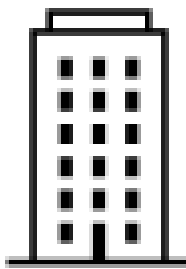
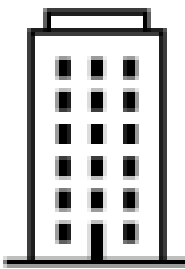


# CHURN ANALYSIS - SUMMARY

Churn Prediction



6,418

Total Customers

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

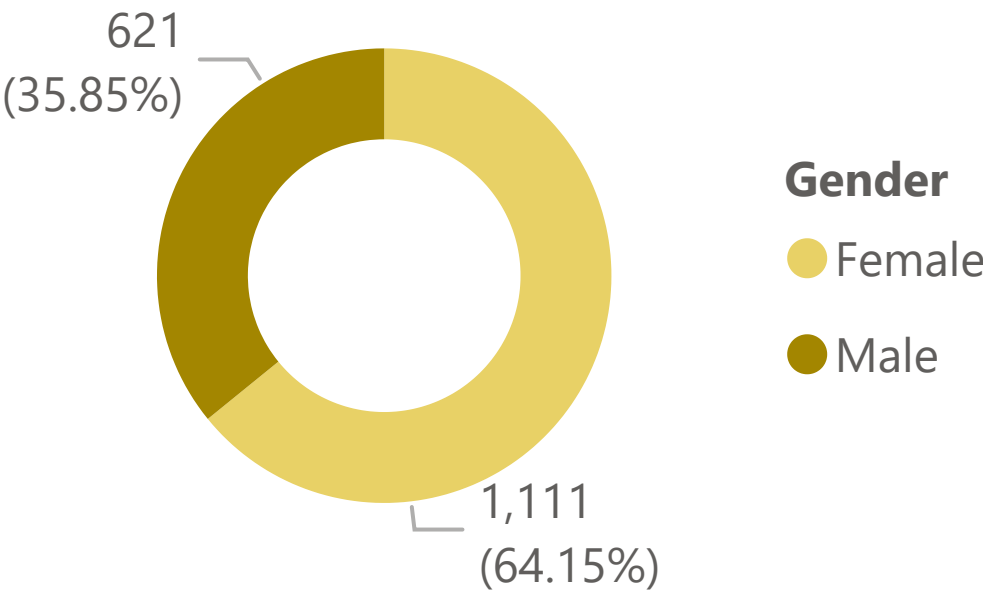
Monthly Charge Range

All

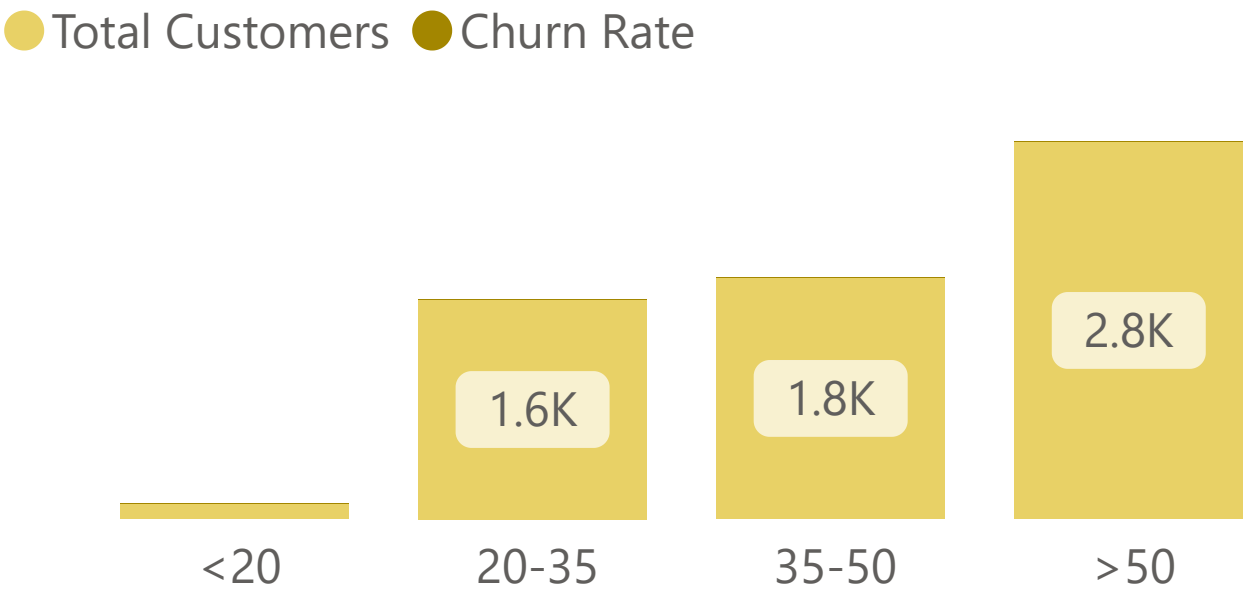
Married

All

## Total Churn by Gender

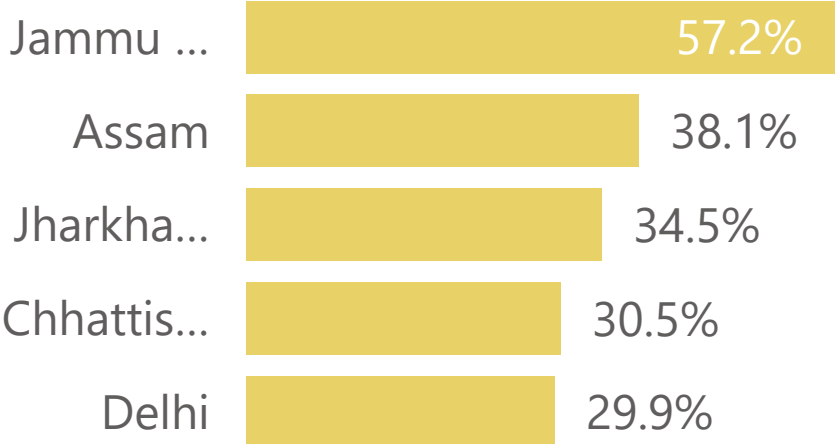


