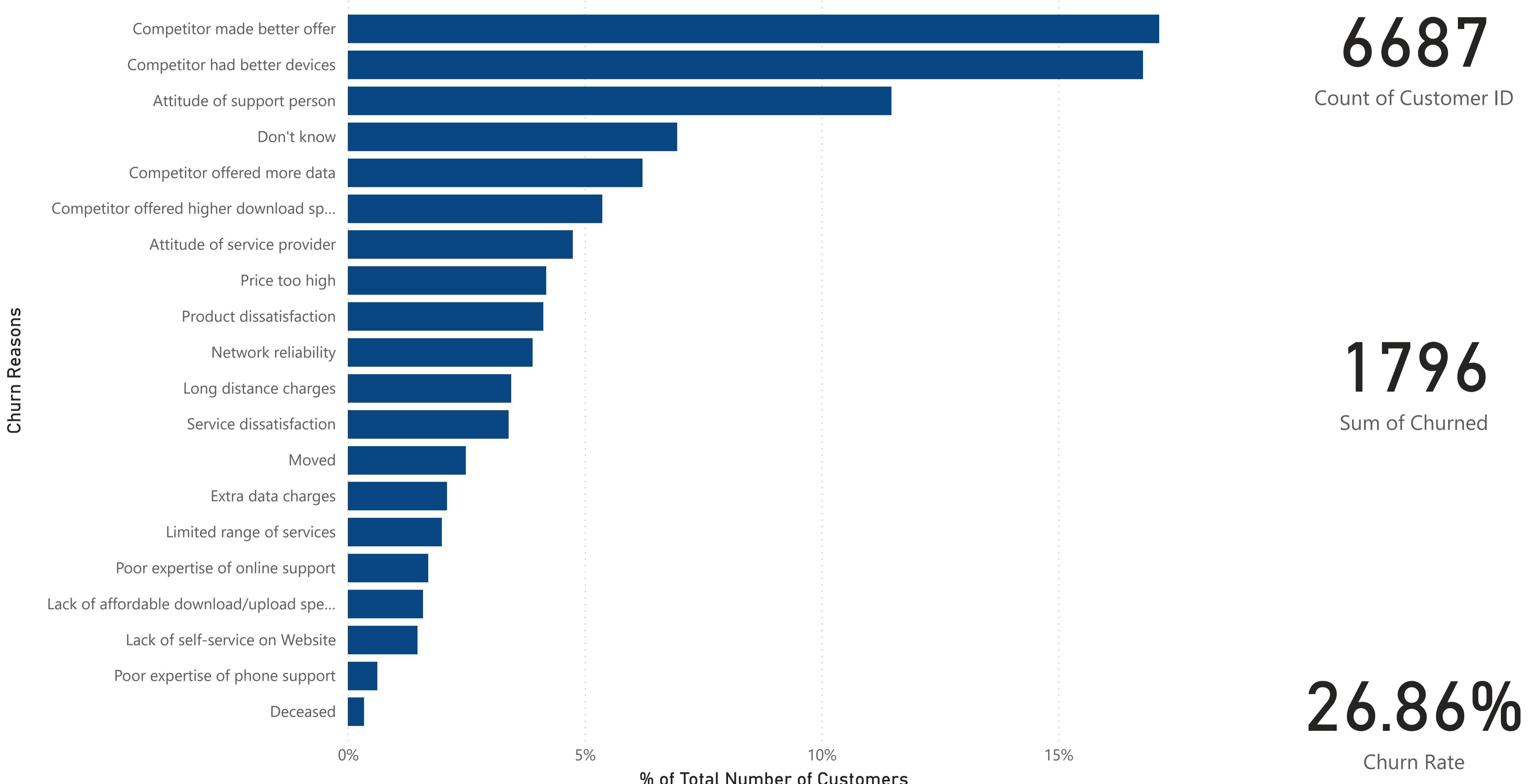


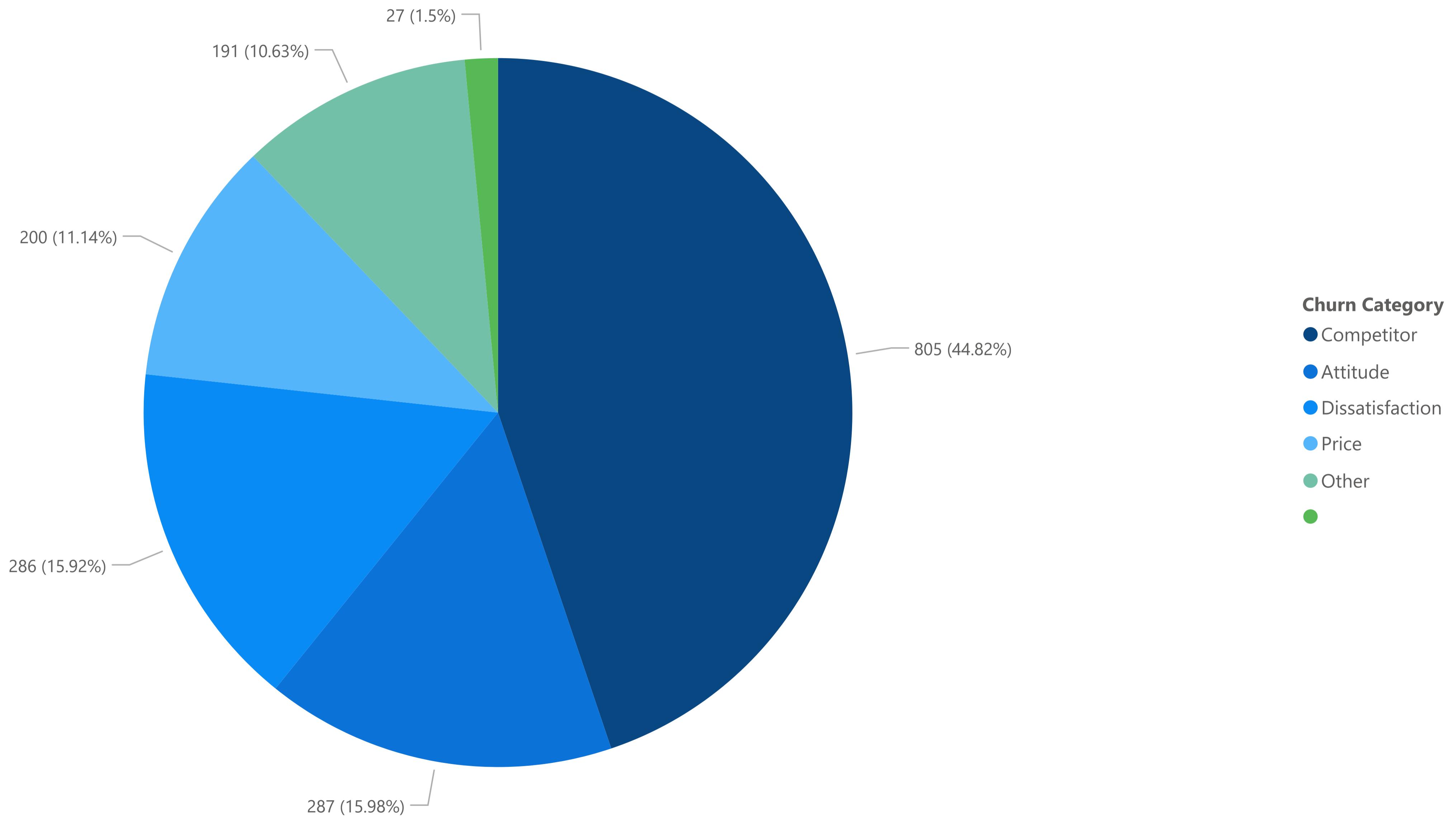
26.86%

Churn Rate

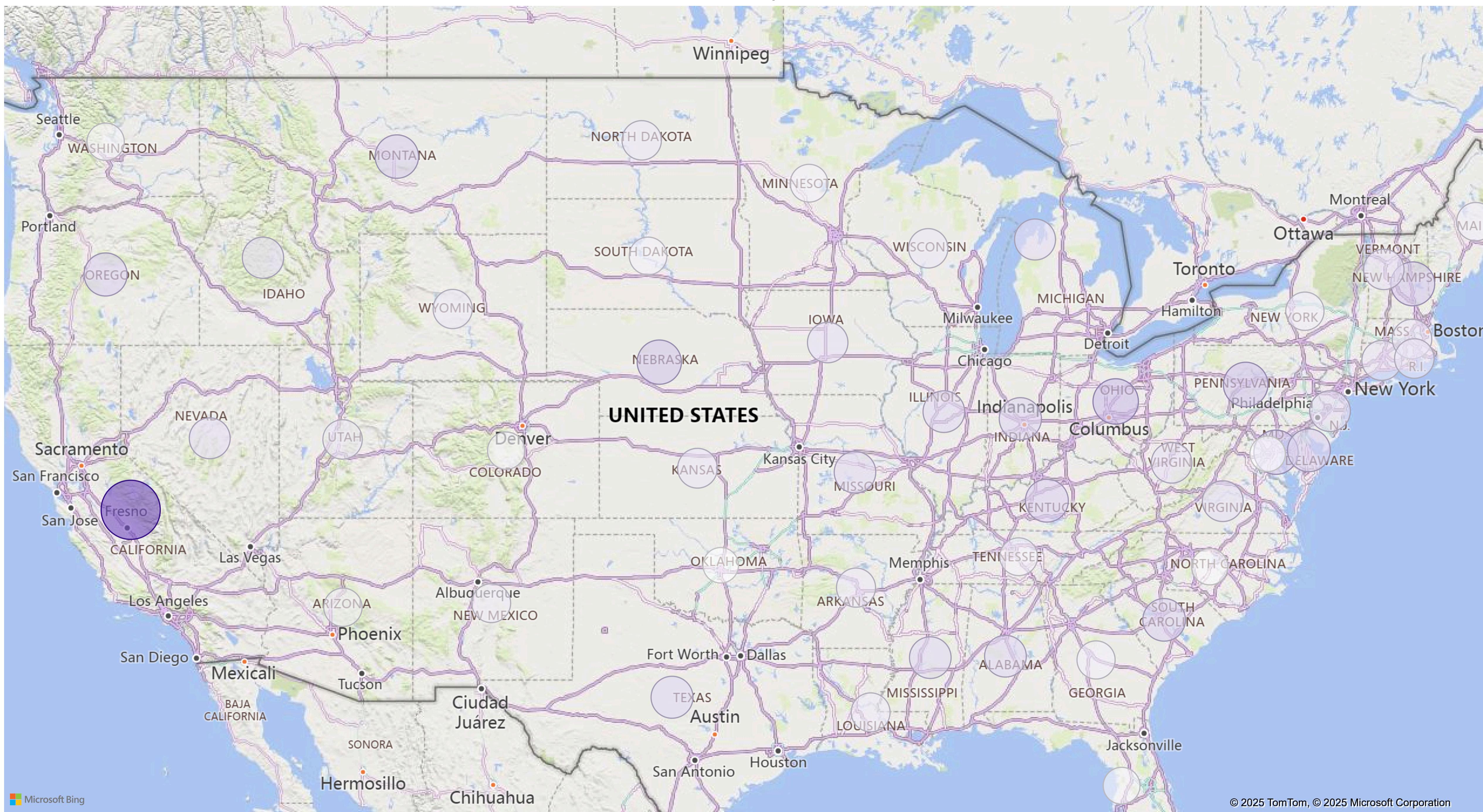
Churn Reasons



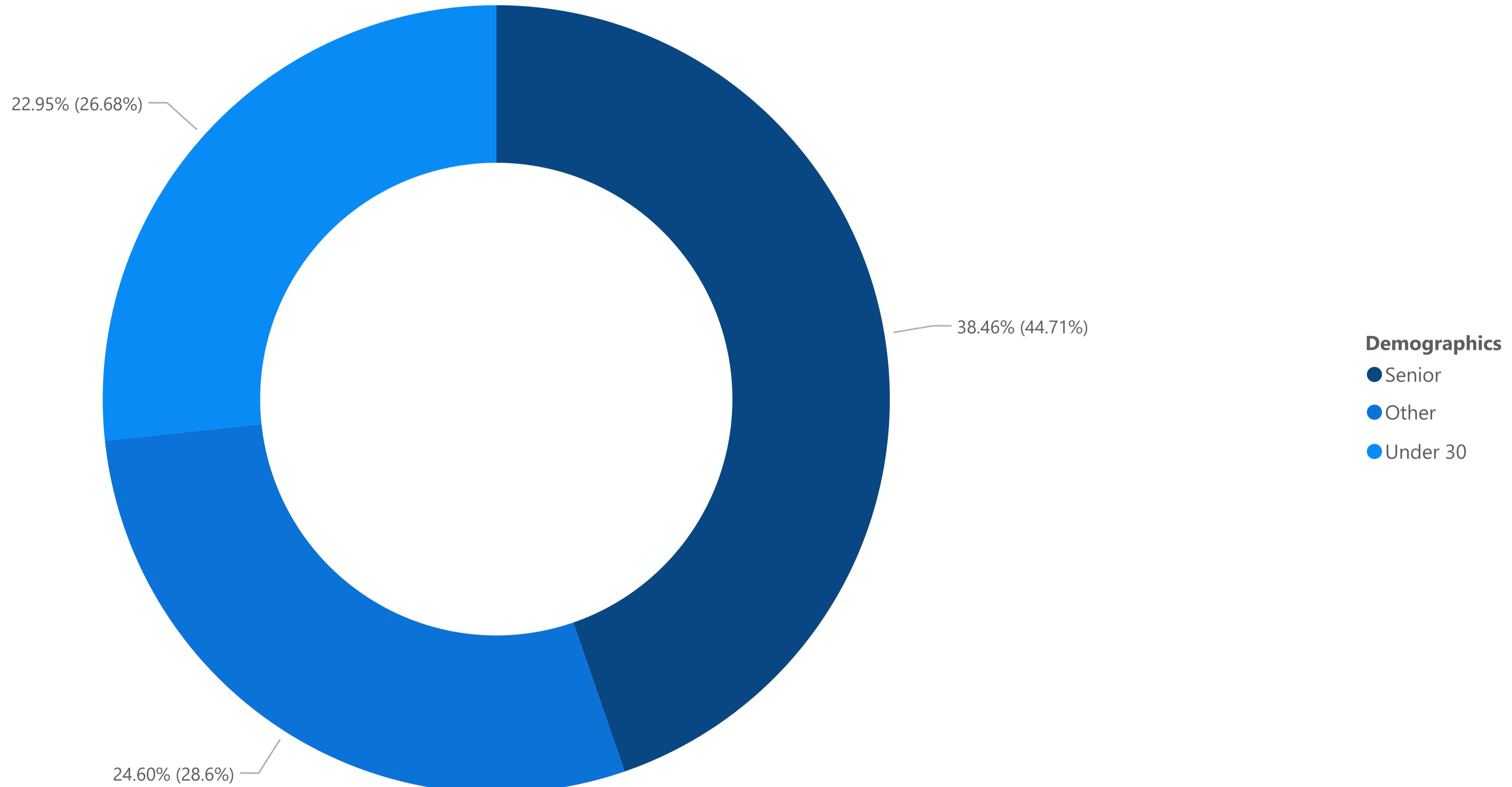
Churn Ratio by Category



Total Churn by State

