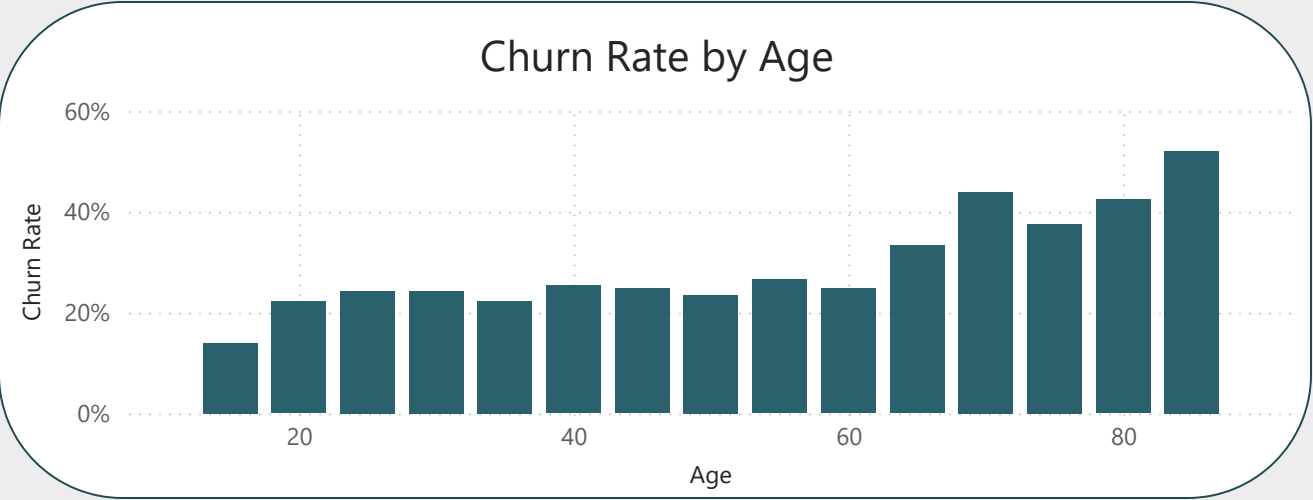
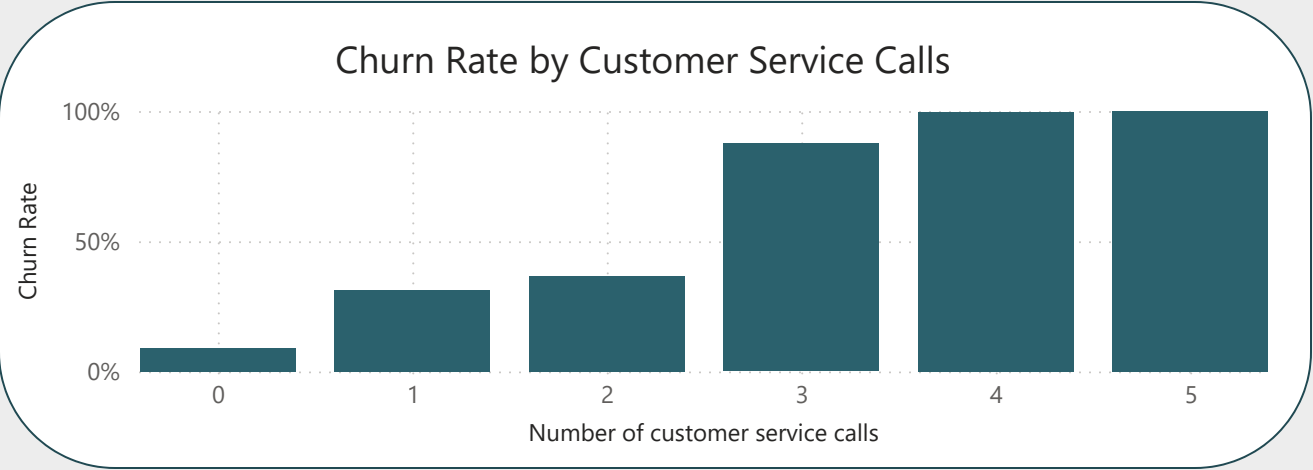


SkyLink Customer Churn Analysis: Identifying Key Drivers and Strategies for Retention

