



Customer Churn Analysis

Overview



Age Groups



Insights



Overview

Data Refreshed on:



26,86 %

Churn Rate

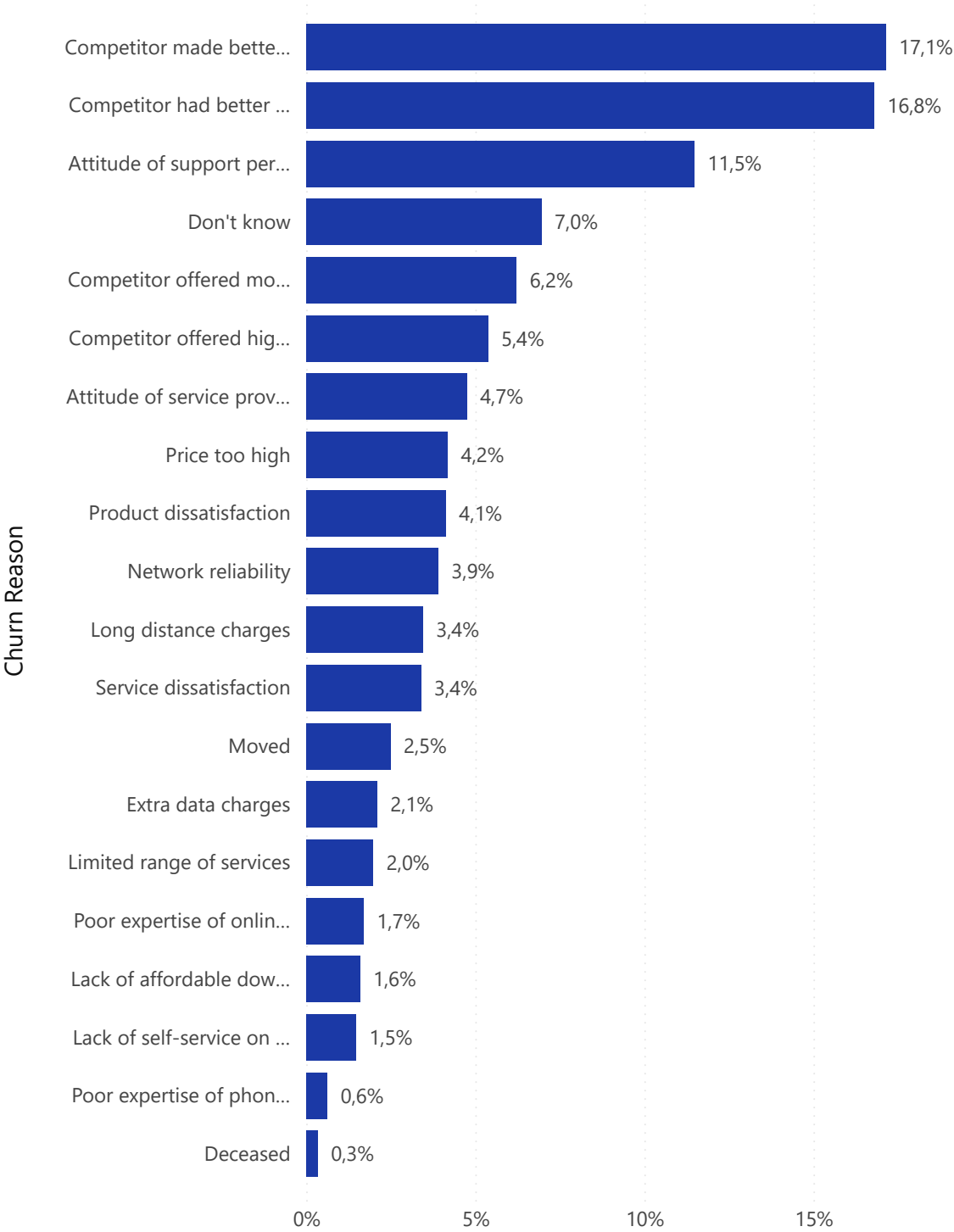
6687

Customers

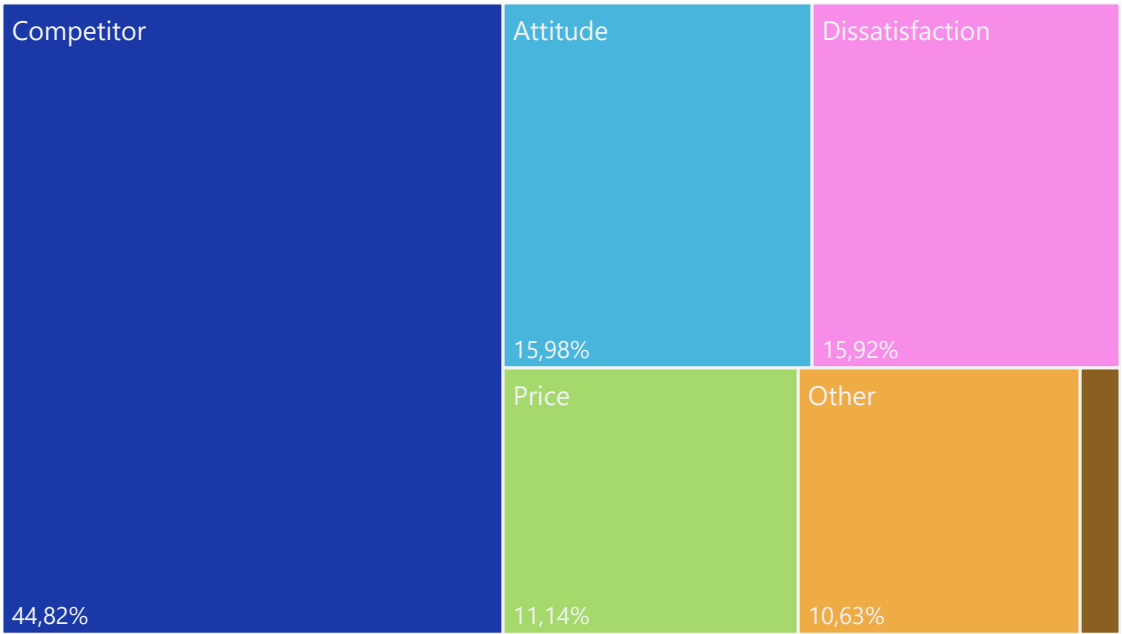
1796

Churned

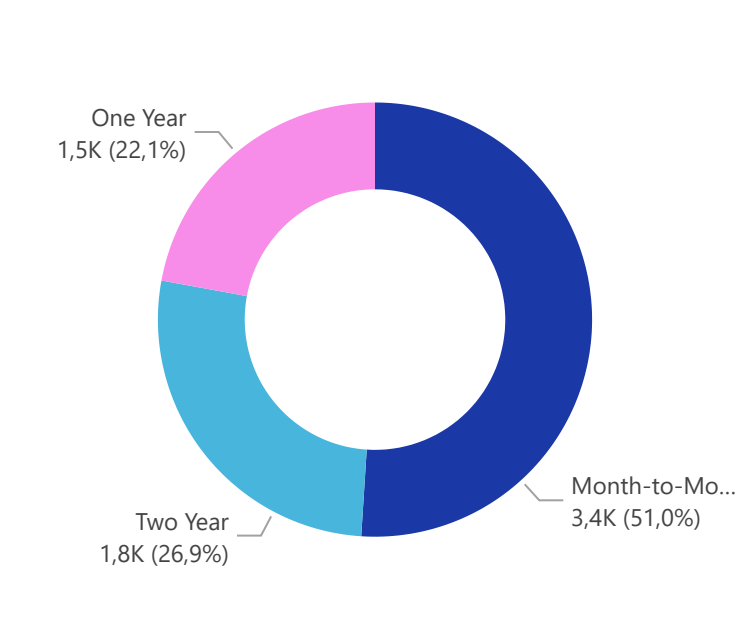
Churn Reason (% of Customers)



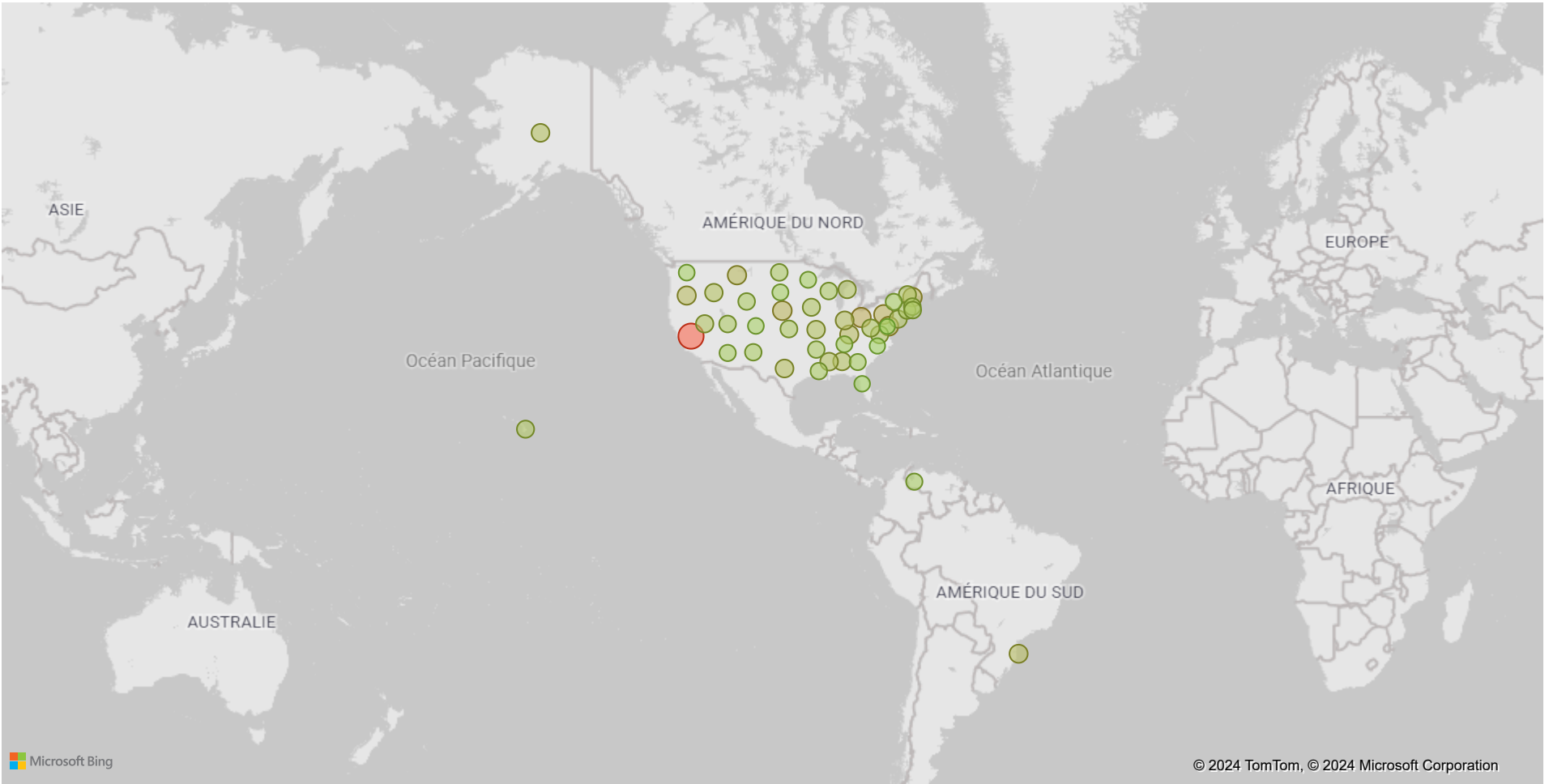
% of churners by Churn Categories



