

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

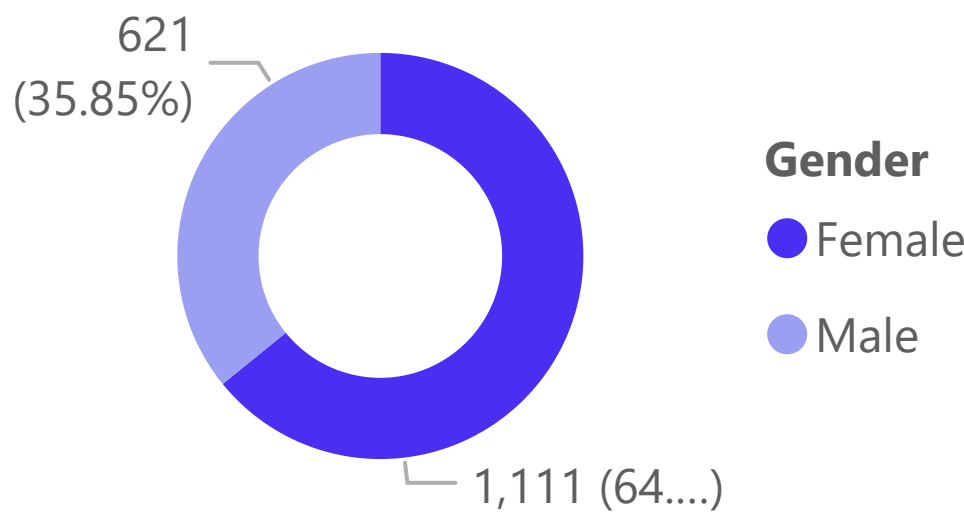
Total Churn

27.0%

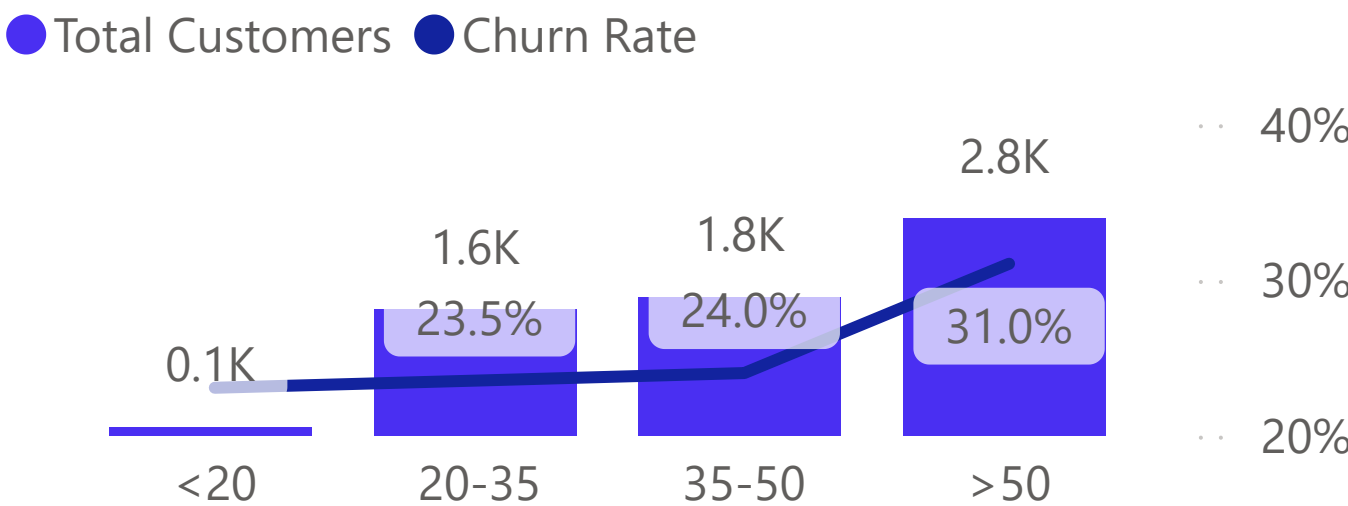
Churn Rate



Total Churn by Gender

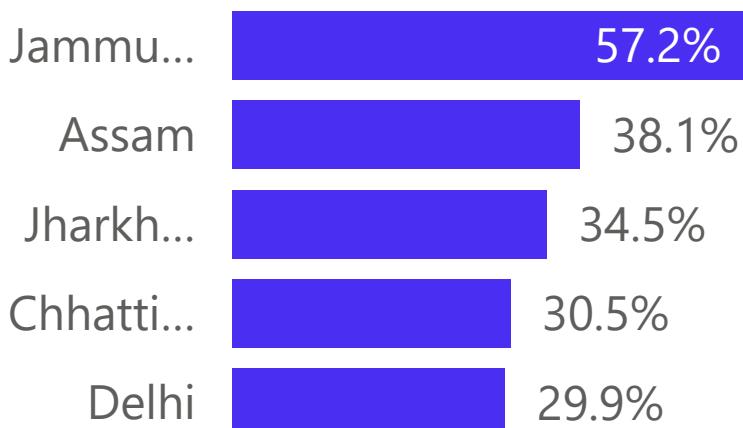


Total Customers and Churn Rate by Age Group



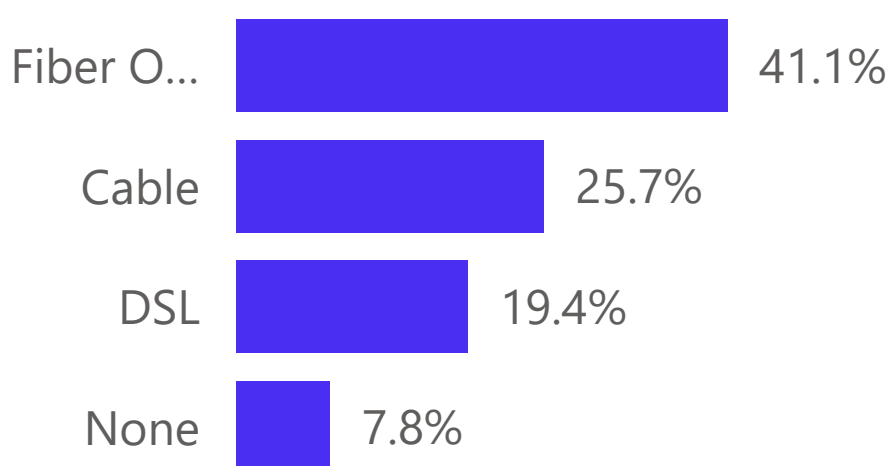
GEOGRAPHIC