## Total Customers and Churn Rate by Age Group



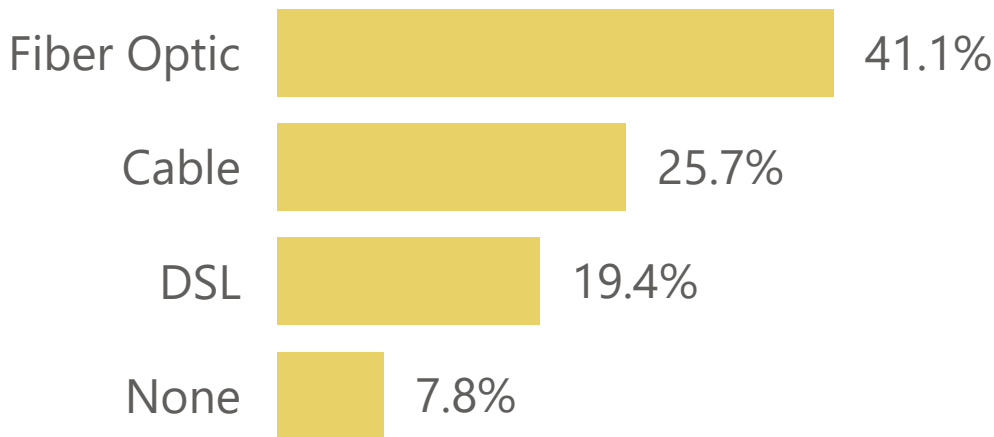
## GEOGRAPHIC

### Churn Rate by State (Top 5)



## SERVICES USED

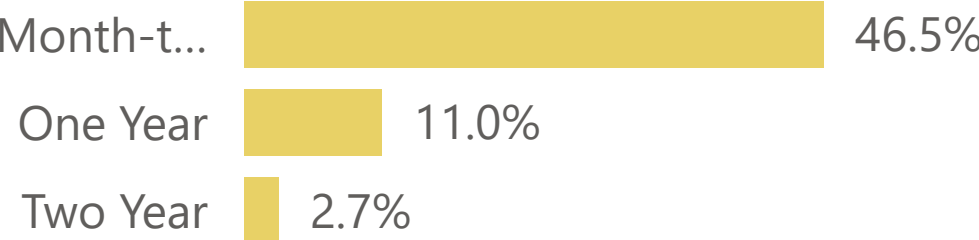
### Churn Rate by Internet Type



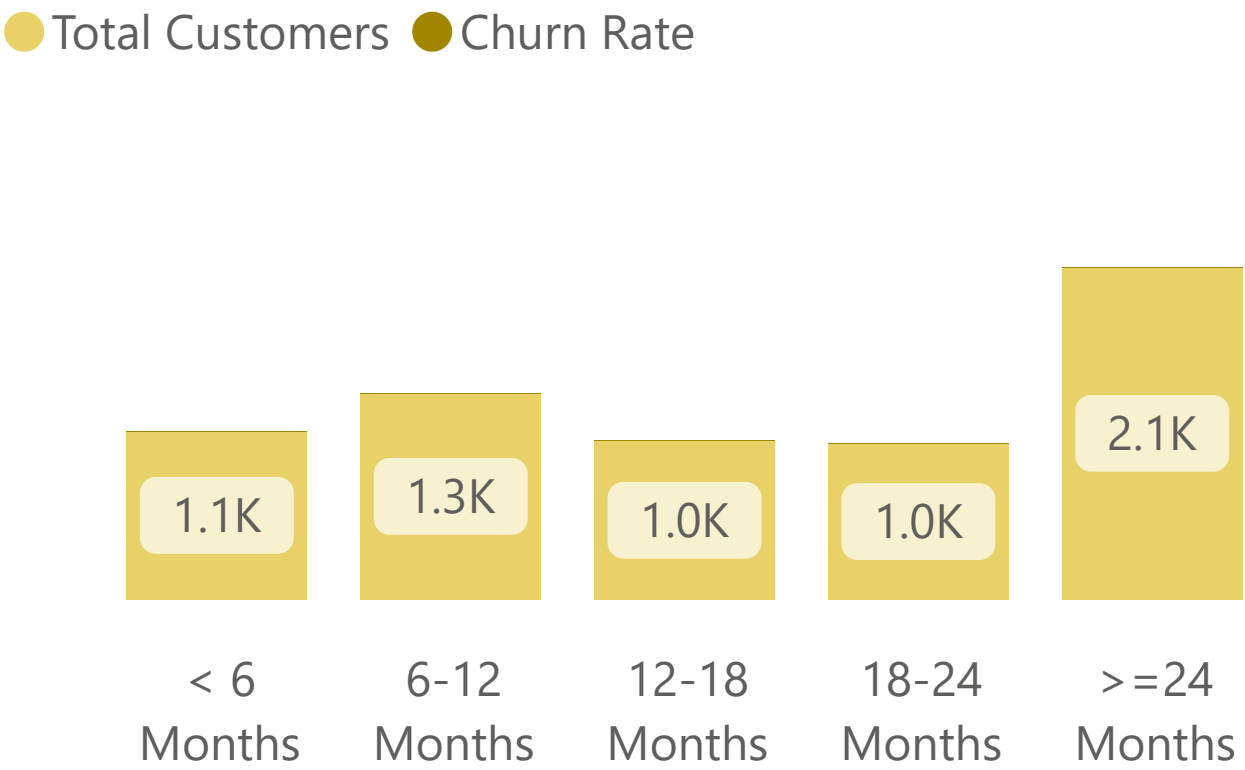
## Churn Rate by Payment Method



## Churn Rate by Contract

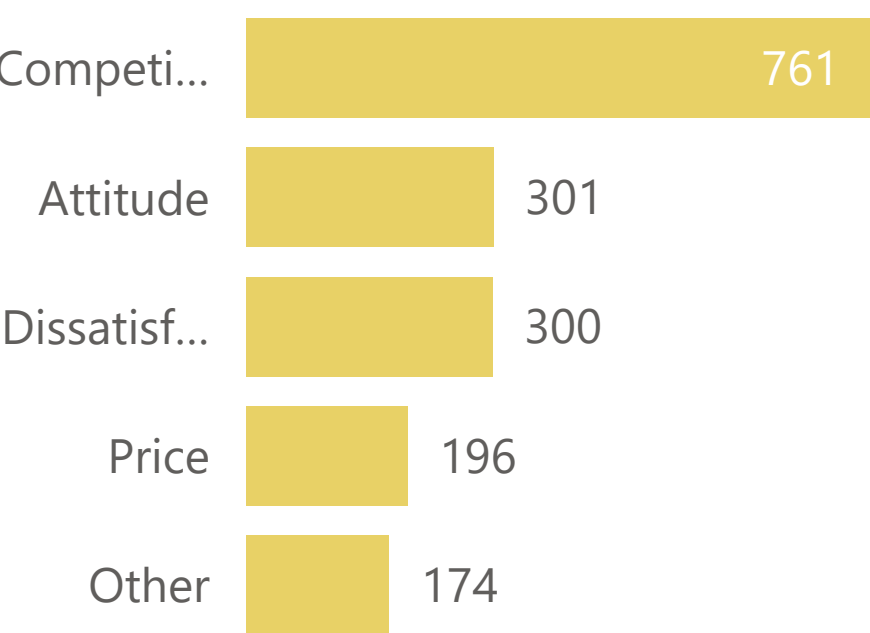


## Total Customers and Churn Rate by Tenure Group



## 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%

Churn_Reason	Total Churn ▲
Others	0
Deceased	5
Poor expertise of phone support	12
Lack of self-service on Website	27
Lack of affordable download/upload speed	28
Poor expertise of online support	30
<b>Total</b>	<b>1,732</b>

