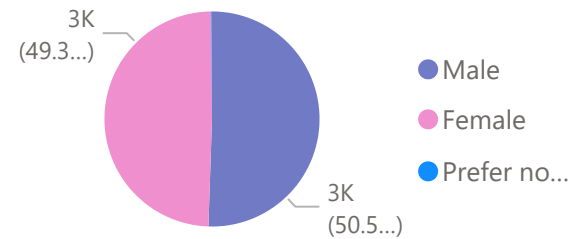**6687**
Customer_num

1796
Customer_lost

0.27
Churn Rate

Customer_num by Gender

3K (49.3...)

3K (50.5...)

- Male
- Female
- Prefer no...

Customer_num by Payment Method

0K (5.55%)

3K (39.0...)

4K (55.36%)
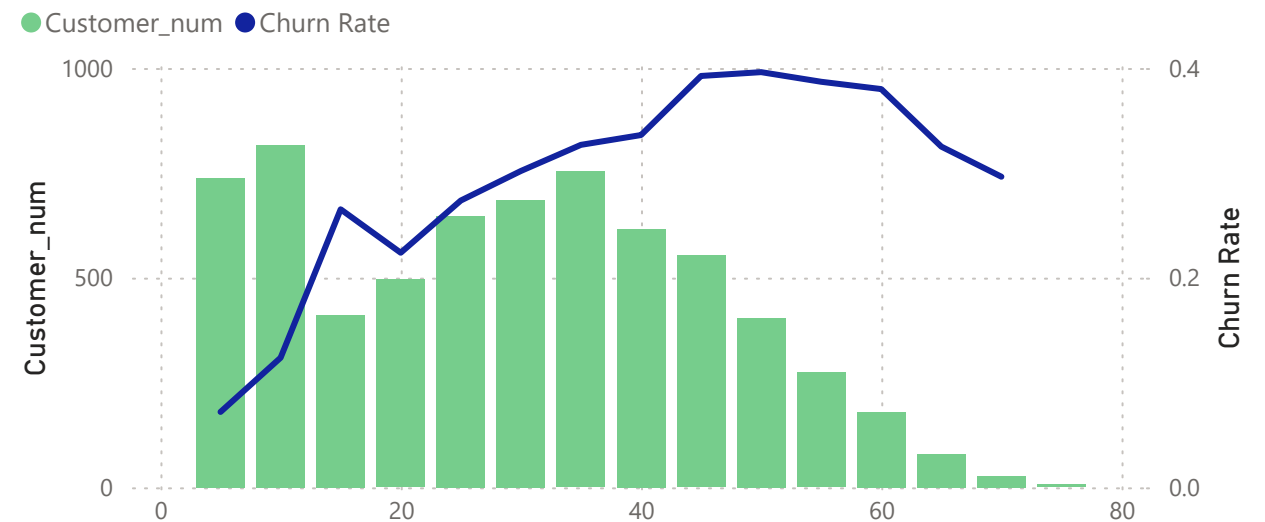
- Direct Debit
- Credit Card
- Paper Check
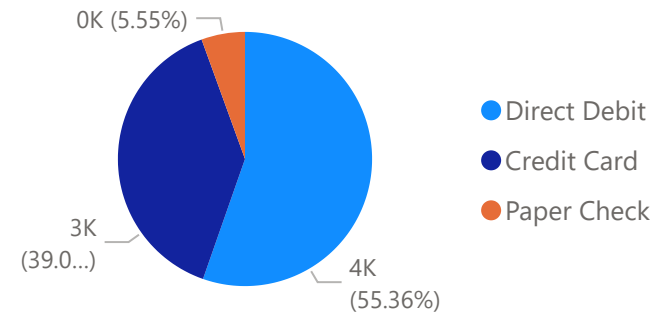
%GT Customer_num and Churn Rate by Age (bins)

