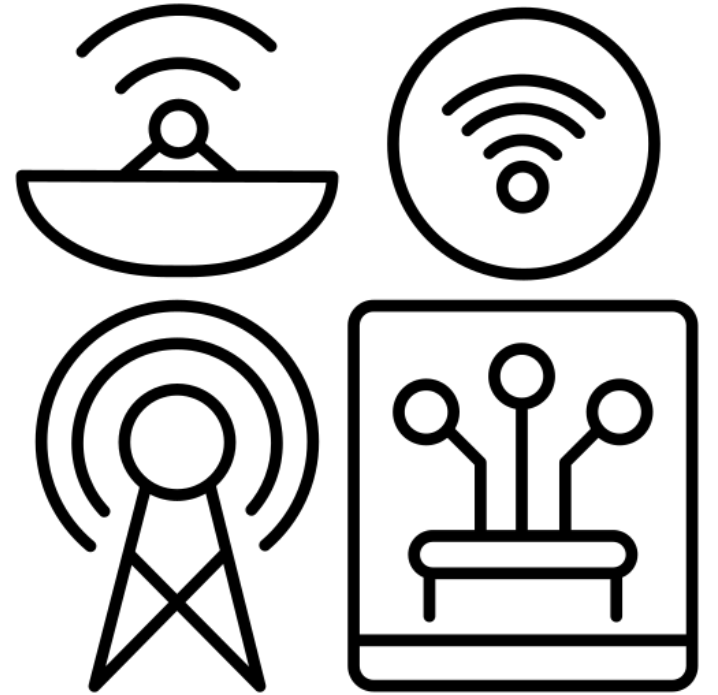


Churning Analysis For a Telecommunication Company

Created By:
Eng. Rahaf Almomani



26.86%

Churn Rate

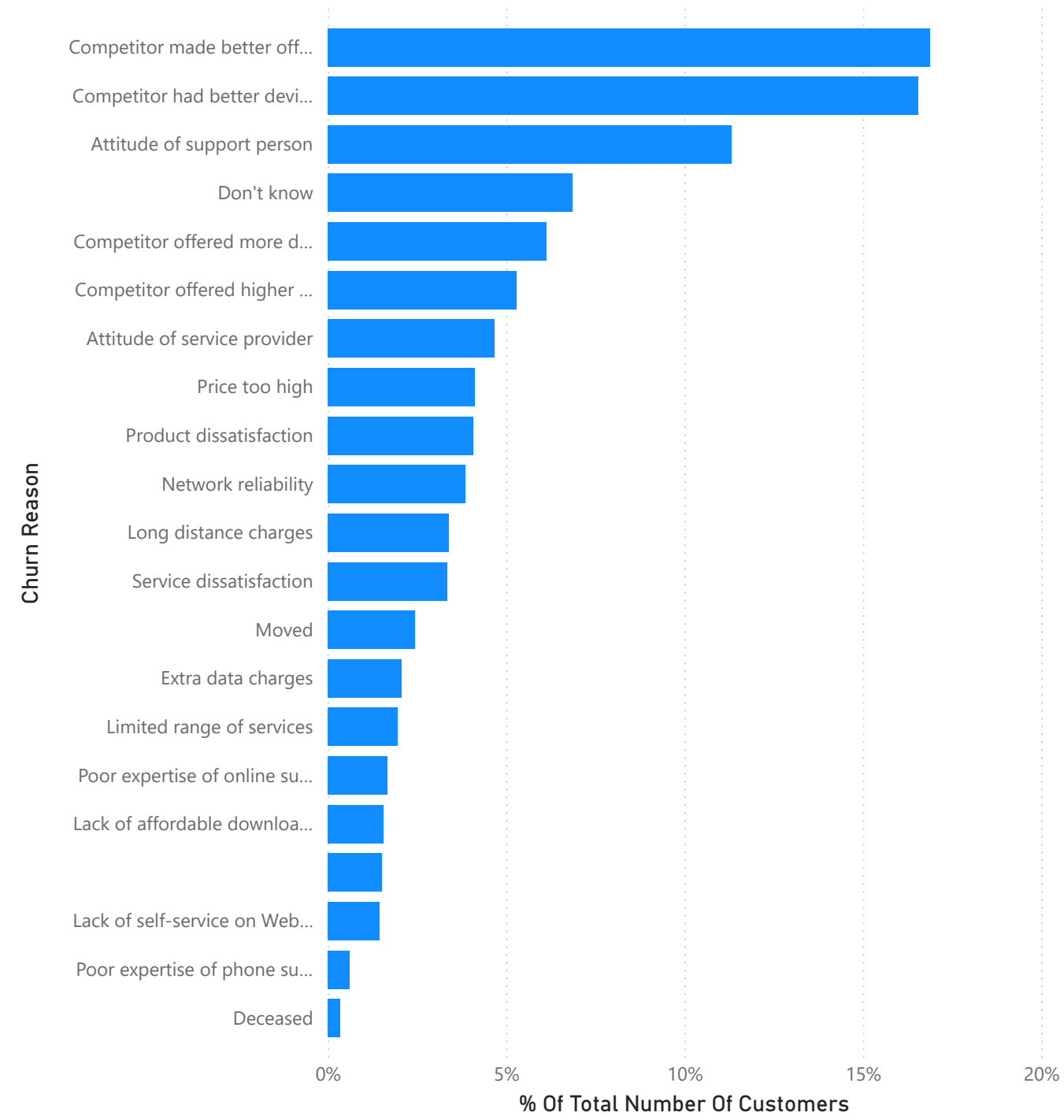
6687

Number Of Customers

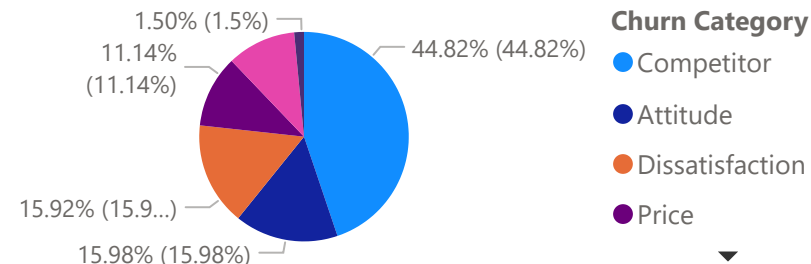
1796