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE

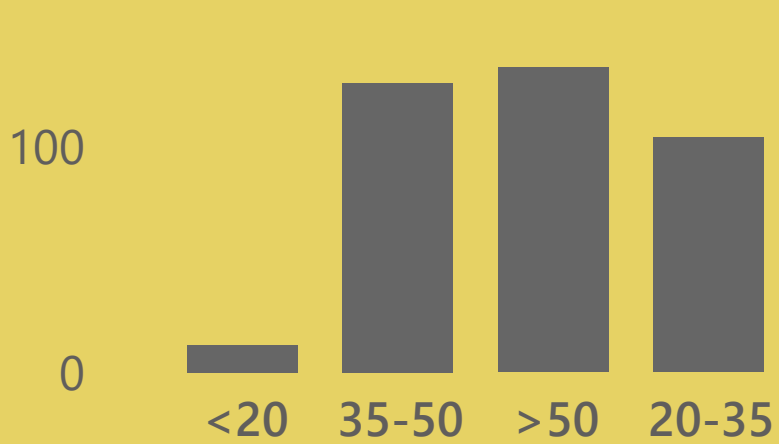
246

Female

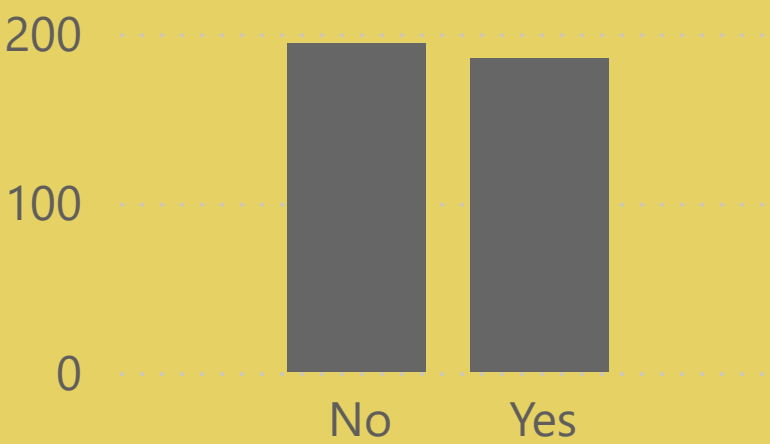
133

Male

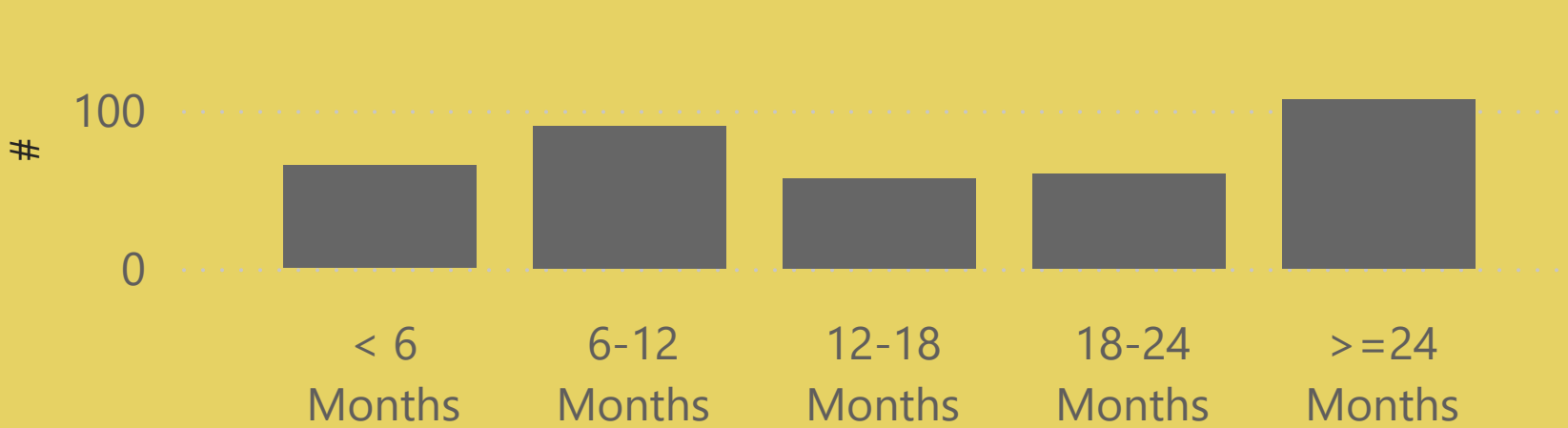
### By Age Group



### By Marital Status



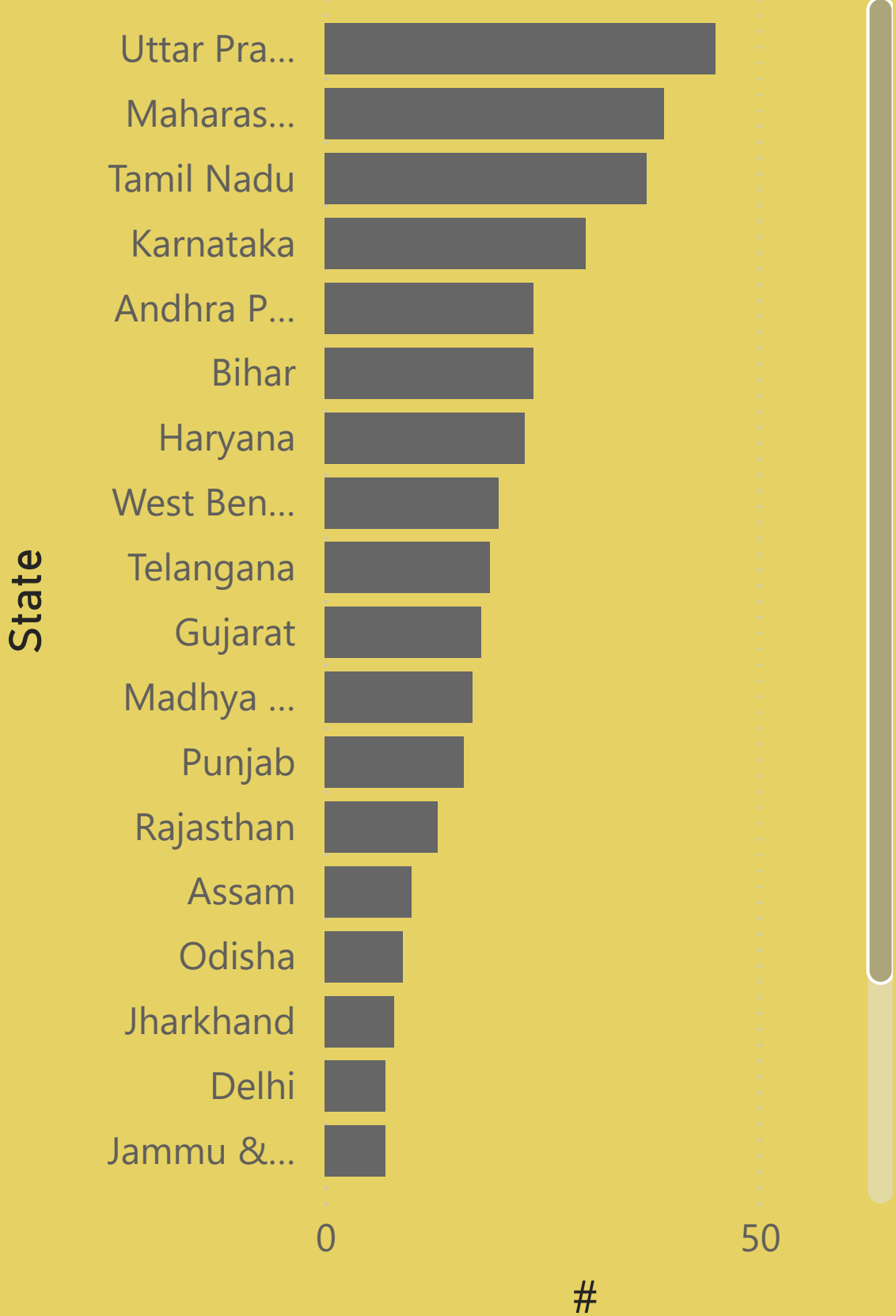
### By Tenure Group



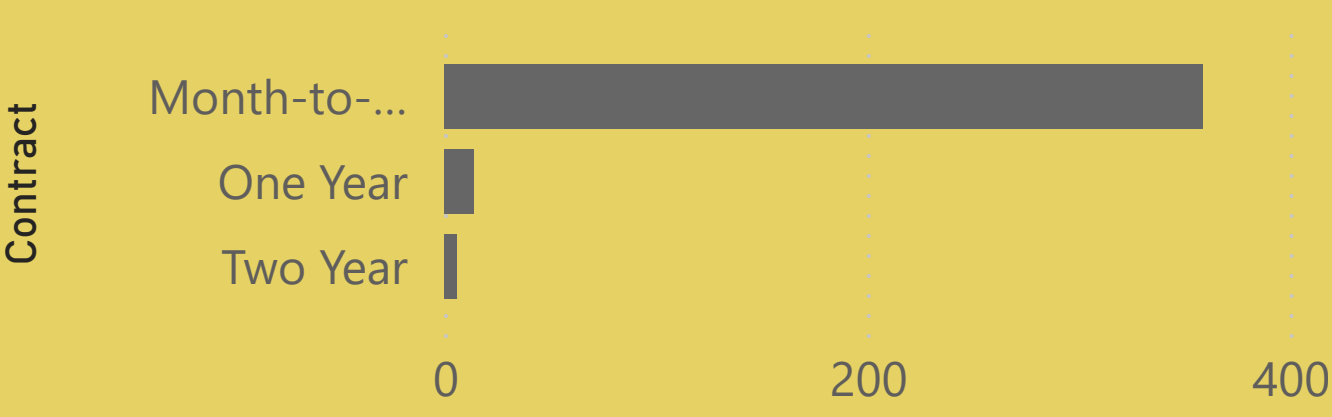
### By Payment\_Method



## By State



## By Contract



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 379

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Total_Paid
11751-TAM	24.30	38.45	0.00	
12056-WES	90.40	362.89	0.00	
12136-RAJ	19.90	31.73	0.00	
12257-ASS	19.55	29.75	0.00	
12340-DEL	62.80	104.99	0.00	
12469-AND	55.30	91.99	0.00	
12490-TEL	74.75	236.76	38.84	
13058-MAD	46.10	138.13	0.00	
13123-BIH	100.20	253.62	0.00	
13666-UTT	95.40	344.18	0.00	
13744-AND	19.65	33.50	0.00	
13823-TEL	24.50	46.40	0.00	
13946-HAR	19.65	43.32	0.00	
14567-TAM	20.35	64.44	0.00	
15349-UTT	50.15	90.02	0.00	
15591-KAR	20.40	66.31	0.00	
15803-UTT	19.15	41.52	0.00	
16032-AND	46.60	91.64	0.00	

Total 43,125.89 100.24