- %GT Customer_num
- Churn Rate
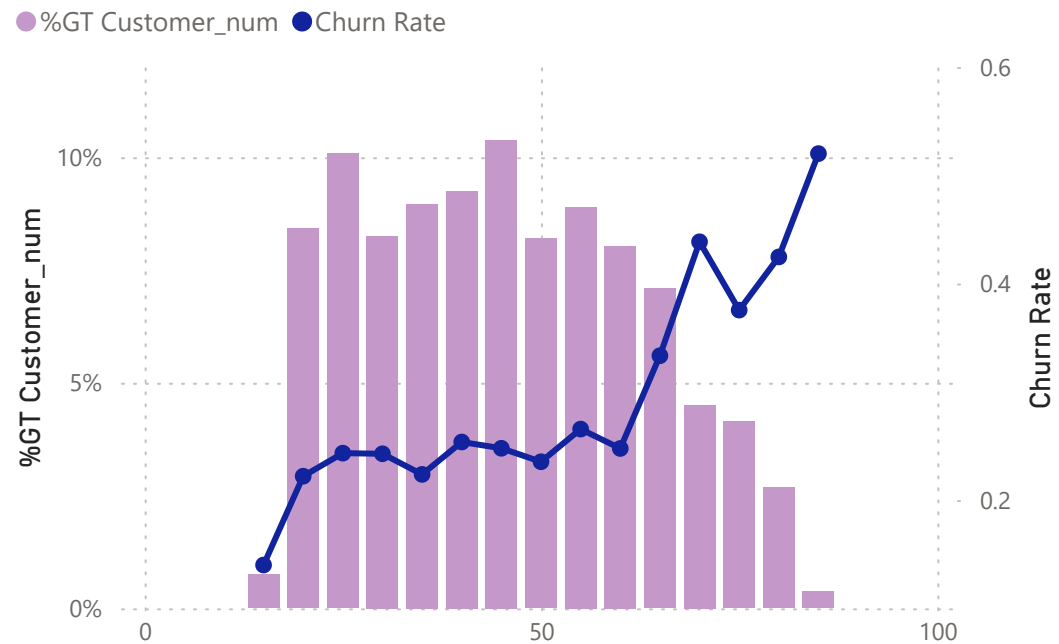
Customer_num and Churn Rate by Monthly Charge (bins)

- Customer_num
- Churn Rate

6687 Customer_num	**1796** Customer_lost	**0.27** Churn Rate

Unlimited Data Plan	Customer_num
No	2193
Yes	4494
Total	**6687**

Churn Rate by Unlimited Data Plan and Unlimited Data Plan

Unlimited Data Plan ● Yes ● No
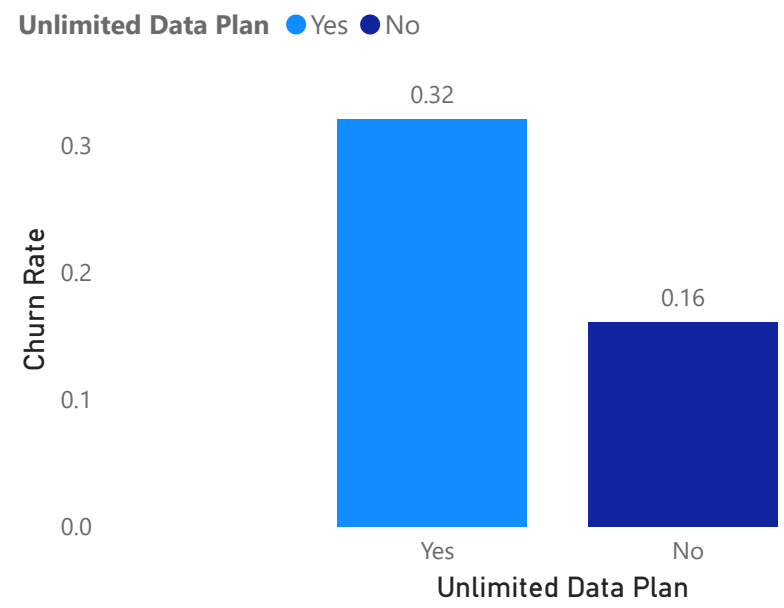
Churn Rate by Avg Monthly GB Download (groups)