churned

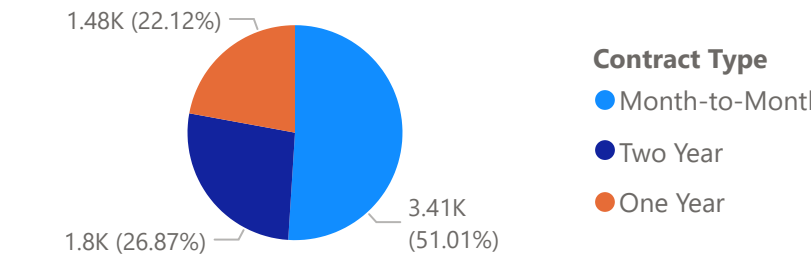
Churn Reasons



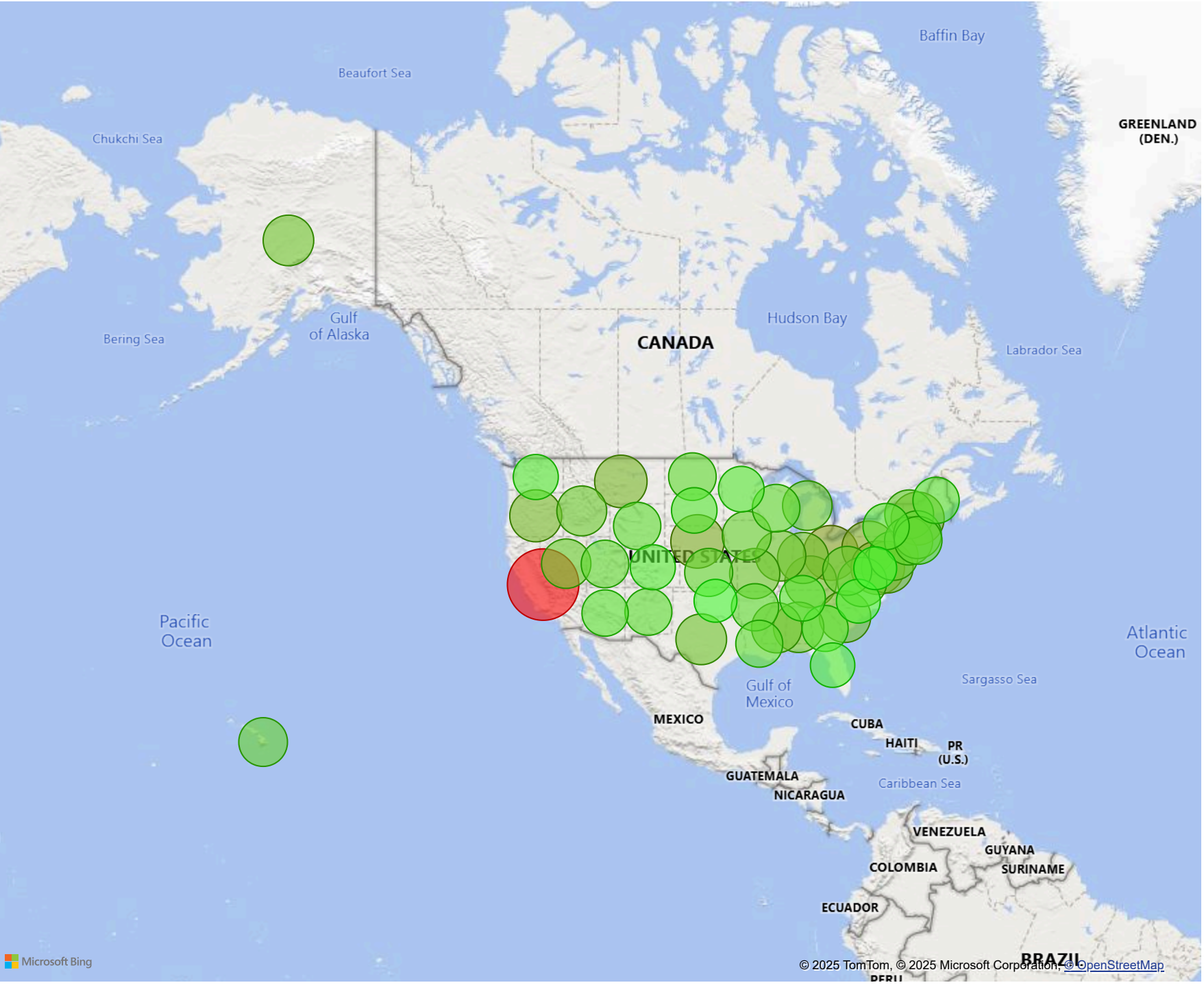
Churn By Category



Customer by Contract Type



Churn Rate by State



Demographics Churn Rate

Other	24.54%
Senior	38.46%
Under 30	23.00%
Total	26.86%

6687

