

26.86%

Churn Rate

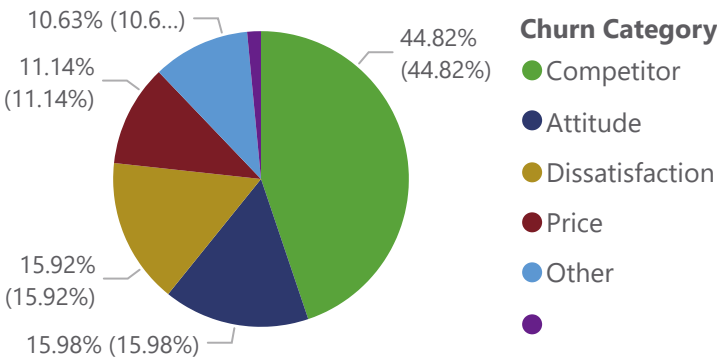
6687

Count of Customer ID

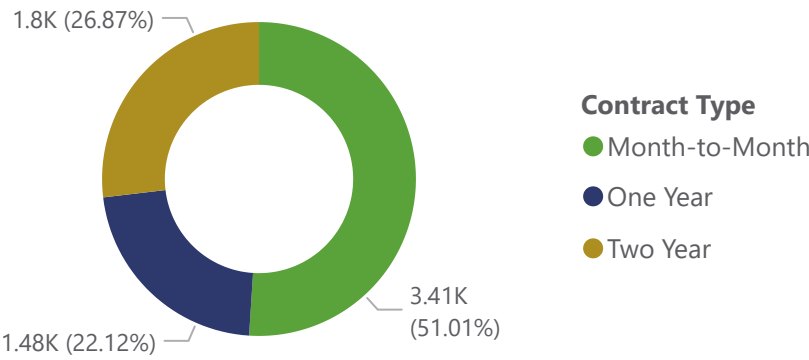
1796

Number of churned

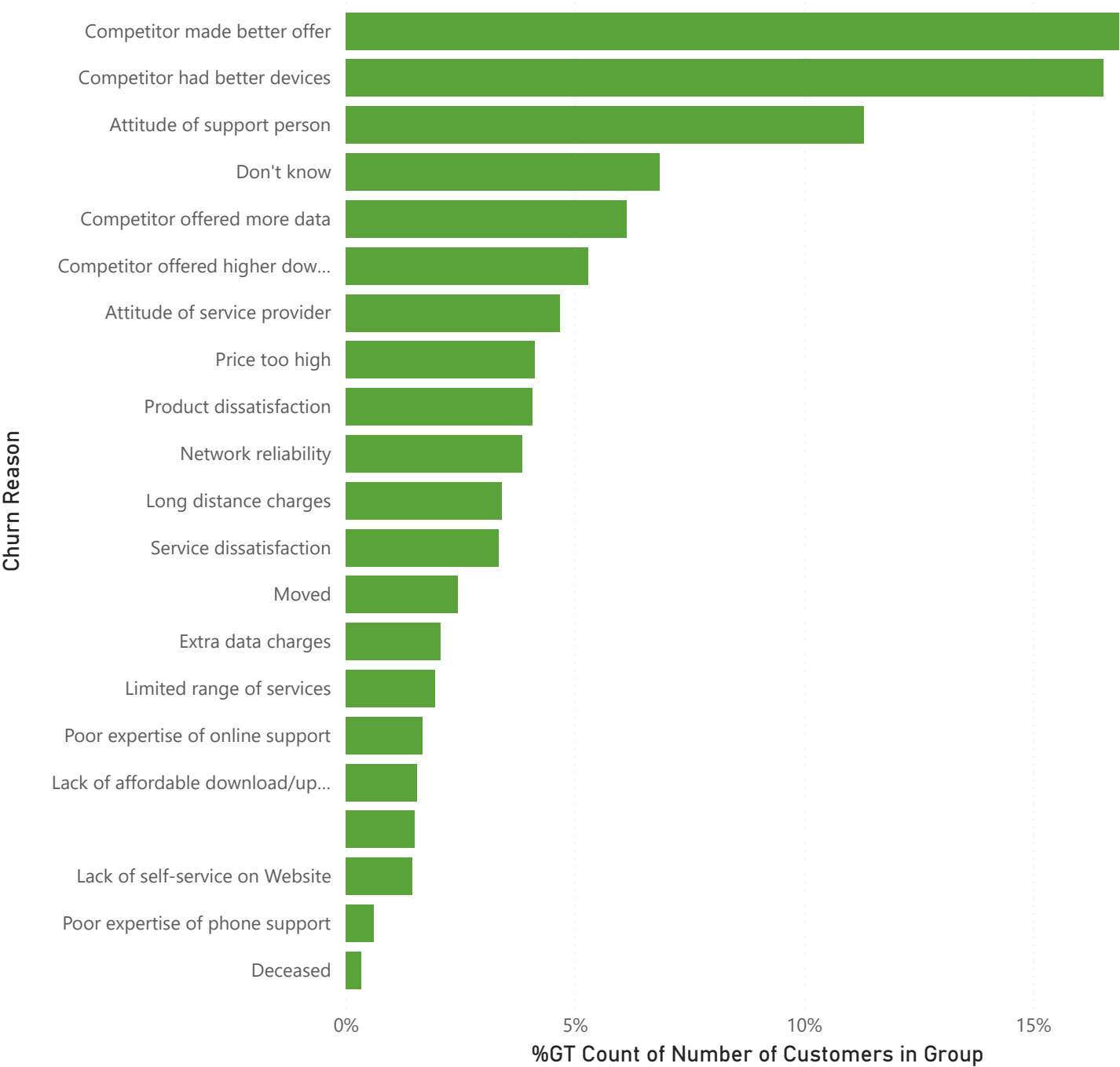
Churn And Category



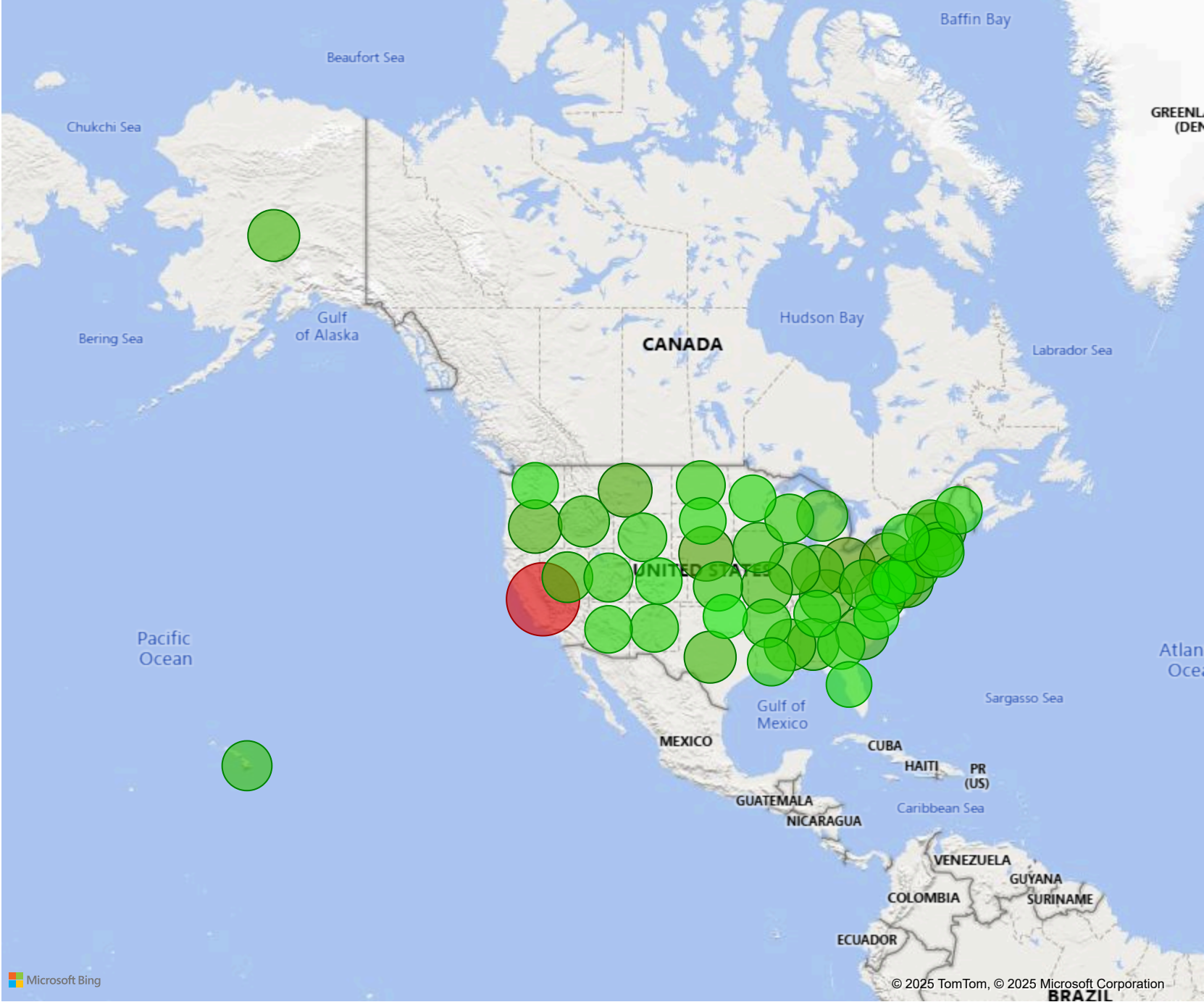
Count of Customer ID by Contract Type



Churn Reasons



