

| Senior | Under 30 | Churn Rate |
|--------|----------|------------|
| No     | No       | 24.54 %    |
| No     | Yes      | 23.00 %    |
| Yes    | No       | 38.46 %    |
| Total  |          | 26.86 %    |

6687

Count of Customer ID

26.86 %

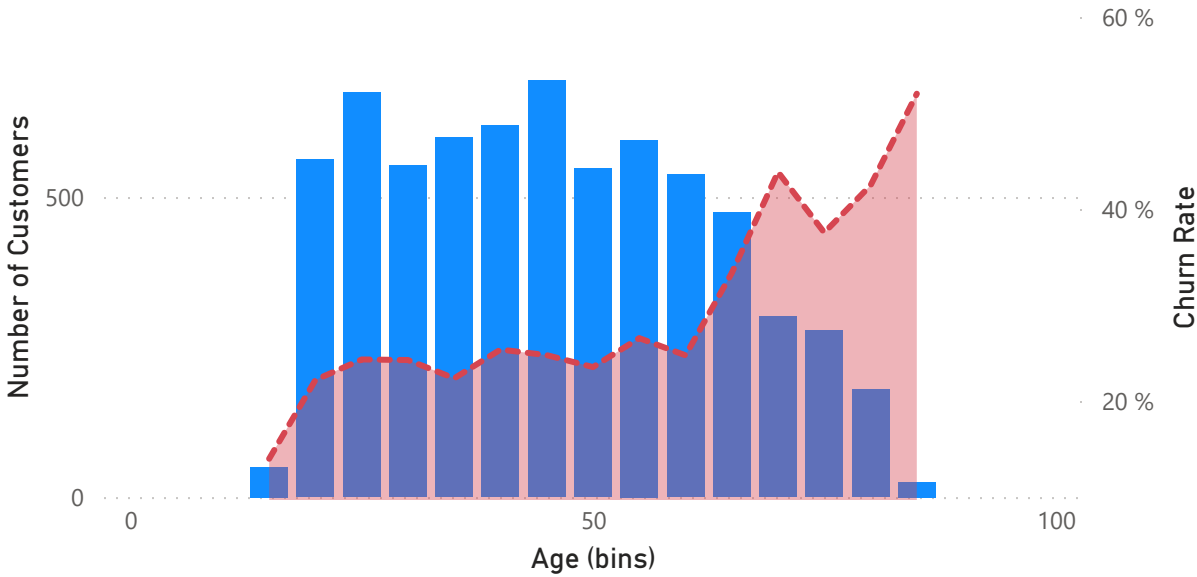
Churn Rate

1796

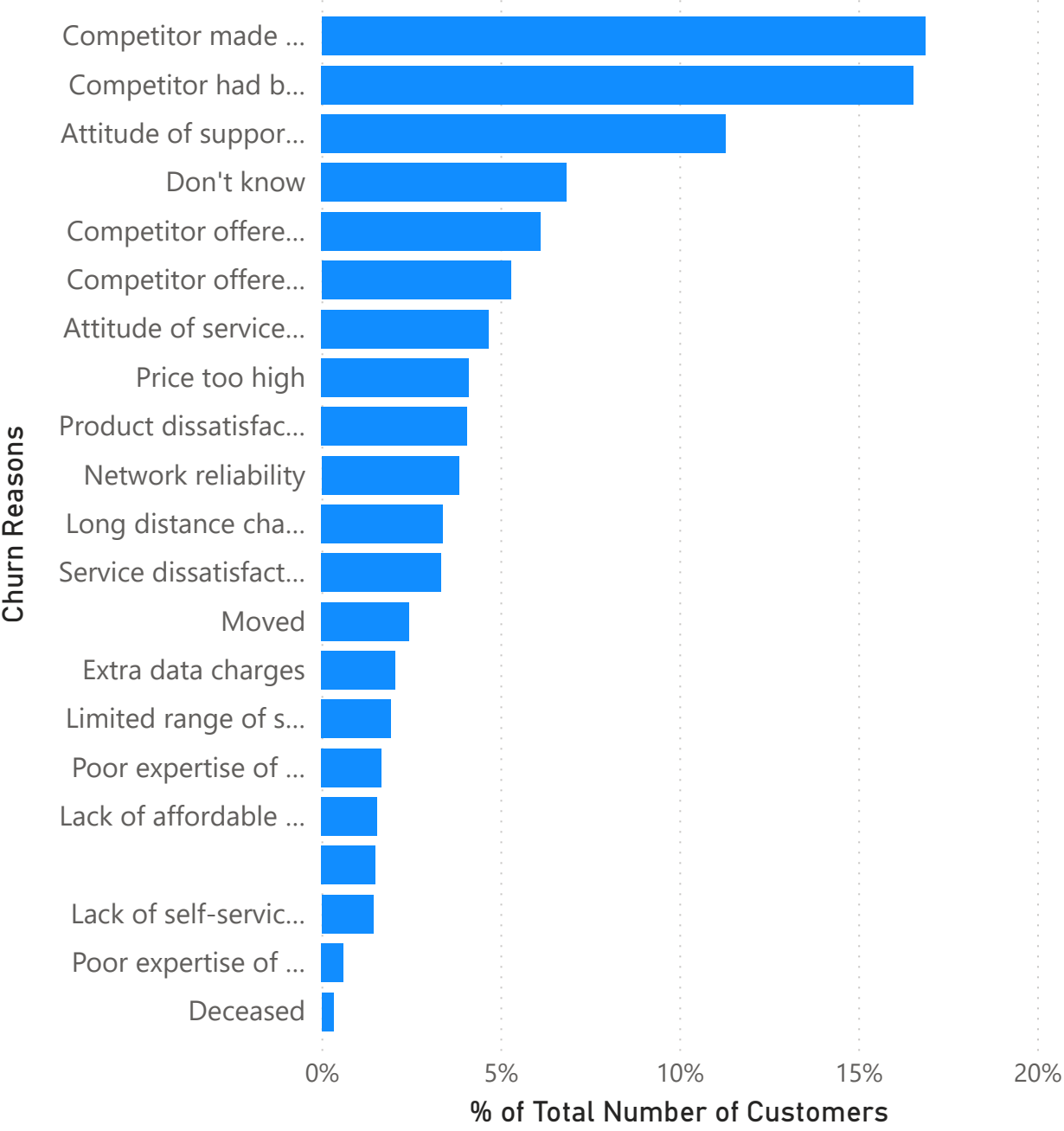
Churned

Number of Customers and Churn Rate by Age (bins)