Number Of Customers

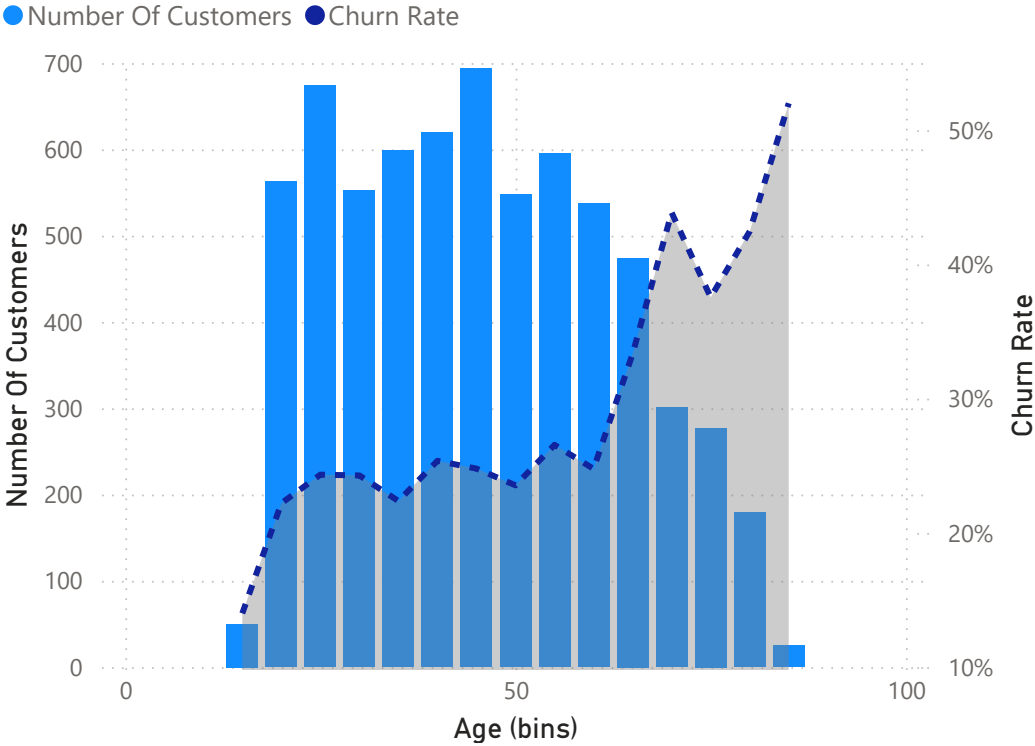
26.86%

Churn Rate

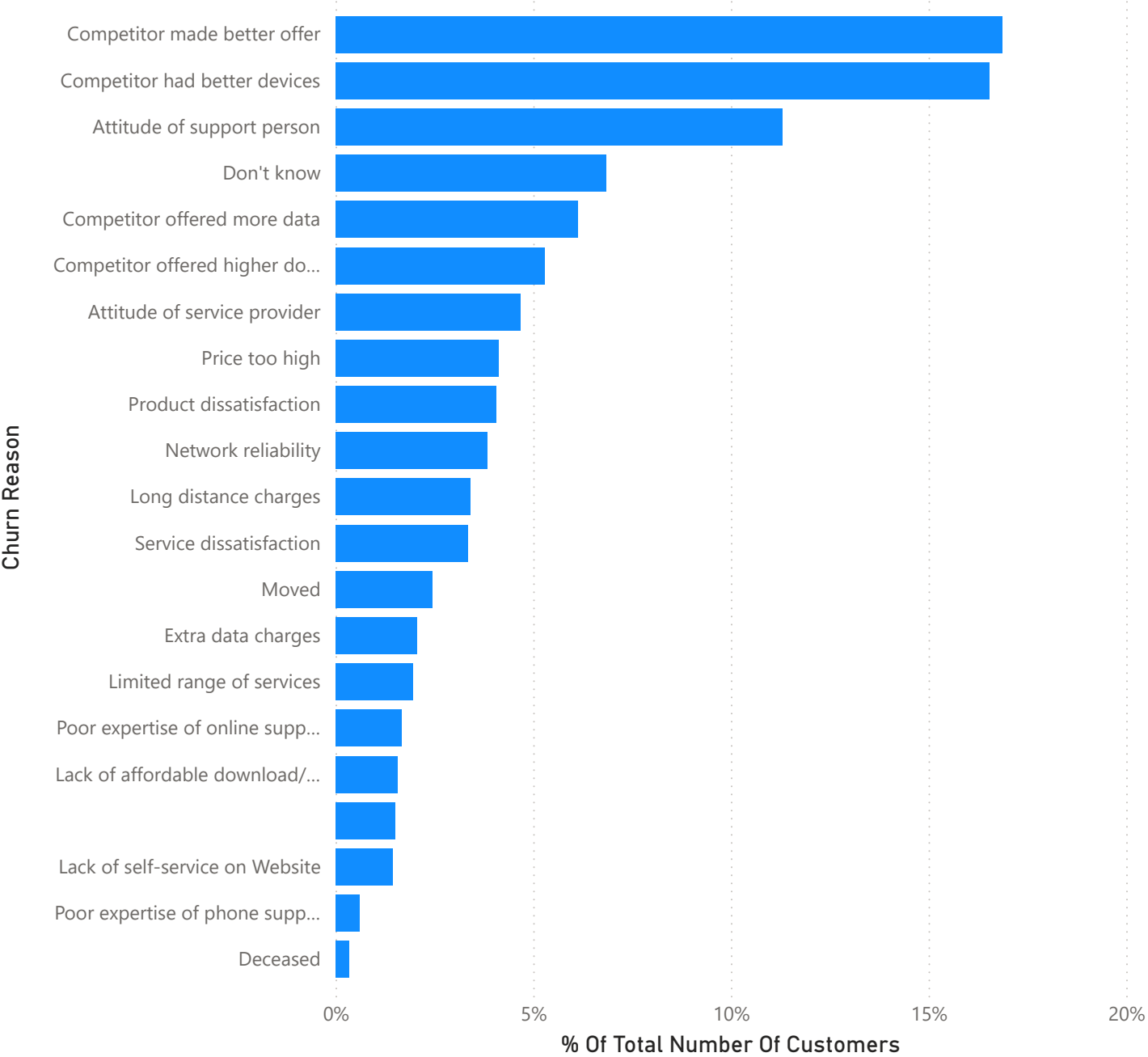
1796

Number Of churned Customers

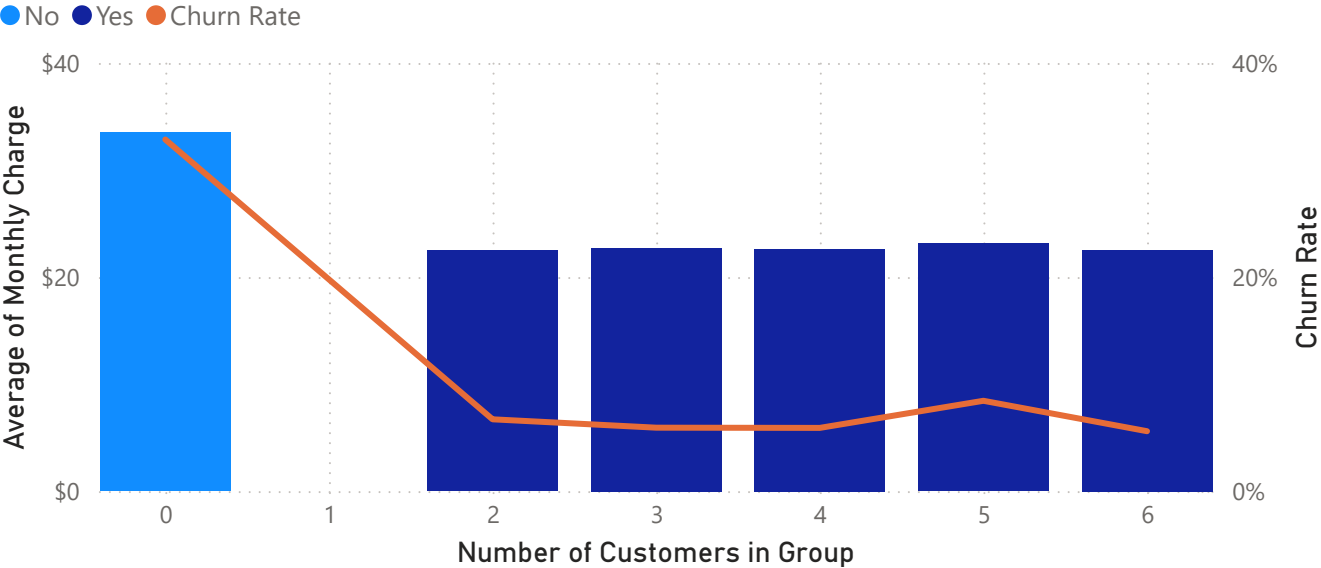
Number Of Customers, Churn Rate and Churn Rate by Age (bins)