Churn Rate by Age



Churn Rate by Customer Service Calls



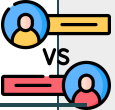
26.86%

Churn Rate



Competitor

Most churned category

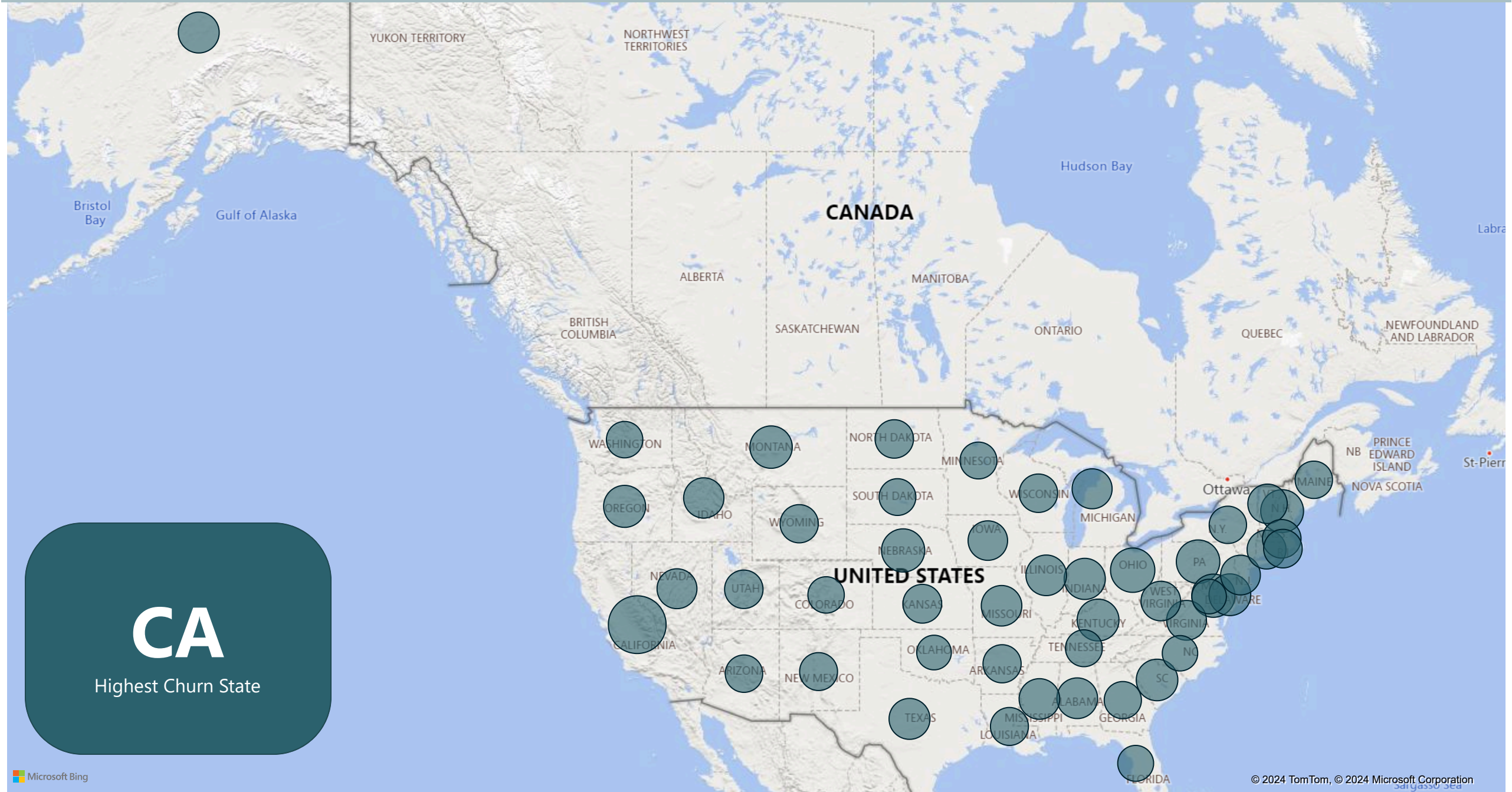


6

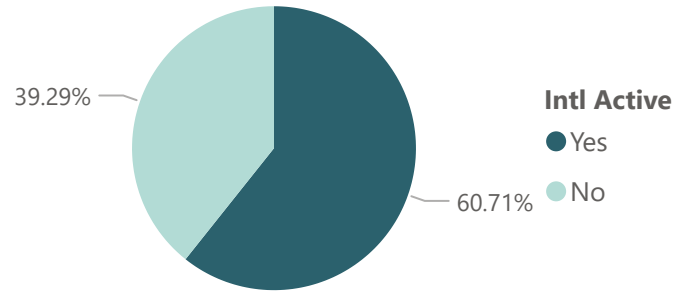
Lowest Churn Group ...