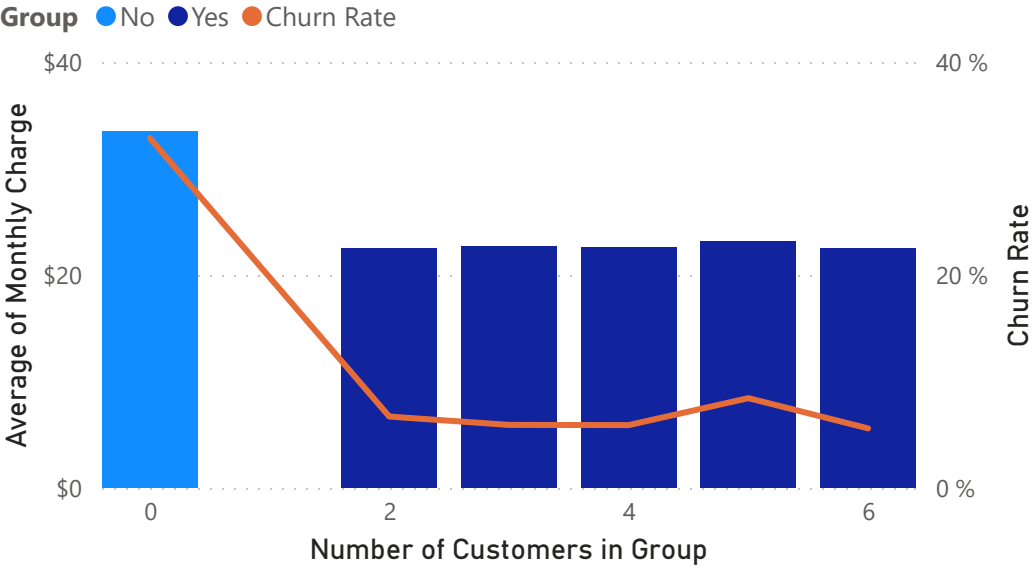
● Number of Customers ● Churn Rate



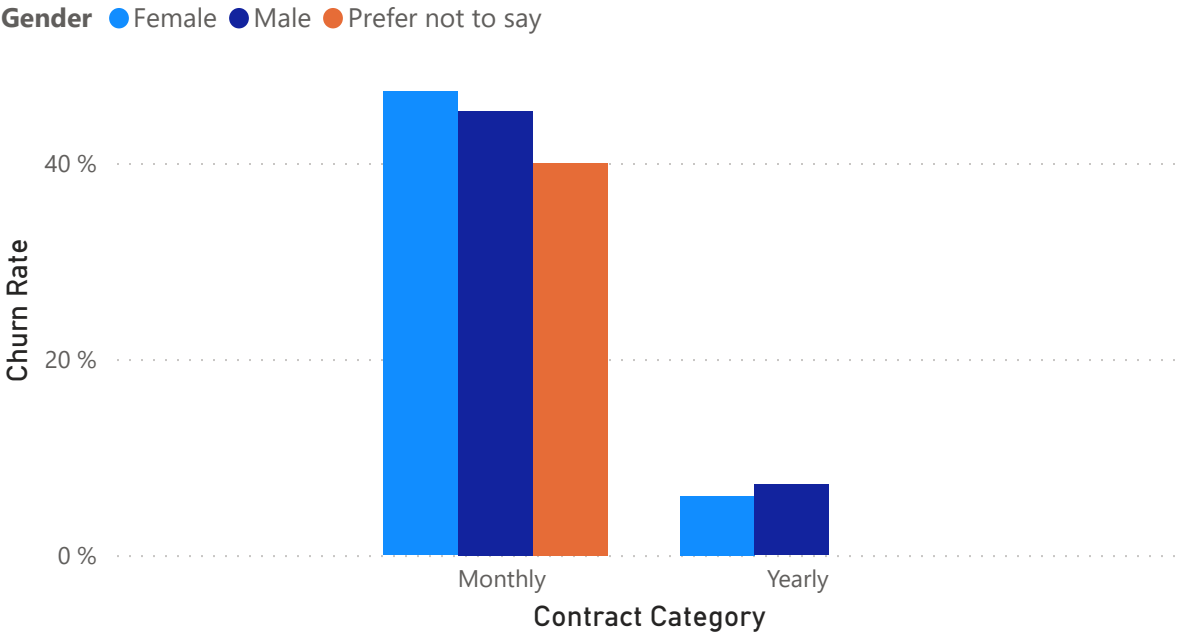
Churn Reasons



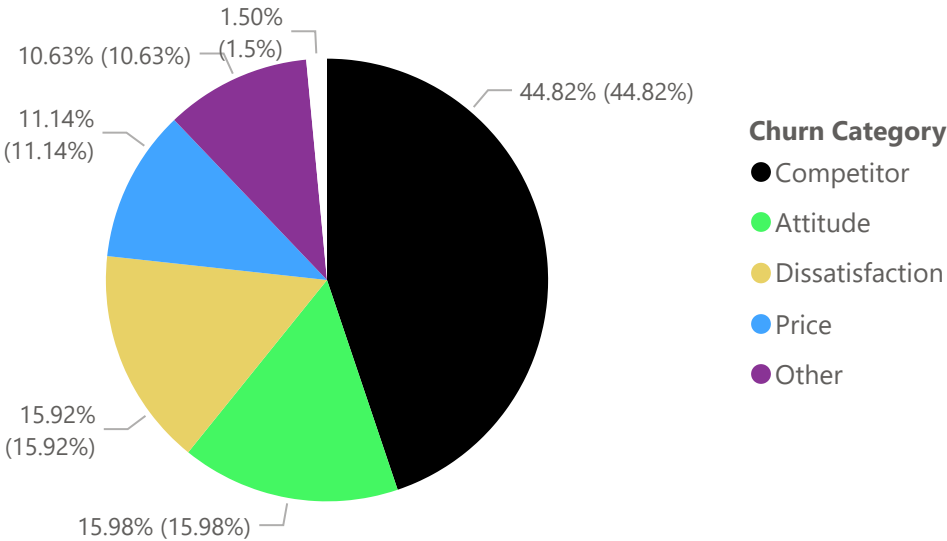
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender



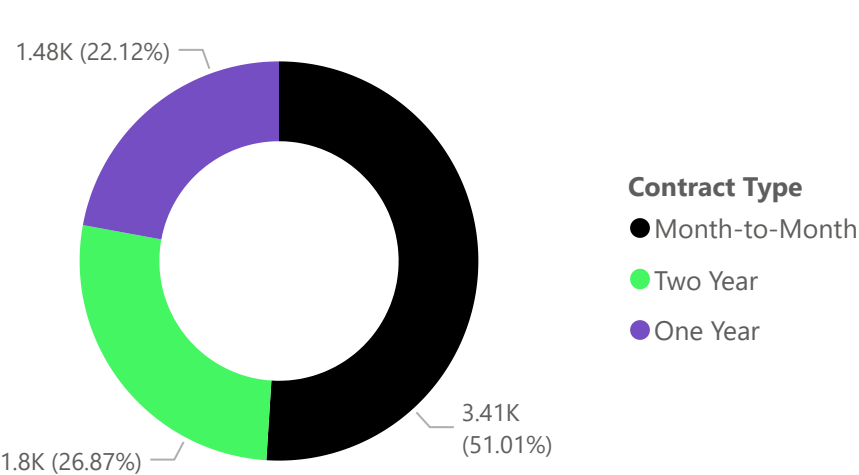
Churn by category



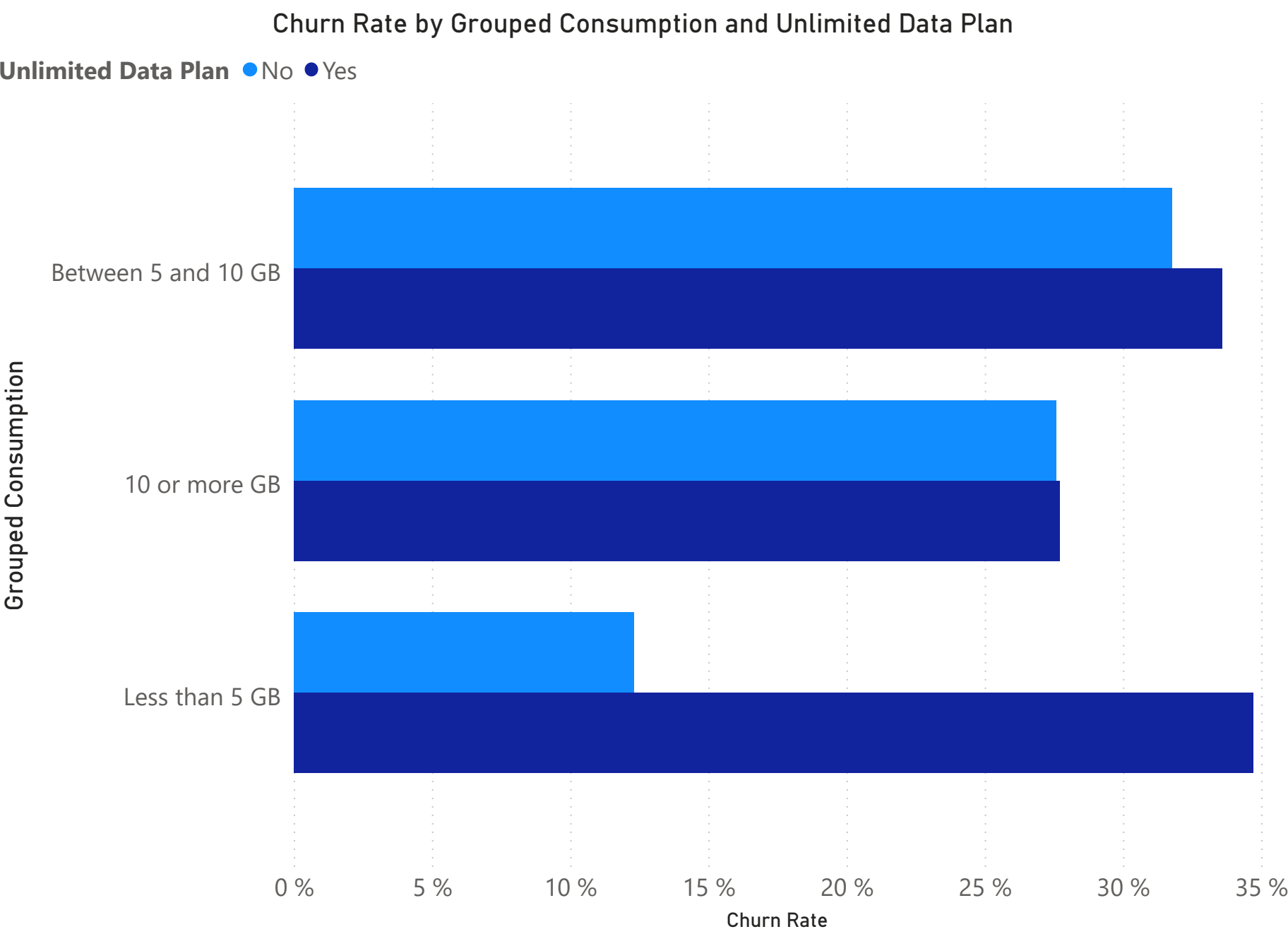
Monthly  
46.29 %  
Churn Rate

Yearly  
6.62 %  
Churn Rate

Customers by Contract type



| Churn Rate     | Number of Customers | Unlimited Data Plan |
|----------------|---------------------|---------------------|
| 16.10 %        | 2193                | No                  |
| 32.11 %        | 4494                | Yes                 |
