

CHURN ANALYSIS - SUMMARY

Married

All

Monthly Chare range

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

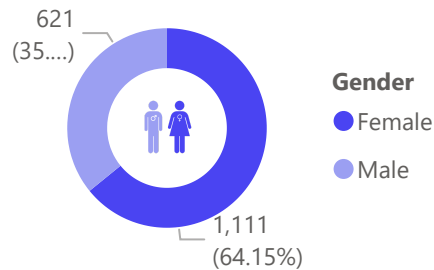
27.0%

Churn Rate

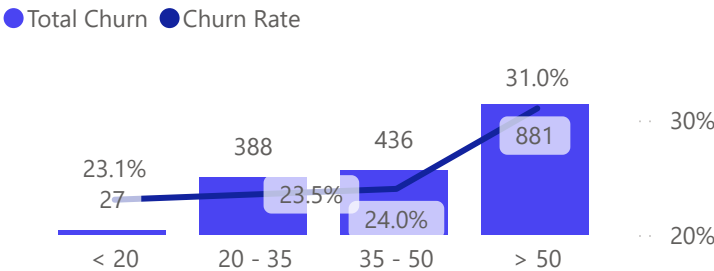


DEMOGRAPHIC

Total Churn by Gender

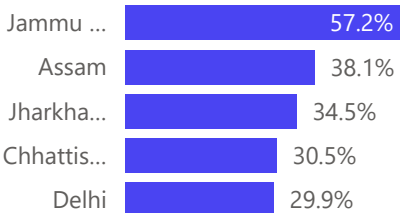


Total Churn and Churn Rate by Age Group



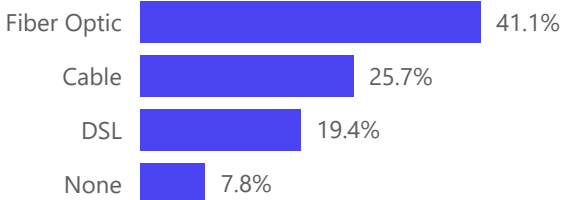
GEOGRAPHIC

Churn Rate by State (Top 5)



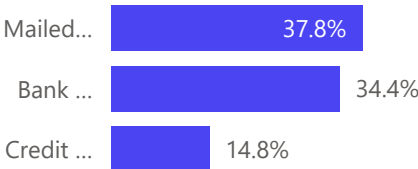
SERVICES USED

Churn Rate by Internet Type

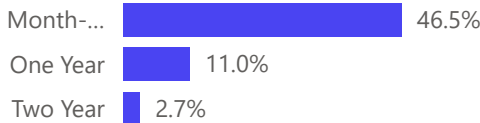


ACCOUNT INFO

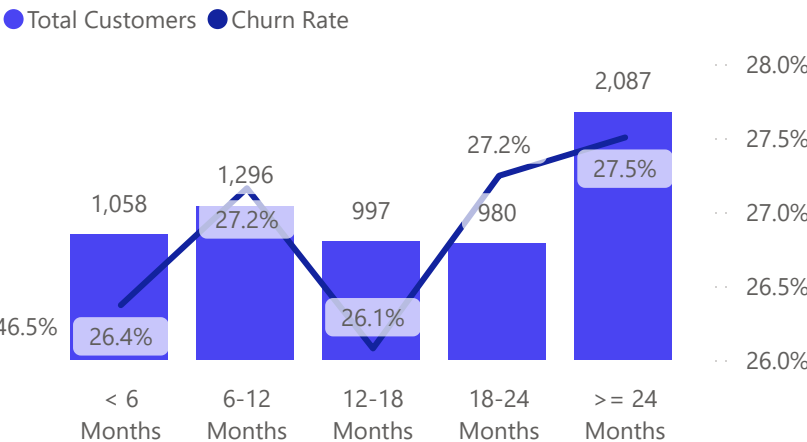
Churn Rate by Payment Method



Churn Rate by Contract

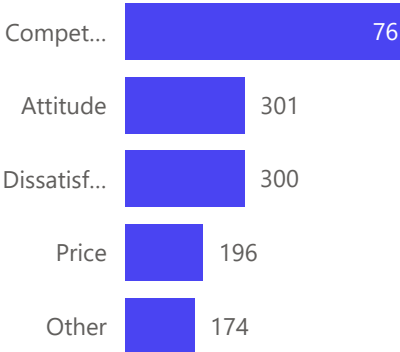


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%

Churn_Reason	Total
Attitude of service provider	
Attitude of support person	
Competitor had better devices	
Competitor made better offer	
Competitor offered higher download speeds	
Competitor offered more data	
Total	

CHURN ANALYSIS - PREDICTION

Summary