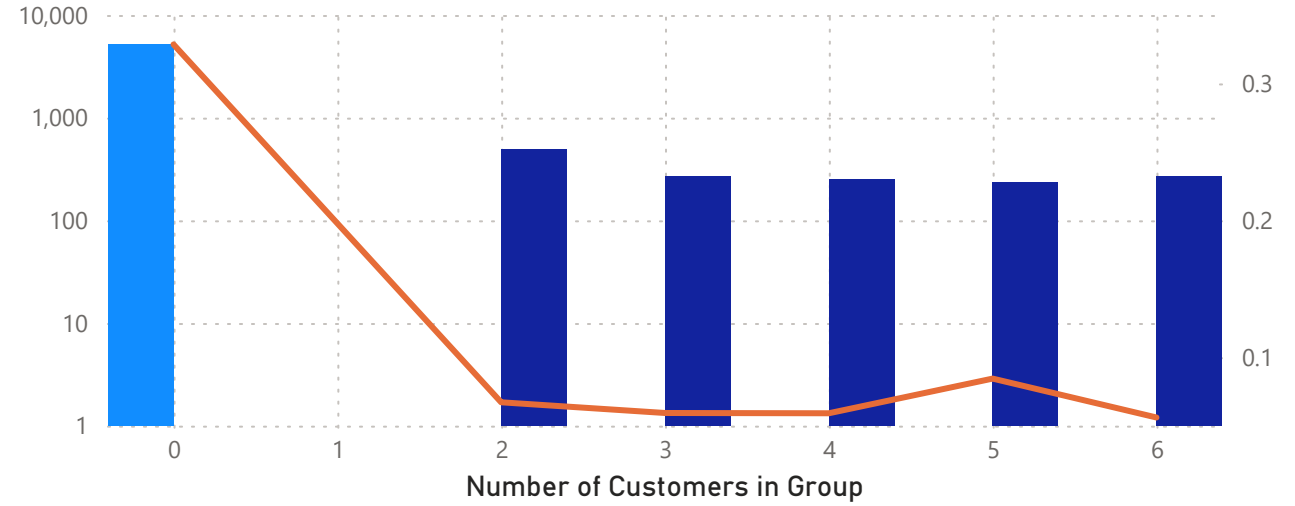Unlimited Data ... ● No ● Yes
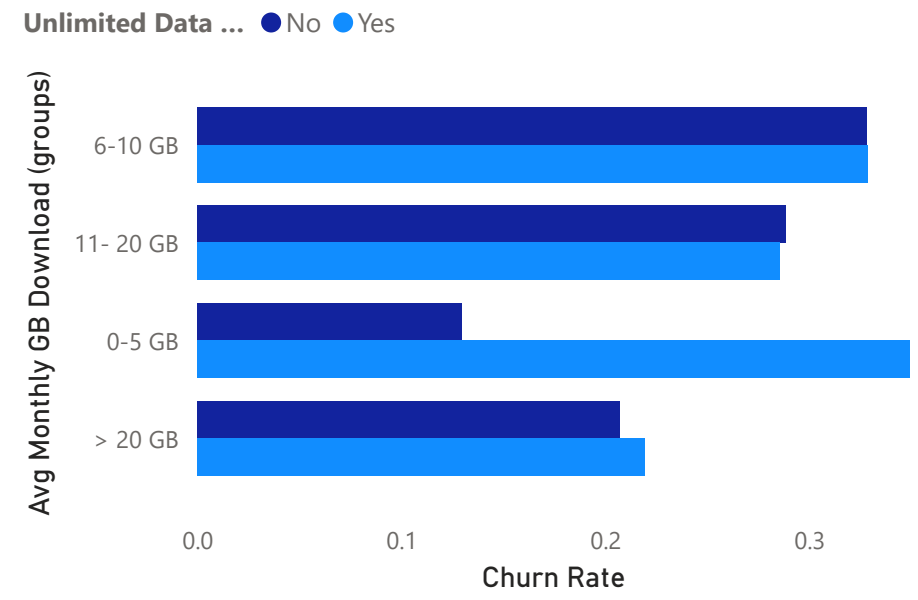
%GT Customer_num and Churn Rate by Contract Type
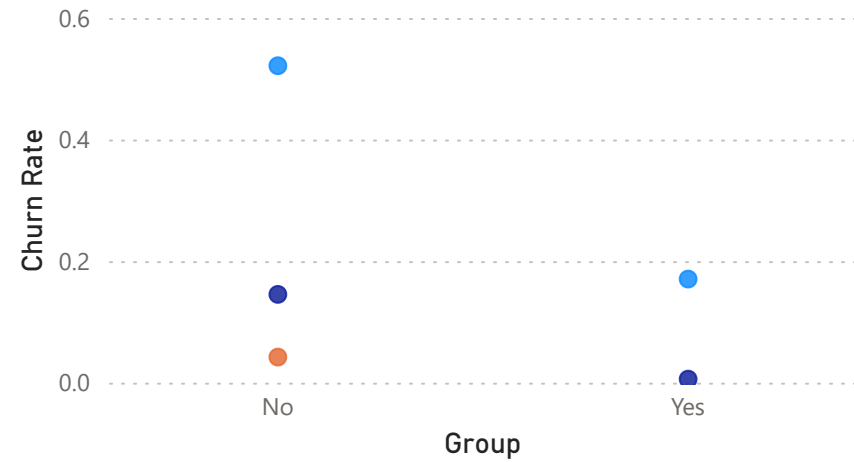
● %GT Customer_num ● Churn Rate