| <b>26.86 %</b> | <b>6687</b>         |                     |

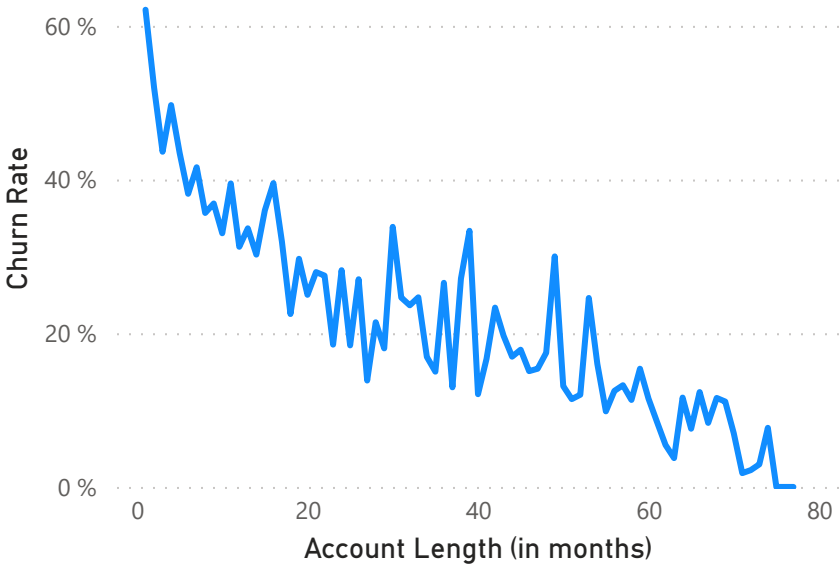


| Intl Active | no      | yes     | Total   |
|-------------|---------|---------|---------|
| No          | 20.01 % | 71.19 % | 22.21 % |
| Yes         | 40.34 % | 7.59 %  | 34.31 % |
| Total       | 27.07 % | 24.88 % | 26.86 % |

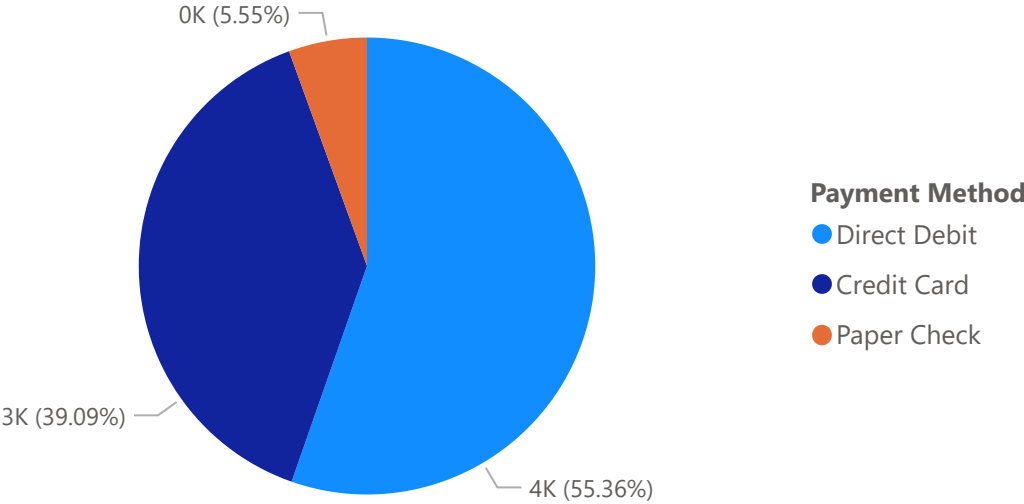


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Churn Rate by Account Length (in months)