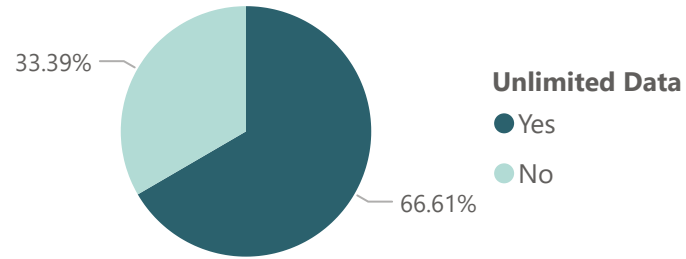
Churn Rate by State by State



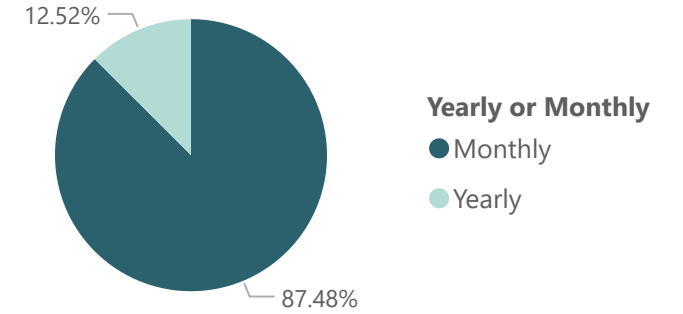
Churn Rate by Intl Active



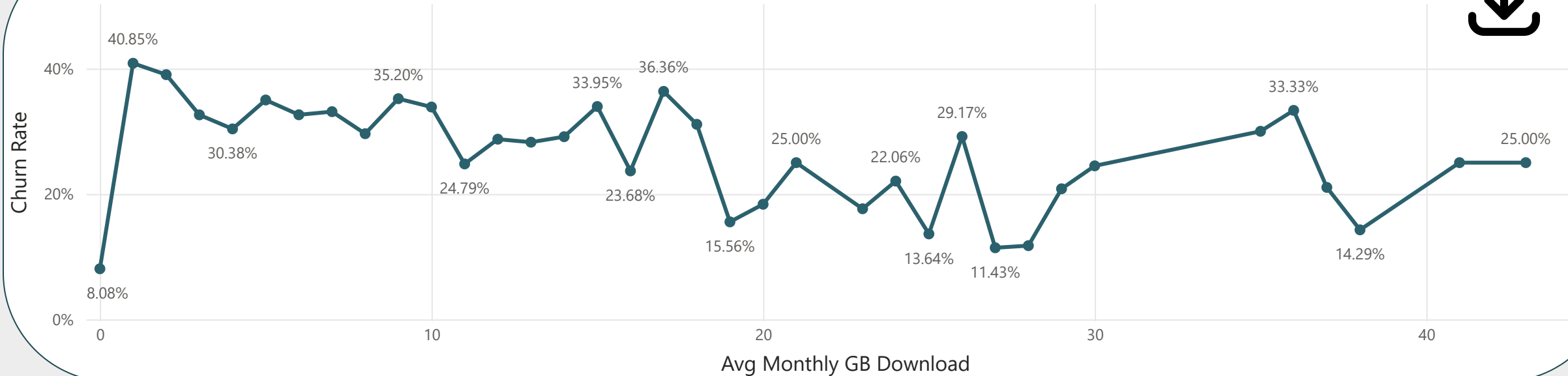
Churn Rate for customers who has unlimited data plan vs who hasn't



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

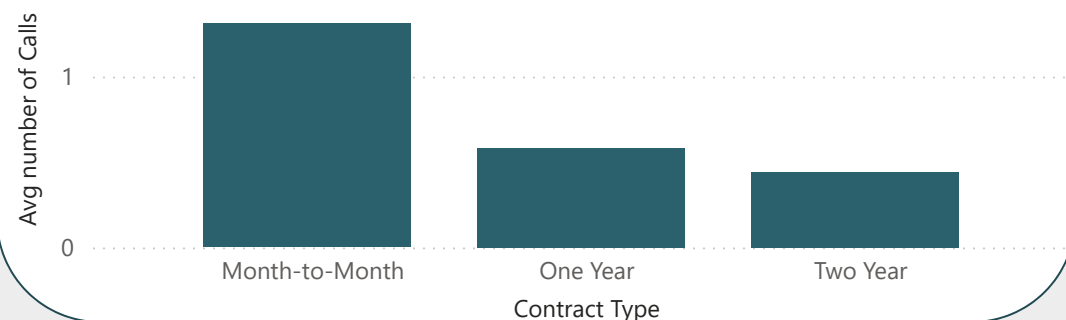
Age group 50 ,No Contract Group ,account length=12 months or less