Customers par Contract Type



Churn Rate by State



Age Groups

🔄 Data Refreshed on:



Filters

[Reset](#)

Account Length (in ... ▼

1

77



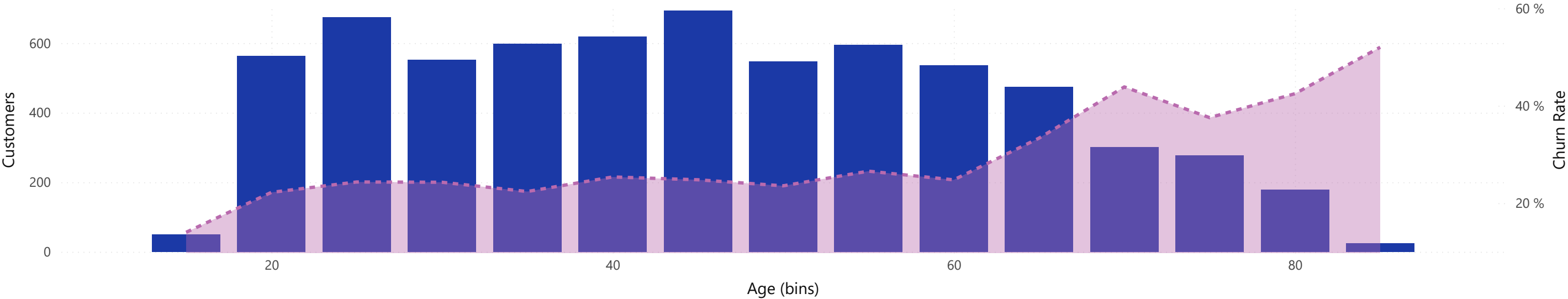
26,86 %
Churn Rate

6687
Customers

1796
Churned

Churn Rate by Age Groups

● Customers ● Churn Rate



Moyenne de Monthly Charge et Churn Rate par Number of Customers in Group et Group