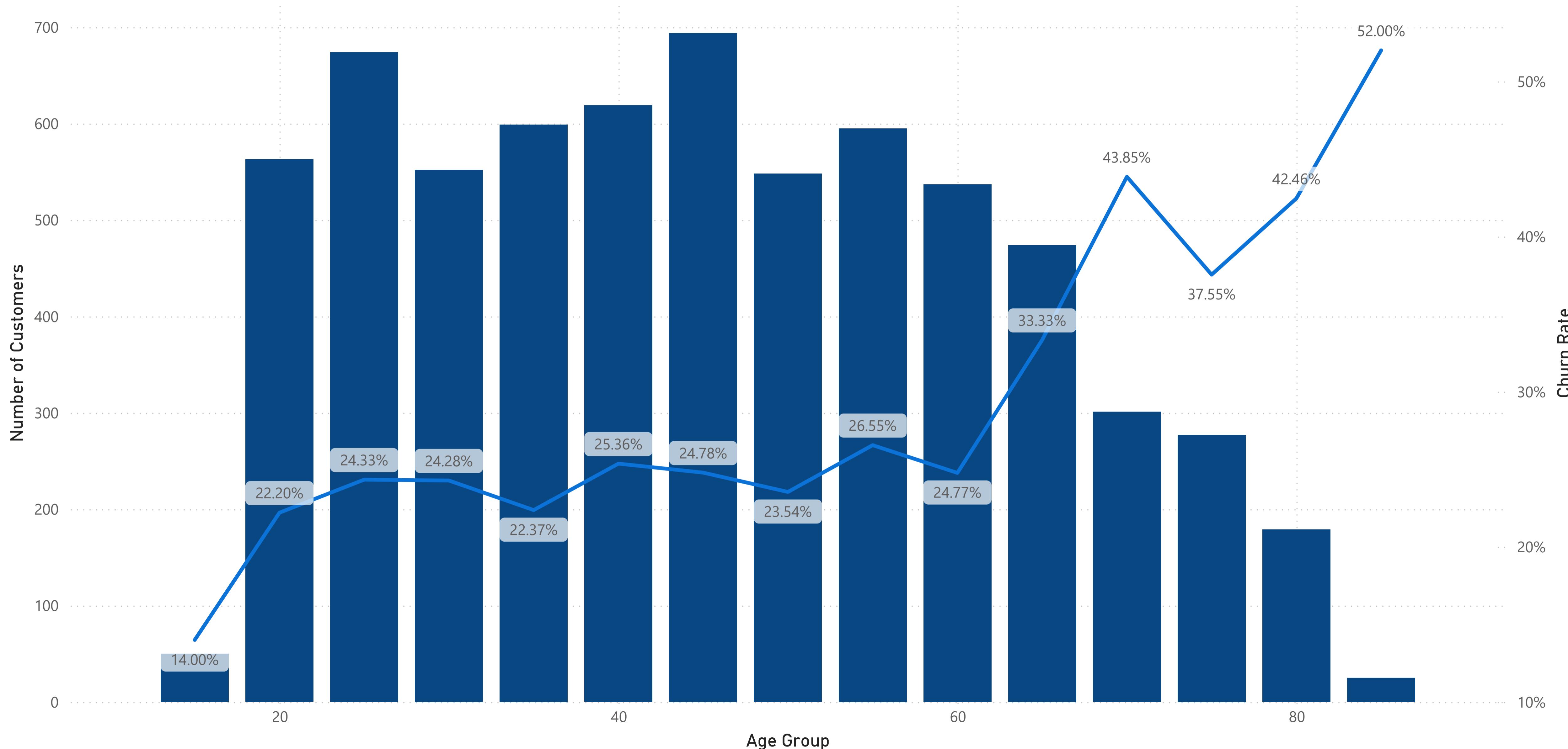


Churn Rate by Age Demographic



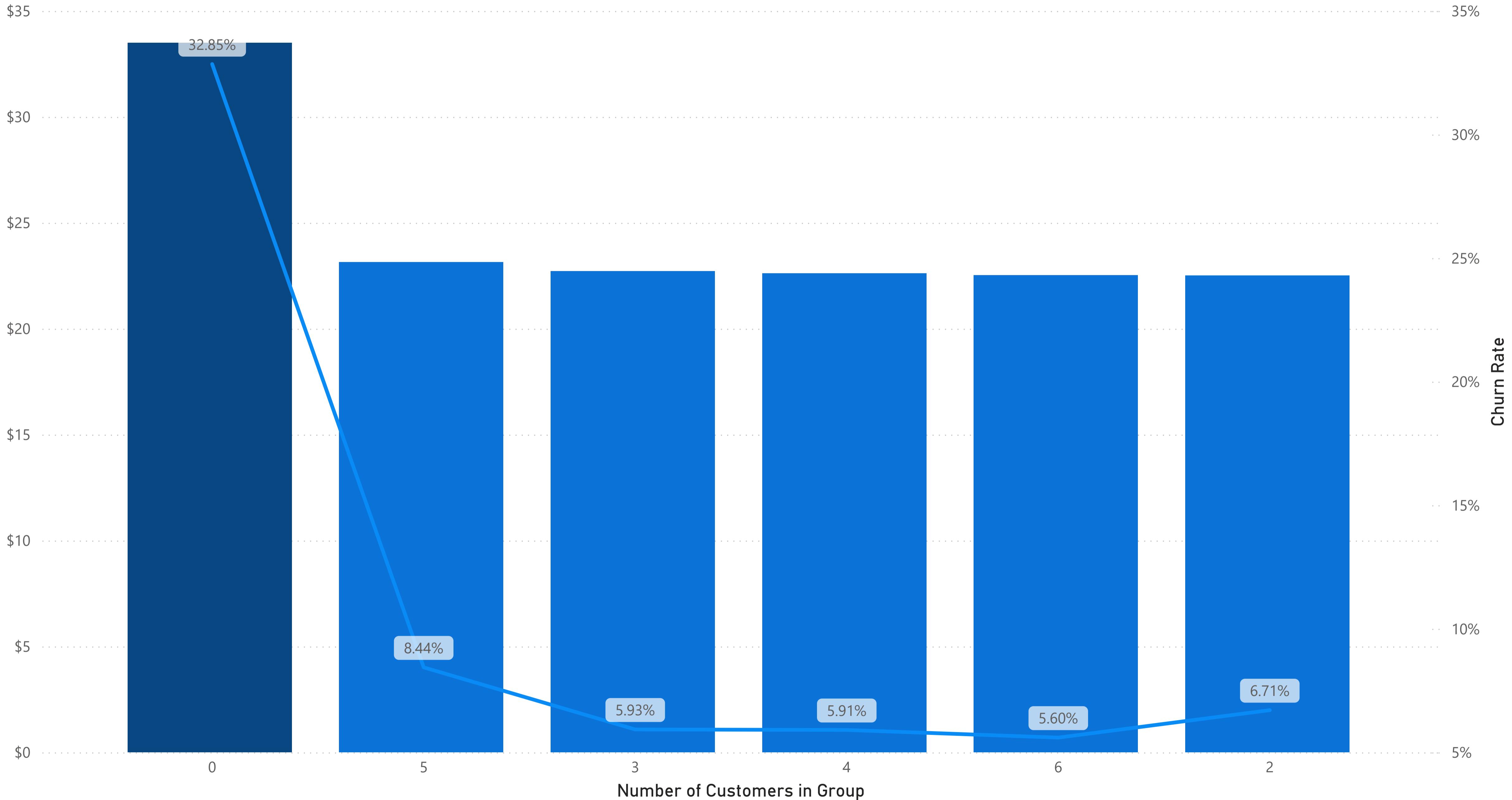
Churn by Age Group

● Number of Customers ● Churn Rate



Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate



Monthly

46.29%