Churn Rate by State



Demographics	Churn Rate
Senior	38.46%
Other	24.54%
Under 30	23.00%
Total	26.86%

6687

Count of Customer ID

26.86%

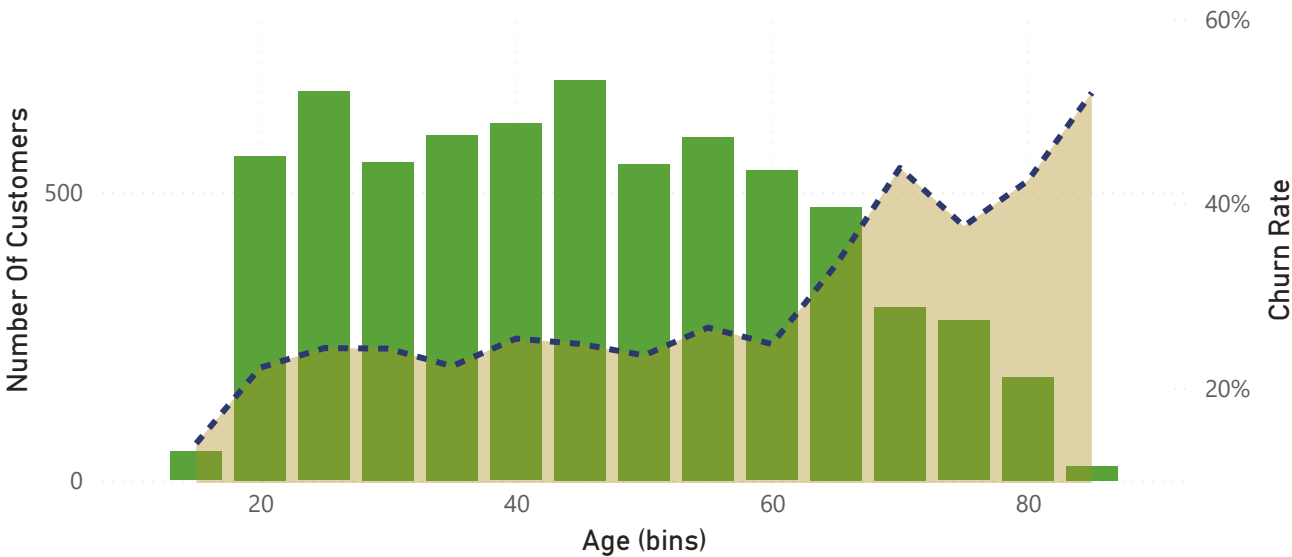
Churn Rate

1796

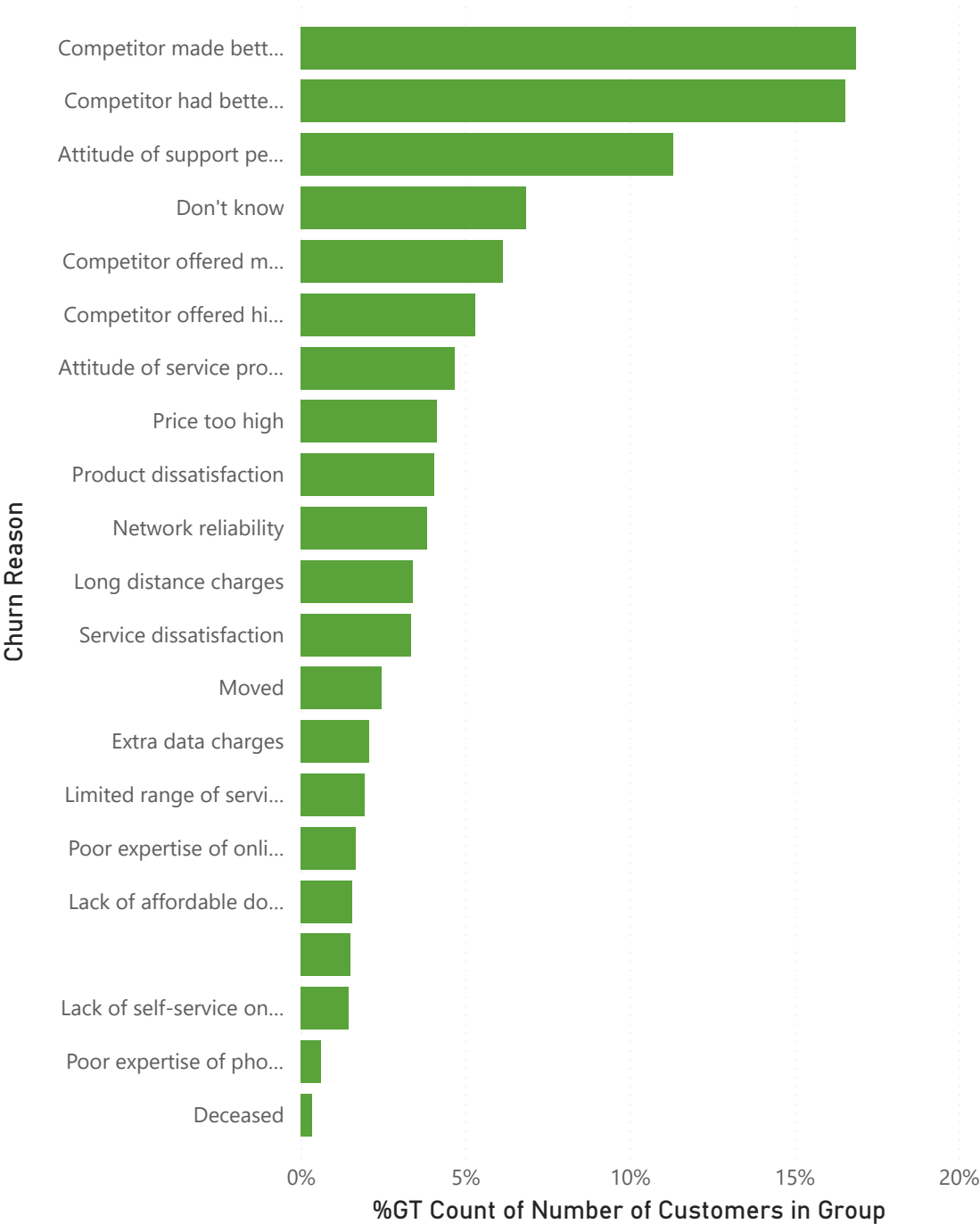
Number of churned

Number Of Customers, Churn Rate and Churn Rate by Age (bins)