Group ● No ● Yes ● Churn Rate





Filters

Reset

Payment Method

☐ Credit Card

☐ Direct Debit

☐ Paper Check

Contract Category

☐ Monthly

☐ Yearly

6123

Somme de Customer Service Calls

0,92

Avg Customer Service Calls

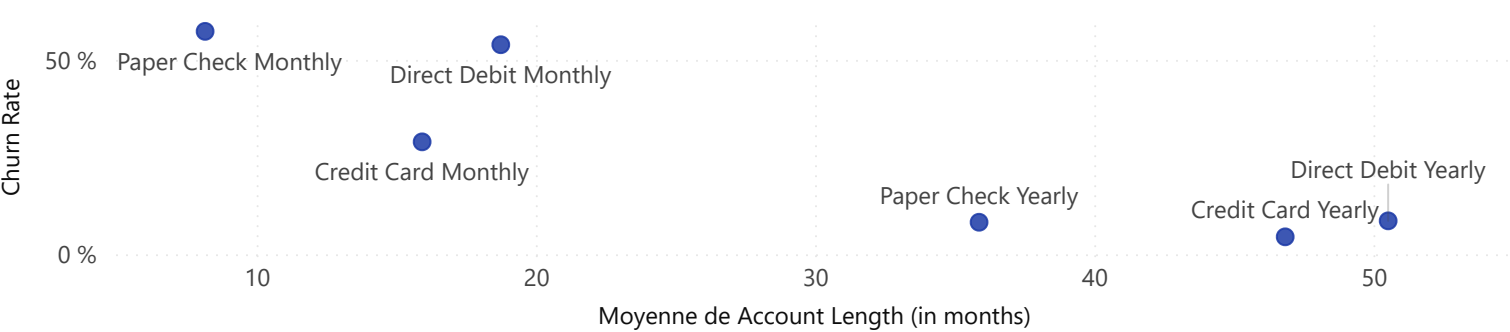
6,38

Avg Extra International Charges

3,37

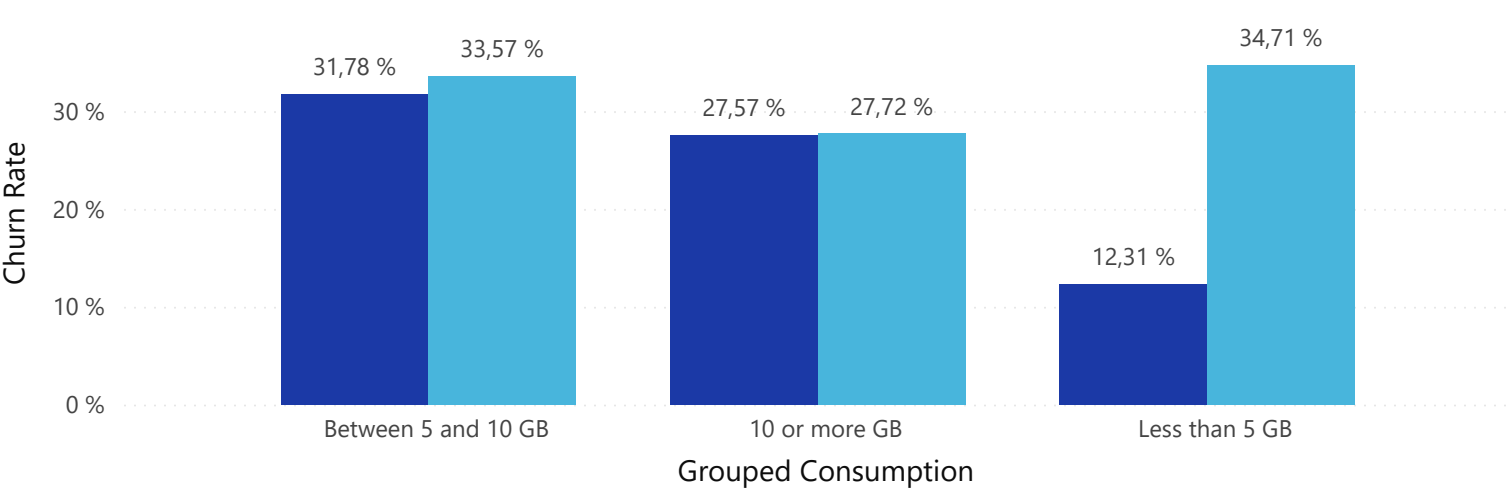
Avg Extra Data Charges

Churn Rate by Account Length (in months)