Churn Rate

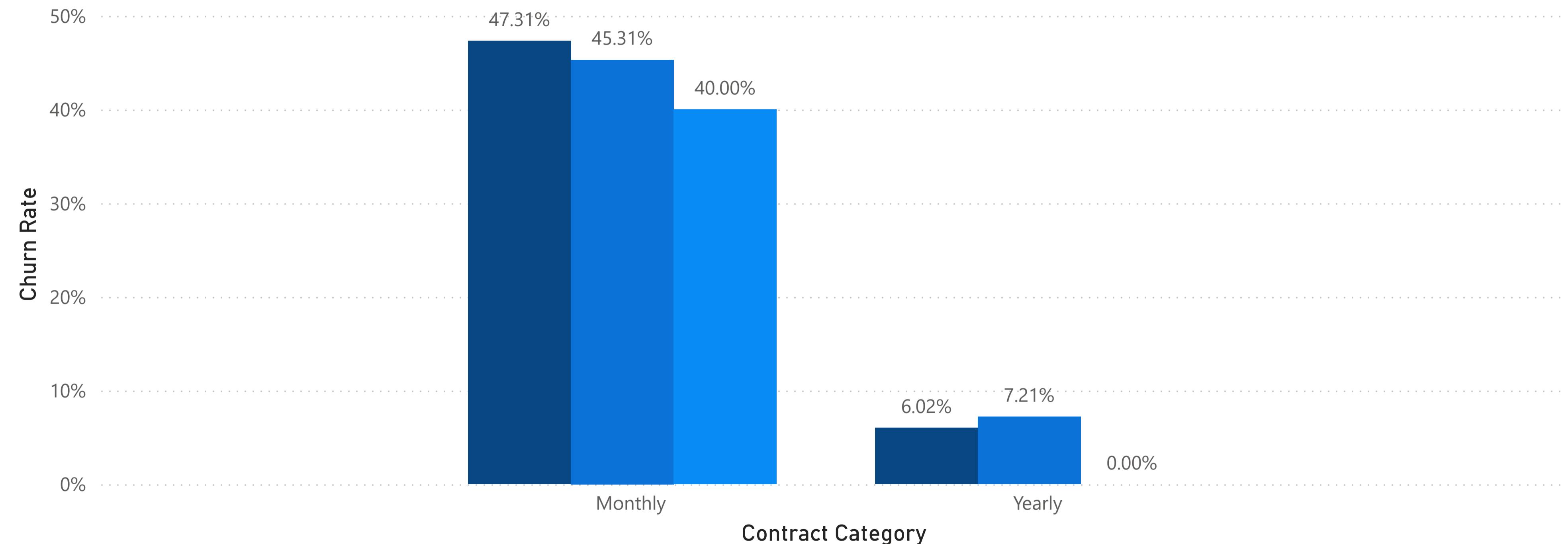
Yearly

6.62%

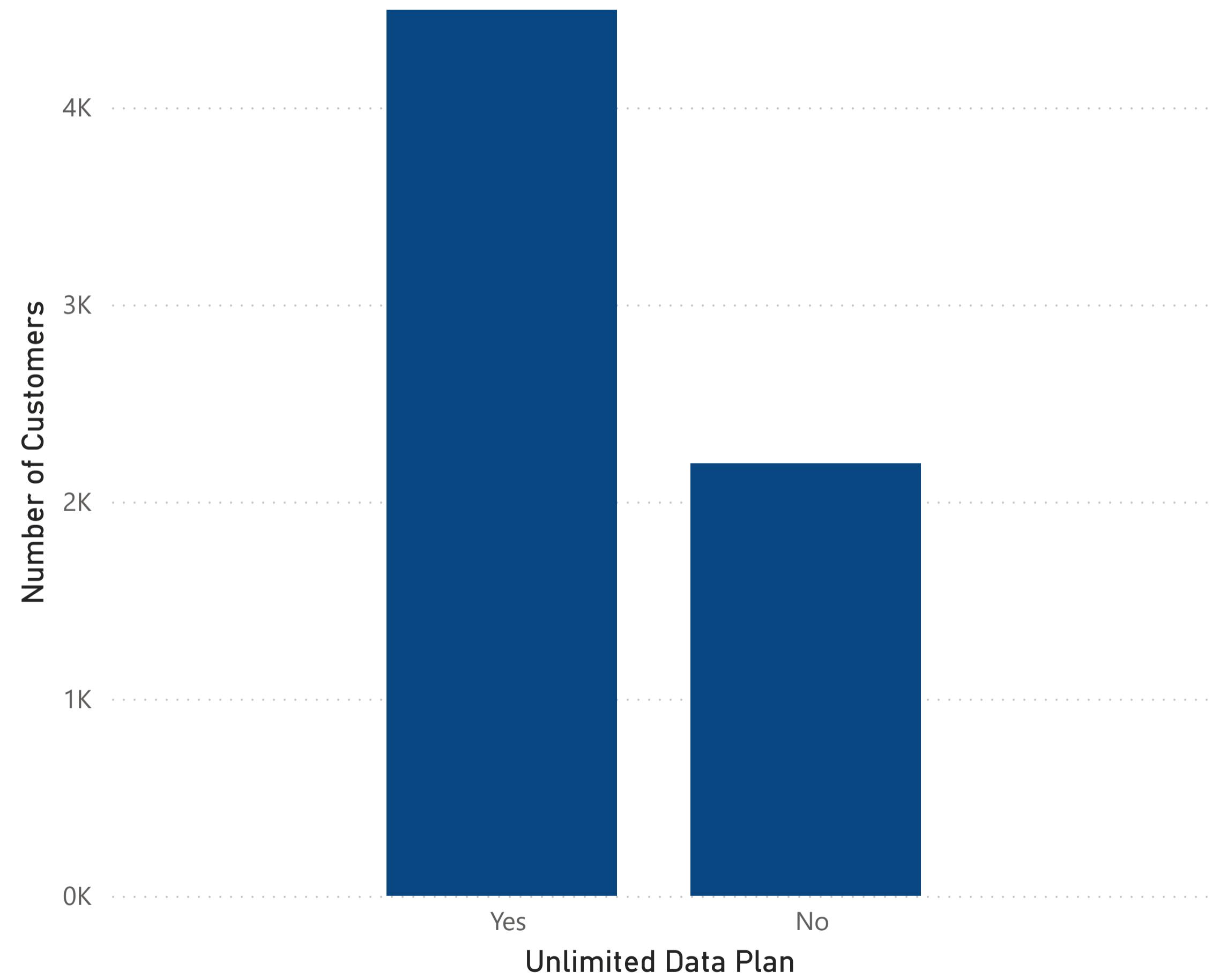
Churn Rate

Churn Rate by Contract Category and Gender

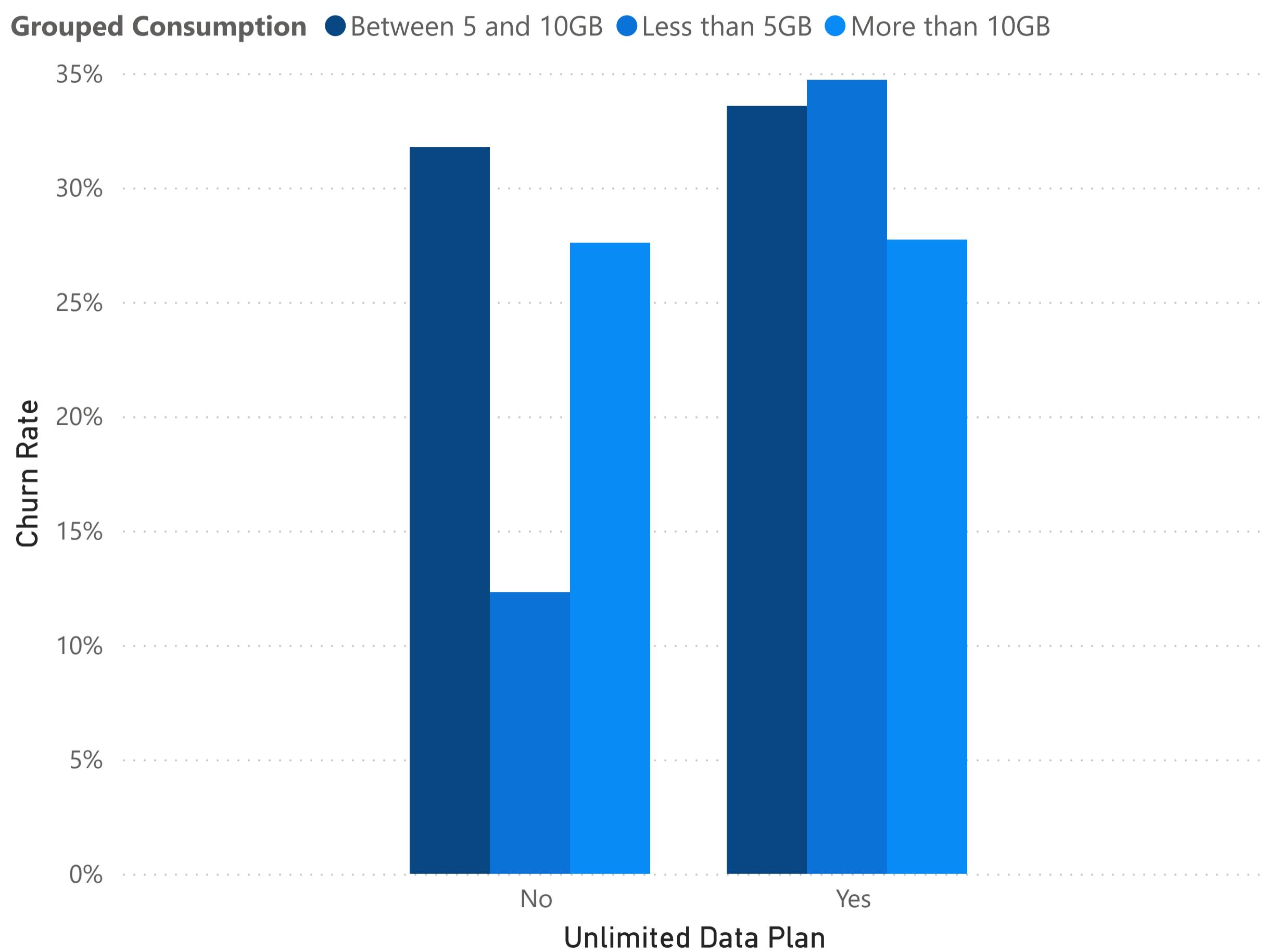
Gender ● Female ● Male ● Prefer not to say