52.72%
Churn Rate

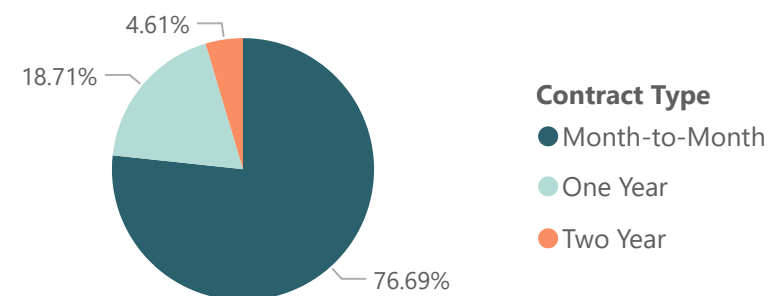
Average Extra Data Charges for Customers Consuming 10+ GB & No Unlimited Plan

31.19
Extra Data Charges

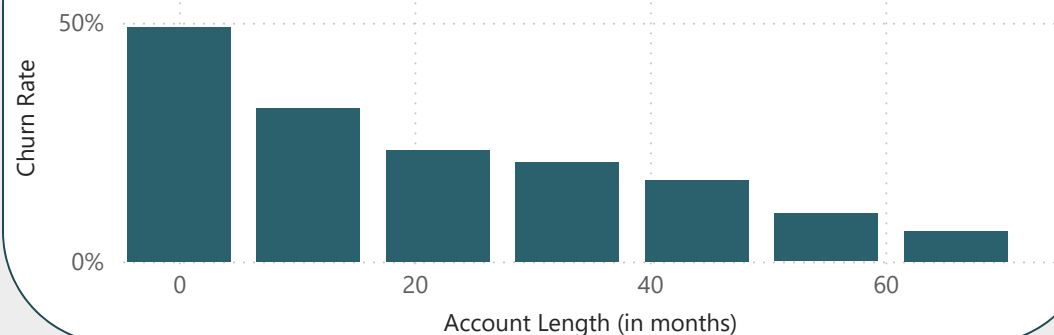
Average of Customer Service Calls by Contract Type