● Number Of Customers ● Churn Rate



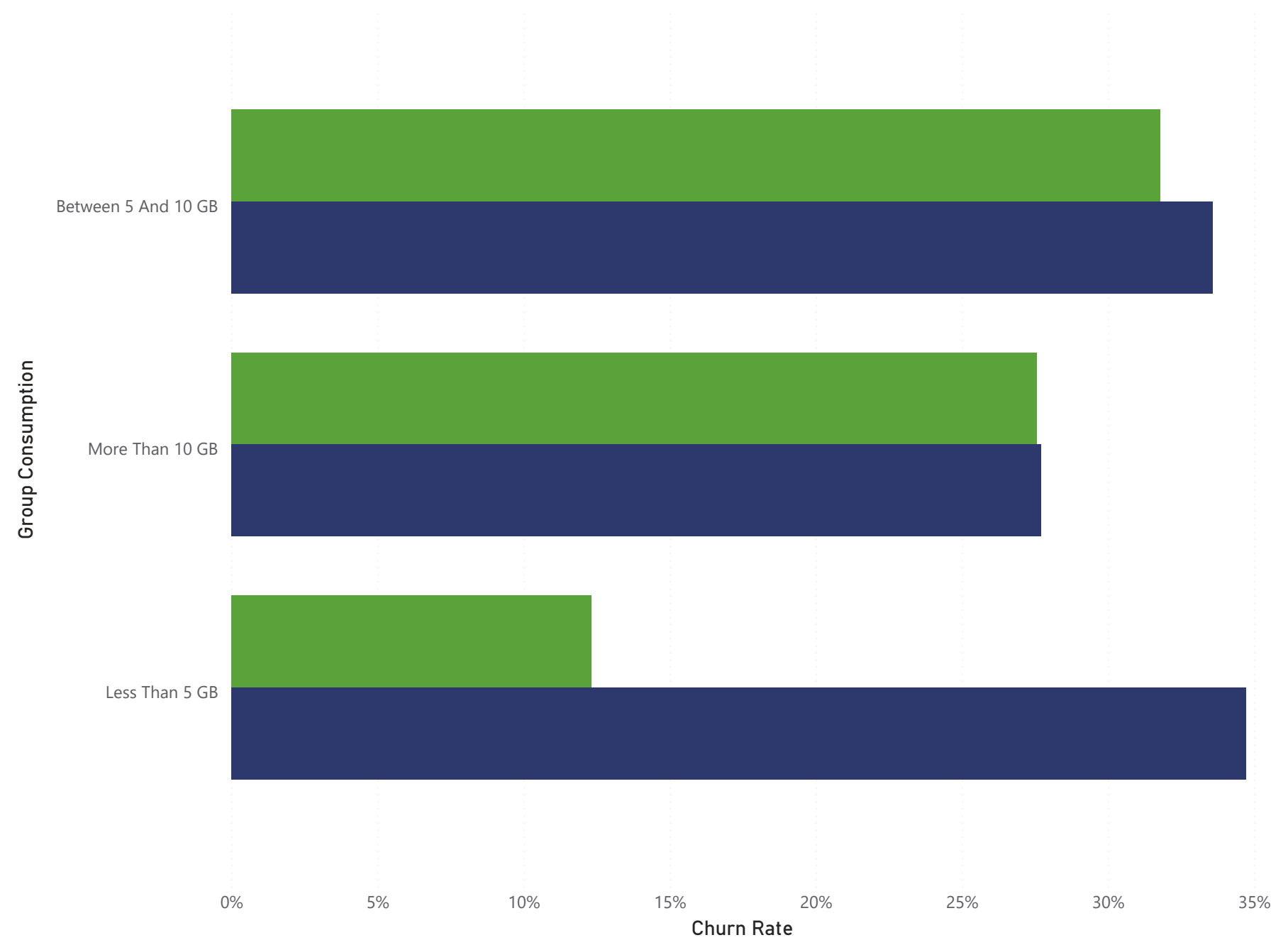
Churn Reasons



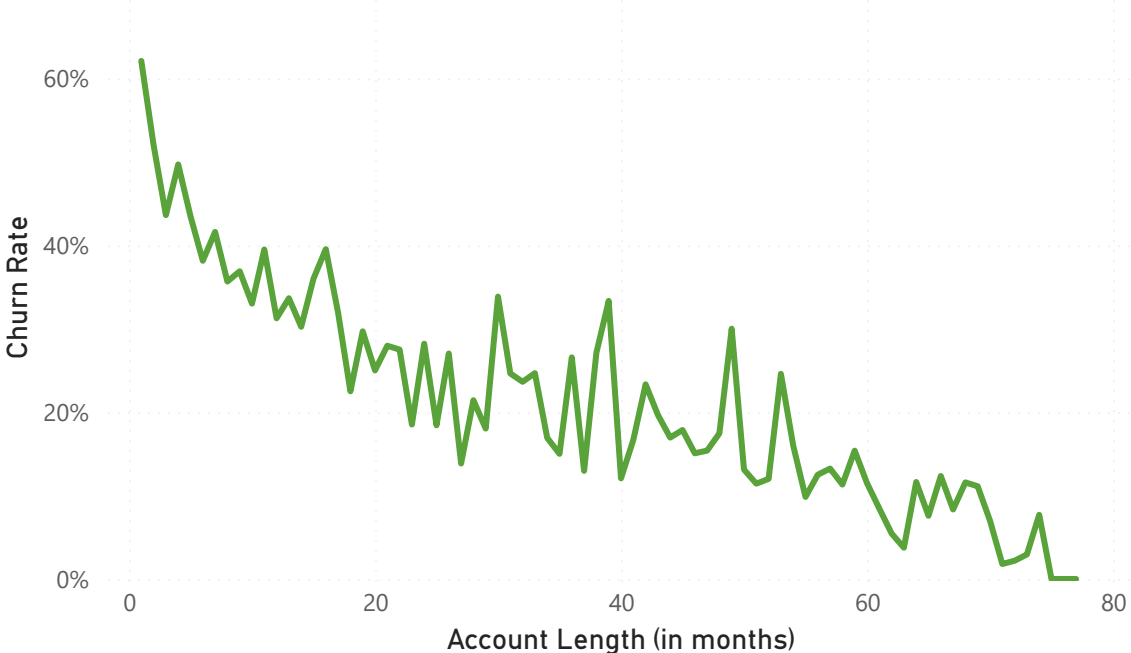
Churn Rate	Number Of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	6687	