Number of Customers by Unlimited Data Plan

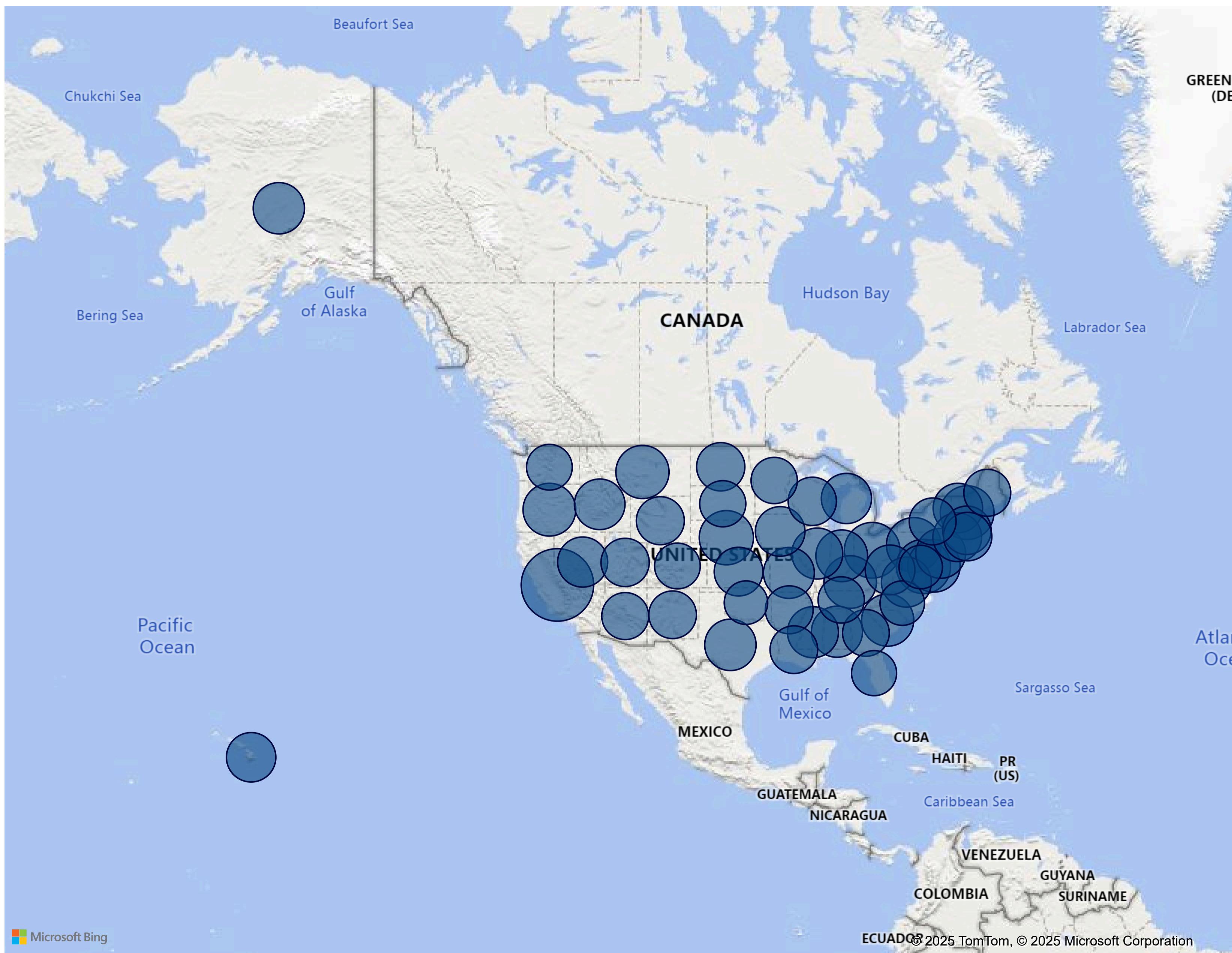


Churn Rate by Unlimited Data Plan and Grouped Consumption

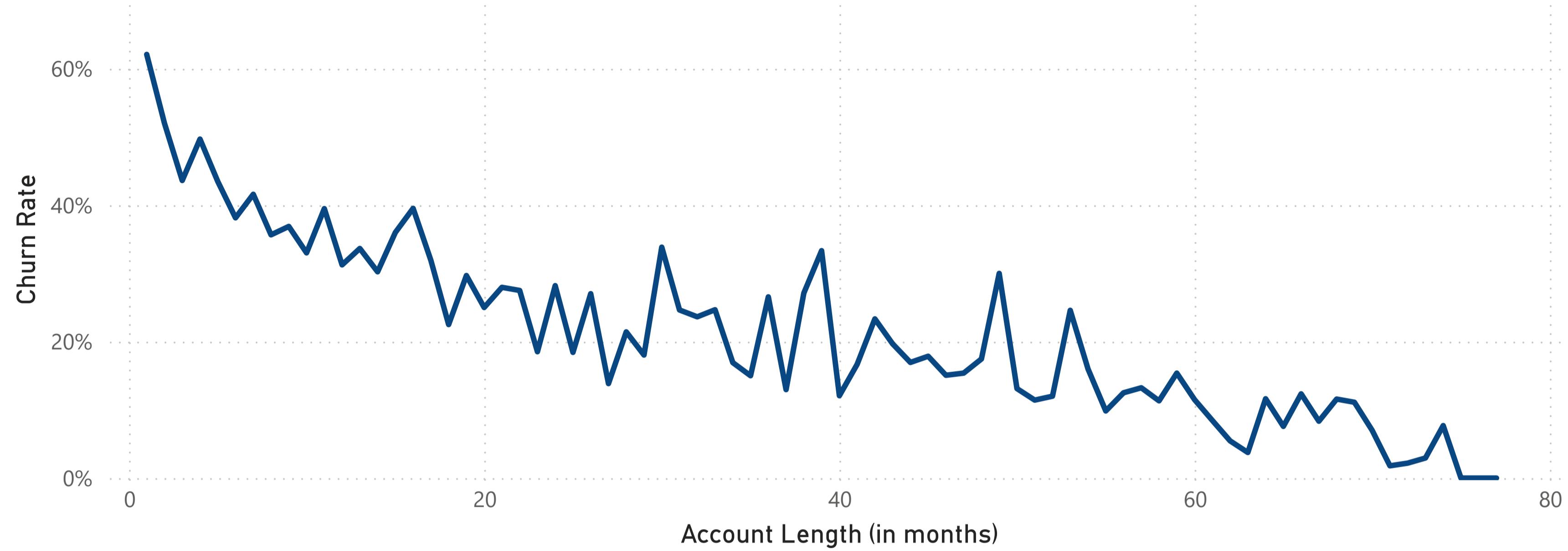


| State | no | yes | Total |
|--------------|---------------|---------------|---------------|
| AK | 28.13% | 37.50% | 28.85% |
| AL | 28.47% | 29.41% | 28.57% |
| AR | 27.66% | 6.25% | 24.55% |
| AZ | 23.77% | 16.67% | 23.44% |
| CA | 61.67% | 75.00% | 63.24% |
| CO | 20.97% | 37.50% | 21.97% |
| CT | 27.27% | 12.50% | 25.68% |
| DC | 19.39% | 20.00% | 19.44% |
| DE | 29.41% | 35.00% | 30.33% |
| FL | 22.52% | 12.50% | 21.26% |
| GA | 24.00% | 12.50% | 23.15% |
| HI | 26.00% | 33.33% | 26.42% |
| IA | 26.67% | | 26.67% |
| ID | 28.15% | 25.00% | 27.89% |
| IL | 30.23% | 23.33% | 28.45% |
| IN | 27.74% | 66.67% | 29.37% |
| KS | 26.40% | 18.75% | 25.53% |
| KY | 29.09% | 50.00% | 30.51% |
| LA | 23.76% | 50.00% | 24.27% |
| Total | 27.07% | 24.88% | 26.86% |