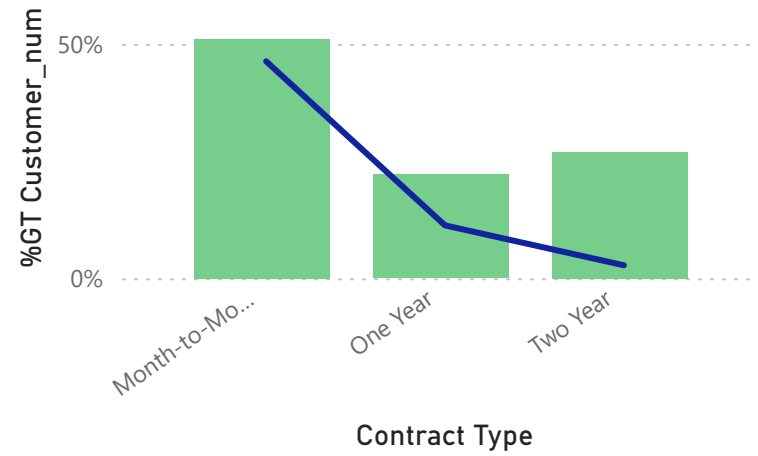
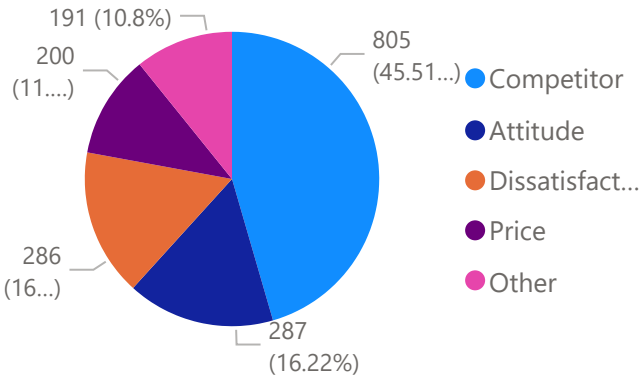## Count and Churn Rate by Number of Customers in Group
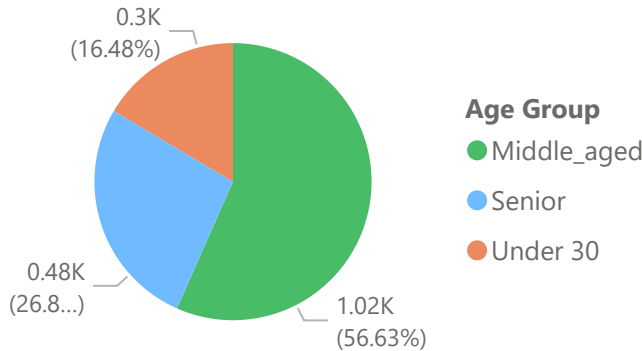
Group ● No ● Yes ● Churn Rate

