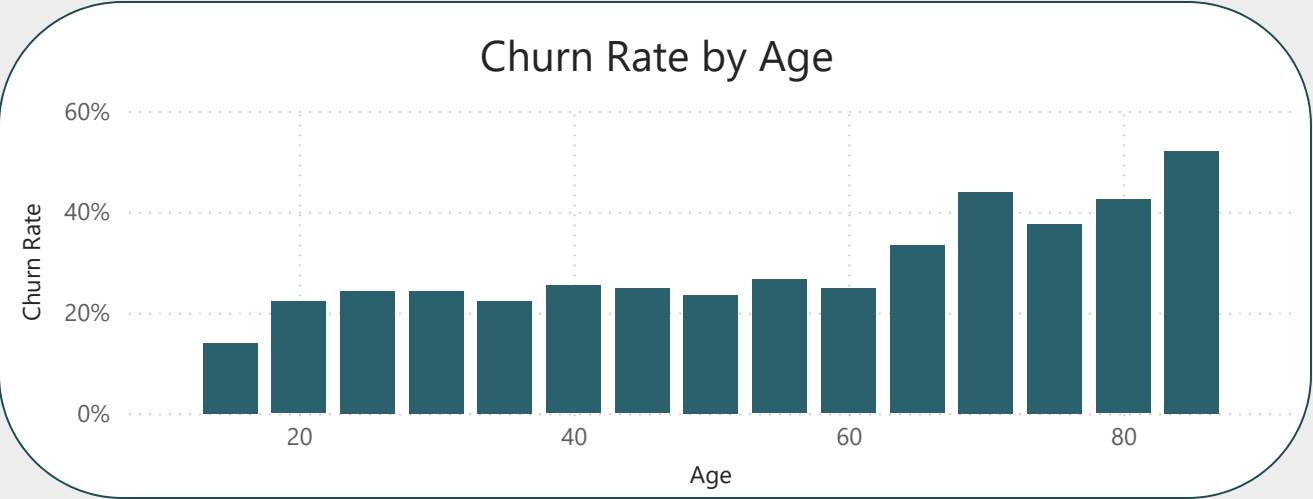
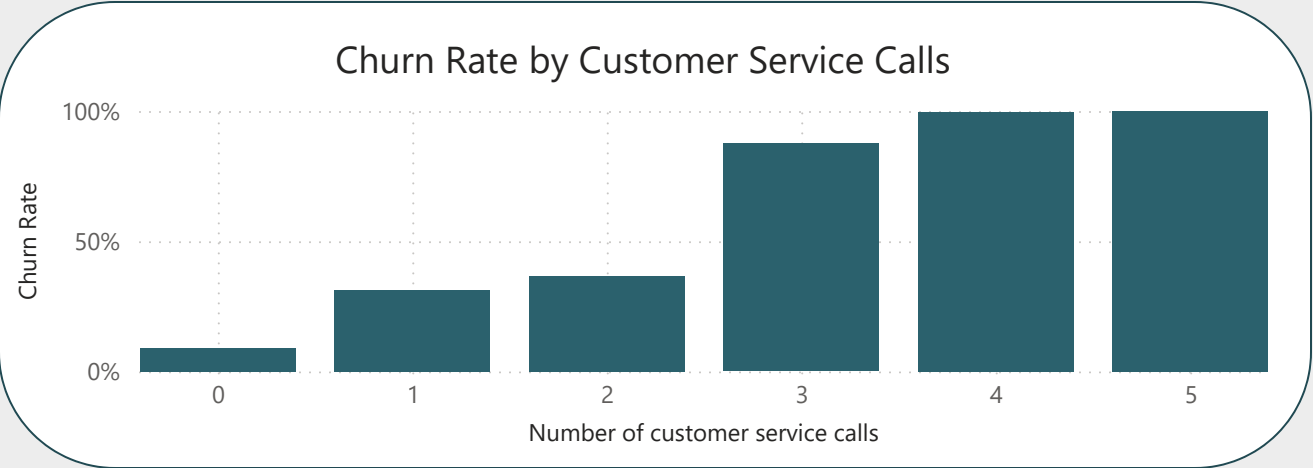


