

CHURN ANALYSIS - SUMMARY

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

Monthly Charge Range

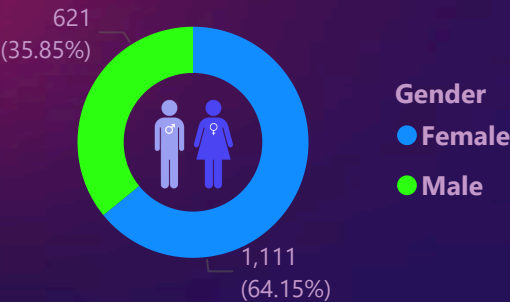
All

Marital Status

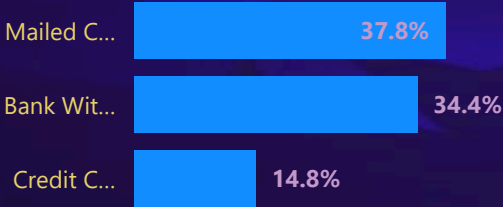
All

DEMOGRAPHIC

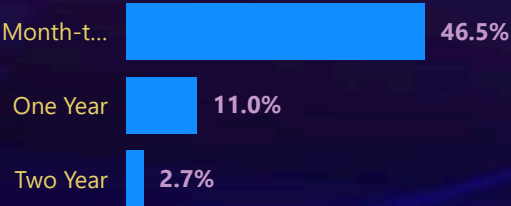
Total Churn by Gender



Churn Rate by Payment_Method

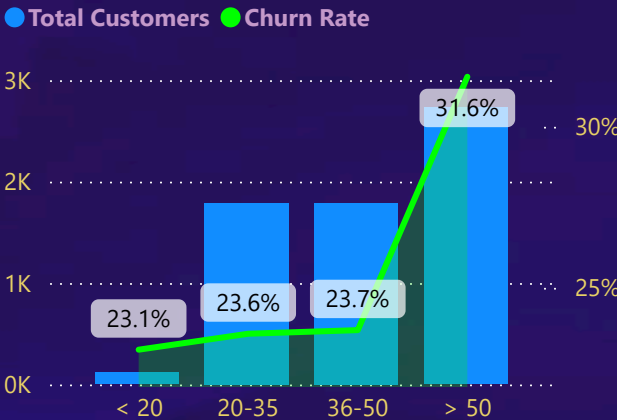


Churn Rate by Contract

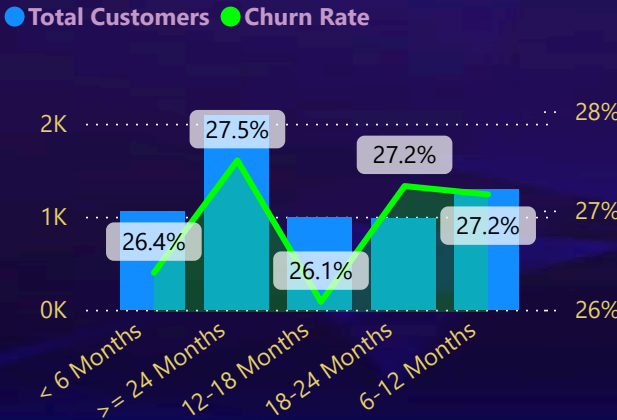


ACCOUNT INFORMATION

Total Customers and Churn Rate by Age Group

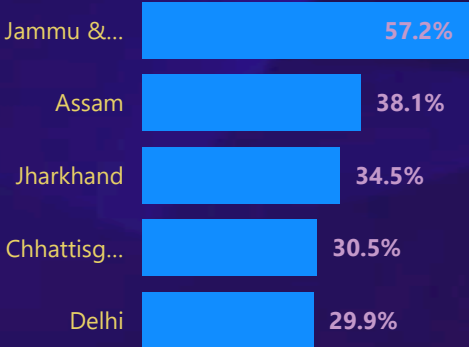


Total Customers and Churn Rate by Tenure Group



GEOGRAPHIC

Churn Rate by State (Top 5)



CHURN DISTRIBUTION

Total Churn by Churn_Category



SERVICES USED

Churn Rate by Internet_Type



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%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%