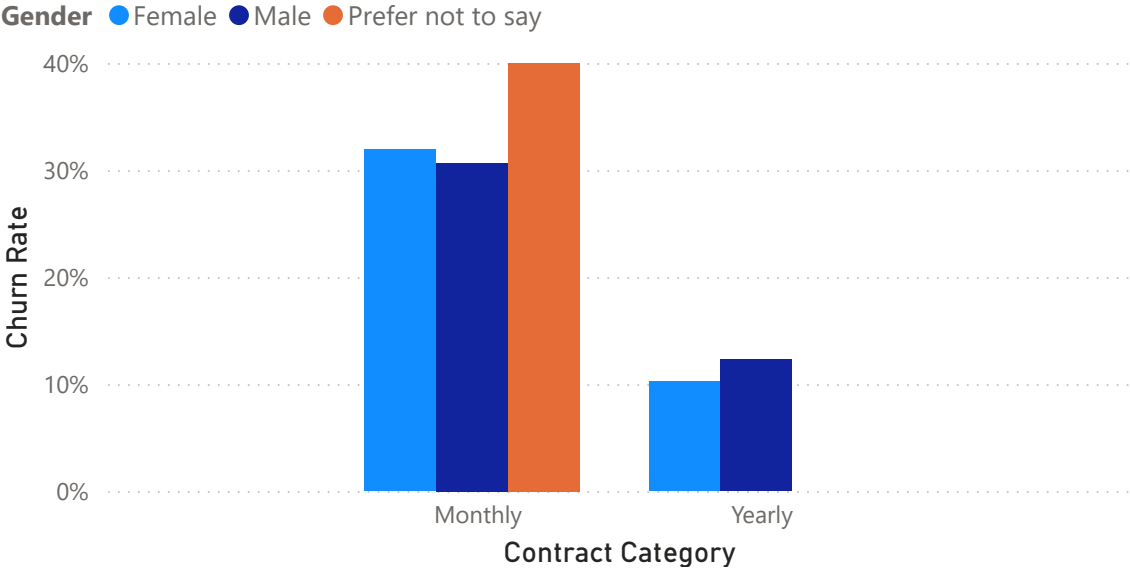
Churn Reasons



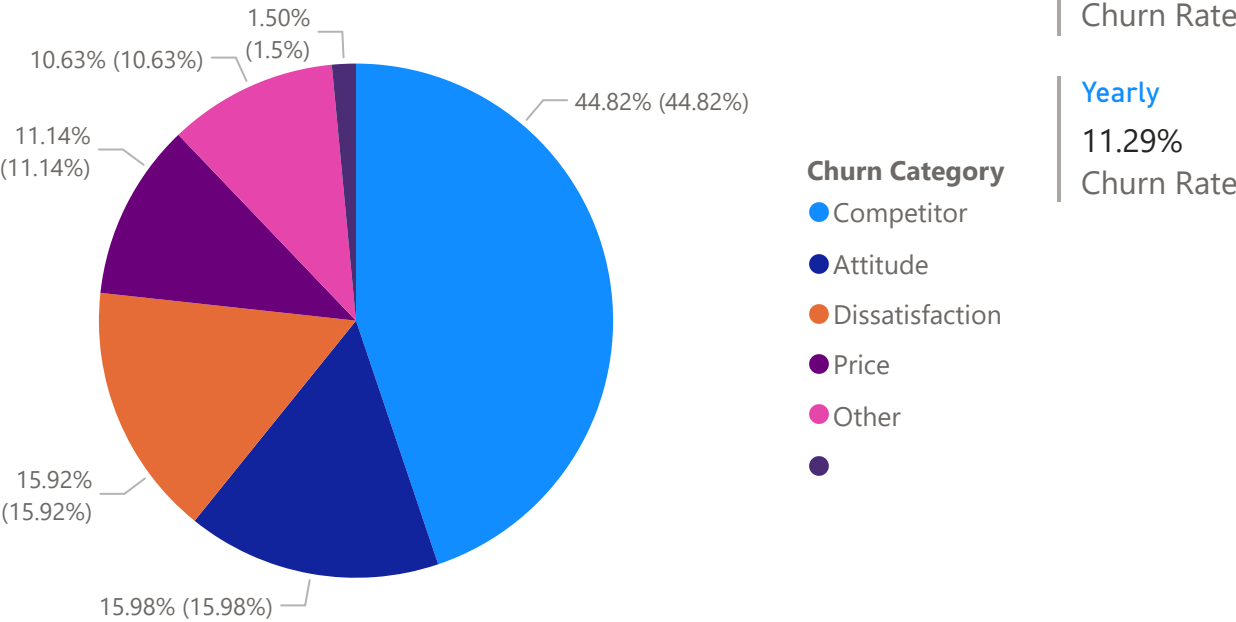
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



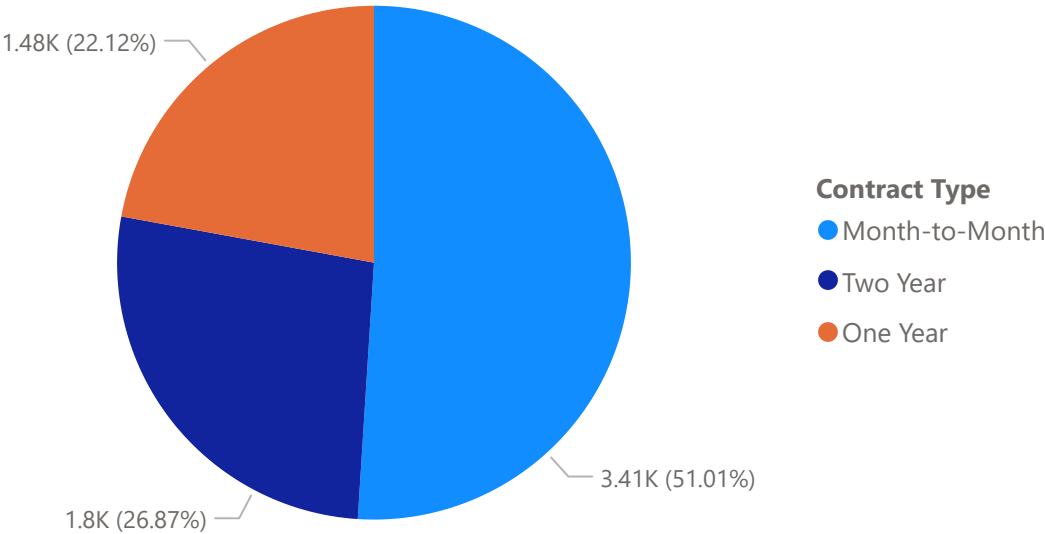
Churn Rate by Contract Category and Gender