Churn Rate by State Top 5

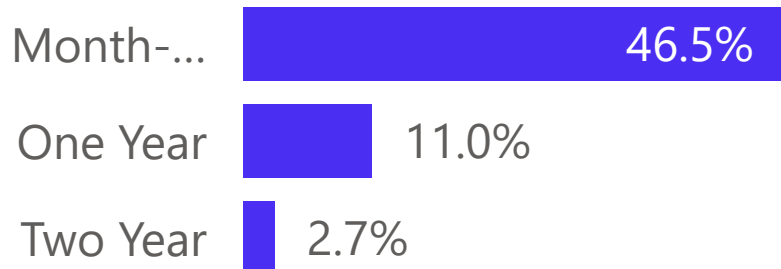


SERVICES USED

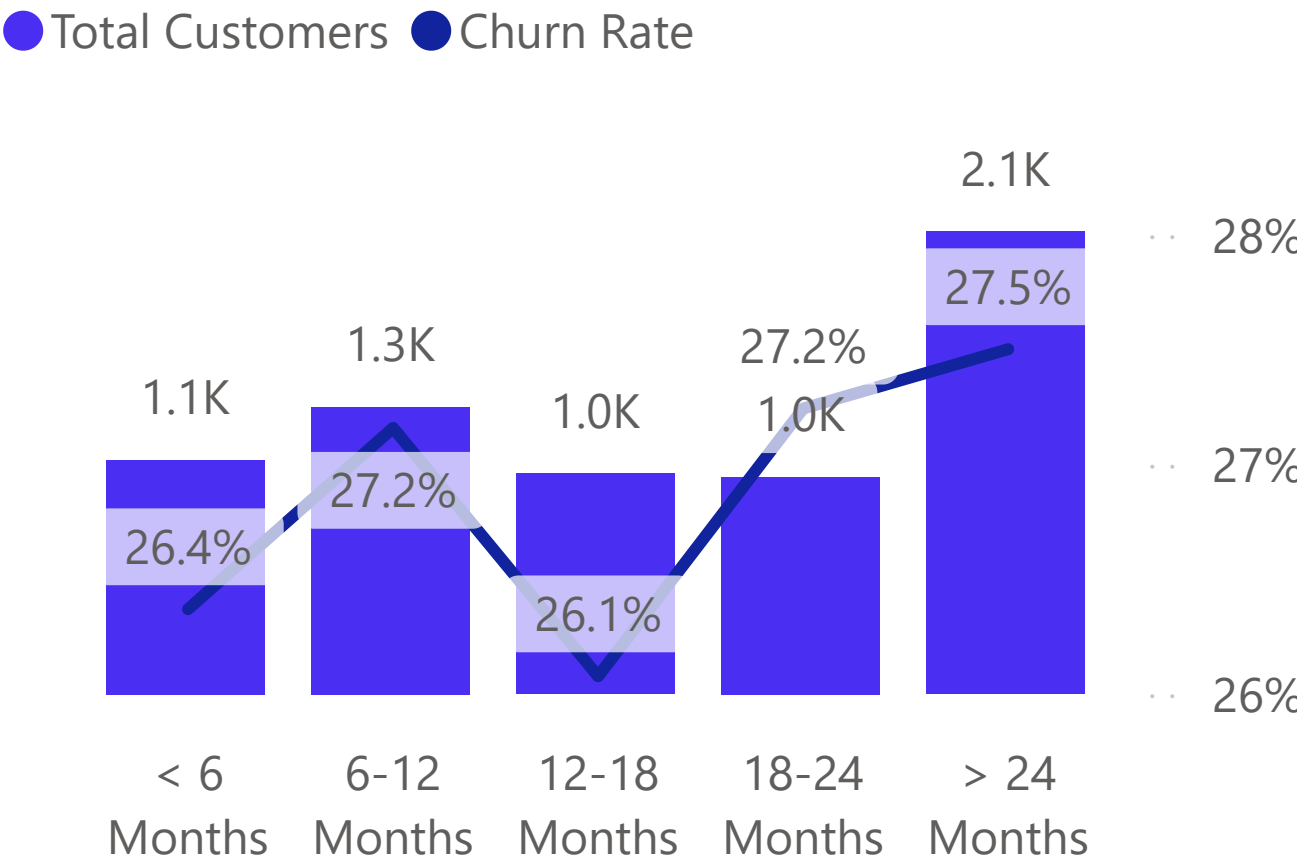
Churn Rate by Internet Type



Churn Rate by Contract

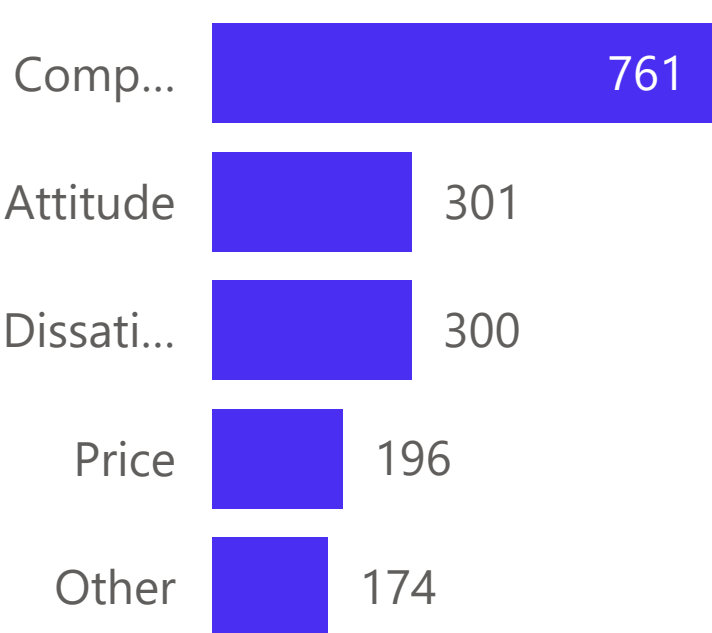


Total Customers and Churn Rate by Tenure Group

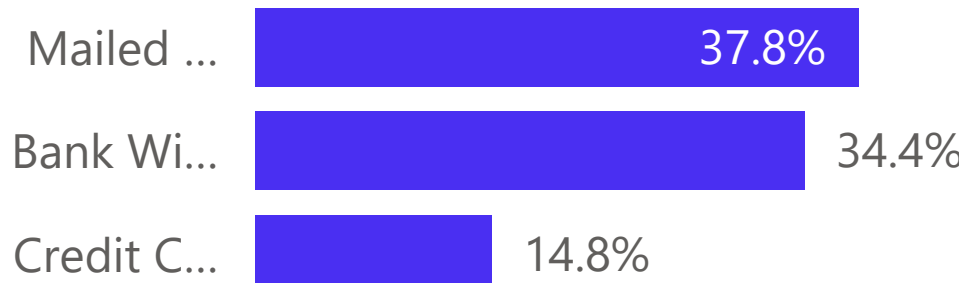


CHURN DISTRIBUTION