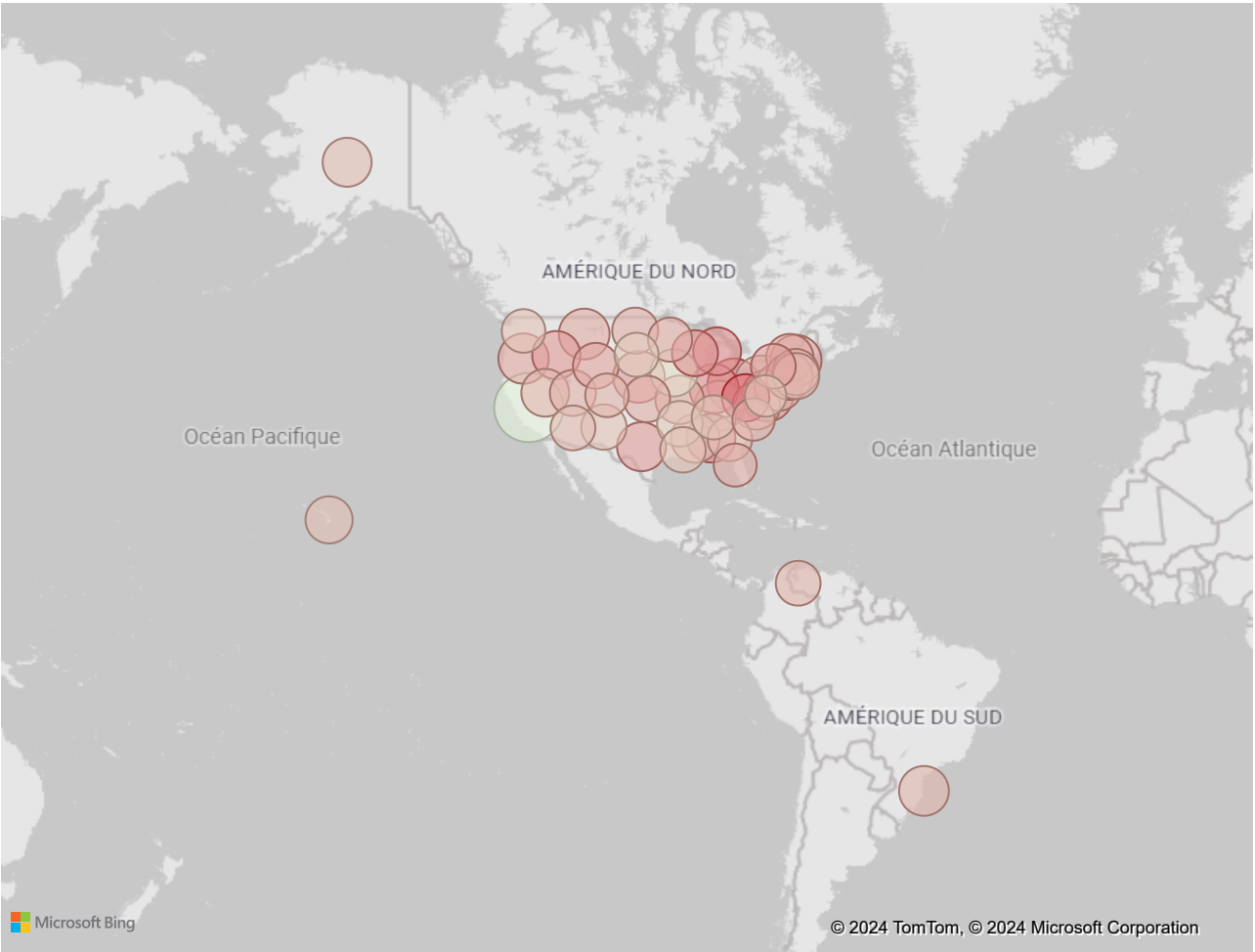


Churn Rate par Grouped Consumption et Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