Churn_Reason ▲	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5

CHURN ANALYSIS - PREDICTION

SUMMARY

PREDICTION CHURNER PROFILE

251

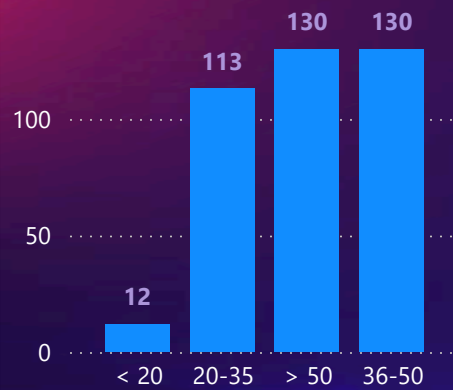
Female



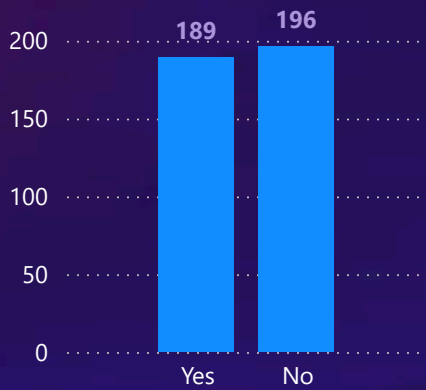
134

Male

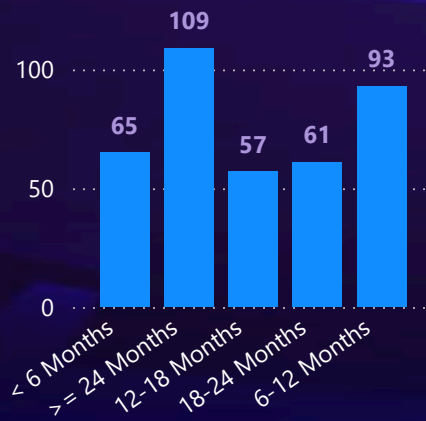
Age Group



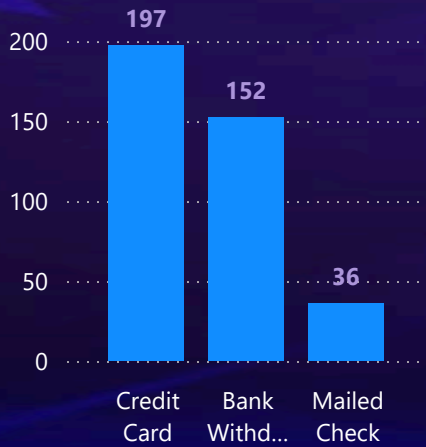
Married



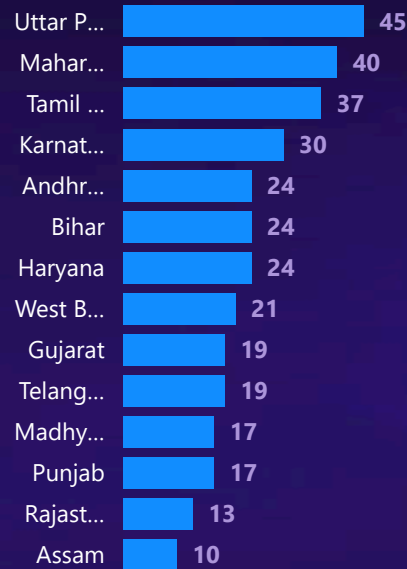
Tenure Group



Payment_Method



State



Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 385

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
12340-DEL	62.80	104.99	0.00	0
19998-AND	85.70	346.27	0.00	0
24696-BIH	43.95	123.28	0.00	0
24754-AND	69.55	171.41	33.80	0
27553-UTT	20.30	24.39	0.00	0
28239-UTT	19.95	58.79	0.00	0
44655-TEL	50.50	226.89	0.00	0
45672-TAM	20.20	62.35	0.00	0
46190-GUJ	55.55	118.87	0.00	0
48051-GUJ	25.85	25.85	0.00	0
54172-RAJ	56.55	181.73	0.00	0
56554-RAJ	19.75	29.97	0.00	0
56728-RAJ	45.60	83.04	0.00	0
67752-MAH	45.30	92.66	0.00	0
71197-PUN	77.40	339.41	0.00	0
74804-WES	69.60	314.31	0.00	0
77658-AND	24.40	24.40	0.00	0
78978-UTT	19.30	35.66	0.00	0
79905-UTT	20.45	50.54	0.00	0
82559-CHH	64.20	182.47	0.00	0
84687-PUN	24.70	94.70	0.00	0
85506-MAH	20.20	111.57	0.00	0