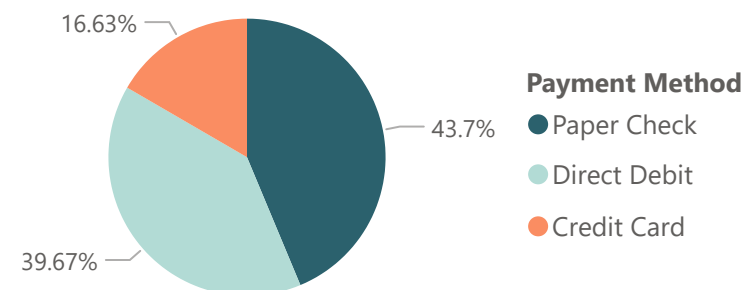
Churn Rate by Contract Type



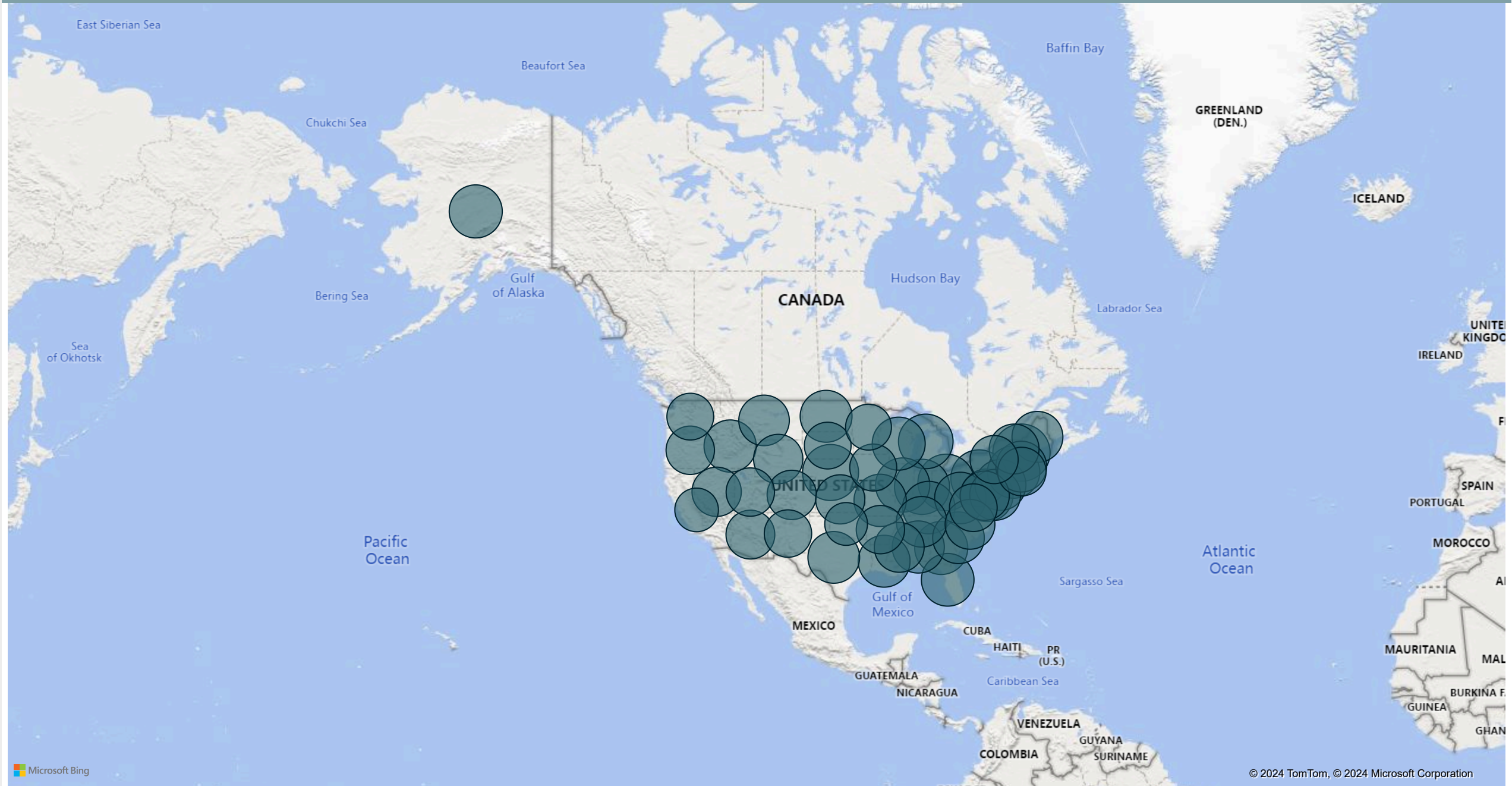
Churn Rate by Account Length (in months)