Churn By Category



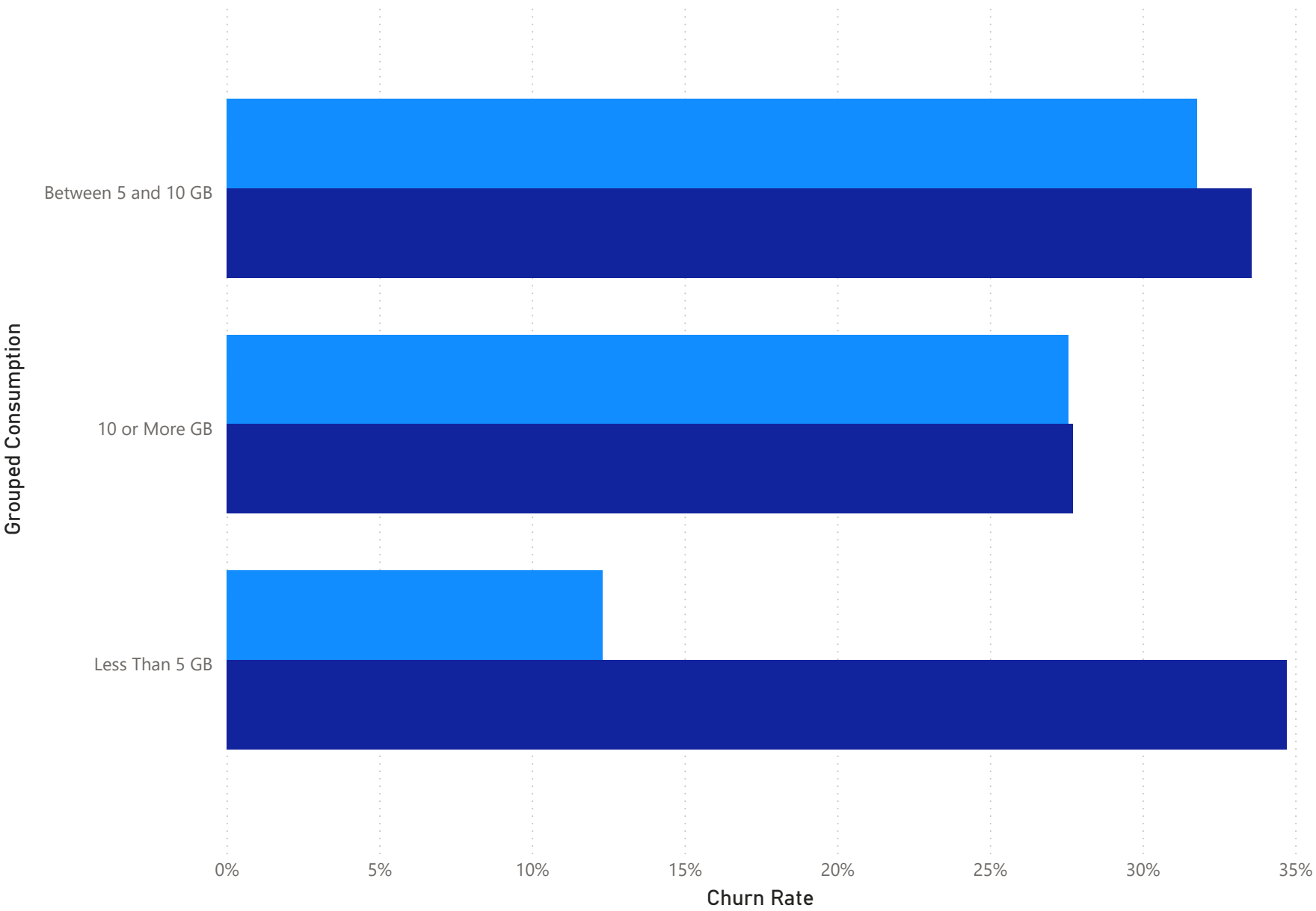
Customer by Contract Type



Churn Rate	Number Of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	6687	

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