Total Churn by Churn Category



Churn Rate by Payment Method



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%

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	
Deceased	
Total	

CHURN ANALYSIS - PREDICTION

PREDICTED CHURNER PROFILE

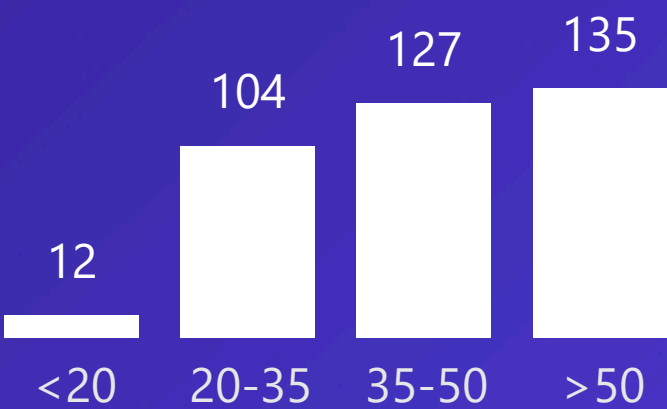
246

Female

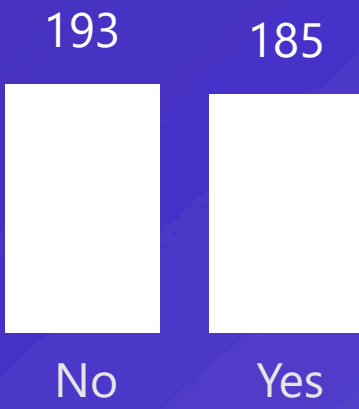
132