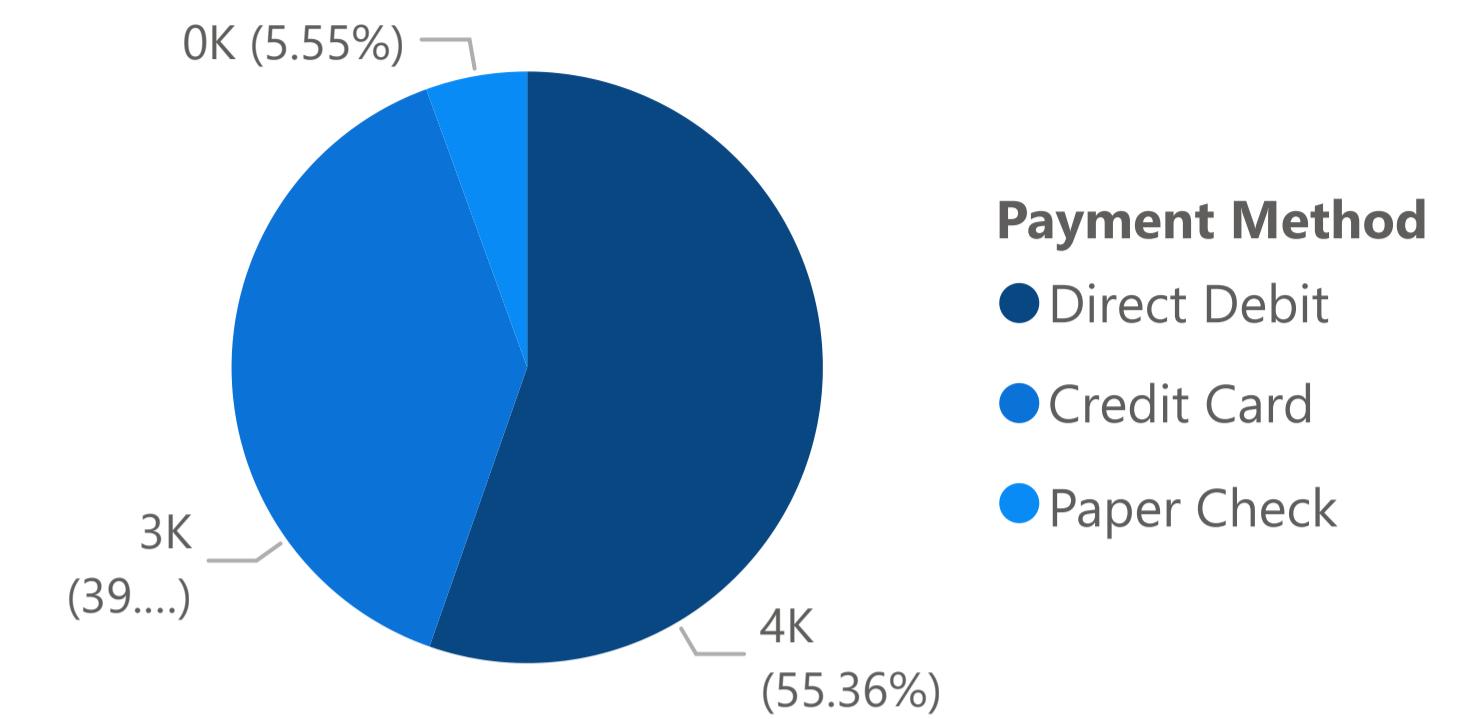
Churn Rate by State



Churn Rate by Account Length (in months)