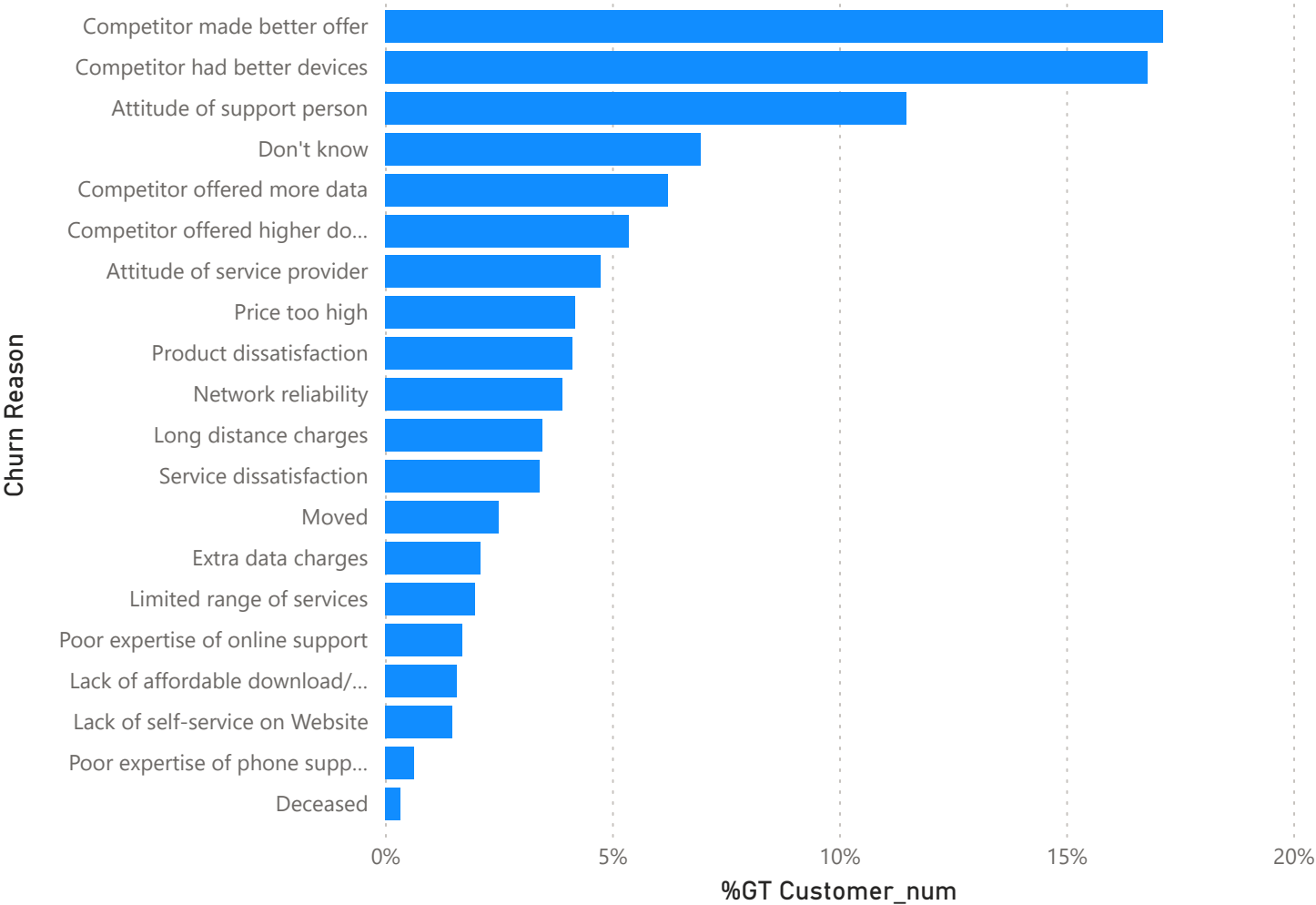## Churn Rate by Group

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

Customer_num by Churn Category

191 (10.8%)
200 (11....)
805 (45.51...)
286 (16...)
287 (16.22%)