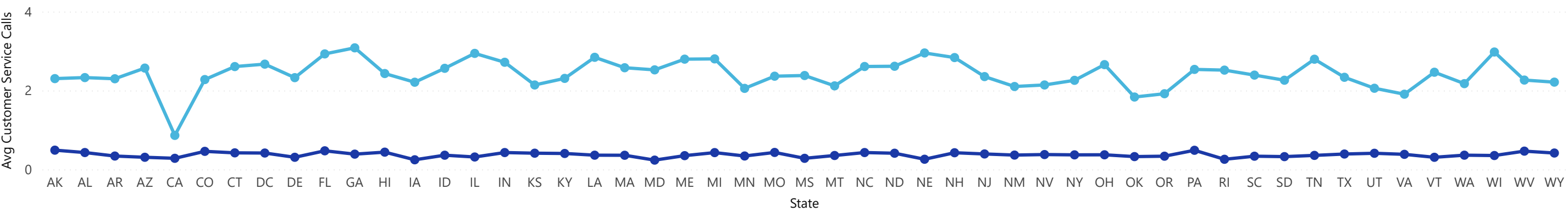


Churn Rate by State



Avg Customer Service Calls par State et Churn Label

Churn Label ● No ● Yes



6687

Customers

6687

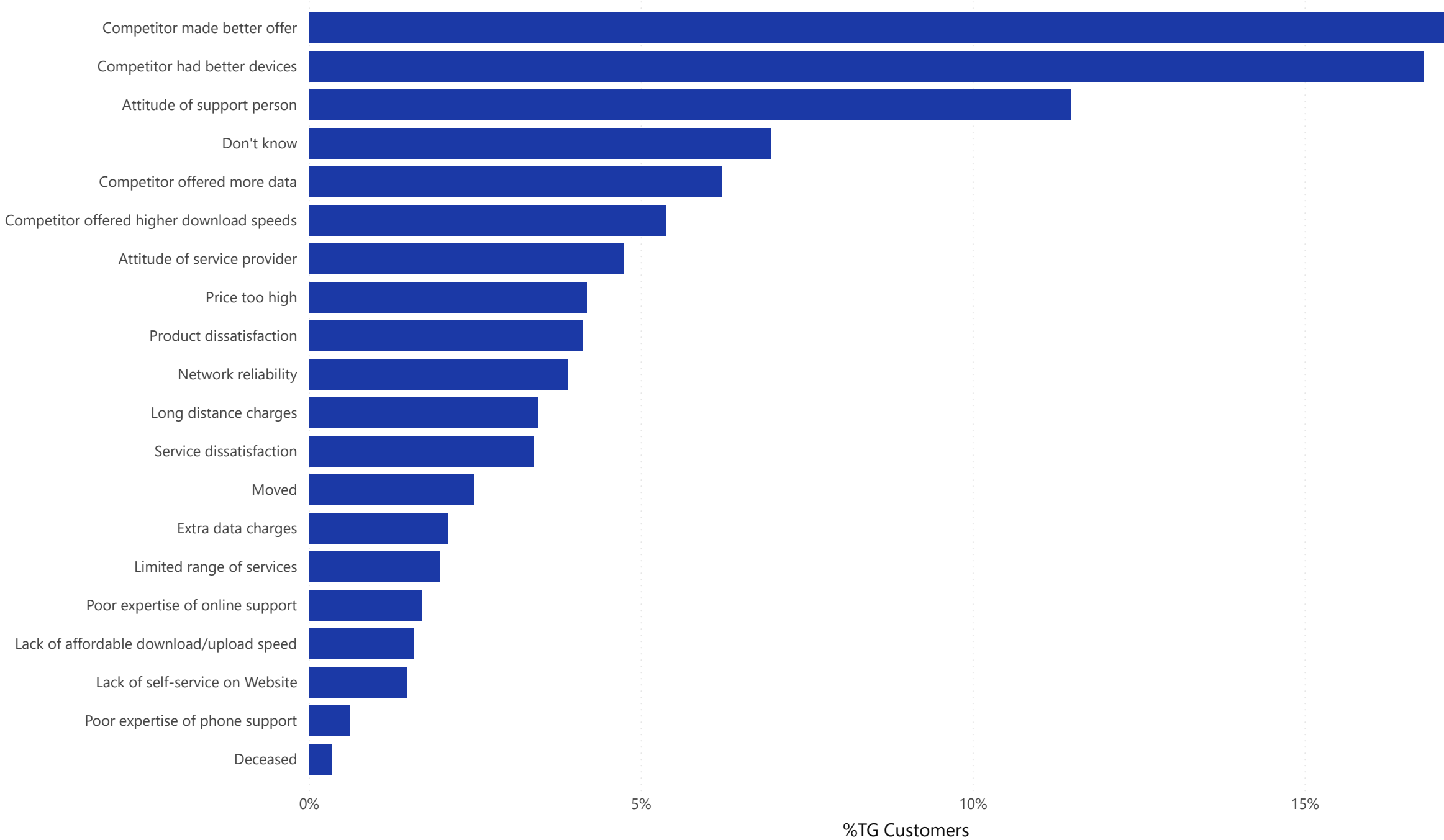
Number of Unique Customers

26,86 %

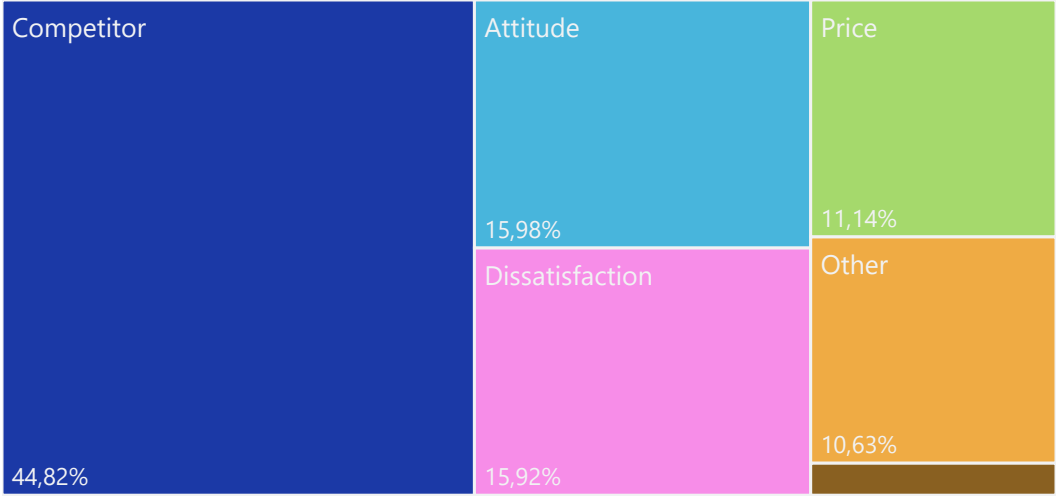
Churn Rate

Churn Reason (% of Customers)