Churn Rate by Group Consumption and Unlimited Data Plan

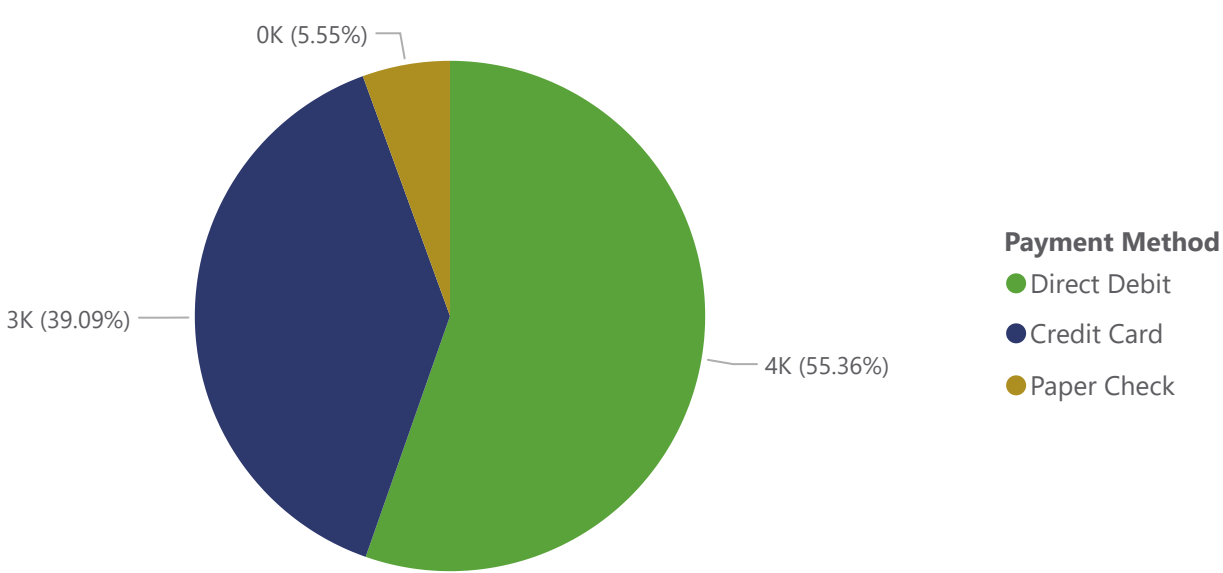
Unlimited Data Plan ● No ● Yes



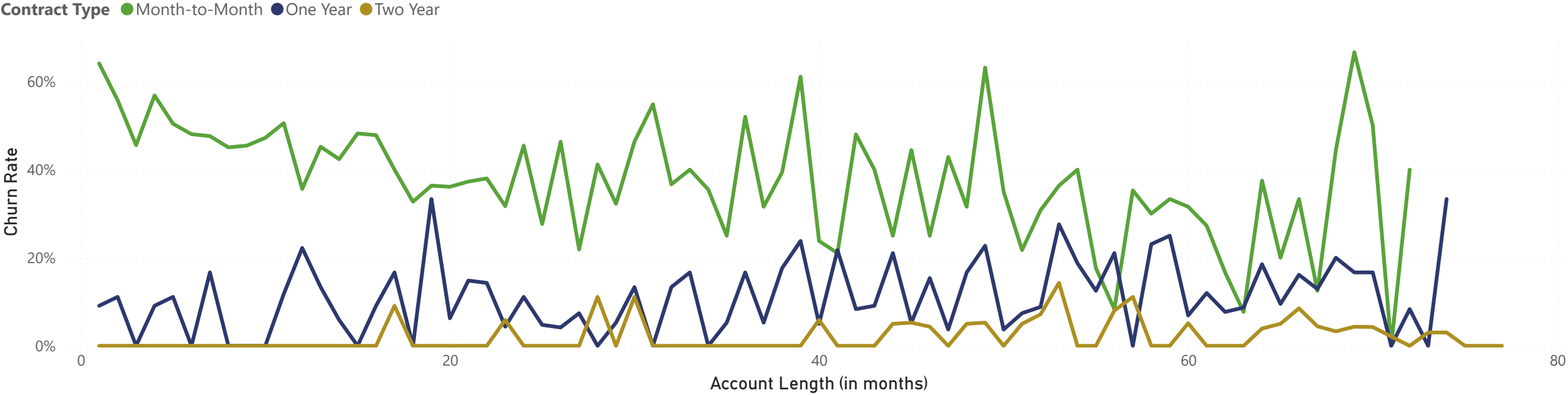
Churn Rate by Account Length (in months)



