

Churn Rate Case Study

Datacamp

Age Group Selection

19

85

Contract Type Selection

☐ Month-to-Month

☐ One Year

☐ Two Year

State

☐ AK

☐ AL

26,86 %

Churn Rate

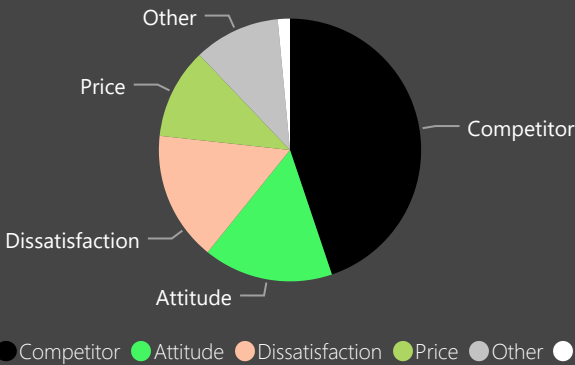
6687

Customers

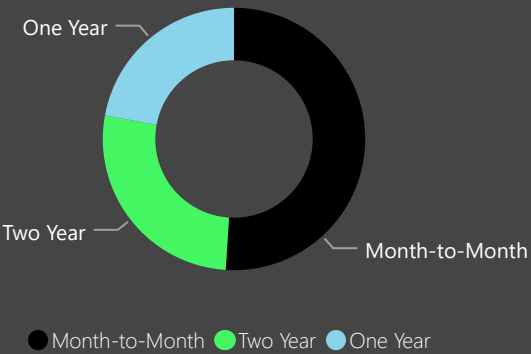
1796

Churned

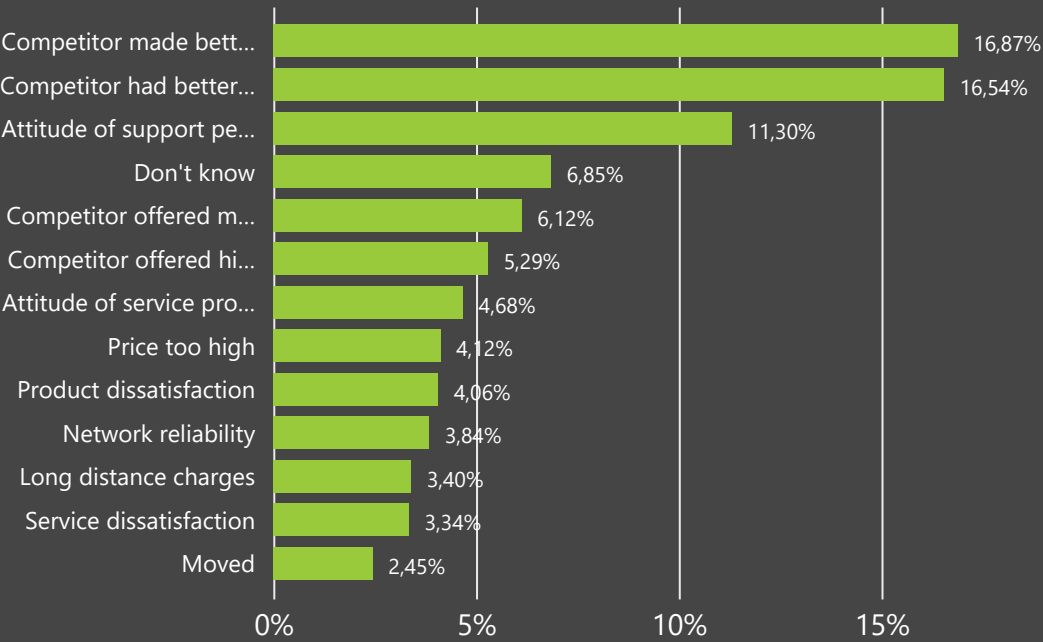
Churned Customers by Label



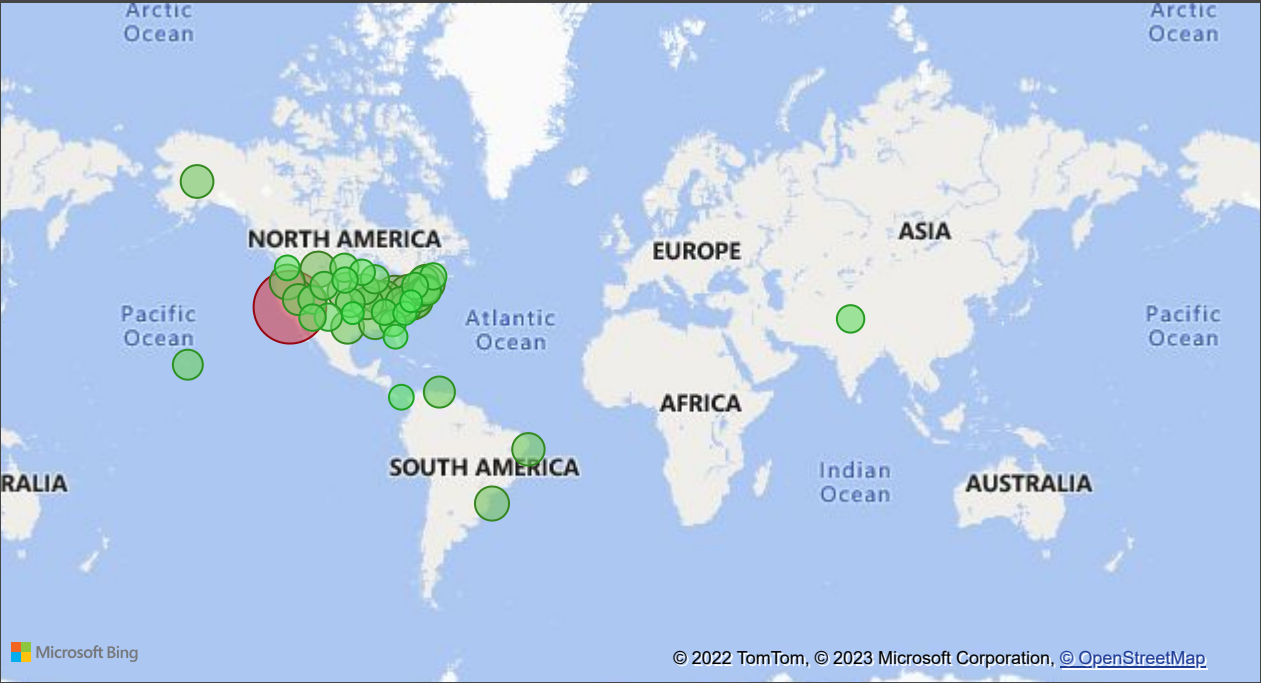
Customers by Contract Type



Churn Reasons



Churn Rate by Location