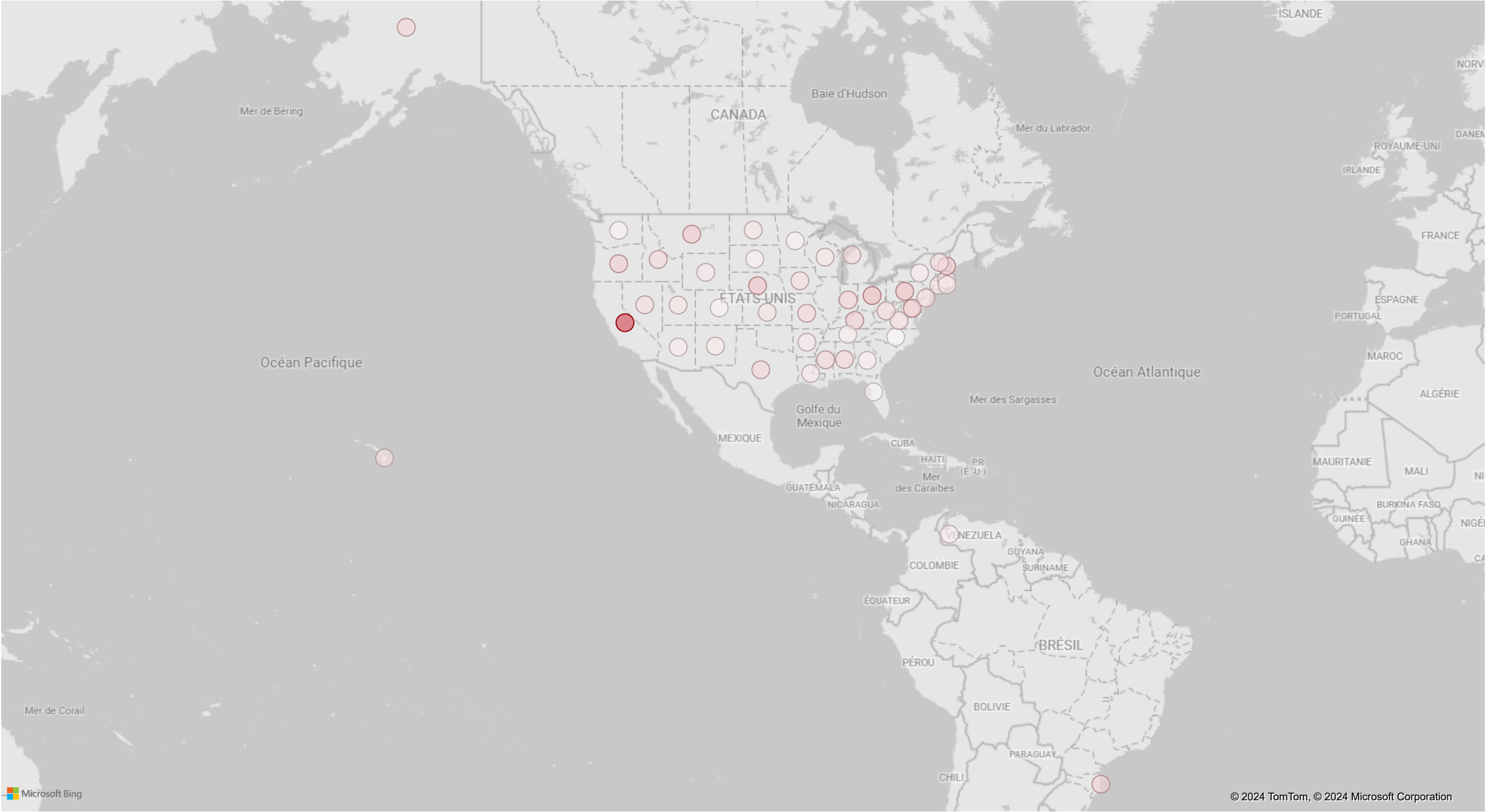
Churn Reason



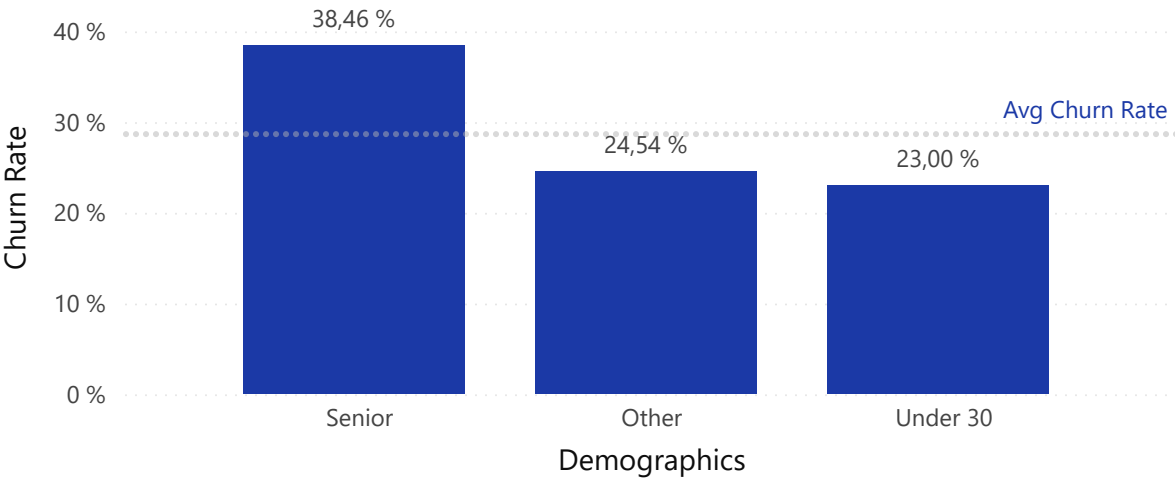
% of churners by Churn Categories



Churn Rate per State

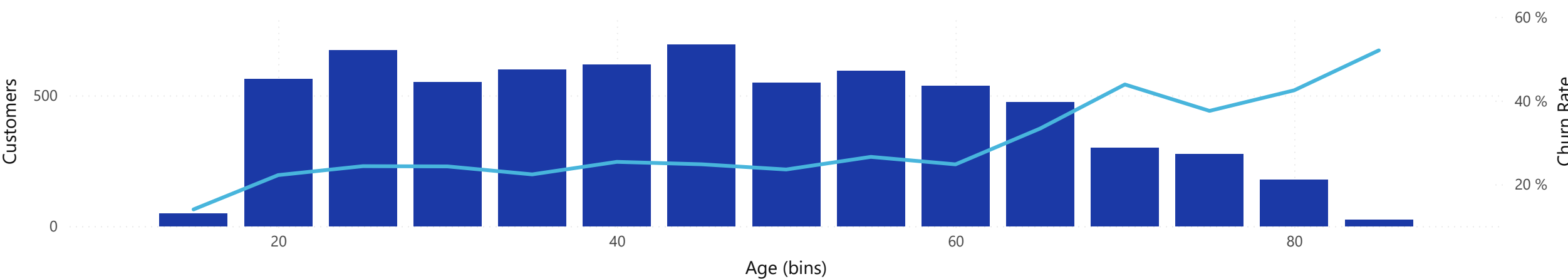


Churn Rate per Age Groups



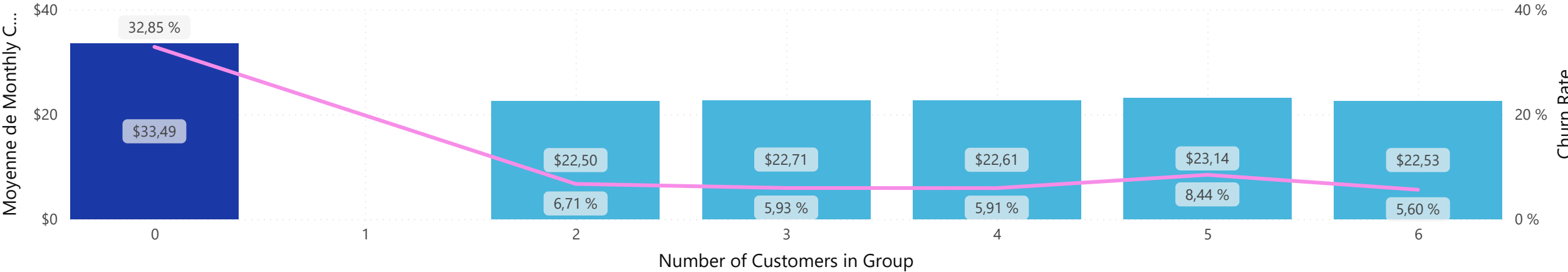
Customers et Churn Rate par Age (bins)

● Customers ● Churn Rate



Moyenne de Monthly Charge et Churn Rate par Number of Customers in Group et Group