# SkyLink Customer Churn Analysis: Identifying Key Drivers and Strategies for Retention

Churn Rate by Age



Churn Rate by Customer Service Calls



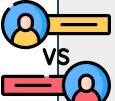
26.86%

Churn Rate



Competitor

Most churned category

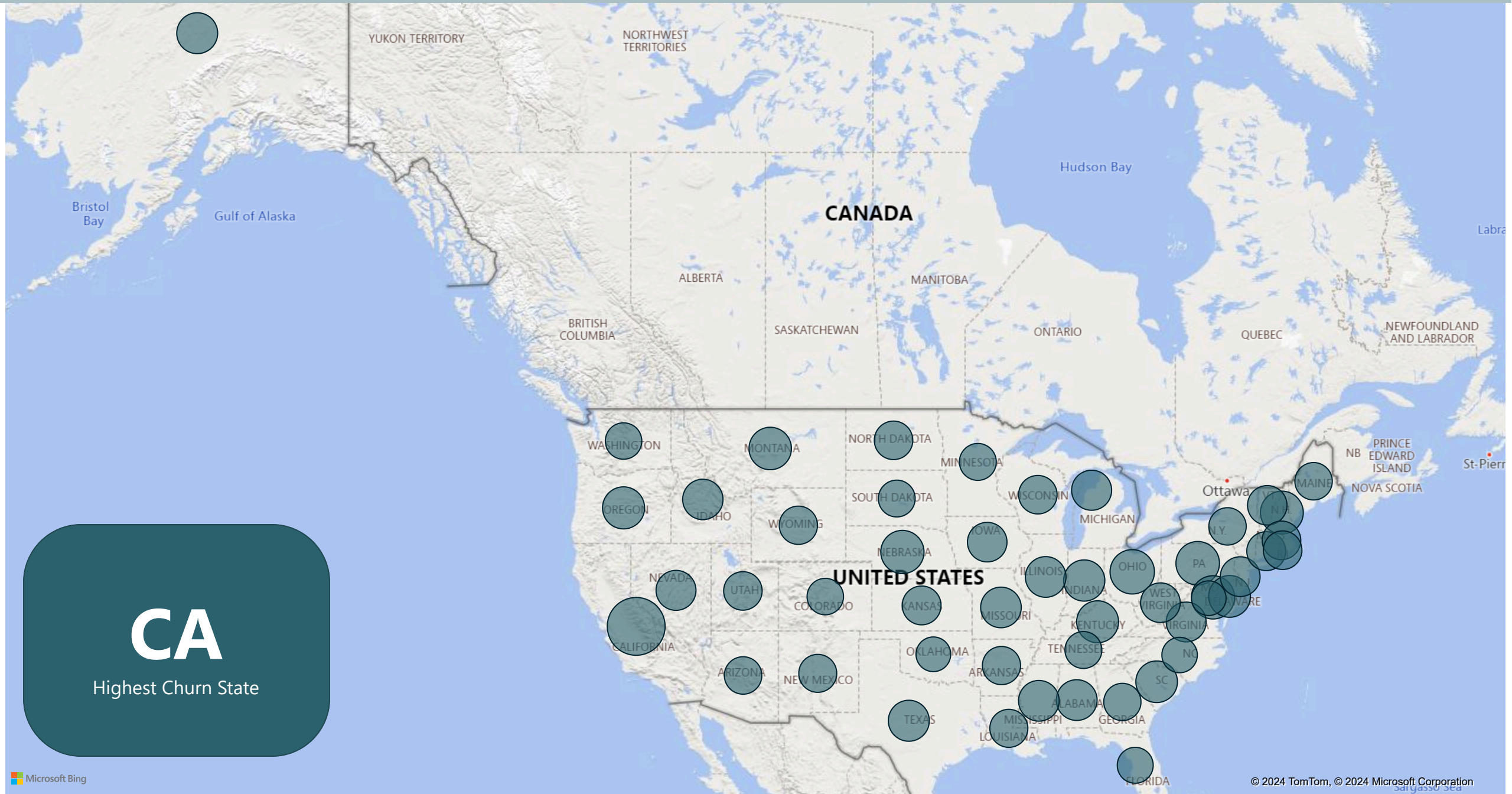


6