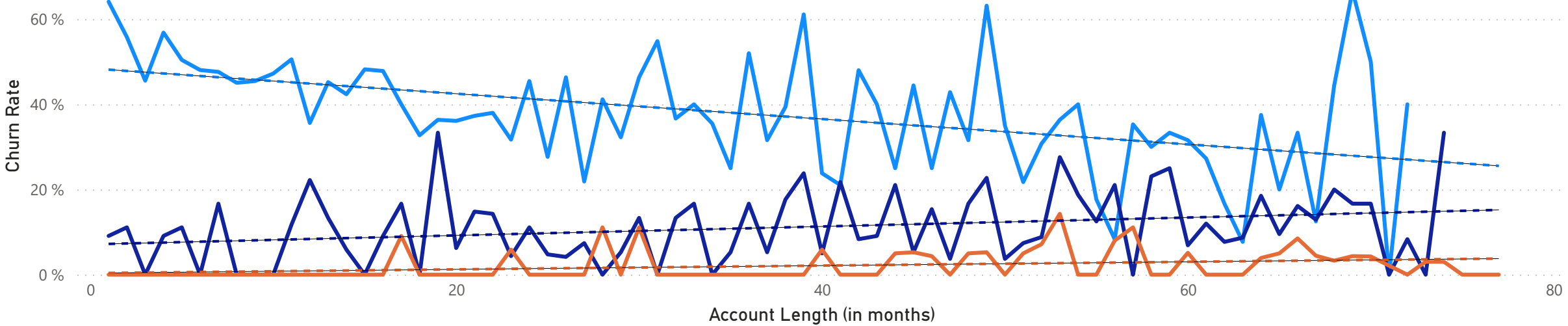


Number of Customers and Churn Rate by Payment Method



Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



26.86 %

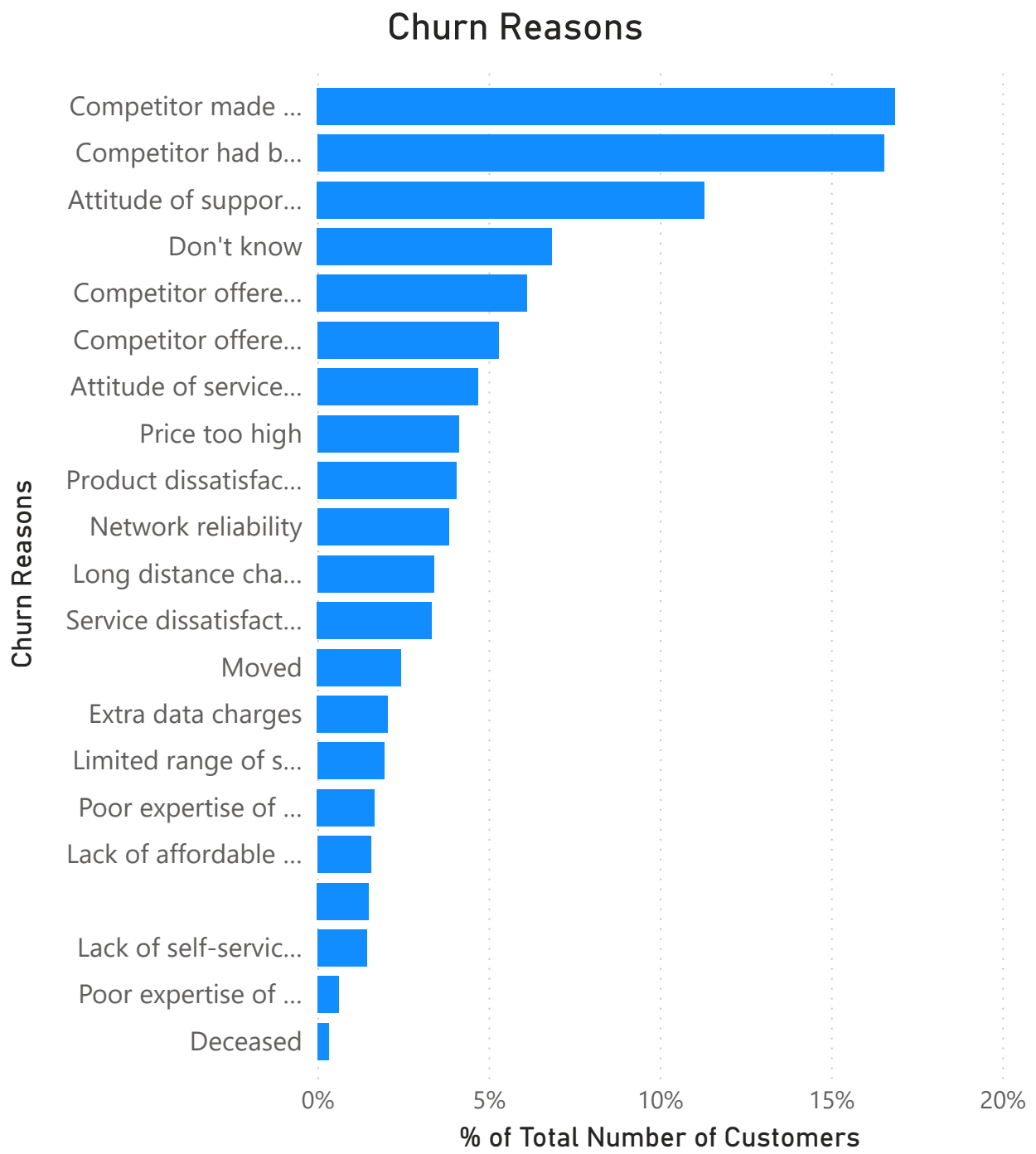