Number Of Customers by Payment Method

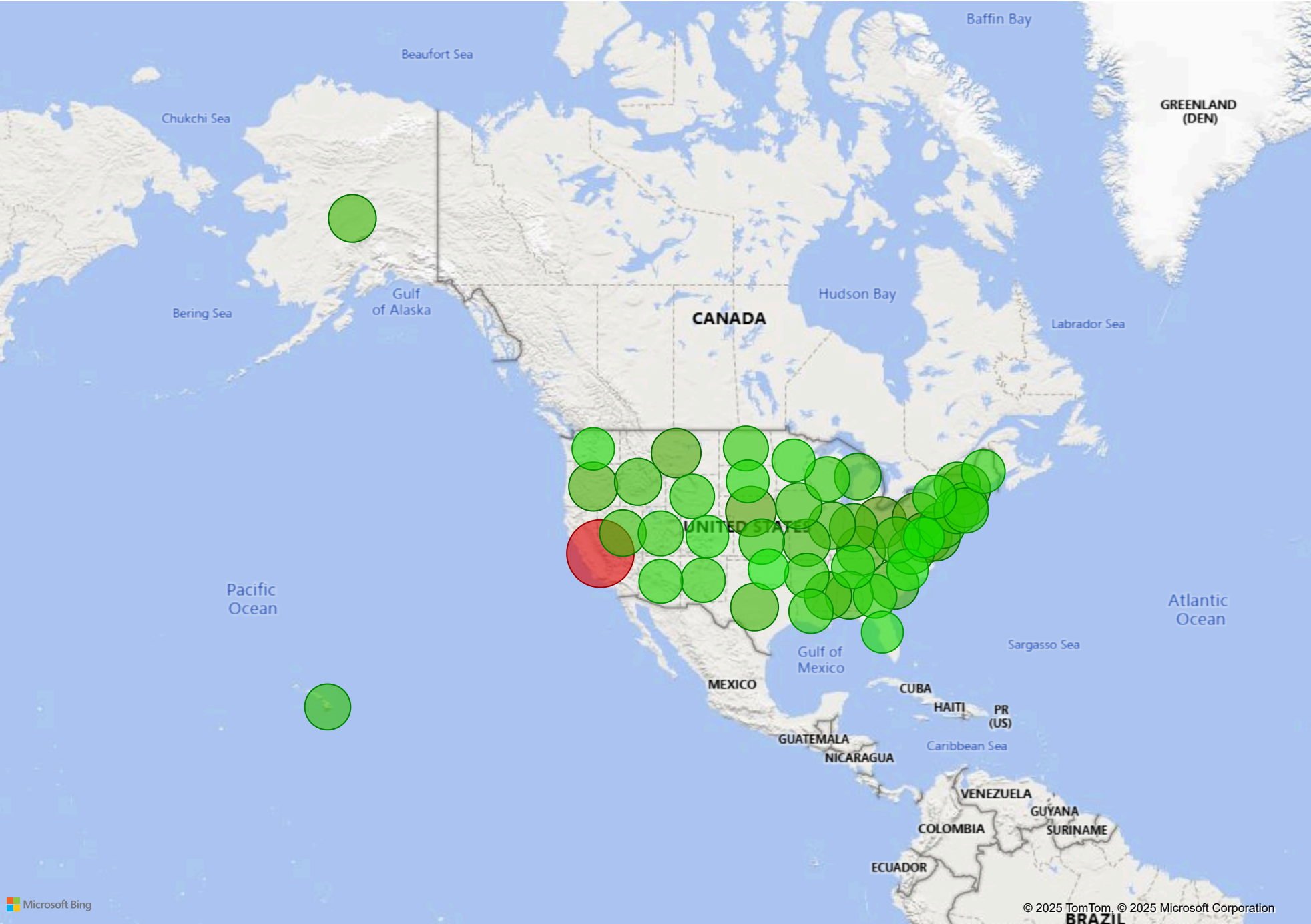


Churn Rate by Account Length (in months) and Contract Type

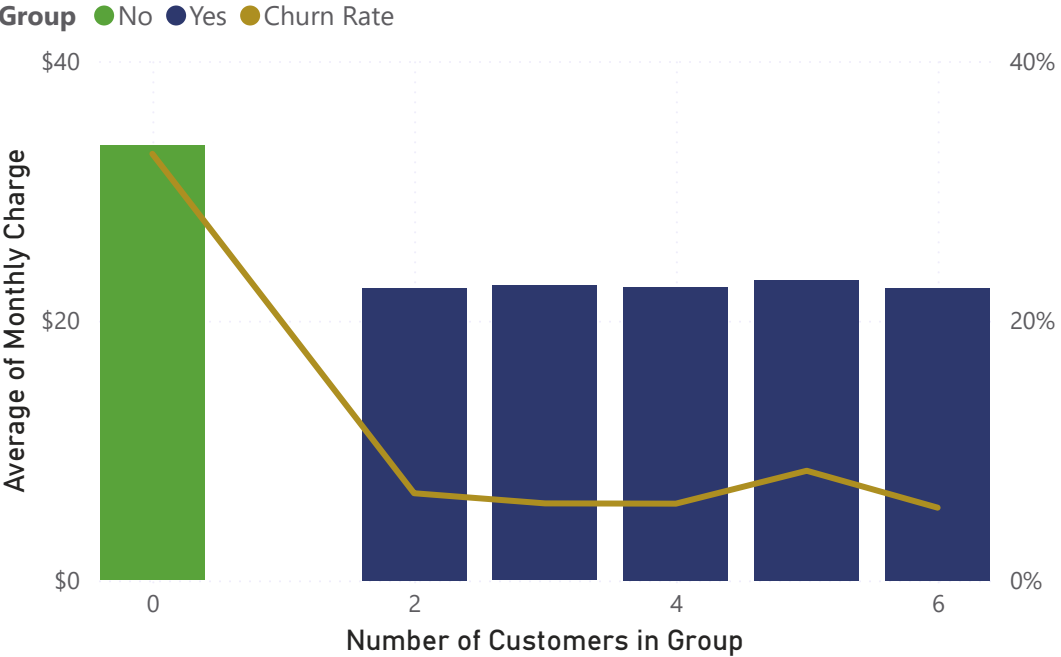


Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%

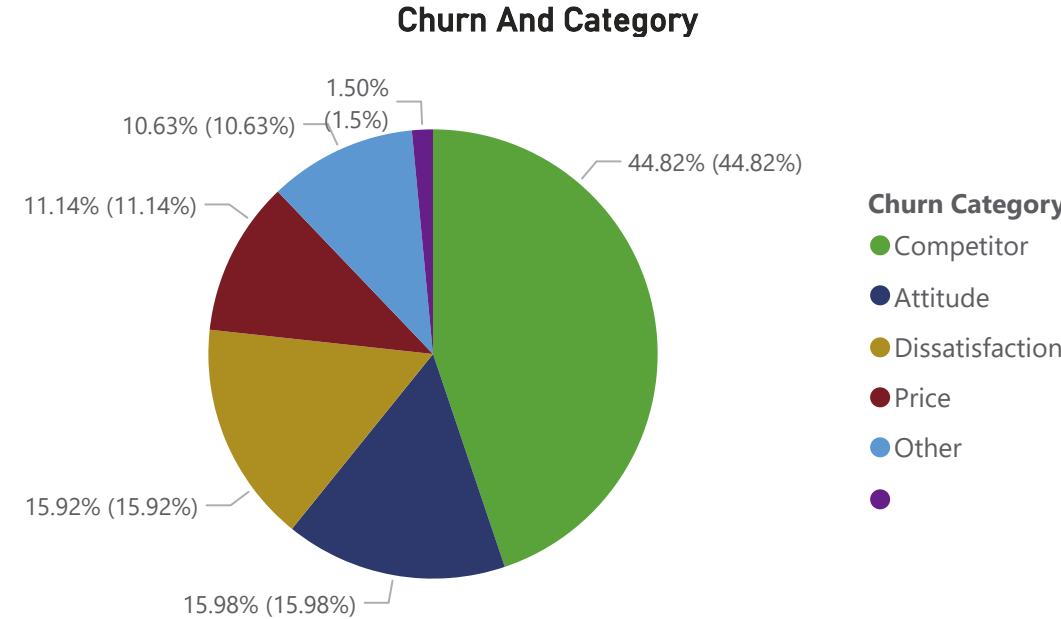
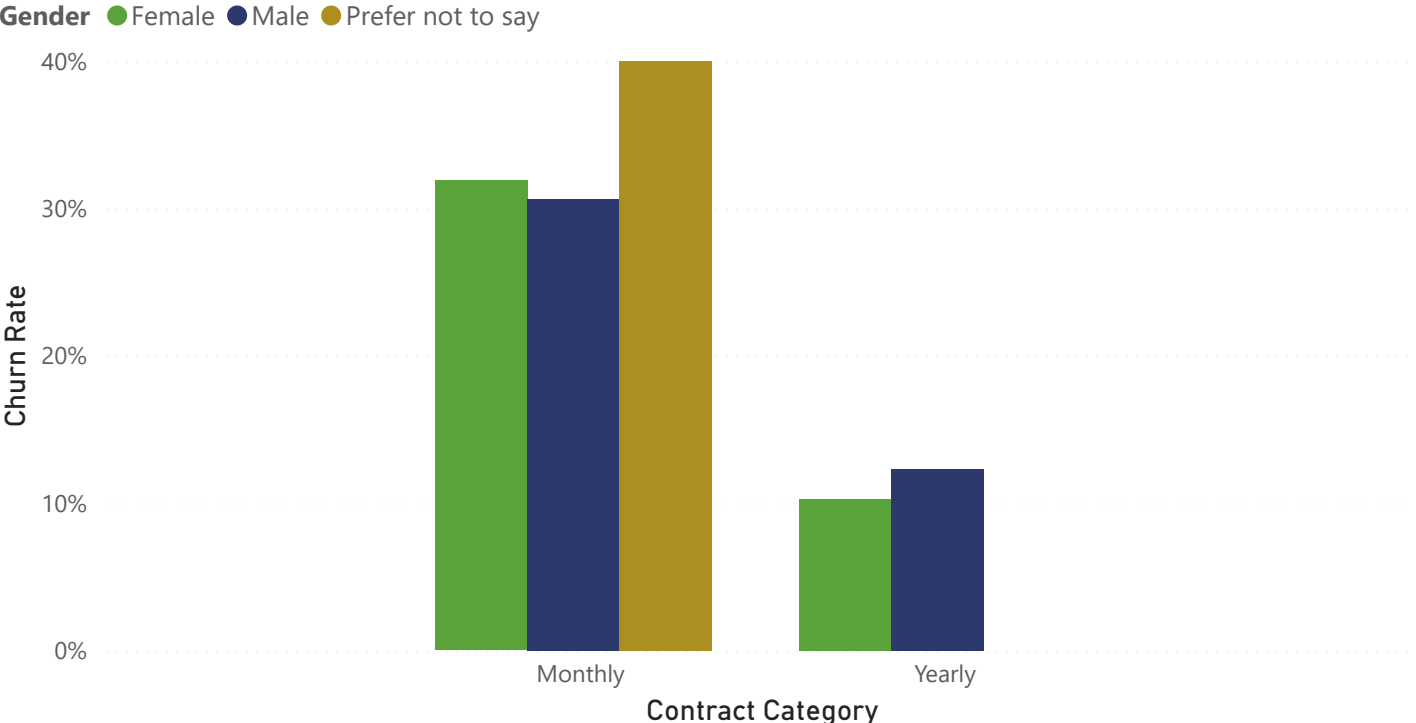
Churn Rate by State