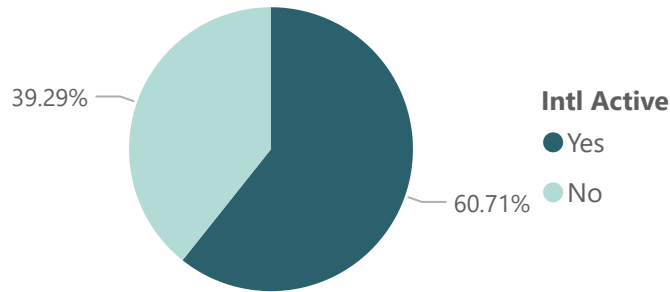
Lowest Churn Group ...



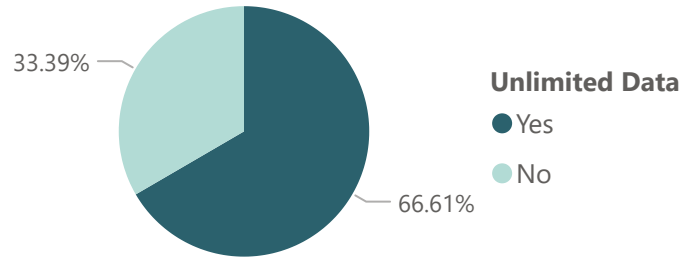
# Churn Rate by State by State



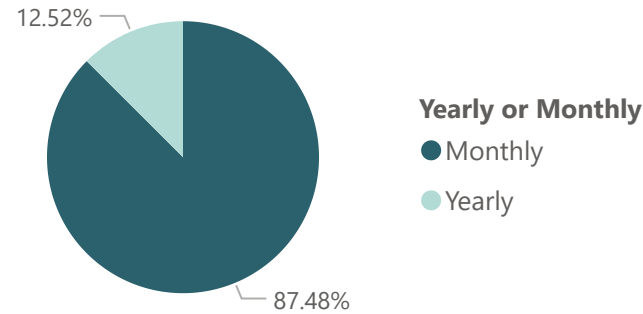
Churn Rate by Intl Active



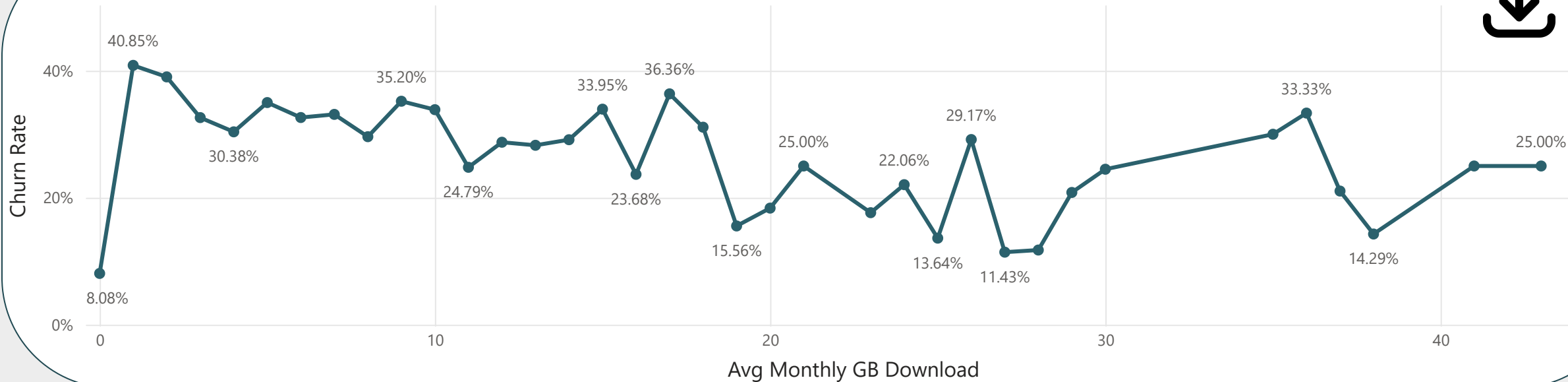
Churn Rate for customers who has unlimited data plan vs who hasn't



