

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6418

Total Customers

411

New Joiners

1732

Total Churn

26.99 %

Churn Rate



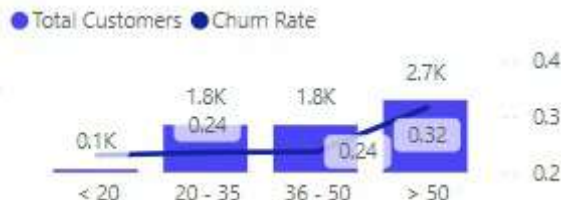
Total Churn by Gender



Gender

Female
Male

Total Customers and Churn Rate by Age Group



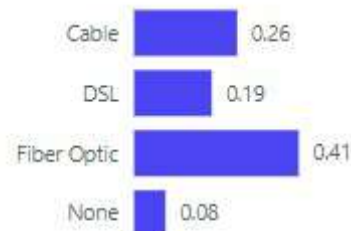
GEOGRAPHIC

Churn Rate by State (Top 5)



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



Churn by Services

| Services | No | Yes |
|-------------------|-------|-------|
| Unlimited_Data | 19.9% | 80.1% |
| Streaming_TV | 56.8% | 43.2% |
| Streaming_Music | 61.1% | 38.9% |
| Streaming_Movies | 56.0% | 44.0% |
| Premium_Support | 83.5% | 16.5% |
| Phone_Service | 9.4% | 90.6% |
| Paperless_Billing | 85.4% | 14.6% |

| Churn_Reason | Total Churn |
|---|-------------|
| Attitude of service provider | 93 |
| Attitude of support person | 208 |
| Competitor had better devices | 289 |
| Competitor made better offer | 274 |
| Competitor offered higher download speeds | 92 |
| Competitor offered more data | 106 |
| Deceased | 5 |
| Don't know | 124 |
| Excluded | 21 |
| Total | 1732 |

CHURN ANALYSIS - PREDICTION

Summary

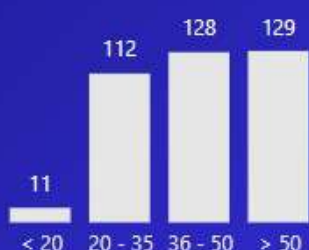
PREDICTED CHURNER PROFILE

247  133 

Female

Male

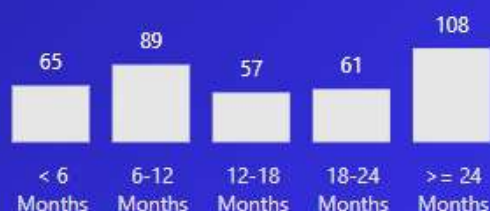
by Age Group



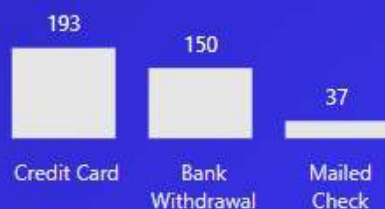
by Marital Status



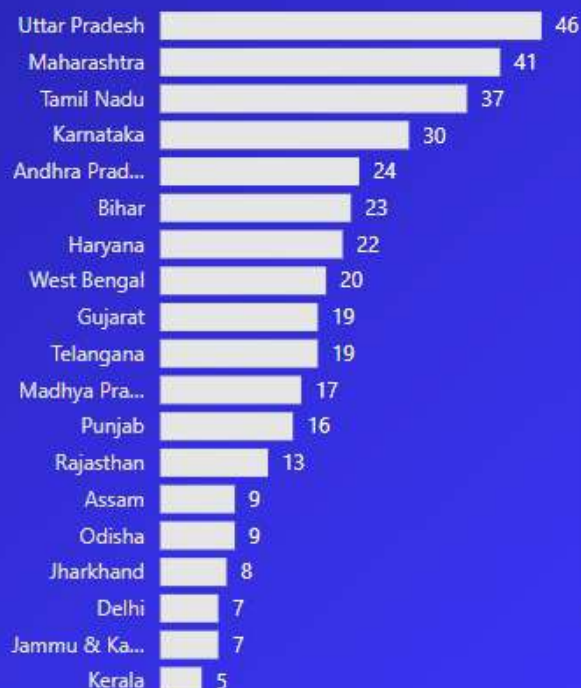
by Tenure Group



by Payment Method



by State



by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 380

Title Predicted Churners

| Customer_ID | Monthly_Charge | Total_Revenue | Total_Refunds | Number_of_Referrals |
|-------------|----------------|---------------|---------------|---------------------|
| 11751-TAM | 24.30 | 38.45 | 0.00 | 5 |
| 12056-WES | 90.40 | 362.89 | 0.00 | 2 |
| 12136-RAJ | 19.90 | 31.73 | 0.00 | 2 |
| 12257-ASS | 19.55 | 29.75 | 0.00 | 9 |
| 12340-DEL | 62.80 | 104.99 | 0.00 | 0 |
| 12469-AND | 55.30 | 91.99 | 0.00 | 11 |
| 12490-TEL | 74.75 | 236.76 | 38.84 | 9 |
| 13058-MAD | 46.10 | 138.13 | 0.00 | 13 |
| 13123-BIH | 100.20 | 253.62 | 0.00 | 13 |
| 13666-UTT | 95.40 | 344.18 | 0.00 | 15 |
| 13744-AND | 19.65 | 33.50 | 0.00 | 8 |
| 13823-TEL | 24.50 | 46.40 | 0.00 | 1 |
| 13946-HAR | 19.65 | 43.32 | 0.00 | 1 |
| 14567-TAM | 20.35 | 64.44 | 0.00 | 1 |
| 15349-UTT | 50.15 | 90.02 | 0.00 | 9 |
| 15591-KAR | 20.40 | 66.31 | 0.00 | 3 |
| 15803-UTT | 19.15 | 41.52 | 0.00 | 6 |
| 16032-AND | 46.60 | 91.64 | 0.00 | 8 |