Churn Rate

6687

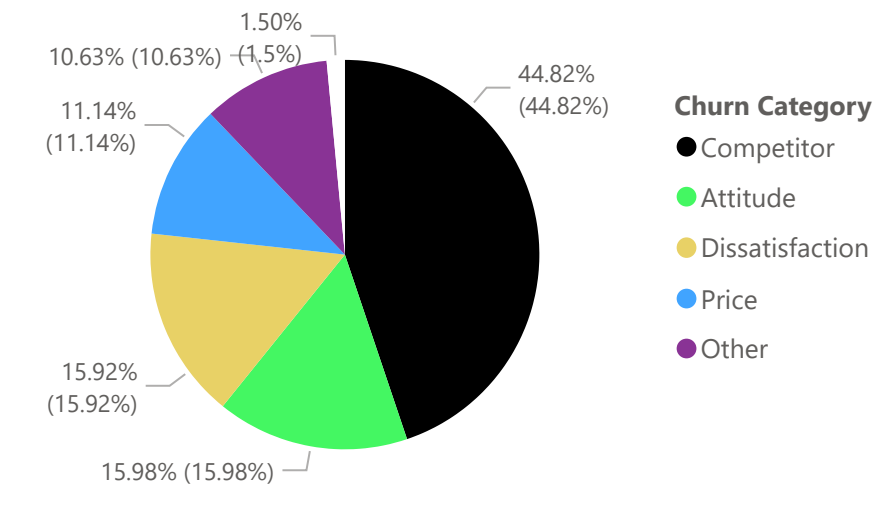
Count of Customer ID

1796

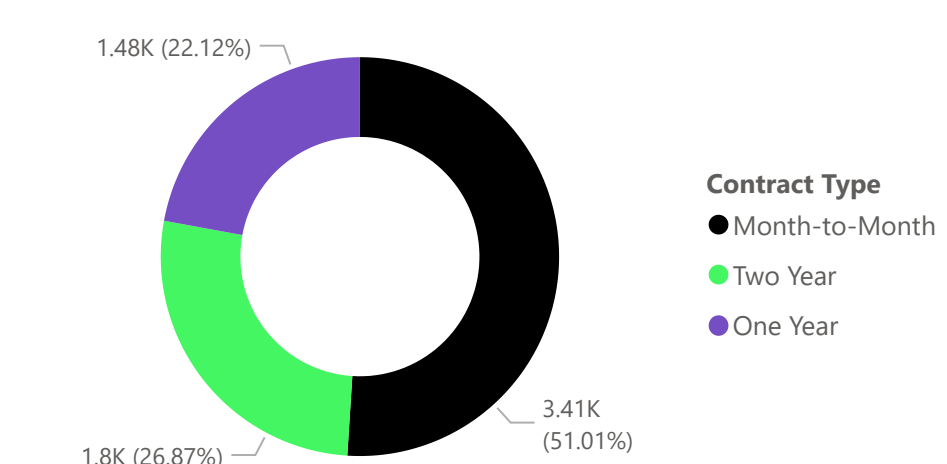
Churned



%GT Count of Churn Label by Churn Category

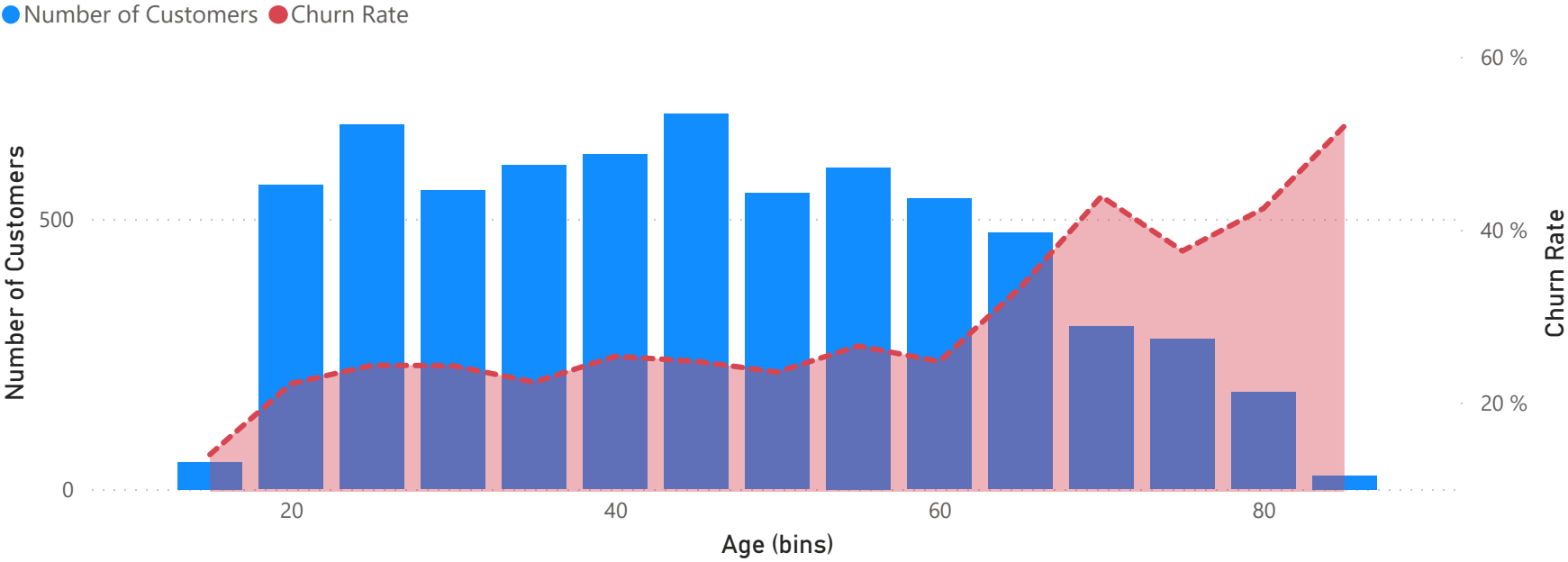