Number of Customers by Payment Method

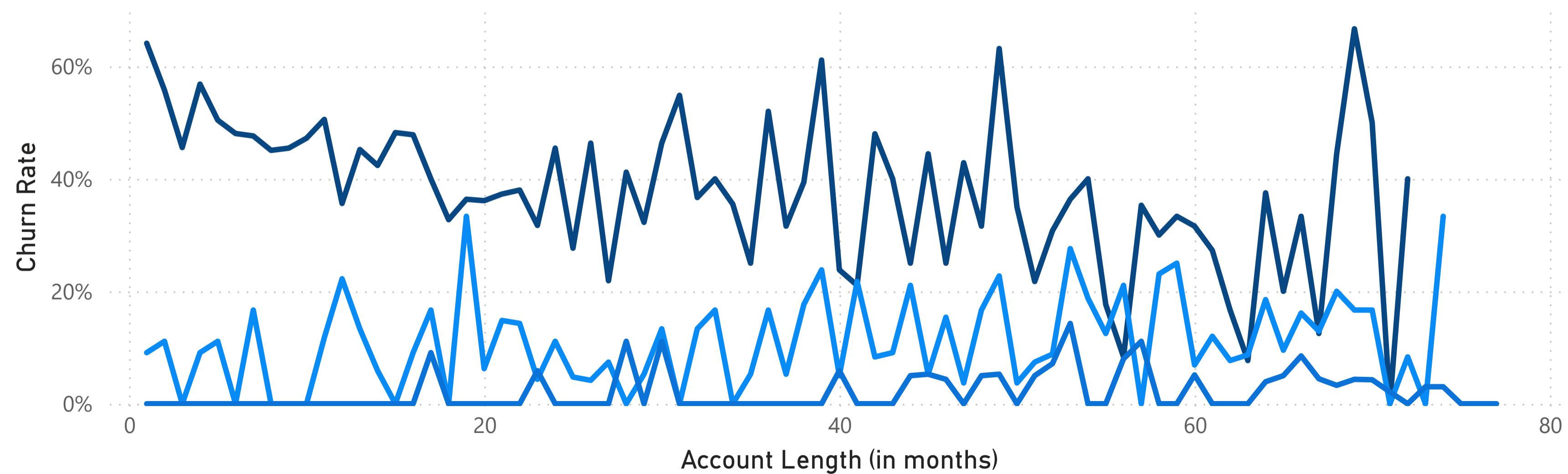


6687

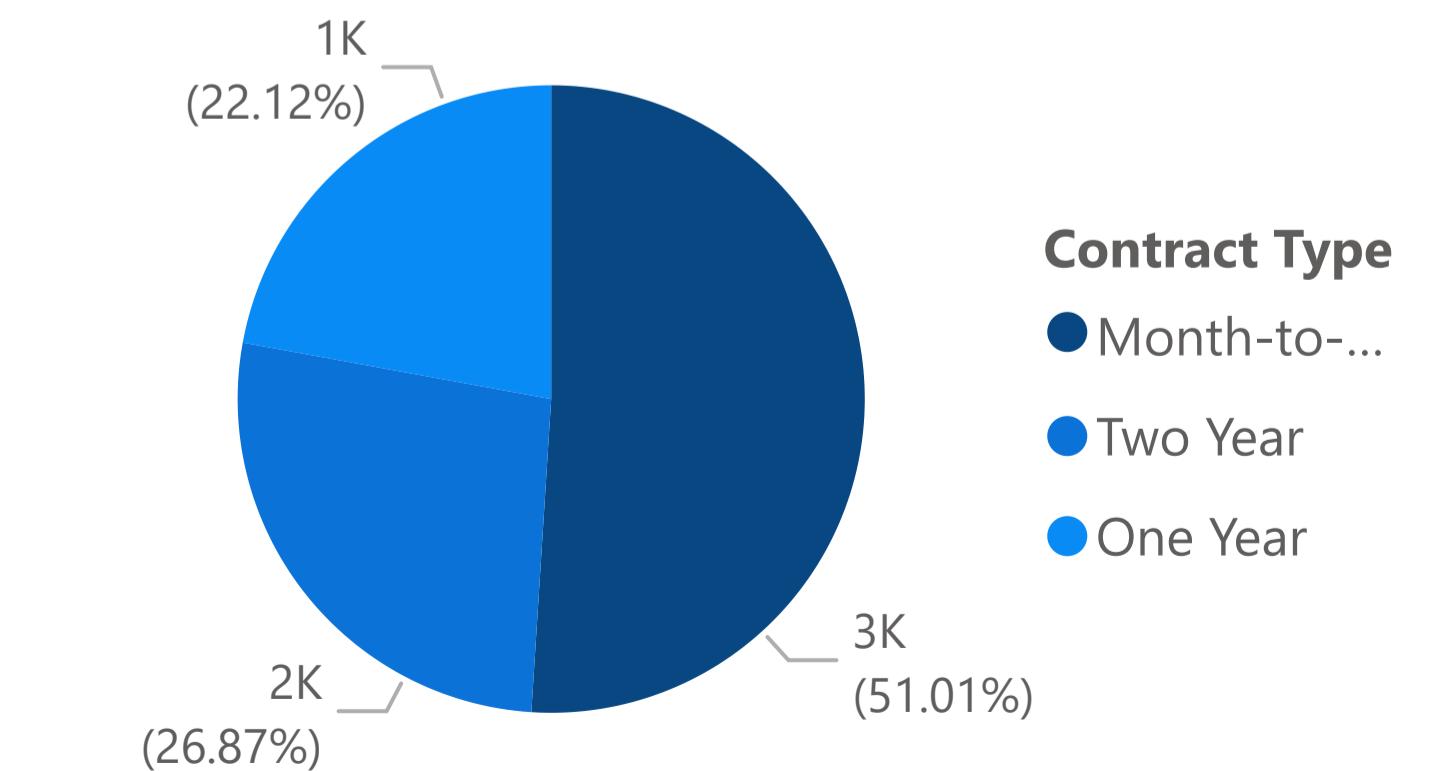
Number of Customers

Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



Number of Customers by Contract Type



6687

Total Customers

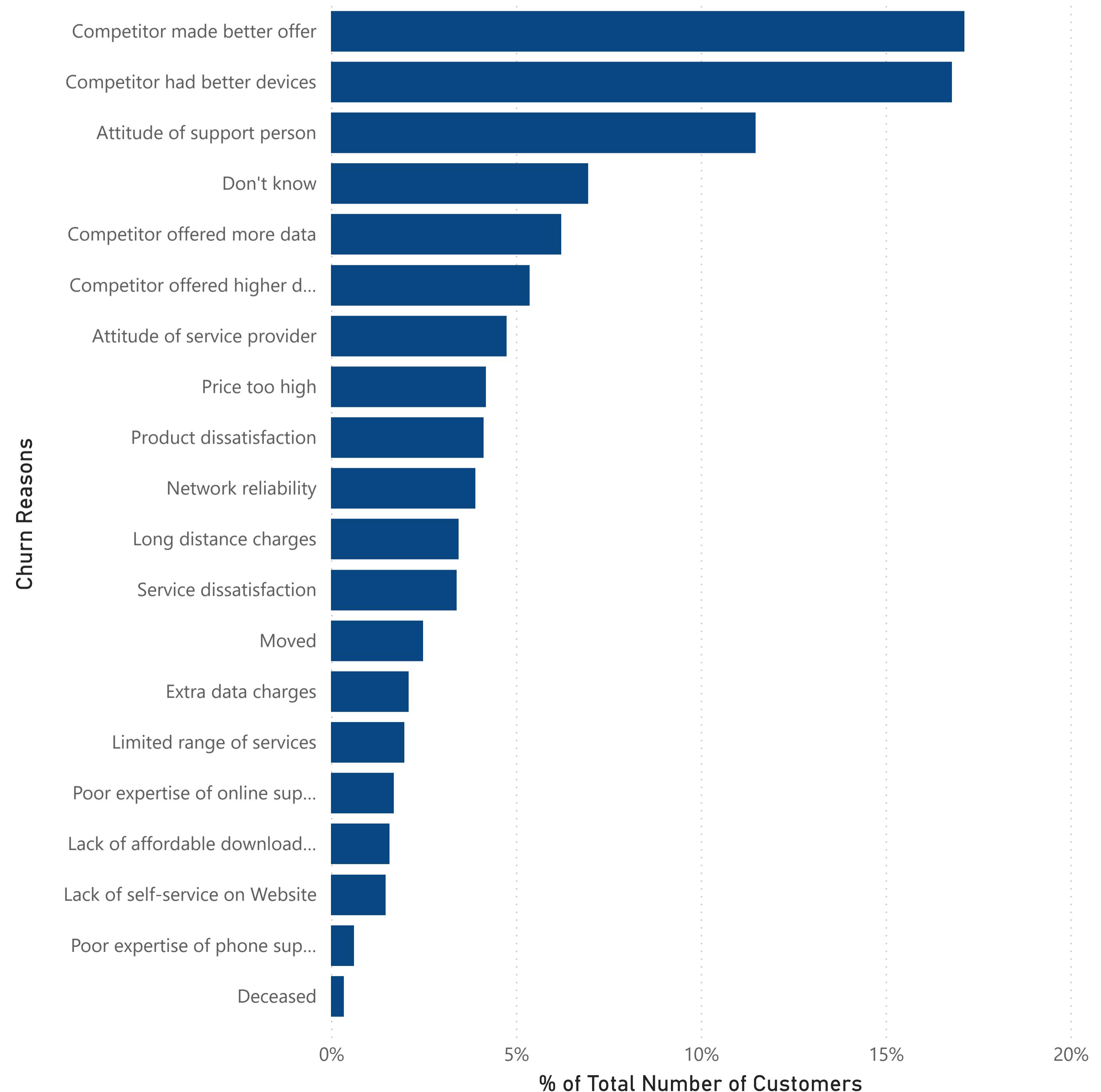
1796

Total Customers Churned

