

# CHURN ANALYSIS - SUMMARY

Monthly Charge Status

<20

Married

Yes

Prediction Page

Total Customers

6418

New Joiners

411

Total Churn

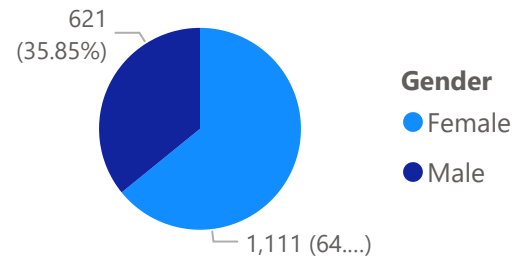
1,732

Churn Rate

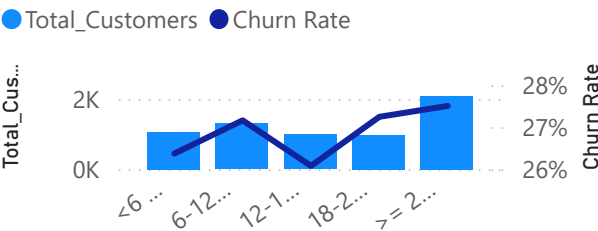
27.0%

DEMOGRAPHIC

Total Churn by Gender

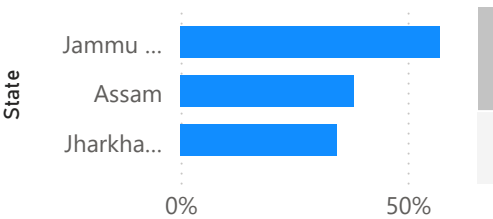


Total\_Customers and Churn Rate by Tenure\_grp



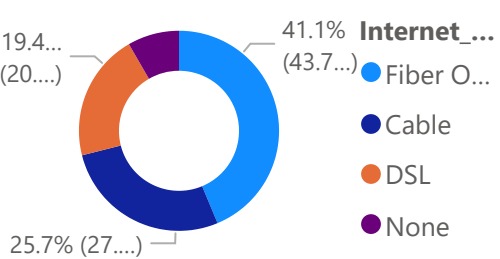
GEOGRAPHIC

Churn Rate by State



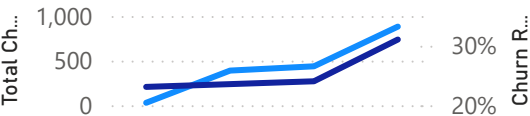
SERVICES USED

Churn Rate by Internet\_Type

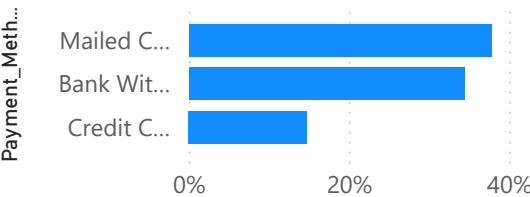


ACCOUNT INFO

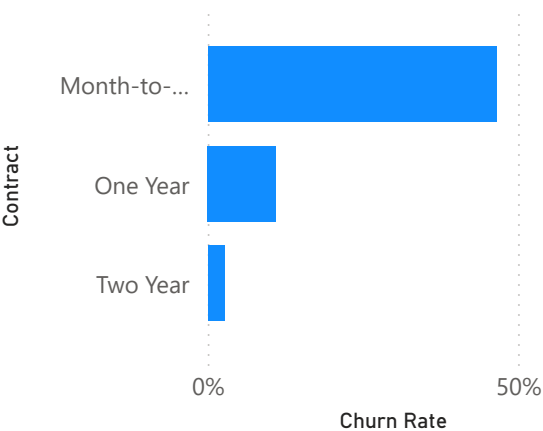
Total Churn and Churn Rate by Age\_group



Churn Rate by Payment\_Method

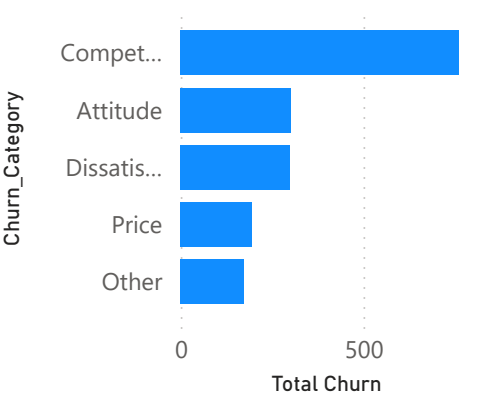


Churn Rate by Contract



CHURN DISTRIBUTION

Total Churn by Churn\_Category



Churn By Services

Services	No	Yes	Total
Device_Protection_Plan	94.44%	5.56%	100.00%
Internet_Service	75.00%	25.00%	100.00%
Multiple_Lines	88.89%	11.11%	100.00%
Online_Backup	97.22%	2.78%	100.00%
Online_Security	97.22%	2.78%	100.00%
Paperless_Billing	58.33%	41.67%	100.00%
Phone_Service	2.78%	97.22%	100.00%
Total	80.56%	19.44%	100.00%

