Contract Type Selection State Churn Rate Case Study Age Group Selection Month-to-Month 85 One Year Datacamp Two Year Churned Customers by Label Customers by Contract Type 4.000 44,82% 40% 26,86 % 1797_ 6687 1796 2.000 ---1479 15,98% 15,92% 20% 11,14% 10,63% Churn Rate Churned Customers 0% Churn Rate by Location Churn Reasons Ocean Ocean Competitor made bett... 16,87% Competitor had better... 16,54% Attitude of support pe... 11,30% Don't know 6,85% NORTH AMERICA Competitor offered m.. 6,12% EUROPE Competitor offered hi.. 5,29% Pacific Pacific Atlantic Attitude of service pro... 4,68% Ocean Ocean Ocean Price too high 4, 2% AFRICA Product dissatisfaction 4,06% Network reliability SOUTH AMERICA 3.84% Indian **AUSTRALIA** RALIA Ocean Long distance charges 3,40% Service dissatisfaction 3,34% Moved 2,45% 0% 5% 10% 15% Microsoft Bing © 2022 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap

Churn Rate Case Study Datacamp

Age Group Selection

85

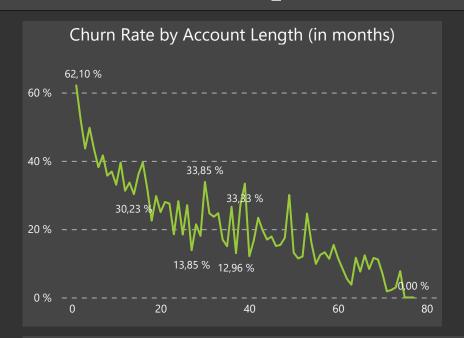
Contract Type Selection

Month-to-Month
One Year
Two Year

Pesquisar

AK

State



Unlimited Data Plan	Number of Customers	Churn Rate
No	2193	16,10 %
Yes	4494	32,11 %
Total	6687	26,86 %

6123 Customer Service Calls

