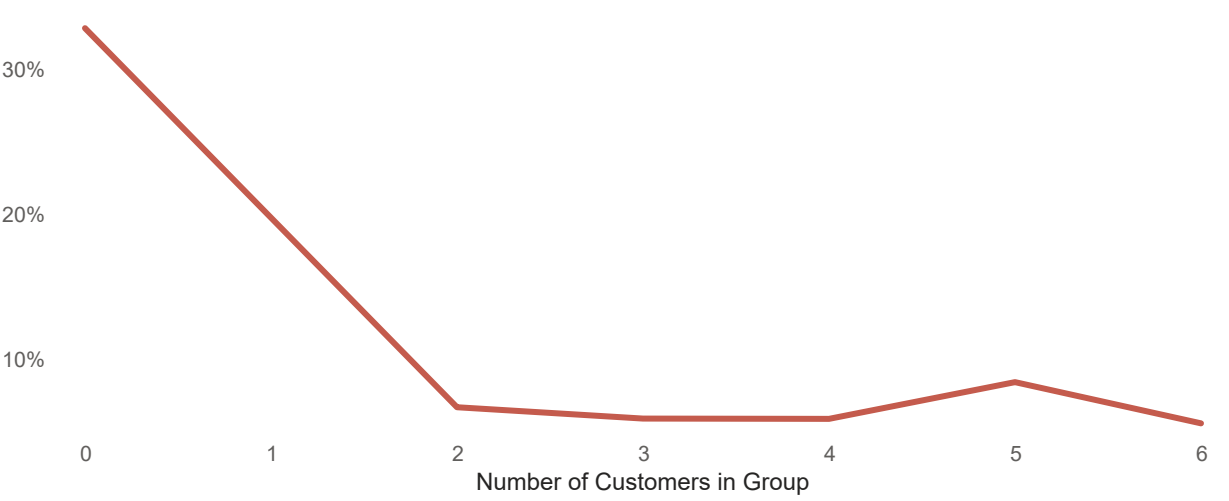
Churn Patterns

Customer Service

Insights

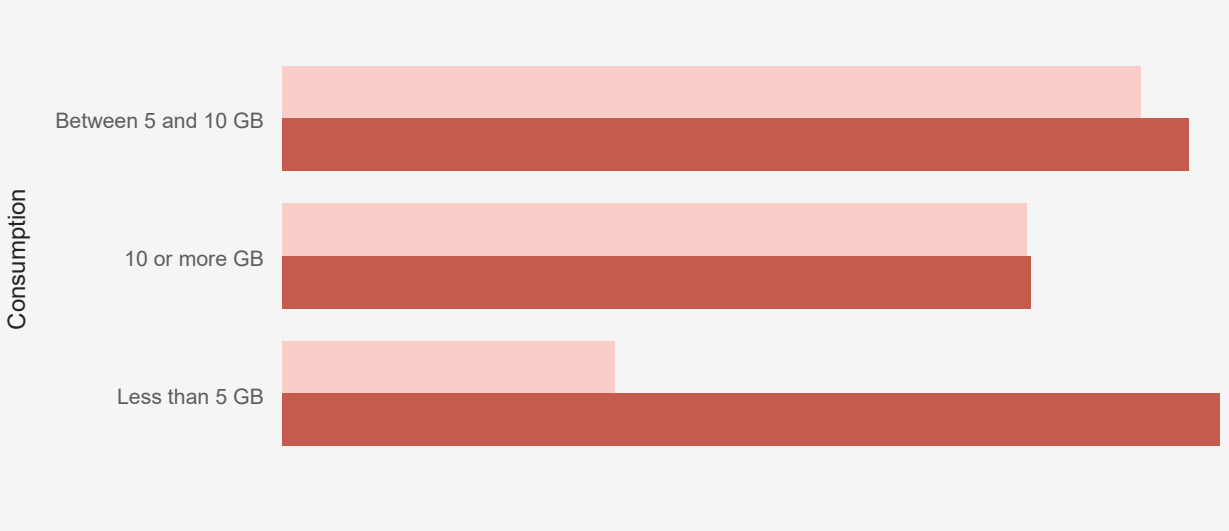
Ask a question

Churn rate by Number of Customers in Group



Churn rate by Consumption and Unlimited Data Plan

Unlimited Data Plan No Yes



CUSTOMER SERVICE

Churn profile

Churn Reasons

Churn Patterns

Customer Service

Insights

Ask a question

State ▼

All ▼

Total Customer Service Calls

6,123

AVG Customer Service Calls

0.92

Churned Customer Service Calls

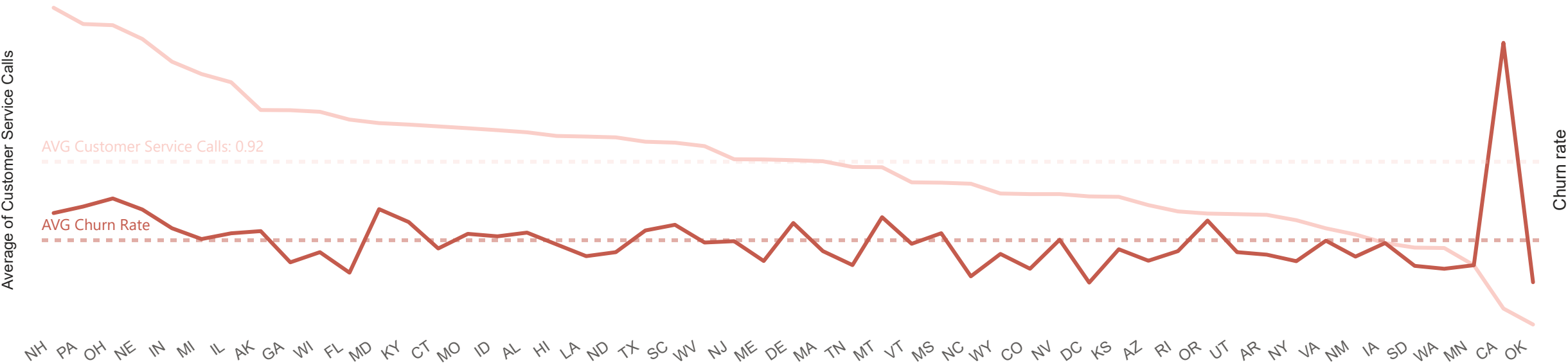
4,303

AVG Churned Customer Service Calls

2.40

Average of Customer Service Calls and Churn rate by State

Average of Customer Service Calls Churn rate



INSIGHTS & RECOMMENDATIONS

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Insights

Churn Profile

1. **Age Group:** Customers aged over 50 are significantly more likely to churn.
2. **Grouping Impact:** Individual customers (no group membership) have a churn rate of 33%, compared to just 6% for grouped customers.
3. **Tenure:** A notable percentage of customers churn within their first year.
4. **Contract Type:** Customers with month-to-month contracts exhibit higher churn rates.
5. **Geographic Trends:** The top states with the highest churn are California (CA), Ohio (OH), Pennsylvania (PA), New Hampshire (NH), and Nebraska (NE).

Churn Factors

1. **Competitor Impact:** Competitors are offering better deals and devices, leading to churn.
2. **Customer Support:** Poor customer support is a critical factor; churned customers average 2.4 customer service calls, much higher than the general average.