Count of Customer ID by Contract Type

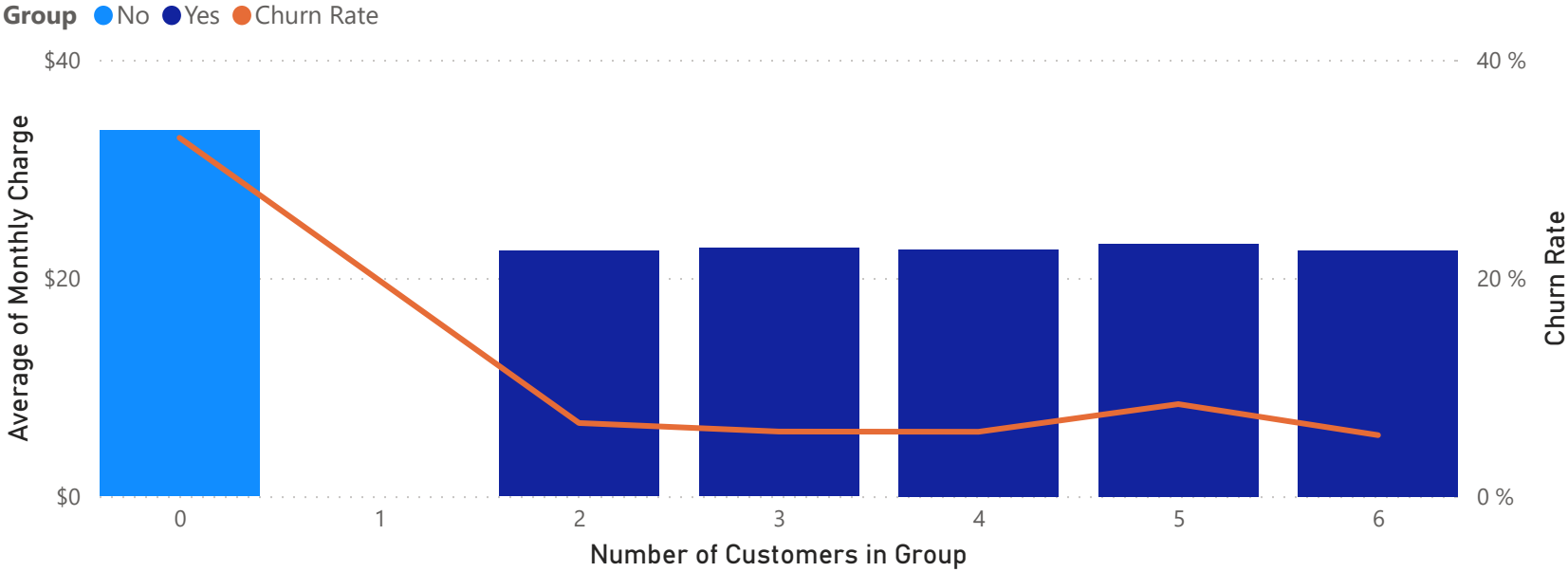


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Number of Customers and Churn Rate by Age (bins)



Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



6123

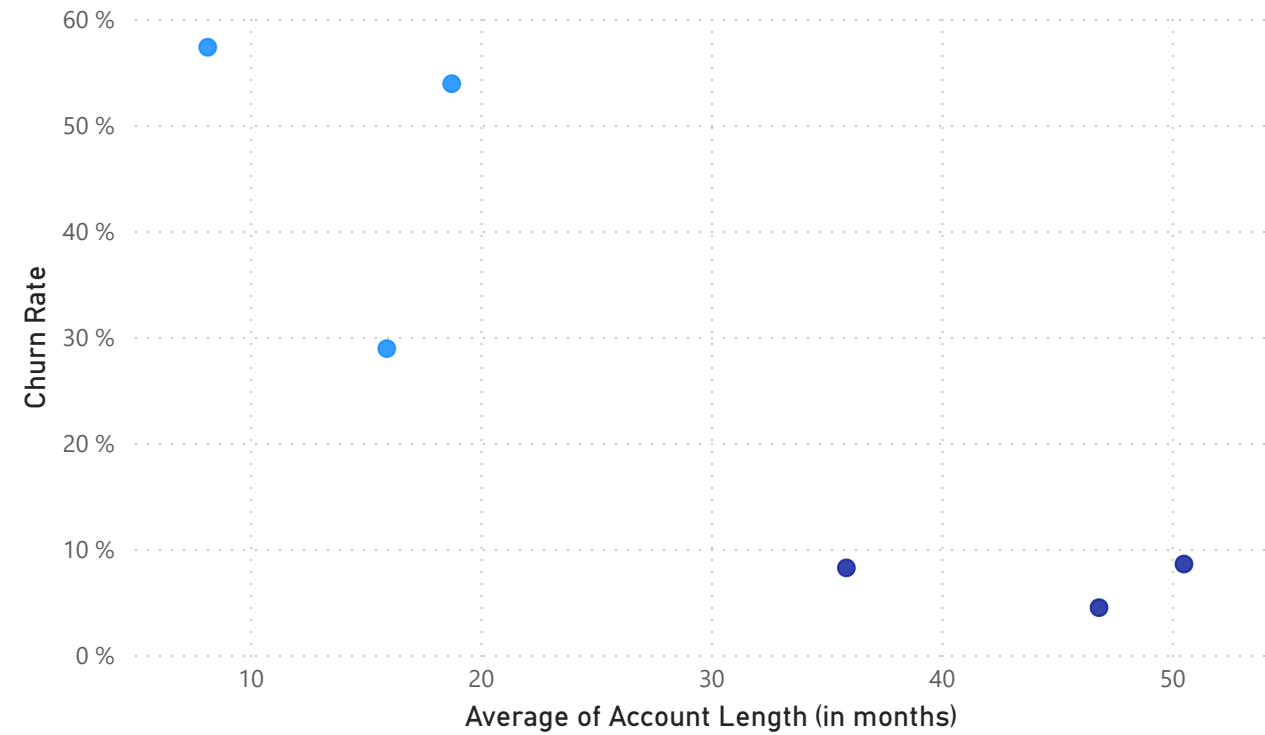
Customer Service Calls

0.92

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



Contract Category, Payment Method

- ^ ☐ Monthly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check
- ^ ☐ Yearly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check

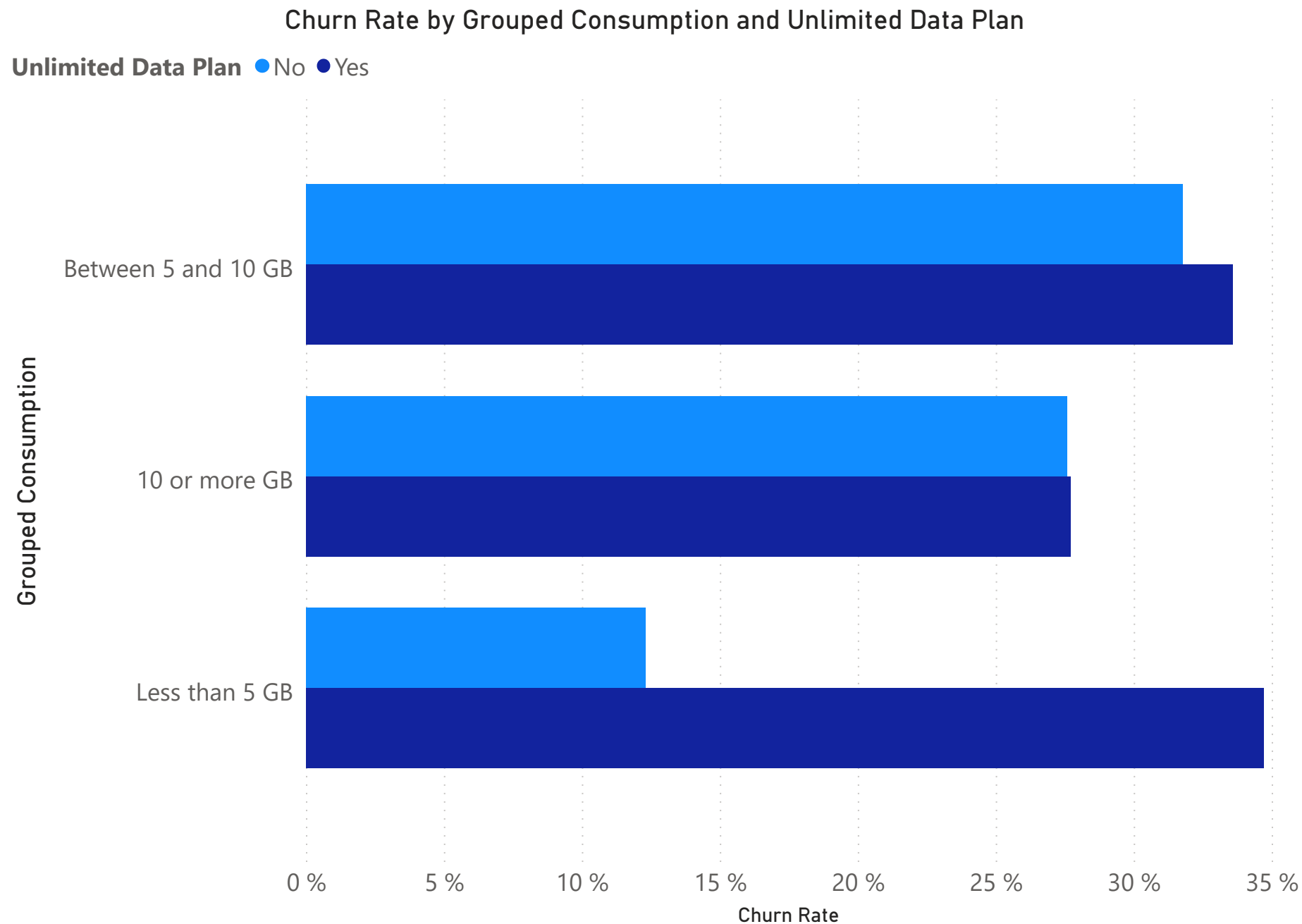


33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges



6123

Customer Service Calls

33.64

Avg Extra International  
Charges

0.92

Avg Customer Service C...

3.37

Avg Extra Data Charges



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### Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