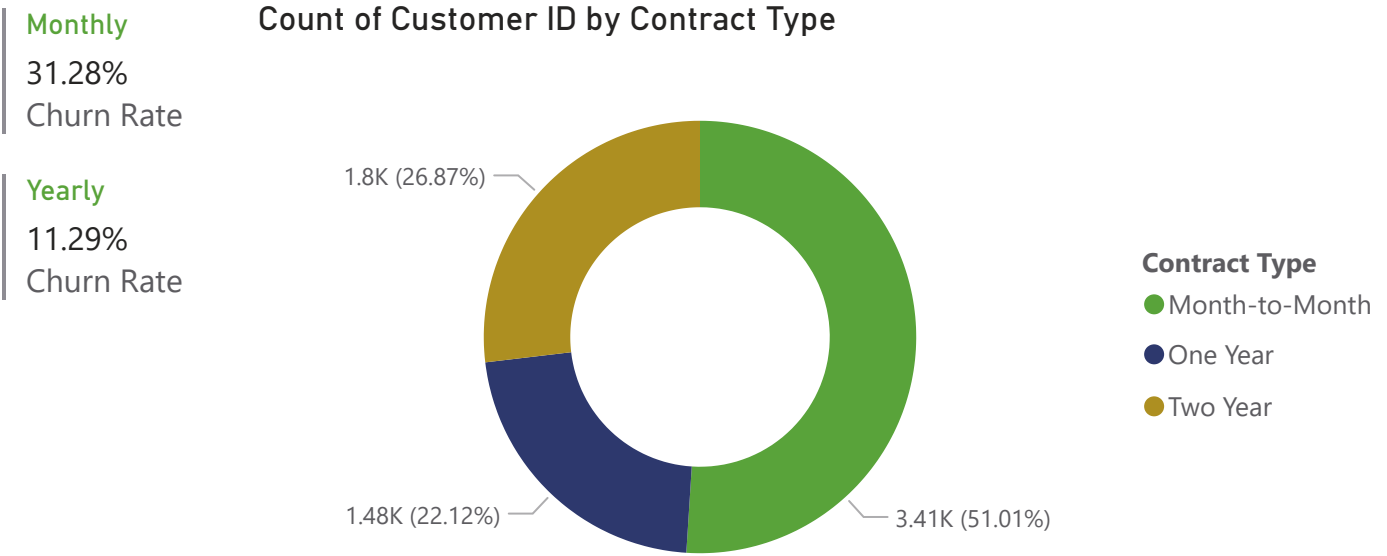
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender

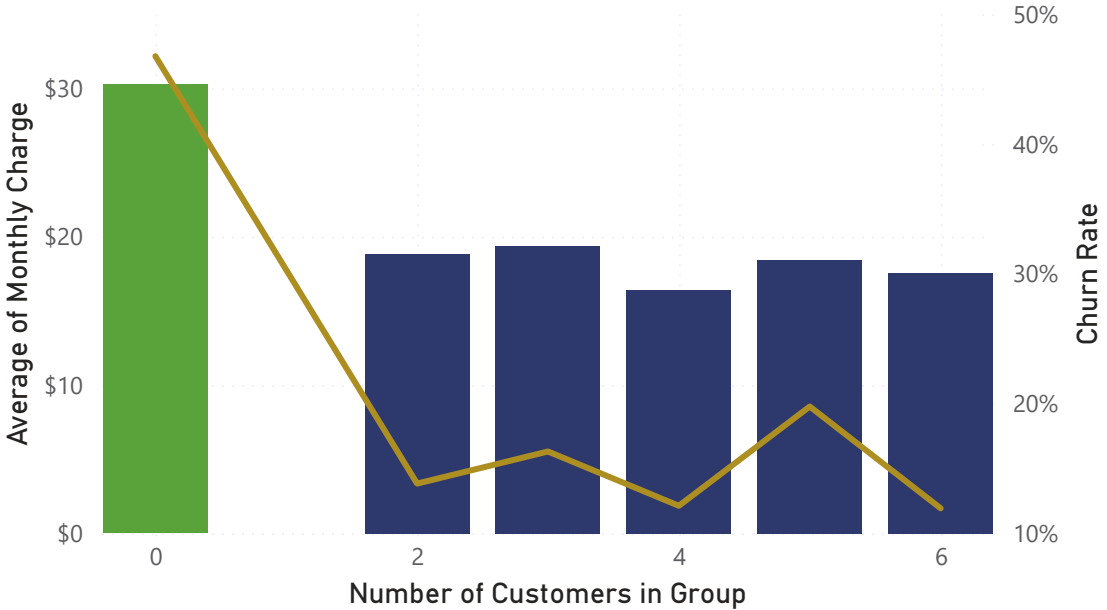


Count of Customer ID by Contract Type



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

Group ● No ● Yes ● Churn Rate

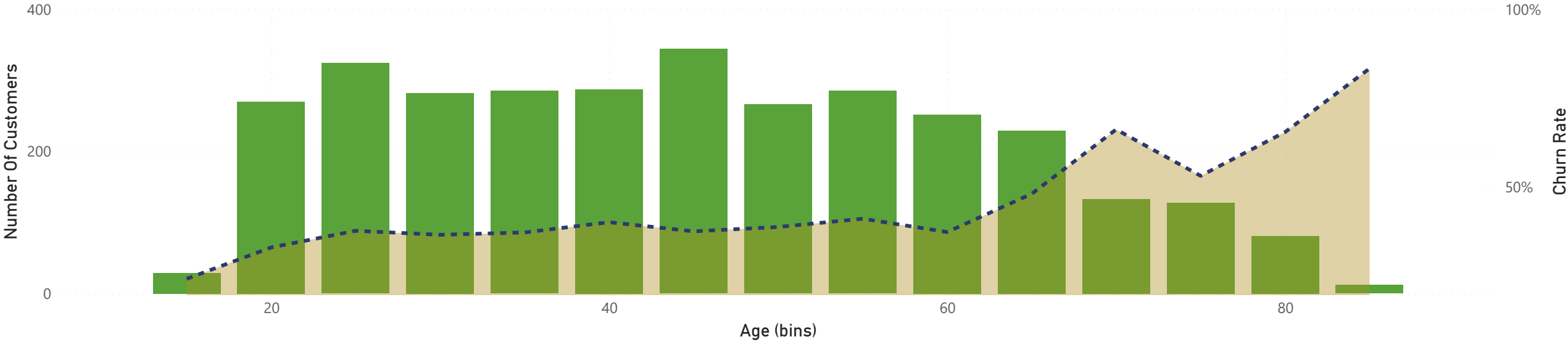


Account Length (in months)



Number Of Customers, Churn Rate and Churn Rate by Age (bins)