Churn Rate by Yearly or Monthly



Churn Rate by Avg Monthly GB Download



Monthly Contract & Direct  
Debit Payment

**1.47**

Avg CS Calls

**53.90%**

Churn Rate

Age group 50 ,No Contract Group  
,account length=12 months or less

**52.72%**

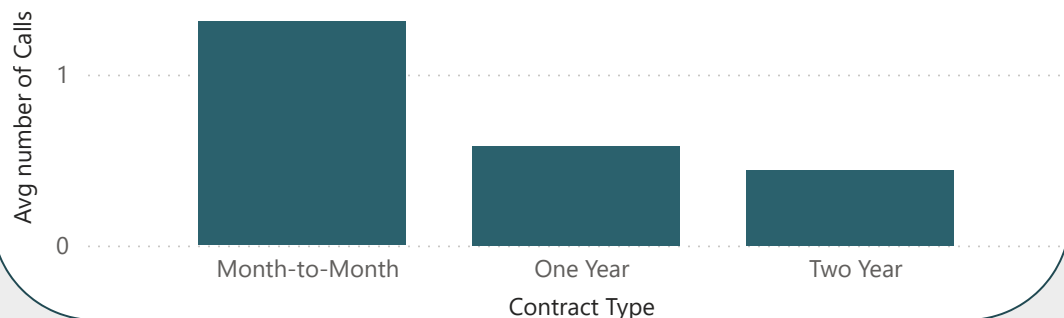
Churn Rate

Average Extra Data Charges for  
Customers Consuming 10+ GB & No  
Unlimited Plan

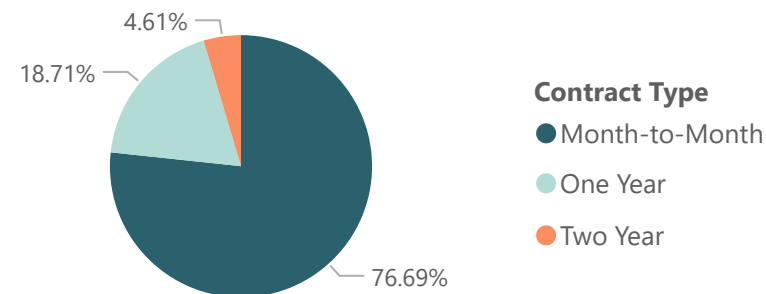
**31.19**

Extra Data Charges

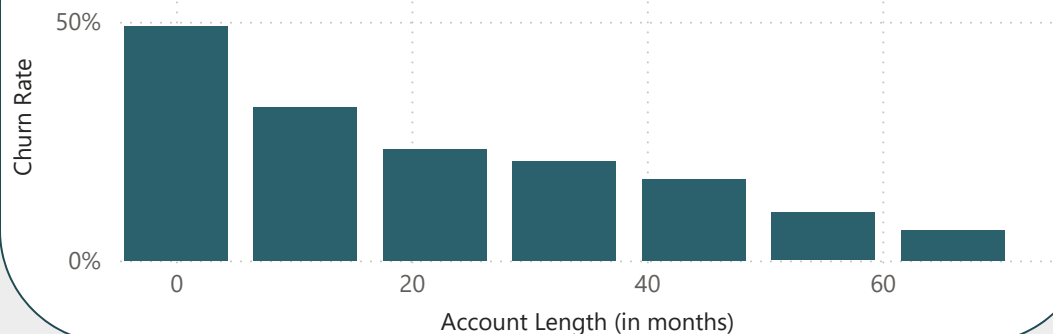
Average of Customer Service Calls by Contract Type