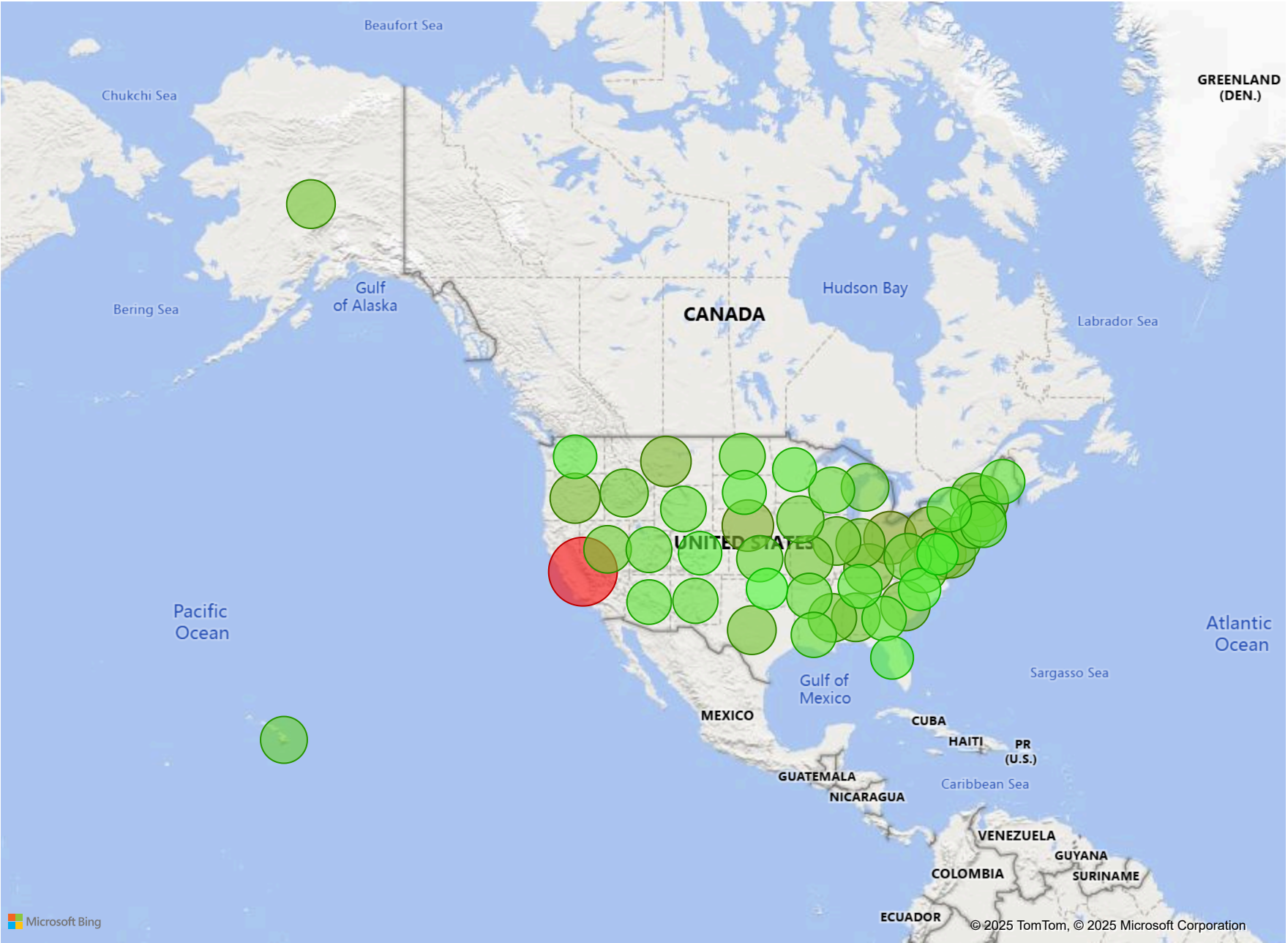


6G

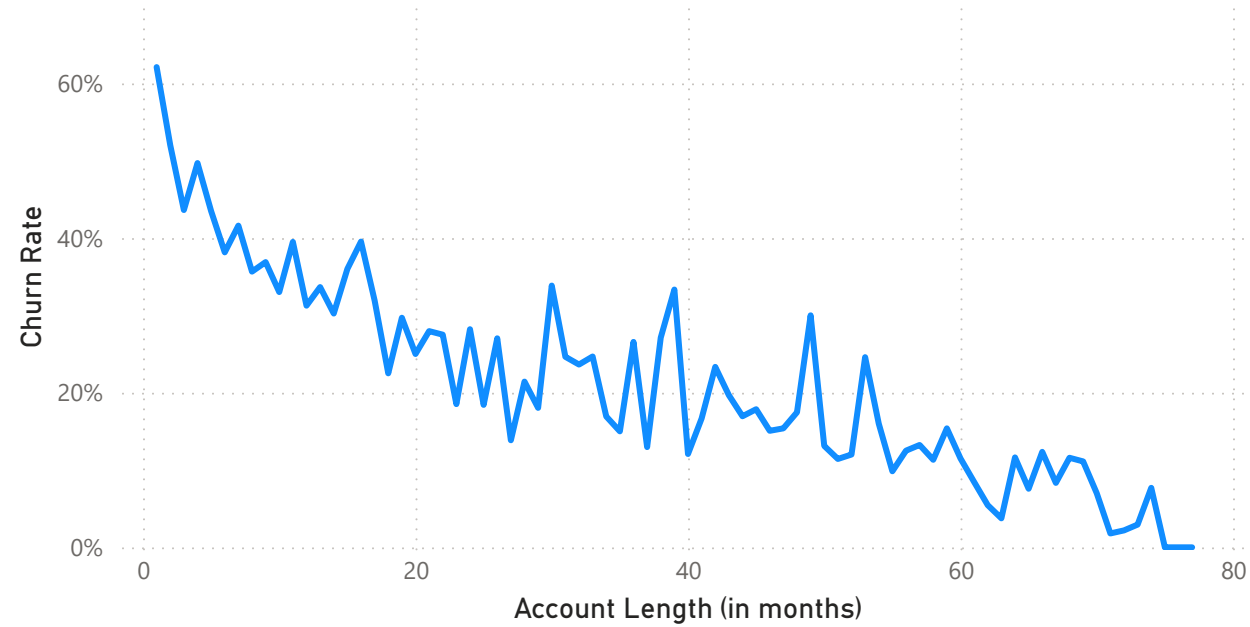


Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%

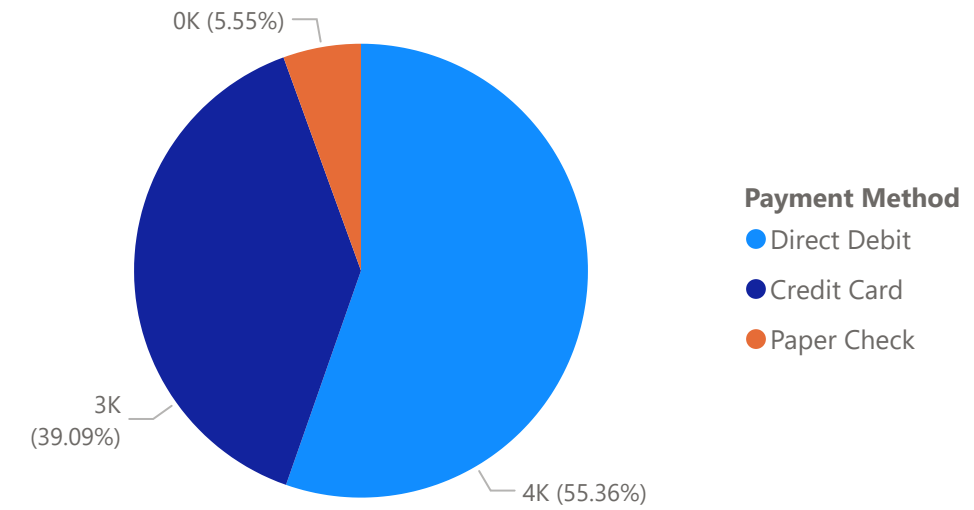
Churn Rate by State



Churn Rate by Account Length (in months)