# CHURN ANALYSIS - PREDICTION

DashBoard

## PREDICTED CHURNER PROFILE

246

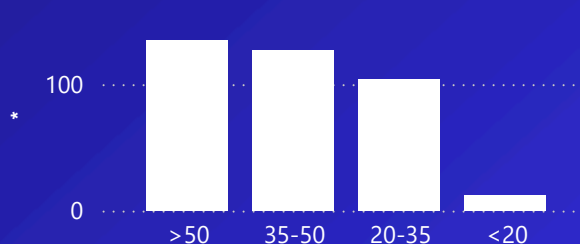
Female



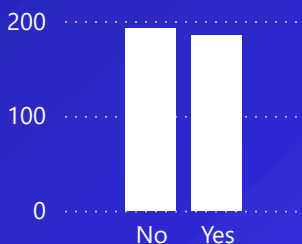
132

Male

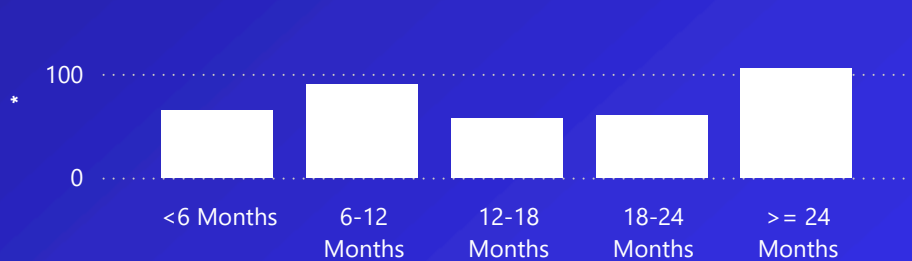
### \* by Age\_group



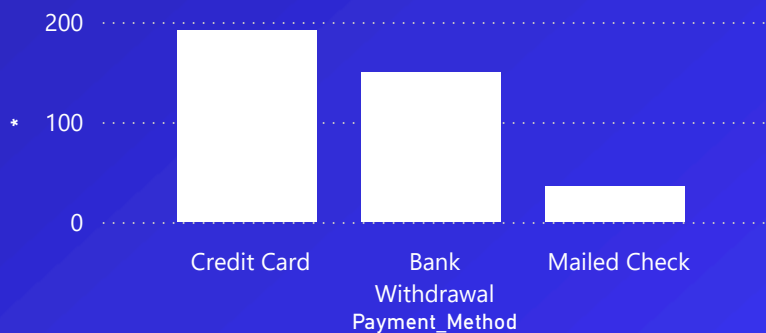
### \* by Married



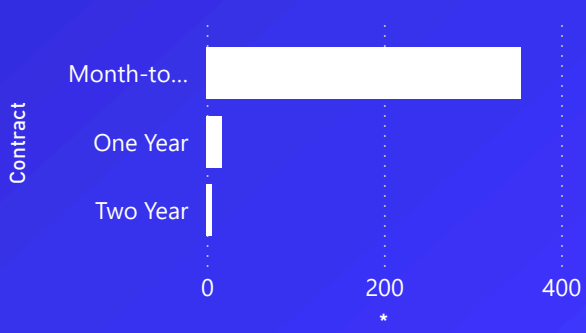
### \* by Tenure\_grp



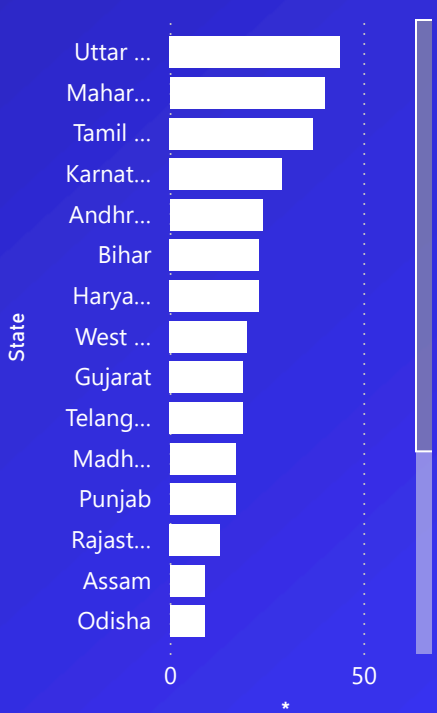
### \* by Payment\_Method



### \* by Contract



### \* by State



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS :378

Customer_ID	Number_of_Referrals	Monthly_Charge	Total_Refunds	Total_Revenue
11751-TAM	5	24.30	0.00	38.45
12056-WES	2	90.40	0.00	362.89
12136-RAJ	2	19.90	0.00	31.73
12257-ASS	9	19.55	0.00	29.75
12340-DEL	0	62.80	0.00	104.99
12469-AND	11	55.30	0.00	91.99
12490-TEL	9	74.75	38.84	236.76
13058-MAD	13	46.10	0.00	138.13
13123-BIH	13	100.20	0.00	253.62
13666-UTT	15	95.40	0.00	344.18
13744-AND	8	19.65	0.00	33.50
13823-TEL	1	24.50	0.00	46.40
13946-HAR	1	19.65	0.00	43.32
14567-TAM	1	20.35	0.00	64.44
15349-UTT	9	50.15	0.00	90.02
15591-KAR	3	20.40	0.00	66.31
15803-UTT	6	19.15	0.00	41.52
16032-AND	8	46.60	0.00	91.64
16068-BIH	4	25.25	0.00	35.25
16244-UTT	5	19.55	0.00	24.65
16733-ODI	10	45.85	0.00	86.23
16764-WES	15	20.80	0.00	68.94
16931-BIH	8	19.30	0.00	27.96
17154-HAR	13	18.80	0.00	62.37
17250-HAR	12	49.25	0.00	178.50
17597-HAR	2	29.85	0.00	29.85
17706-BIH	5	48.45	0.00	64.07

Churn_Reason ▲	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download	92
<b>Total</b>	<b>1,732</b>