Group ● No ● Yes ● Churn Rate



Monthly

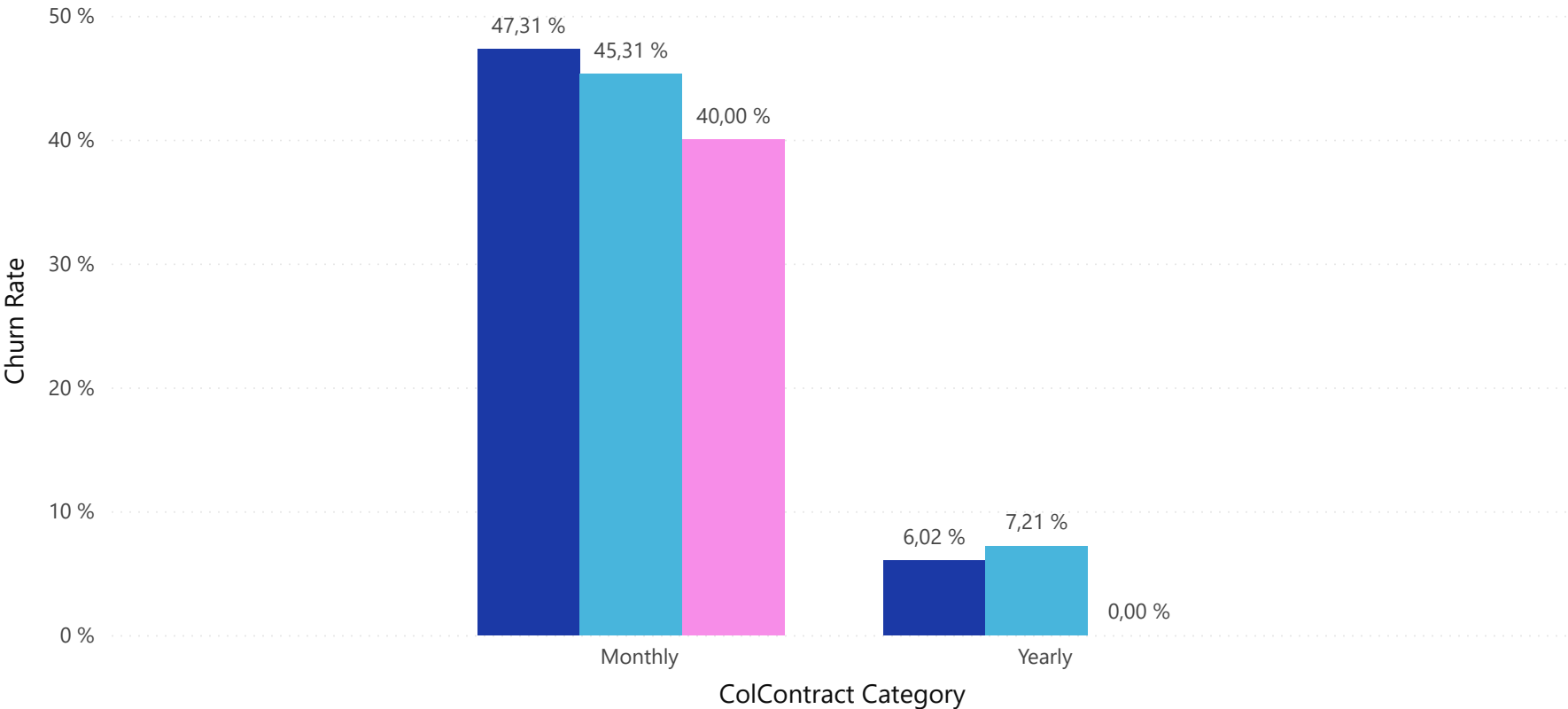
46,29 %
Churn Rate

Yearly

6,62 %
Churn Rate

Churn Rate par ColContract Category et Gender

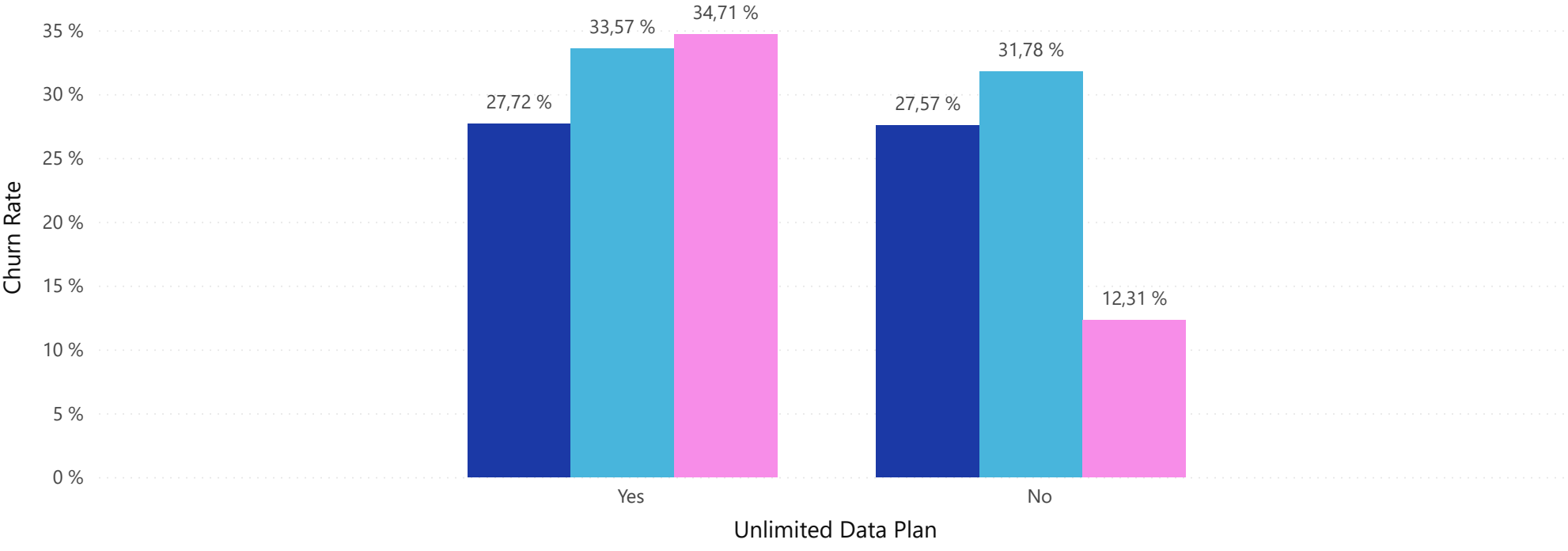
Gender ● Female ● Male ● Prefer not to say



Unlimited Data Plan	Churn Rate
No	16,10 %
Yes	32,11 %
Total	26,86 %

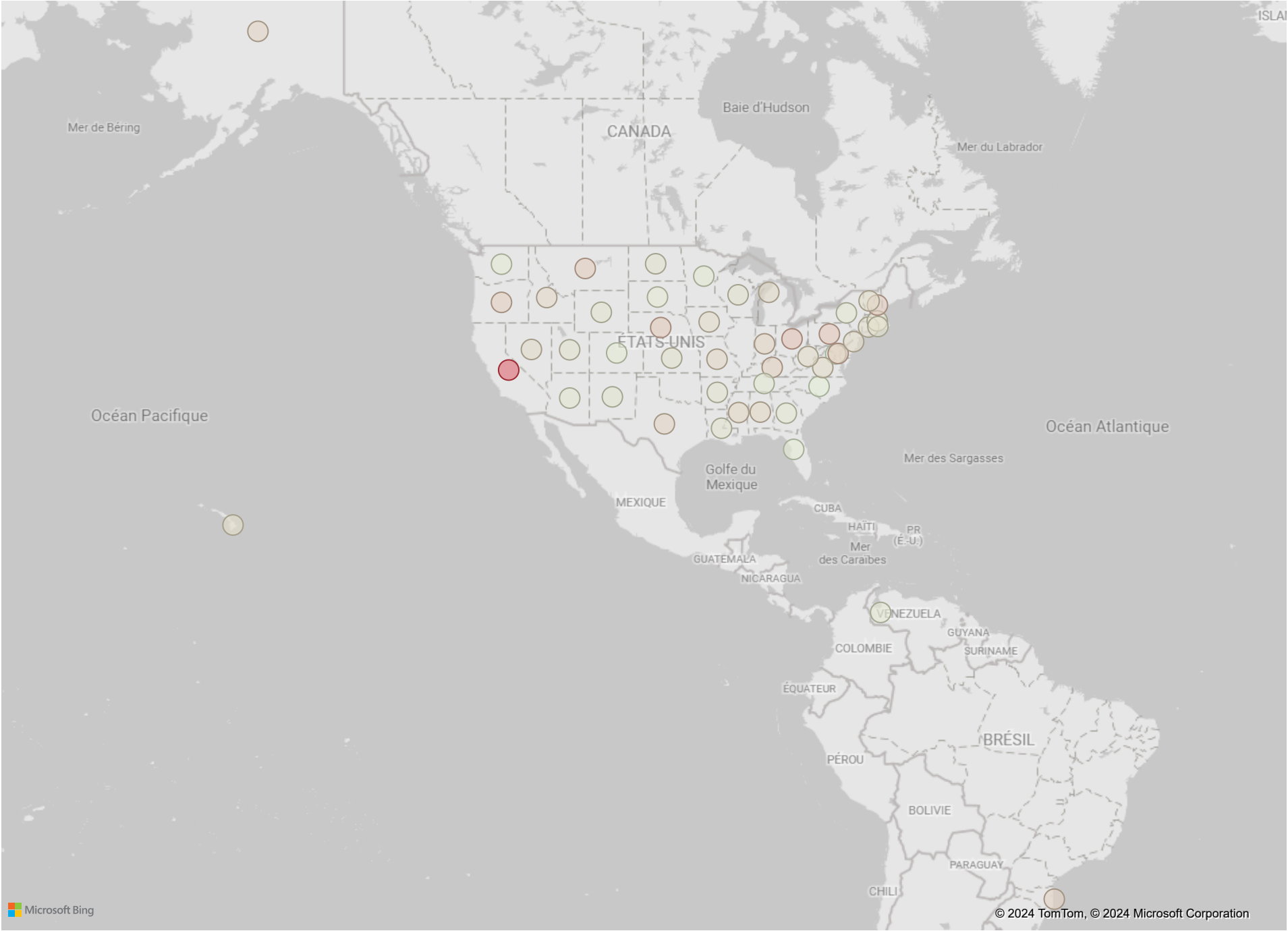
Churn Rate par Unlimited Data Plan et Grouped Consumption