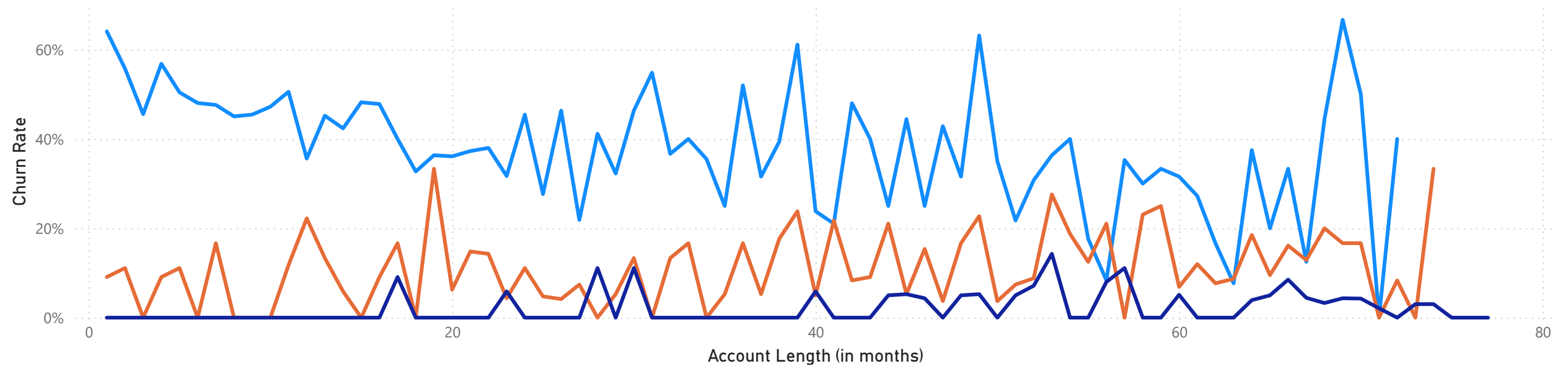


Number Of Customers by Payment Method

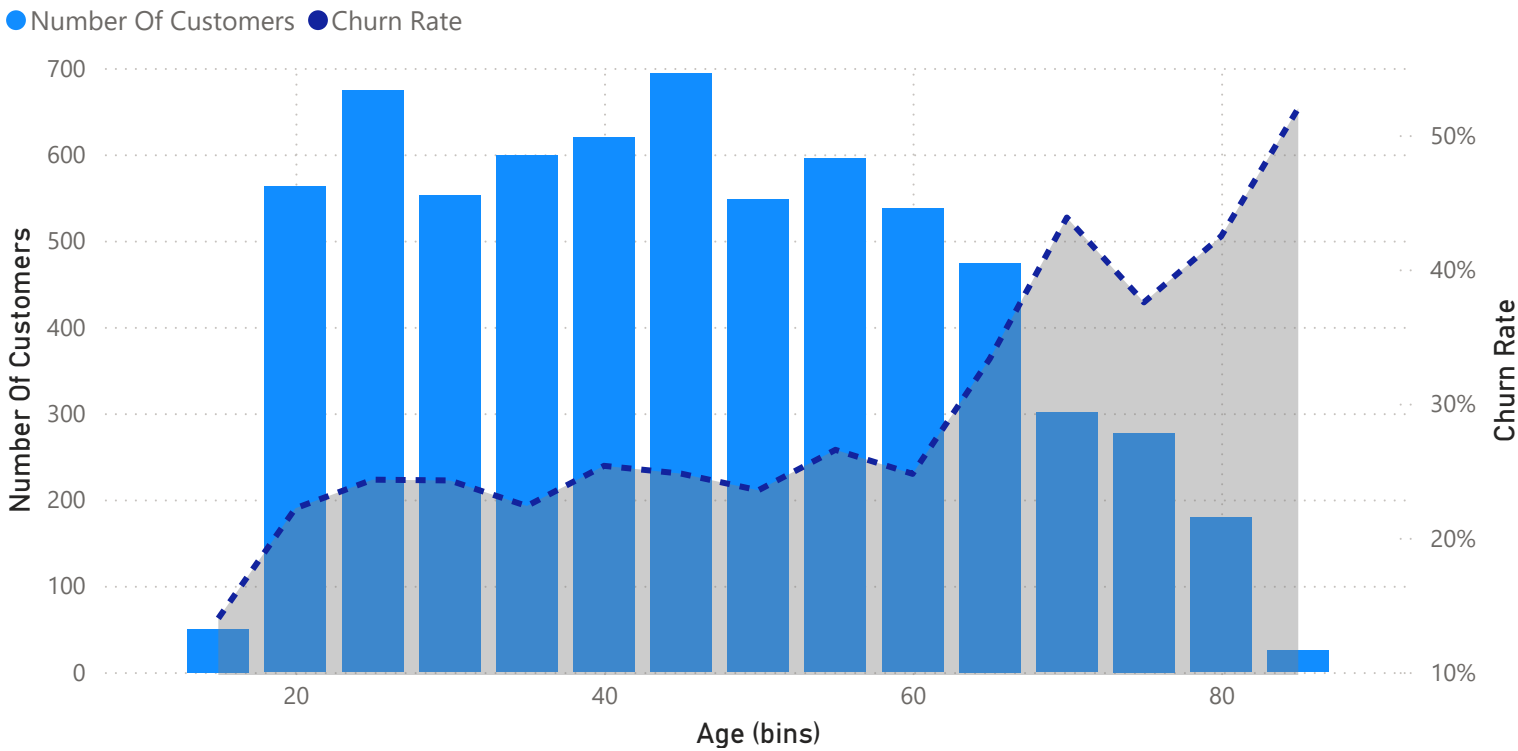


Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



Number Of Customers, Churn Rate and Churn Rate by Age (bins)

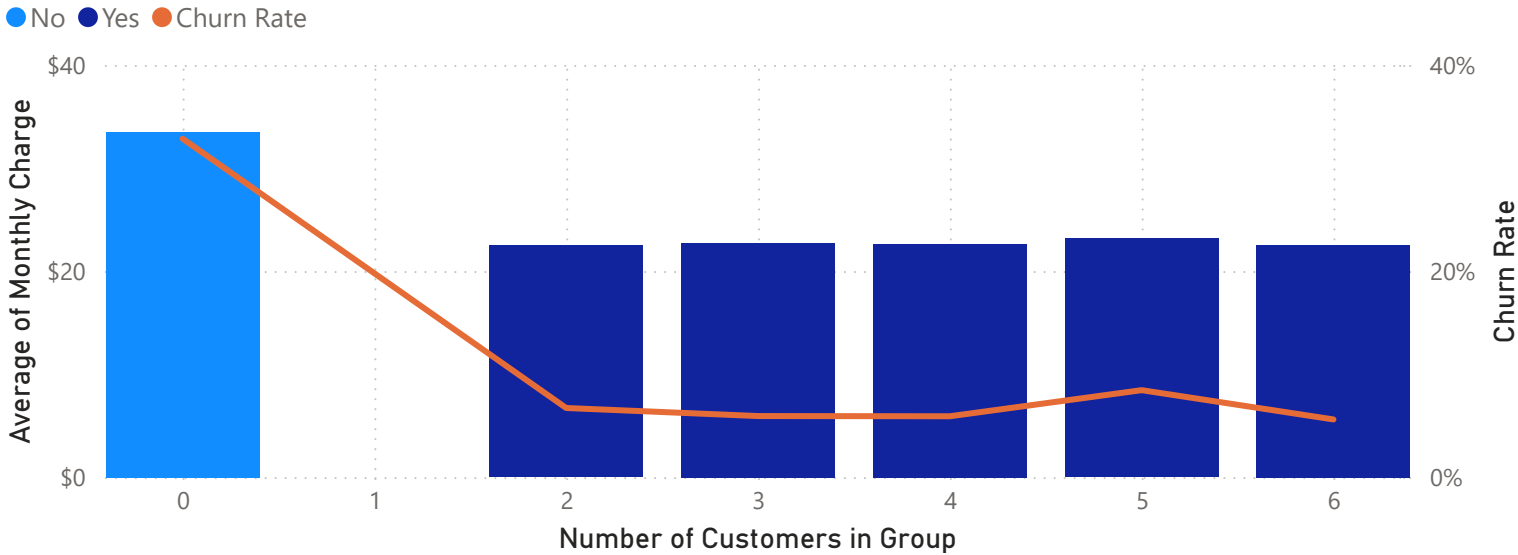


Account Length (in months)

