

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range 

All

Married 

All

6,418

Total Customers

411

New Joiners

1,732

Total Churn

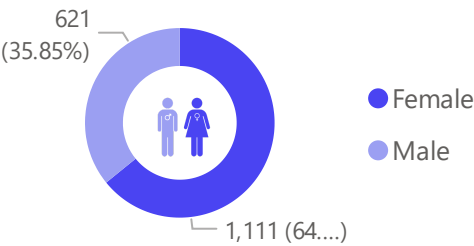
27.0%

Churn Rate

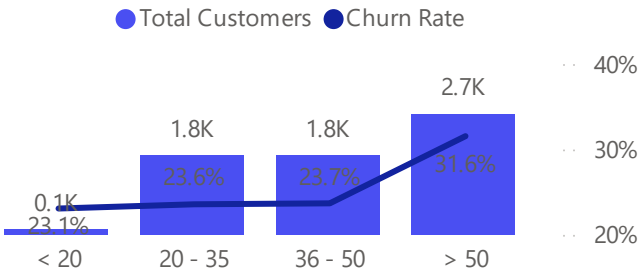


DEMOGRAPHIC

### Total Churn by Gender

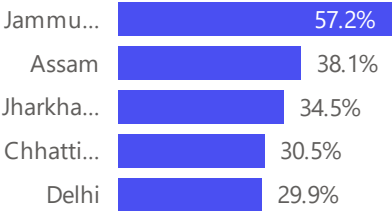


### Total Customers and Churn Rate by Age Group



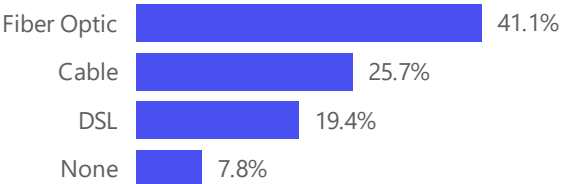
### GEOGRAPHIC

#### Churn Rate by State



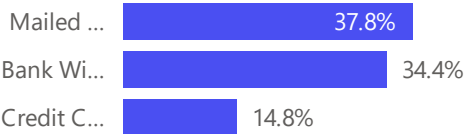
### SERVICES USED

#### Churn Rate by Internet Type

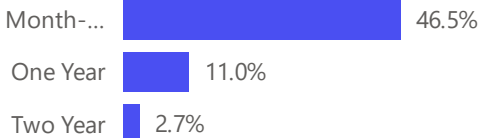


ACCOUNT INFO

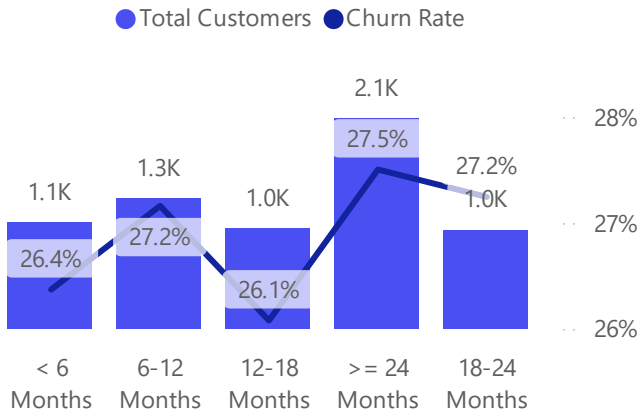
### Churn Rate by Payment Method



### Churn Rate by Contract

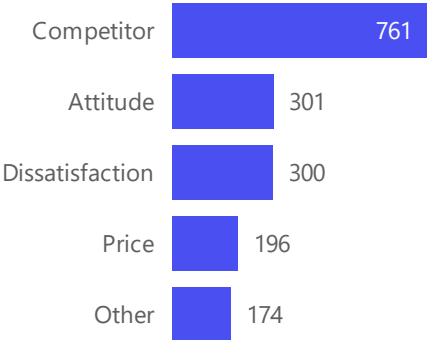


### Total Customers and Churn Rate by TenureGrp



### CHURN DISTRIBUTION

#### Total Churn by 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



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

Decreased

**Total**