3. **Mismatch of Plan and Usage:** Customers who use 0–10 GB of data but subscribe to an Unlimited Data plan have a disproportionately higher churn rate.

Recommendations

Retention Strategies

1. **Targeted Retention Programs**
 - Develop age-specific and state-specific programs to engage customers.
2. **Encourage Group Membership**
 - Promote group plans to individual customers, emphasizing the benefits of joining a group to reduce churn risk.
3. **Contract Incentives**
 - Provide discounts or perks to transition month-to-month customers to longer-term contracts (e.g., annual plans).

Addressing Churn Factors

1. **Enhance Customer Support**
 - Train support staff to improve service quality and reduce complaints.
 - Introduce proactive support mechanisms, like chatbots or follow-up calls after service interactions.
2. **Competitive Offers**
 - Analyze competitor pricing and device offers and create competitive packages to attract and retain customers.
3. **Plan-Usage Alignment**
 - Identify customers on Unlimited Data plans with low usage (0–10 GB) and recommend alternative plans that better suit their needs, potentially reducing churn caused by mismatched expectations.

ASK A QUESTION

Churn profile

Churn Reasons

Churn Patterns

Customer Service

Insights

Ask a question



Help Q&A understand people better by adding synonyms.

Add synonyms now



Ask a question about your data



Try one of these to get started

top states by total customers

top states by
%InternationalActive_All

top churn reasons by
%Group_Churn

top churn categories by
%Group_All

show churn rate

Show all suggestions