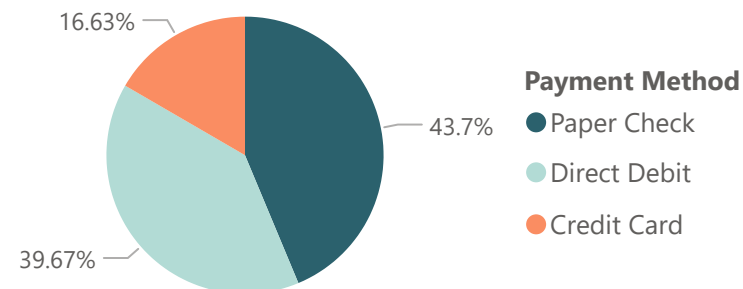
Churn Rate by Contract Type



Churn Rate by Account Length (in months)

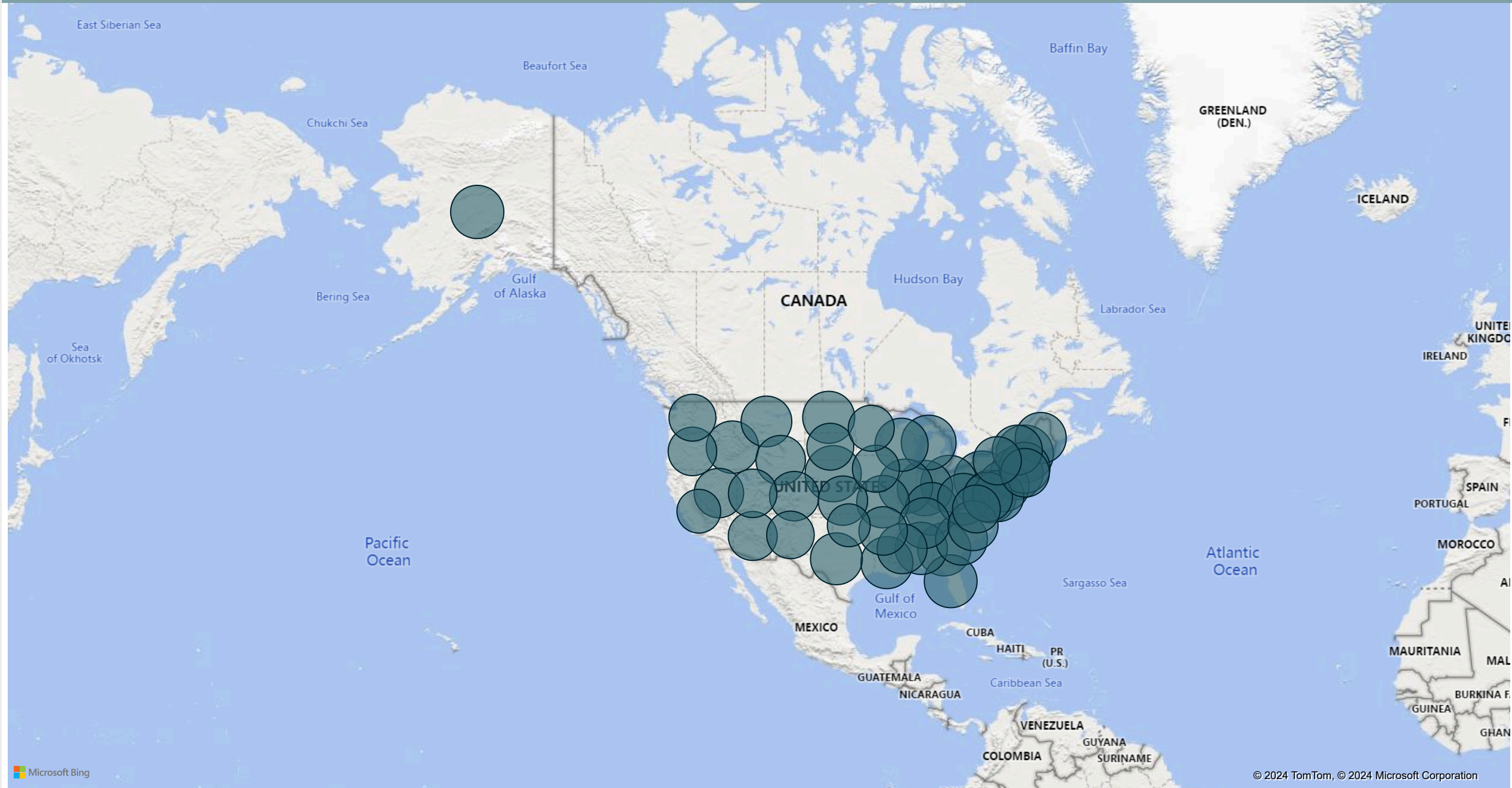


Churn Rate by Payment Method

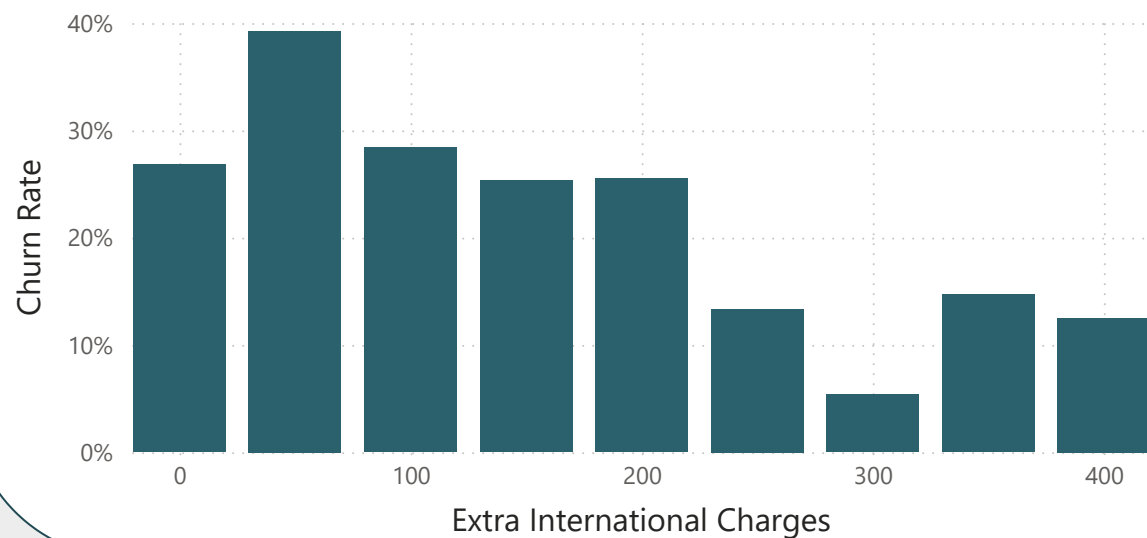