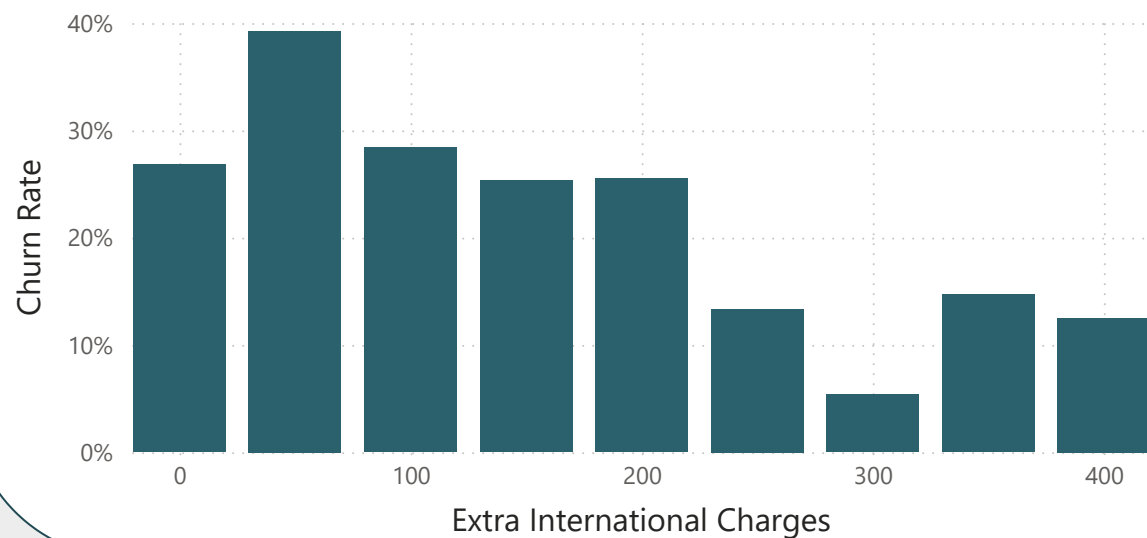
Churn Rate by Payment Method



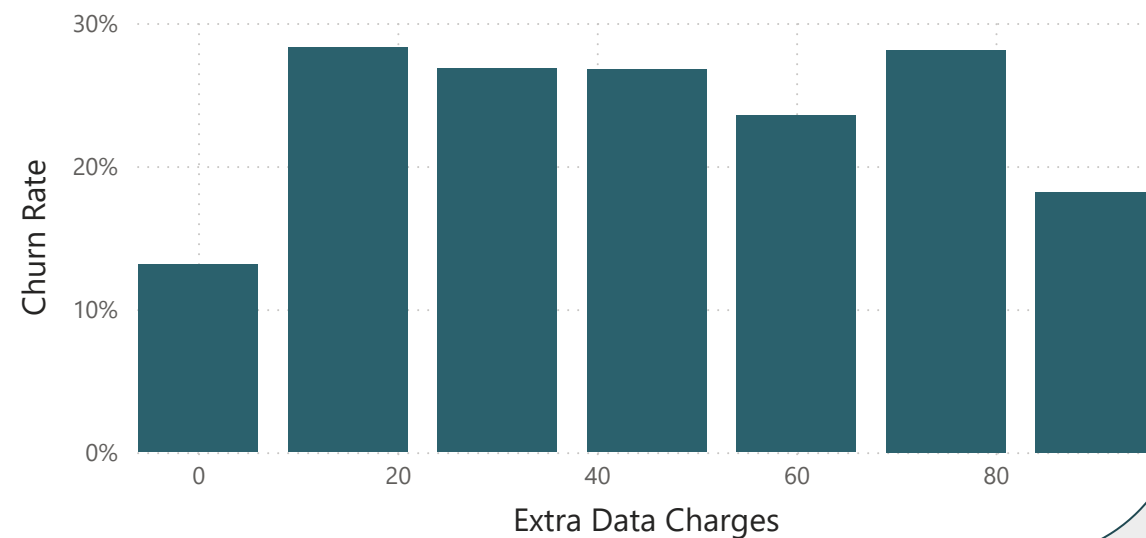
Average of Customer Service Calls and Churn Rate by State



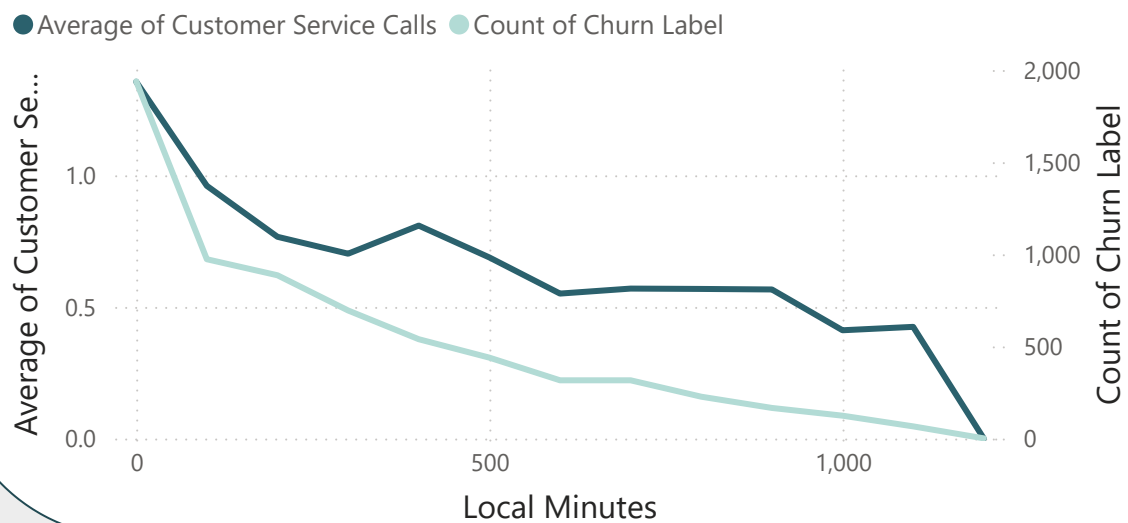
Churn Rate by Extra International Charges



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