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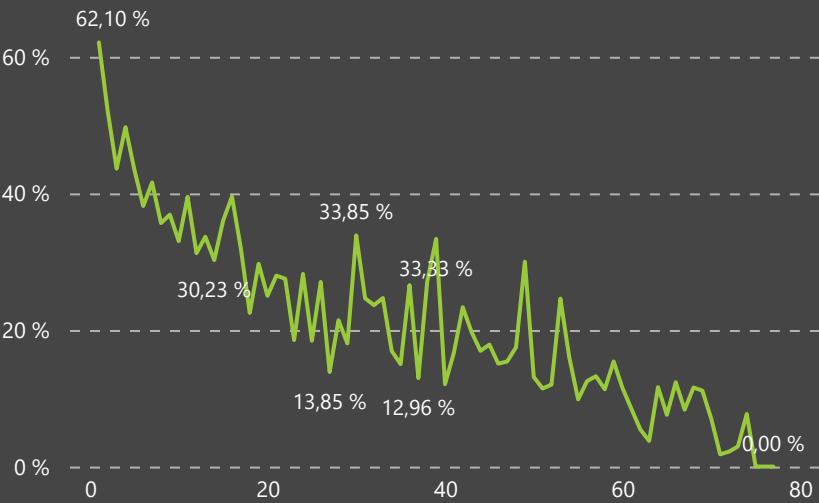
☐ Two Year

State

☐ AK

☐ AI

Churn Rate by Account Length (in months)

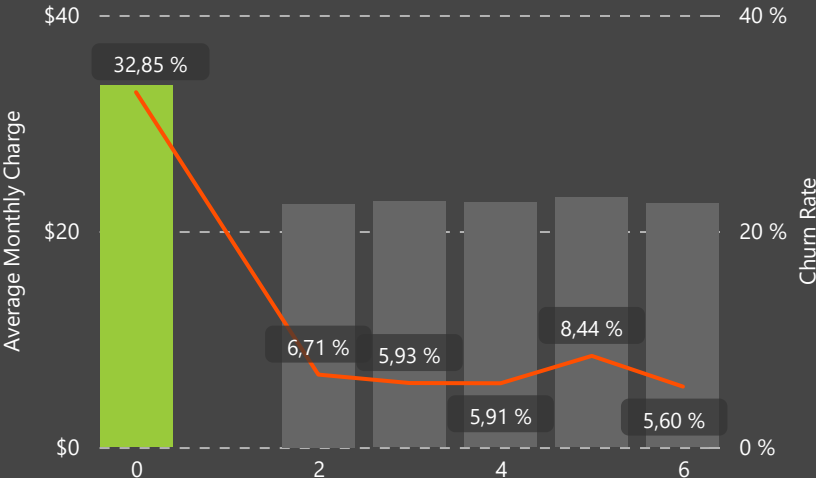


Unlimited Data Plan	Number of Customers	Churn Rate
No	2193	16,10 %
Yes	4494	32,11 %
Total	6687	26,86 %

6123
Customer Service Calls

Average Monthly Charge and Churn Rate by Group

Unlimited Plan ● No ● Yes — Churn Rate



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

● Month-to-Month ● One Year ● Two Year

