Churn Label CHURN ANALYSIS - QUICK SUMMARY Tenure Yes All 6687 1796 26.86% Gender Tenure bin **DEMOGRAPHIC** 992 **Total Users** Total churners Churn Pct. 50% 50% 83.52% 288 **Payment Method CONTRACT** Senior citizen ● Female ● Male Credit ... Direct Debit 0-1 1-2 2-3 5-6 6-7 Year AVG monthly charge Why did user churn? 36.80 Competitor 110 95 303 297 805 Churn Category **35 26** 304 Dissatisfaction 69 **AVG Total Charge** Attitude 84 287 761.42 28 37 200 Price 61 Other 173 123 200 400 600 800 **PHONE SERVICES** Number of churner **Contract Type** 2,000 **AVG Calling Time (min)** Subscription to unlimited data plan 699 1,500 Did they use international calling services? 600 1,000 500 80.35% Did they use Device protection & Online backup services? 5-6 0-1 2-3 3-4 4-5 6-7 Yes ● No No Yes International Call — Local Call