Grouped Consumption ● 10 or more GB ● Between 5 and 10 GB ● Less than 5 GB

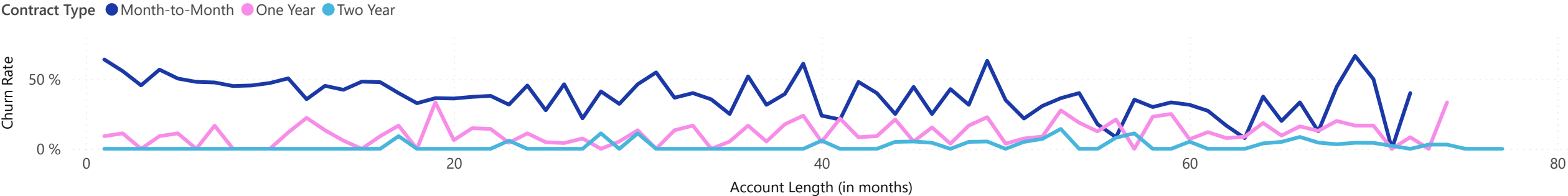


Intl Plan	No	Yes	Total
no	20,01 %	40,34 %	27,07 %
yes	71,19 %	7,59 %	24,88 %
Total	22,21 %	34,31 %	26,86 %

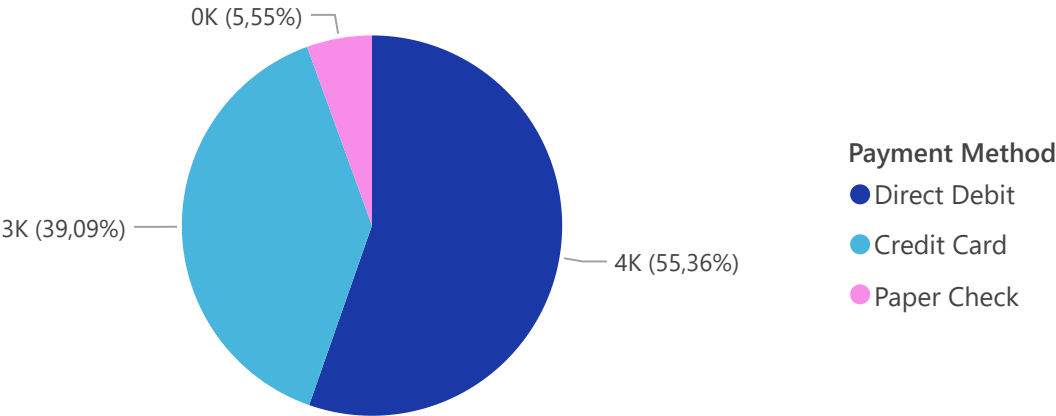
Churn Rate par State



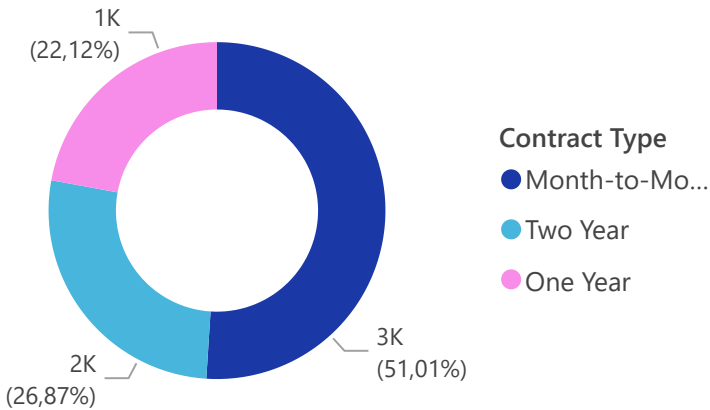
Churn Rate by Account Length (in months)



Customers par Payment Method



Customers par Contract Type



3112

Somme de Customer Service Calls

1,47

Avg Customer Service Calls

Payment Method

☐ Credit Card

☒ Direct Debit

☐ Paper Check



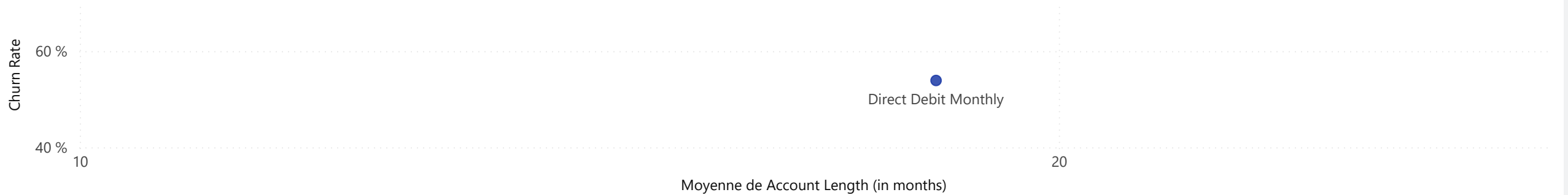
ColContract Category

☒ Monthly

☐ Yearly



Churn Rate by Account Length (in months)



6,38

Avg Extra International Charges

3,37

Avg Extra Data Charges

Churn Rate par Unlimited Data Plan et Grouped Consumption

Grouped Consumption ● 10 or more GB ● Between 5 and 10 GB ● Less than 5 GB