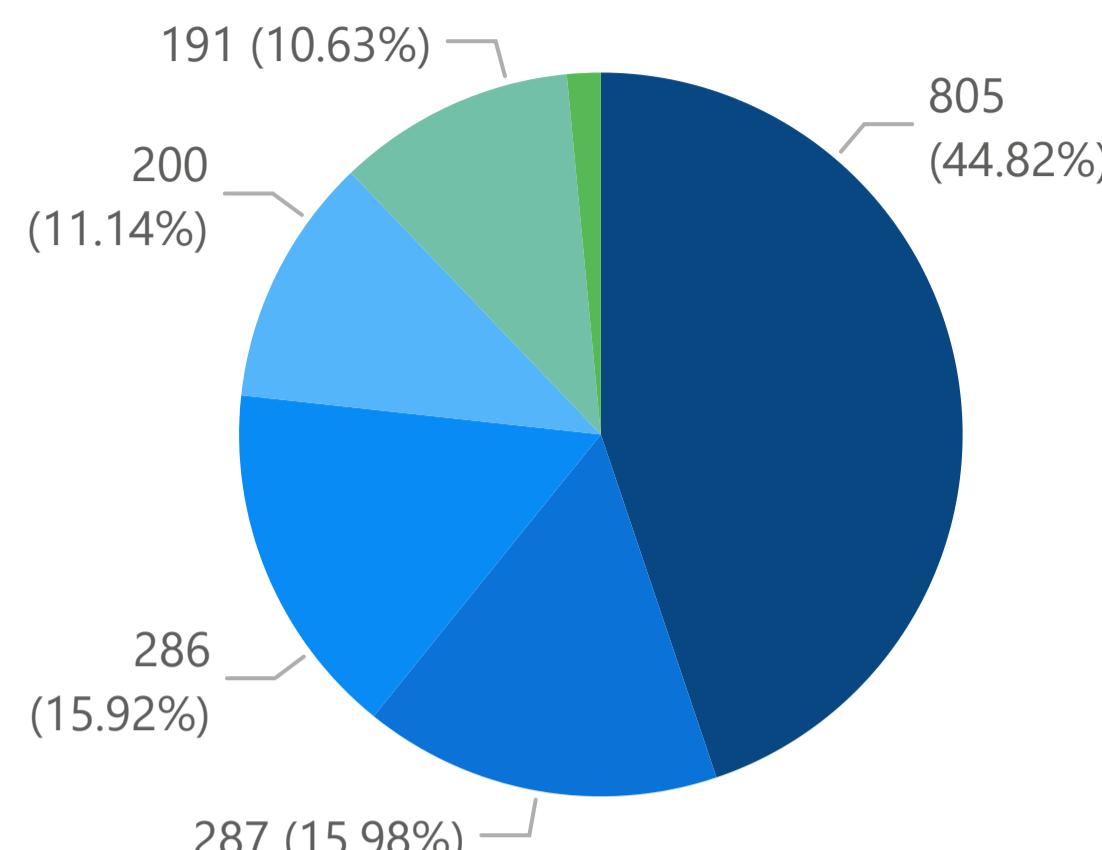
26.86%

Churn Rate

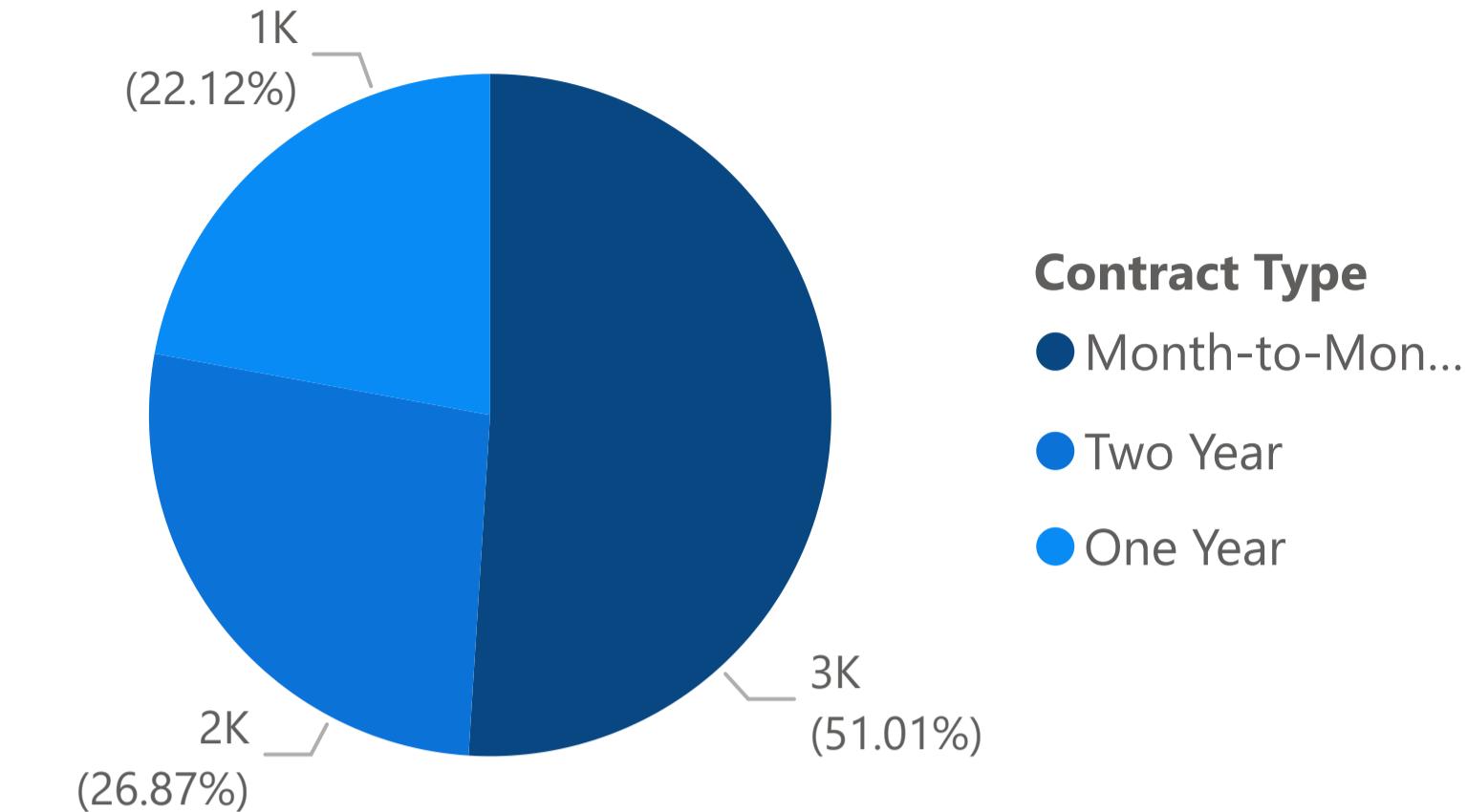
Churn Reasons



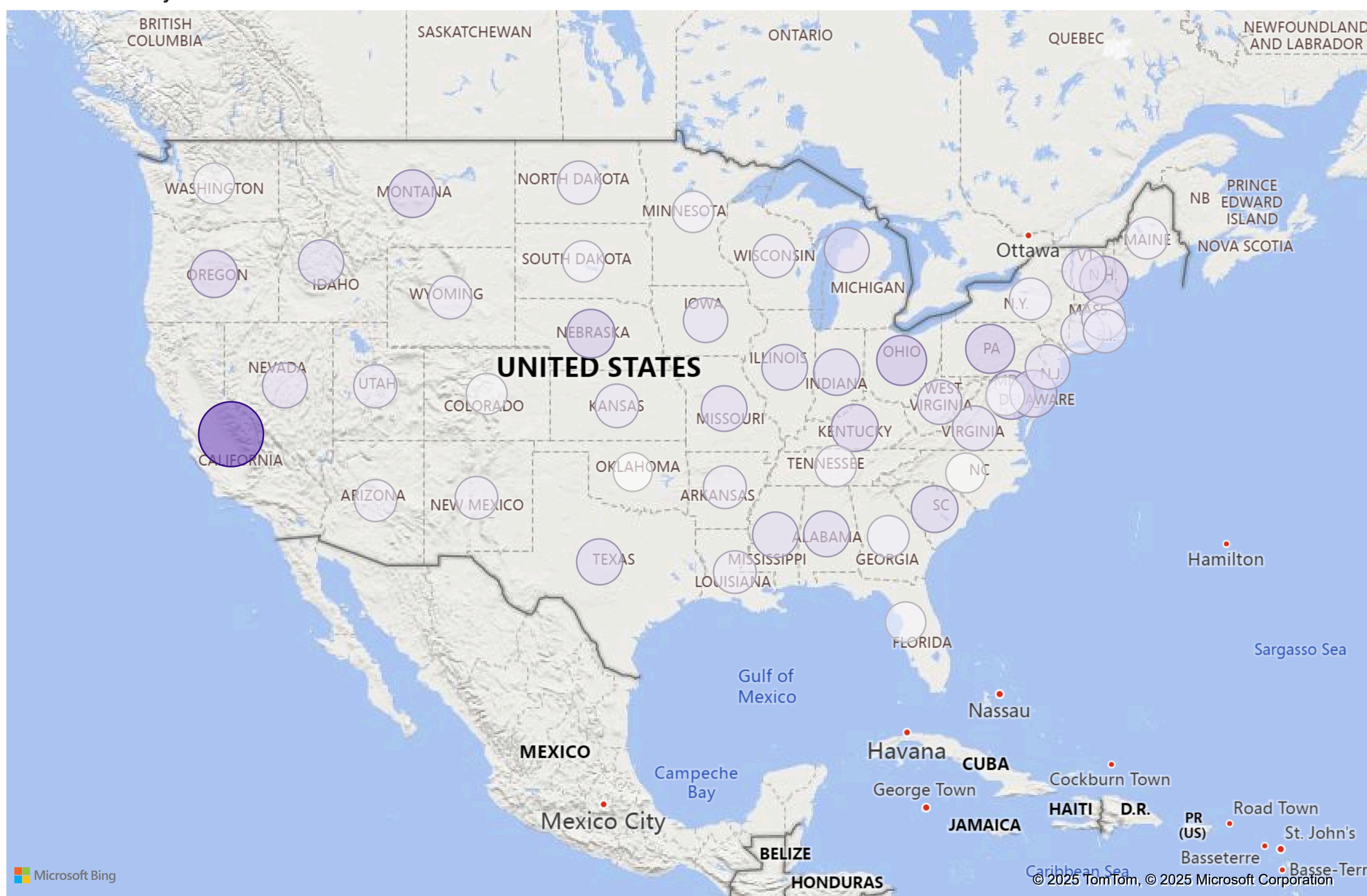
Churn by Category



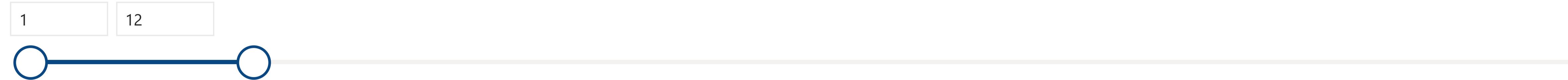
Customers by Contract Type



Churn Rate by State

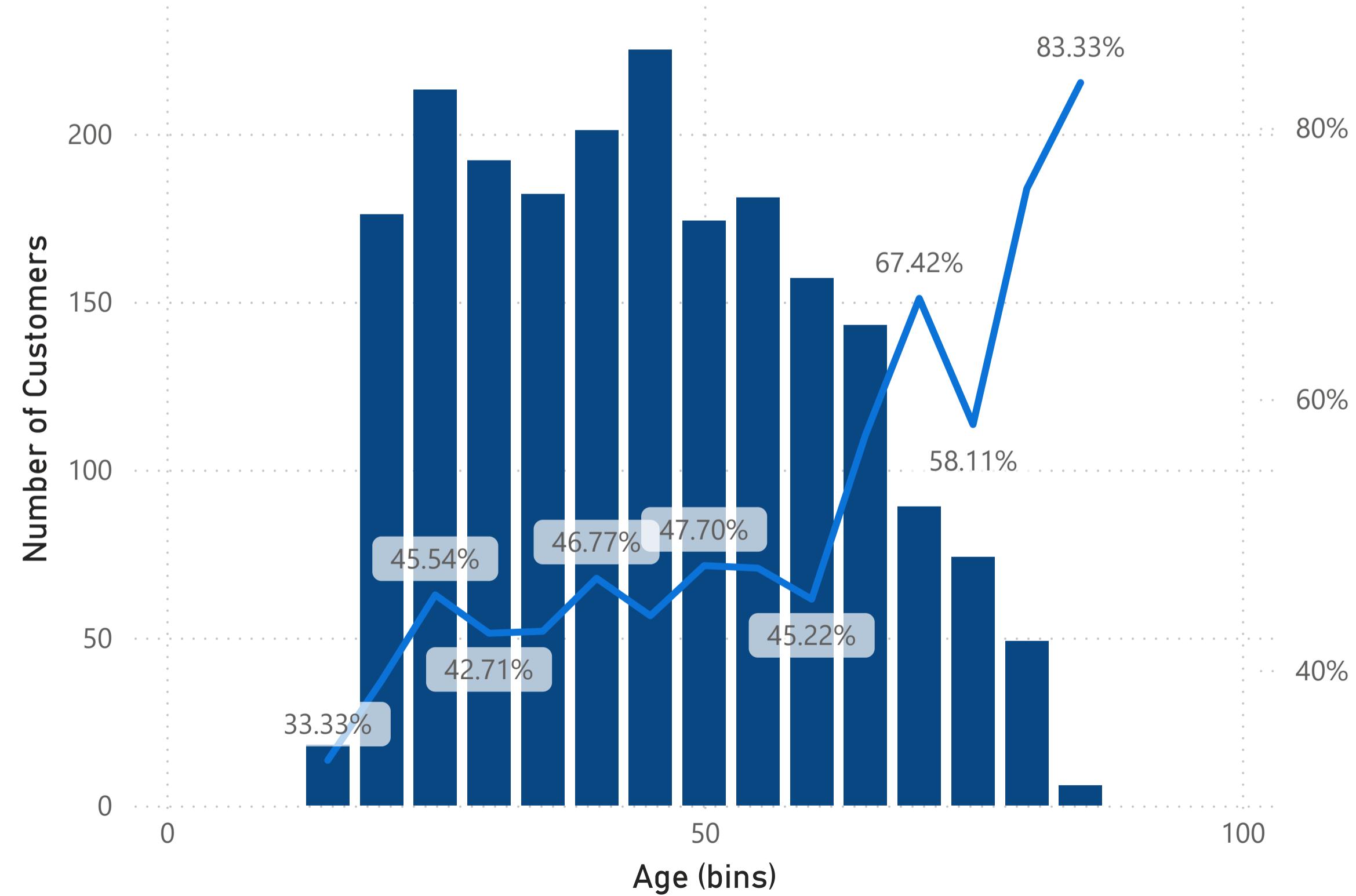


Account Length (in months)