- Competitor
- Attitude
- Dissatisfact...
- Price
- Other

Count of Age Group by Age Group

0.3K (16.48%)
0.48K (26.8...)
1.02K (56.63%)

Age Group
- Middle_aged
- Senior
- Under 30

%GT Customer_num by Churn Reason

Churn Reason:
- Competitor made better offer
- Competitor had better devices
- Attitude of support person
- Don't know
- Competitor offered more data
- Competitor offered higher do...
- Attitude of service provider
- Price too high
- Product dissatisfaction
- Network reliability
- Long distance charges
- Service dissatisfaction
- Moved
- Extra data charges
- Limited range of services
- Poor expertise of online support
- Lack of affordable download/...
- Lack of self-service on Website
- Poor expertise of phone supp...
- Deceased

%GT Customer_num: 0%, 5%, 10%, 15%, 20%

Churn Rate by Account Length (in months)

Customer_num by Payment Method

- Direct Debit
- Credit Card
- Paper Check

0K (5.55%)
3K (39.0...)
4K (55.36%)
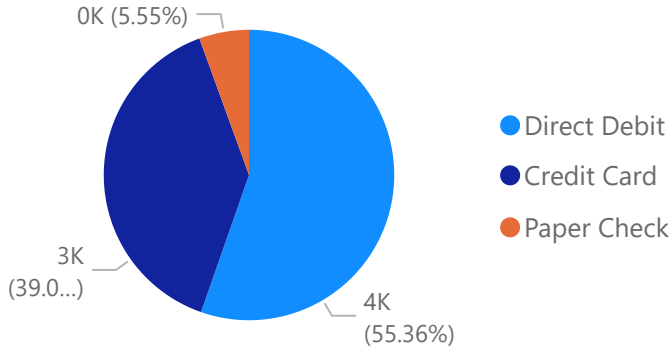
Churn Rate by Account Length (in months) and Contract Type

- Month-to-Month
- One Year
- Two Year

%GT Customer_num by Churn Reason

Competitor made bette...
Competitor had better ...
Attitude of support per...
Don't know
Competitor offered mo...
Competitor offered hig...
Attitude of service provi...
Price too high
Product dissatisfaction
Network reliability
Long distance charges
Service dissatisfaction
Moved
Extra data charges
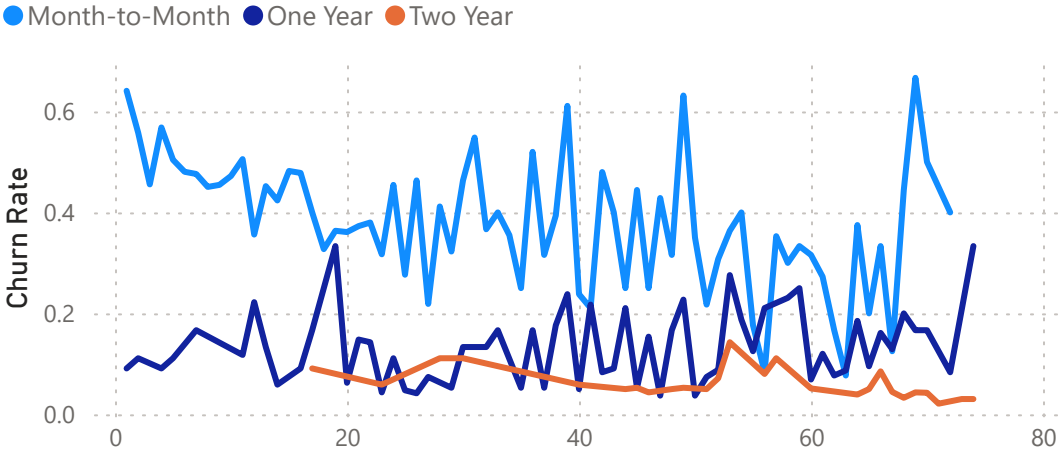
%GT Customer_num

Intl Active	no	yes	Total ▼
Yes	0.40	0.08	**0.34**
No	0.20	0.71	**0.22**
Total	**0.27**	**0.25**	**0.27**

Churn Rate by State

Churn Rate by State