● Number Of Customers ● Churn Rate



0.92

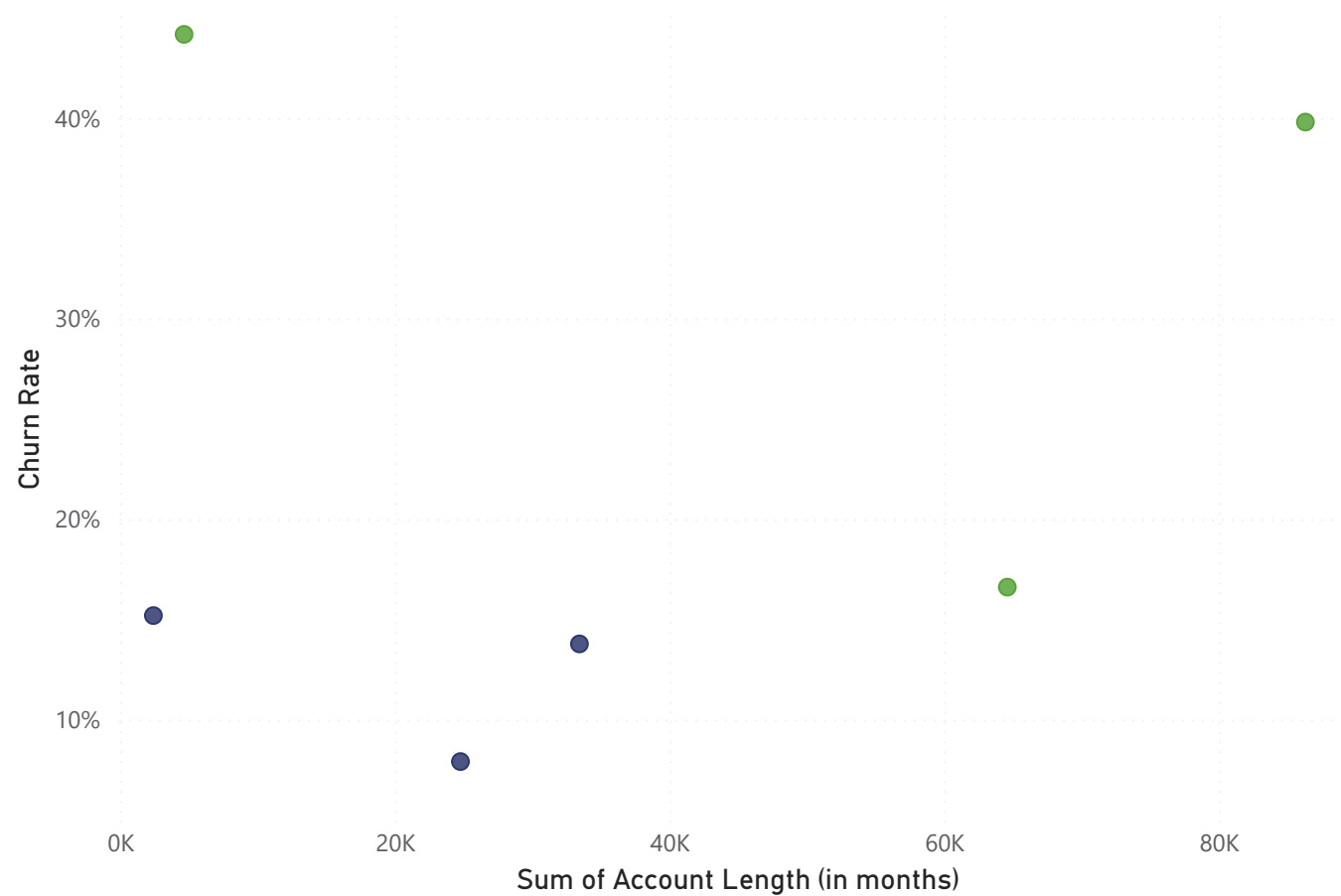
Avg Customer Service Calls

6123

Sum of Customer Service Calls

Sum of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



Contract Category, Payment Method

- ^ ☐ Monthly
- ☐ Credit Card
 - ☐ Direct Debit
 - ☐ Paper Check
- ^ ☐ Yearly
- ☐ Credit Card
 - ☐ Direct Debit
 - ☐ Paper Check

Churn Rate by Group Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

3.37

Avg Extra Data Charges

33.64

Avg Extra Int Data Charges

Group Consumption

Between 5 And 10 GB

More Than 10 GB

Less Than 5 GB

0% 5% 10% 15% 20% 25% 30% 35%

Churn Rate



3.37

Avg Extra Data Charges

0.92

Avg Customer Service Calls

33.64

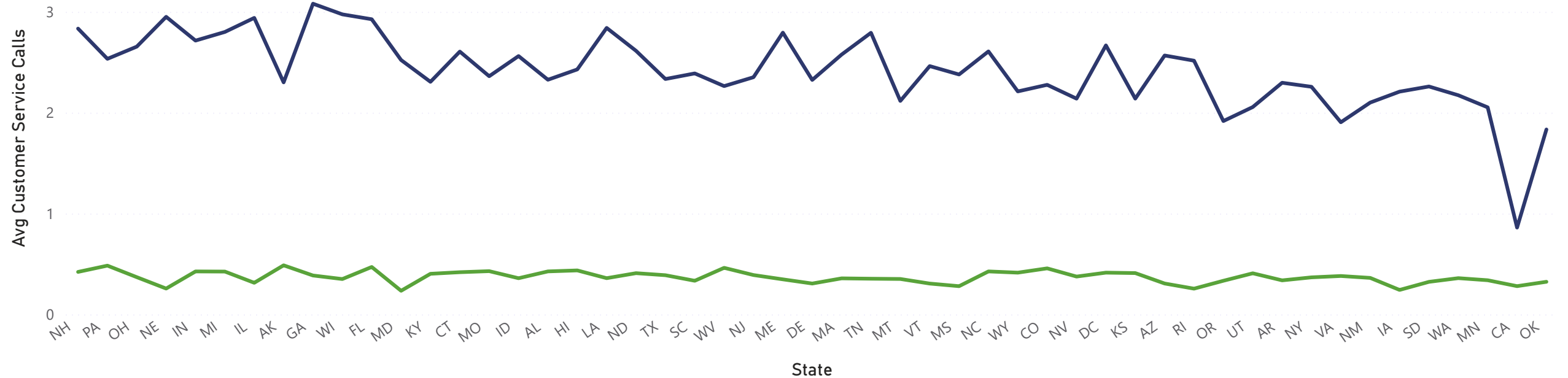
Avg Extra Int Data Charges

6123

Sum of Customer Service Calls

Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



Churn Rate by State