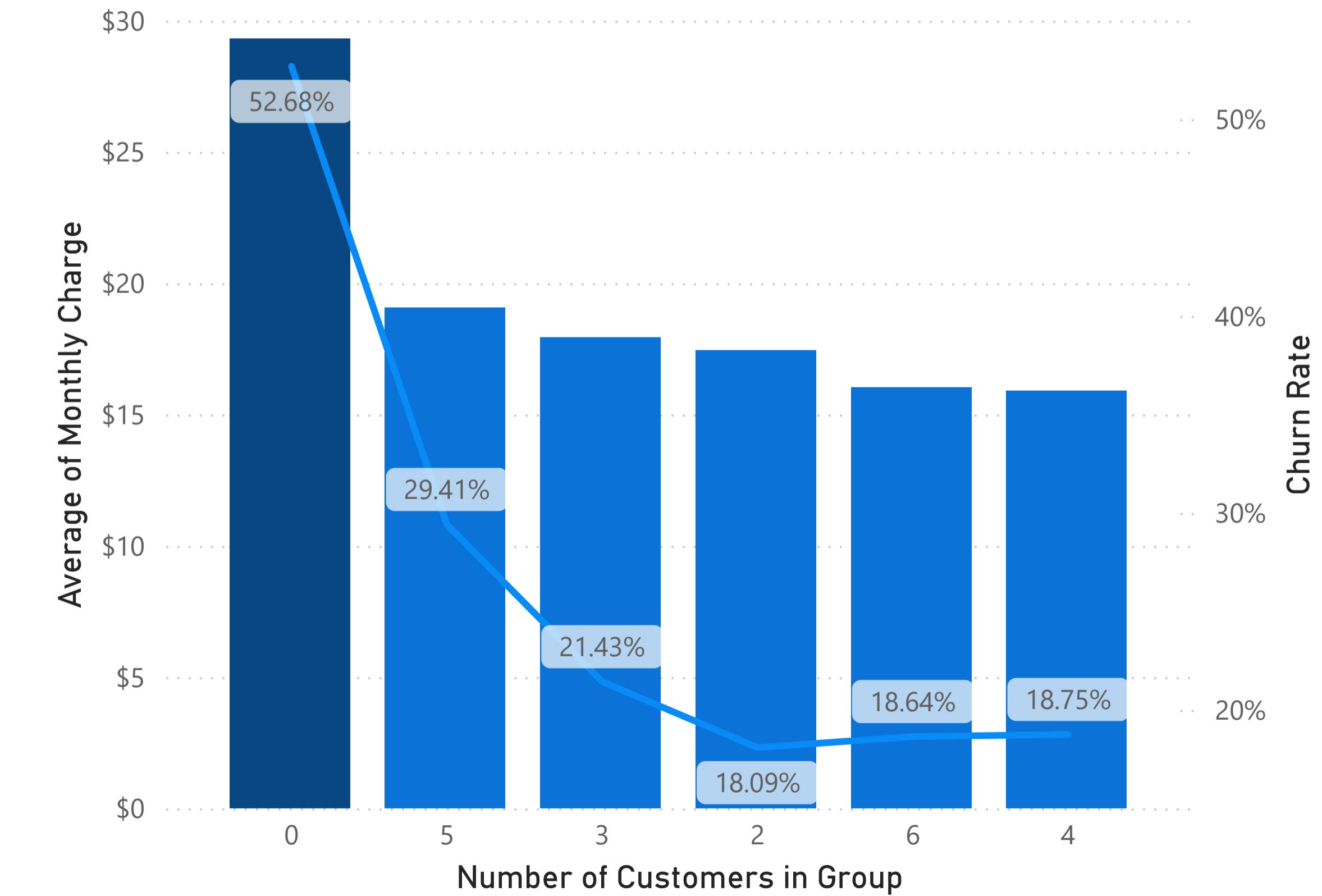
Churn by Age Group

● Number of Customers ● Churn Rate



Churn by Monthly Charge and Group

Group ● No ● Yes ● Churn Rate



6123

Total Service Calls

Contract Category, Payment Method

^ Monthly

Credit Card

Direct Debit

Paper Check

^ Yearly

Credit Card

Direct Debit

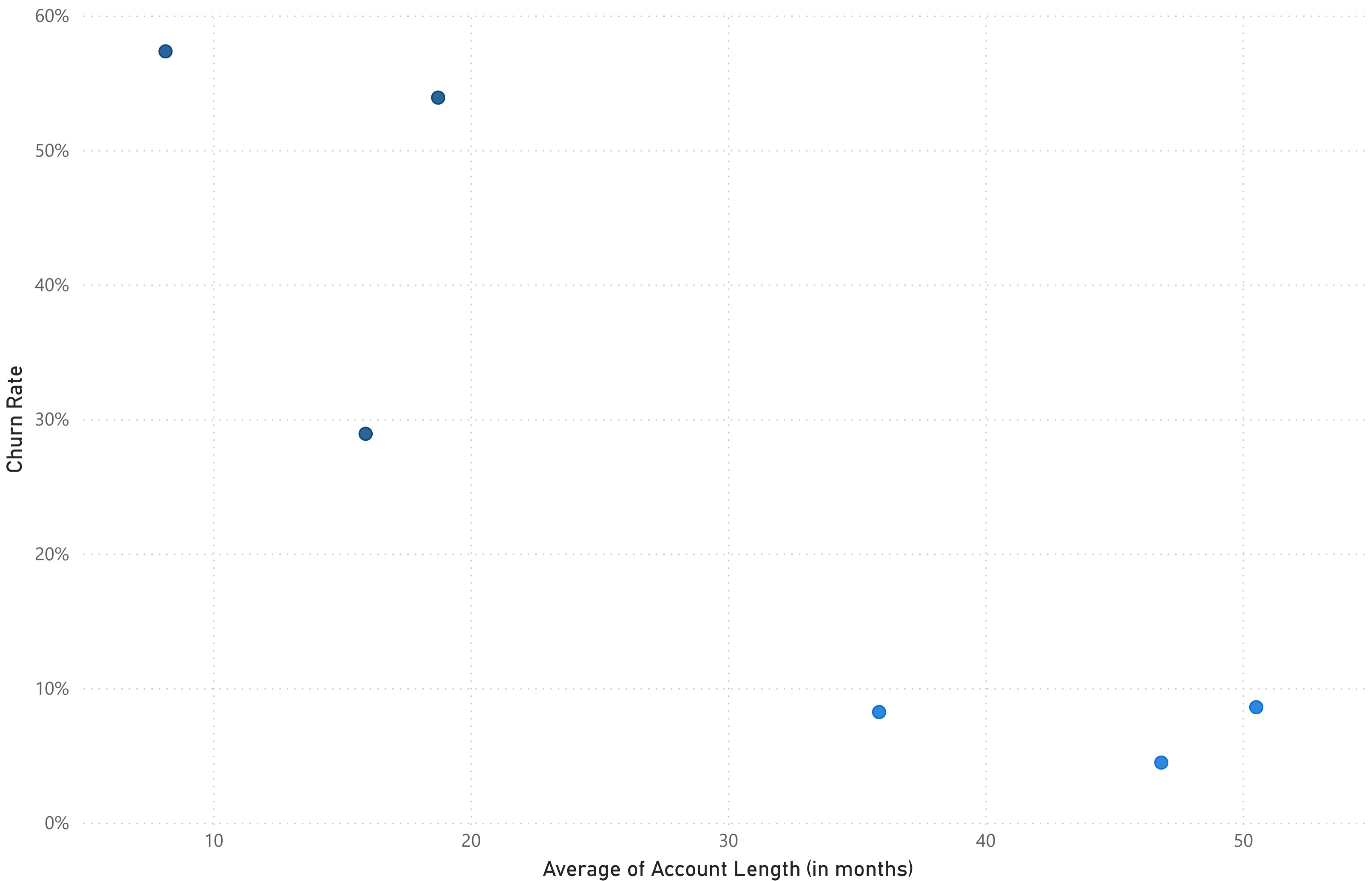
Paper Check

0.92

AVG Customer Service Calls

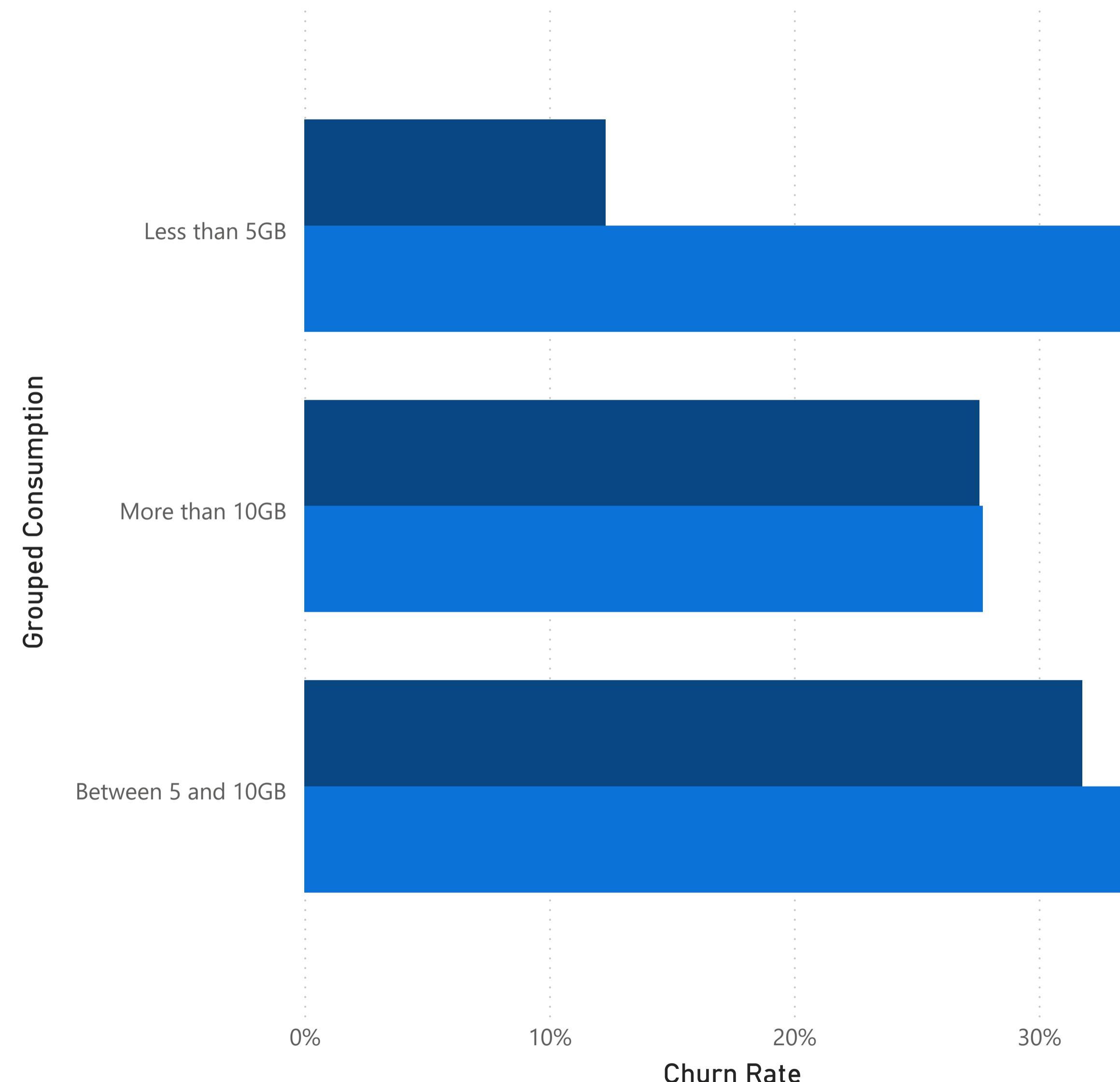
Churn by Account Length

Contract Category ● Monthly ● Yearly



Churn Rate by Data Plan and Usage

Unlimited Data Plan • No • Yes



\$3.37

Average Extra Data Charges

\$33.64

Average Extra International Charges

6123

Total Customer Service Calls

\$3.37

Average Extra Data Charges

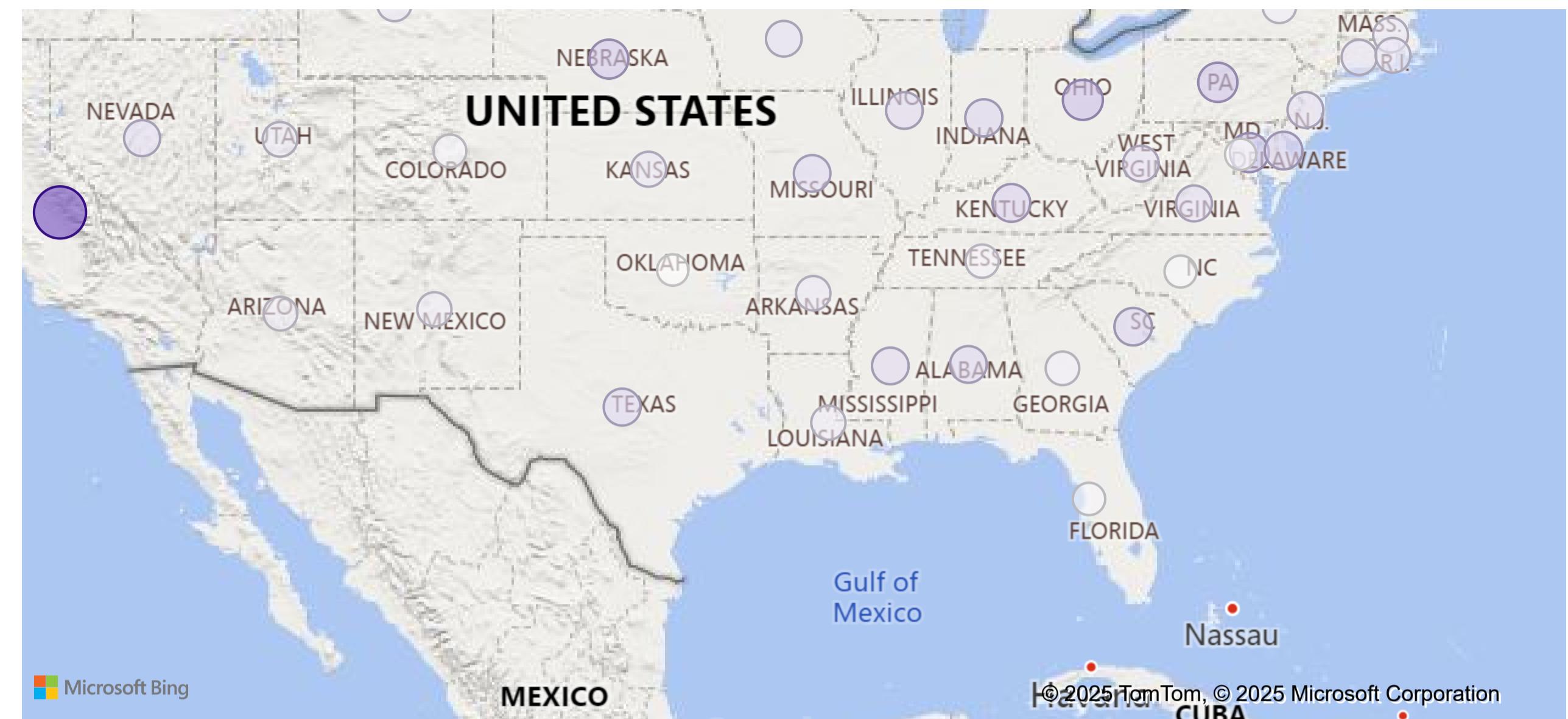
0.92

Average Customer Service Calls

\$33.64

Average Extra International Charges

Churn by State



Average Customer Service Calls by State and Churn Status

Churn Label • No • Yes