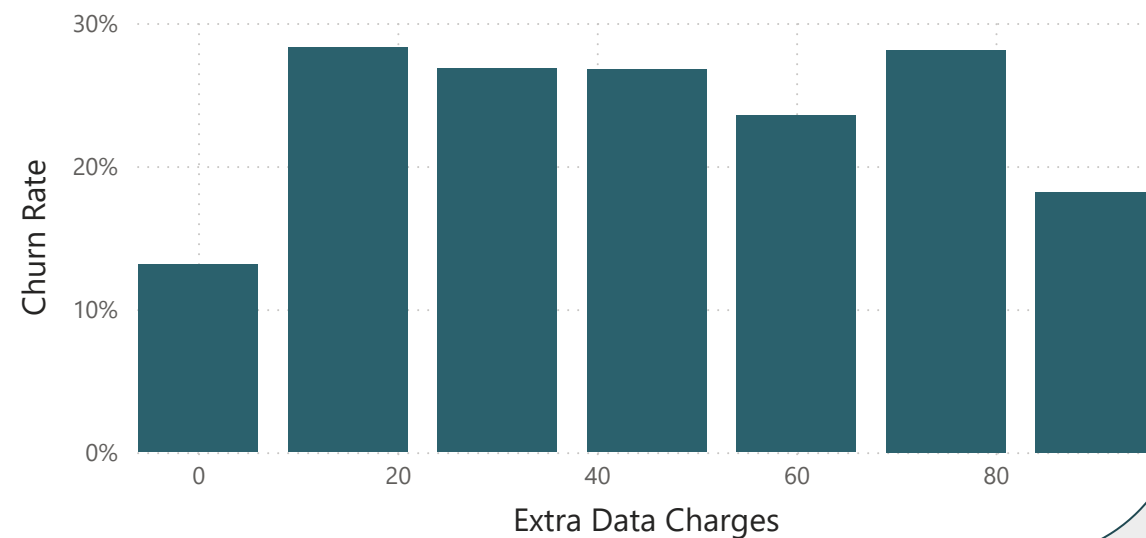
# Average of Customer Service Calls and Churn Rate by State



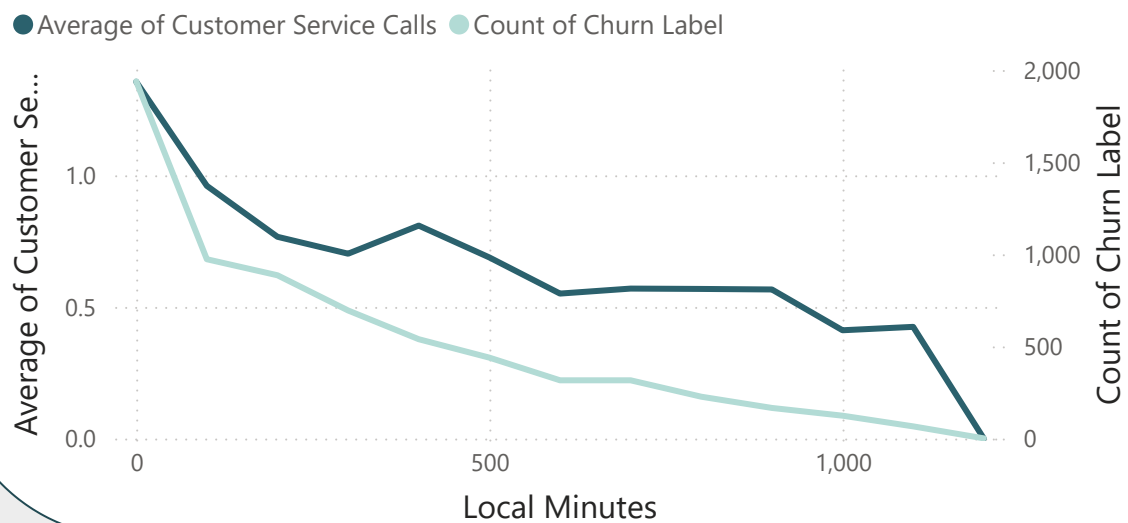
### Churn Rate by Extra International Charges



### Churn Rate by Extra Data Charges



### Average of Customer Service Calls and Count of Churn Label by Local Minutes



### Average of Customer Service Calls and Count of Churn Label by International Minutes