Male

by Age_Group



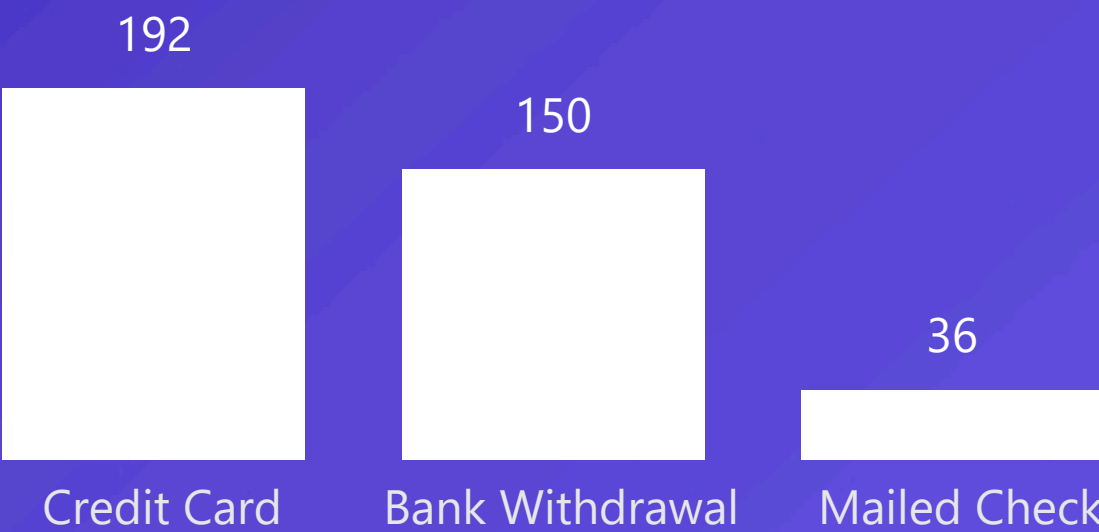
by Marrital_Status



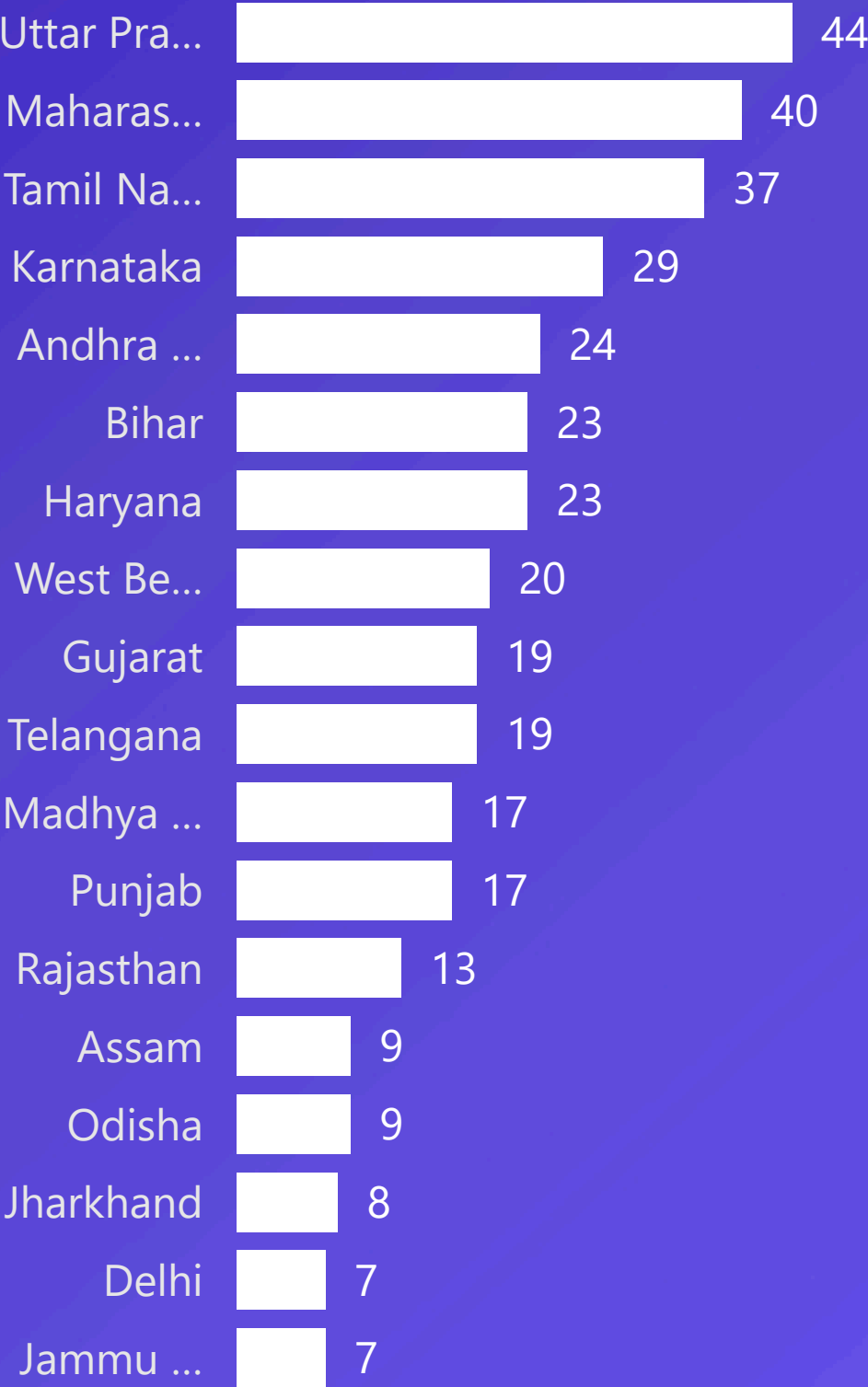
by Tenure Group



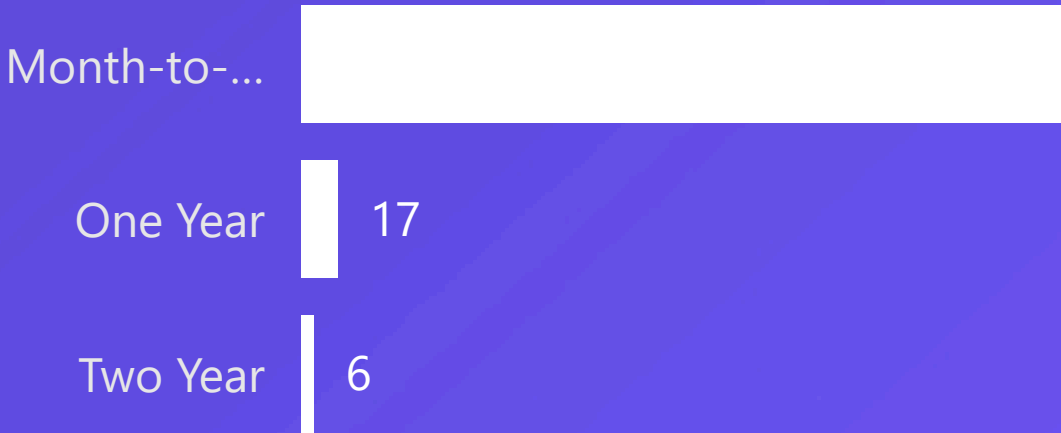
by Payment_Method



by State



by Contract



Summary

CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNER : 378

Customer_ID	Monthly_Charge	Sum of Number_of_Referrals	Sum of Total_Refunds	Sum of Total_Revenue
12490-TEL	74.75	9	38.84	309.16
24754-AND	69.55	0	33.80	36.75
66766-UTT	74.95	6	27.60	57.35
11751-TAM	24.30	5	0.00	121.50
12056-WES	90.40	2	0.00	180.80
12136-RAJ	19.90	2	0.00	39.80
12257-ASS	19.55	9	0.00	175.95
12340-DEL	62.80	0	0.00	62.80
12469-AND	55.30	11	0.00	608.30
13058-MAD	46.10	13	0.00	600.30
13123-BIH	100.20	13	0.00	1302.60
13666-UTT	95.40	15	0.00	1431.00
13744-AND	19.65	8	0.00	157.20
13823-TEL	24.50	1	0.00	24.50
13946-HAR	19.65	1	0.00	19.65
14567-TAM	20.35	1	0.00	20.35
15349-UTT	50.15	9	0.00	451.35
15591-KAR	20.40	3	0.00	61.20
15803-UTT	19.15	6	0.00	114.90
16032-AND	46.60	0	0.00	46.60
Total		2753	100.24	