1

77

Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



0.92

Avg Customer Service Calls

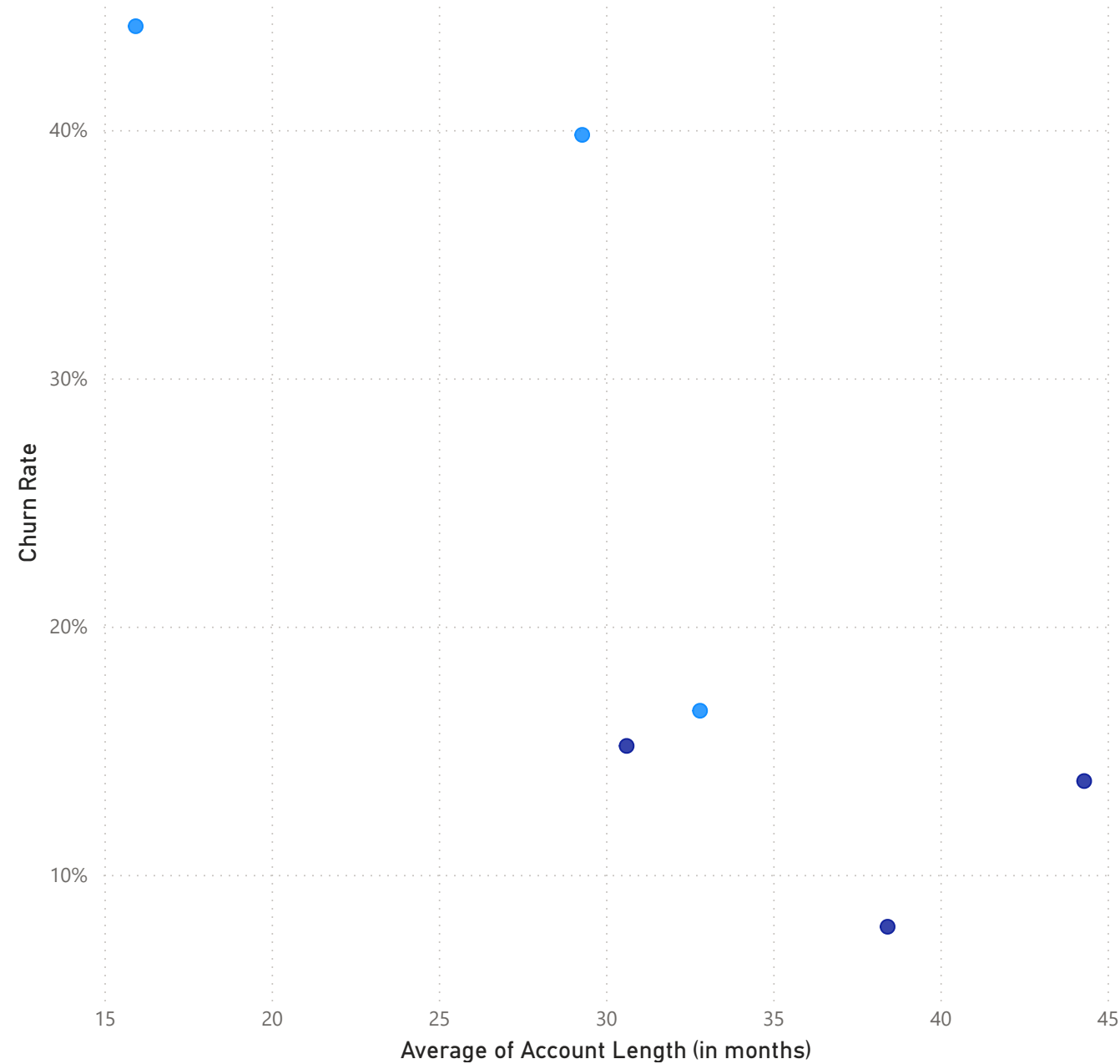
6123

Sum of Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category

- Monthly
- Yearly



Contract Category

Monthly

Yearly

Payment Method

Credit Card

Direct Debit

Paper Check

33.64

Avg Extra International Charges

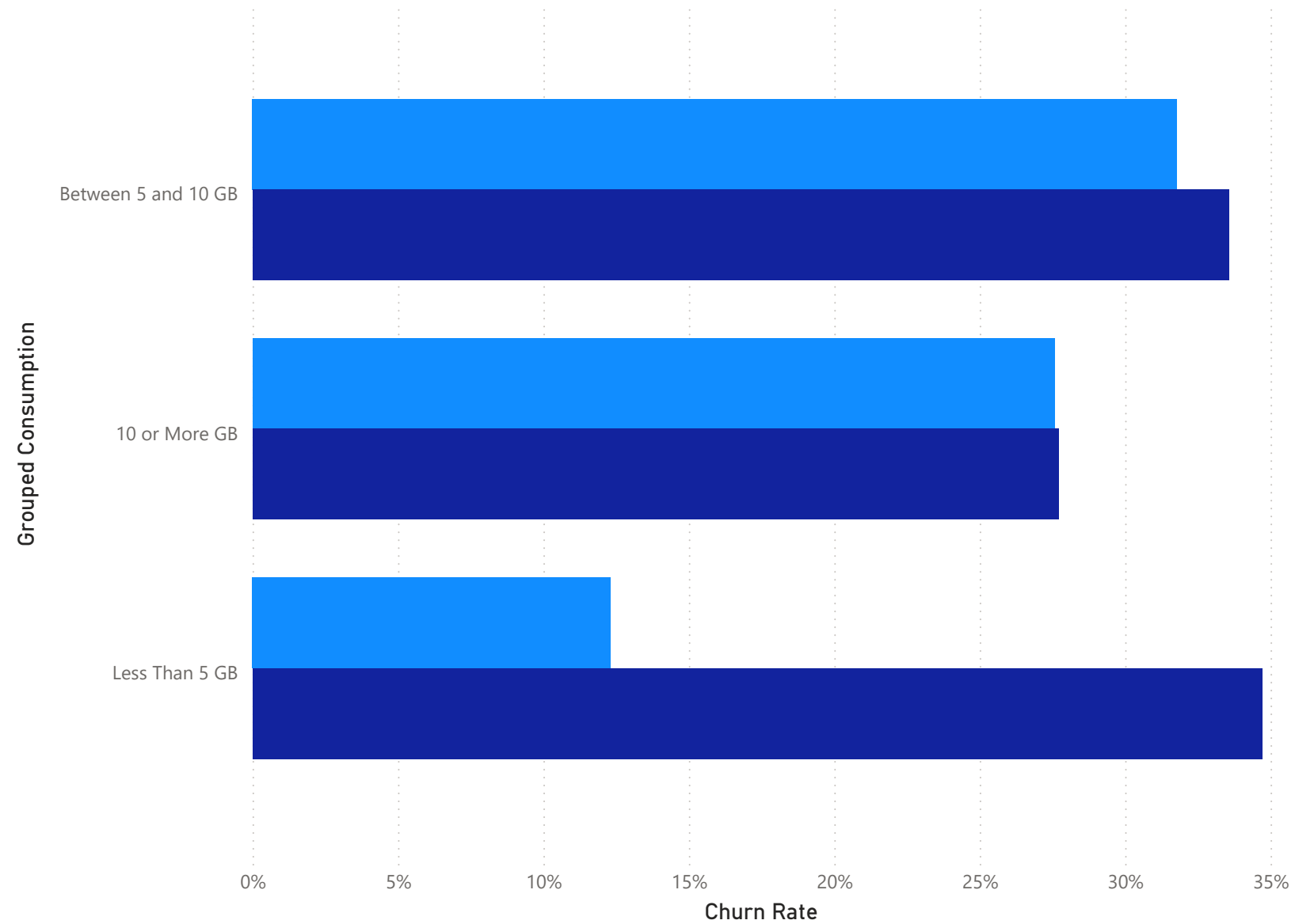
3.37

Avg Extra Data Charges



Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



33.64

Avg Extra International Charges

0.92

Avg Customer Service Calls

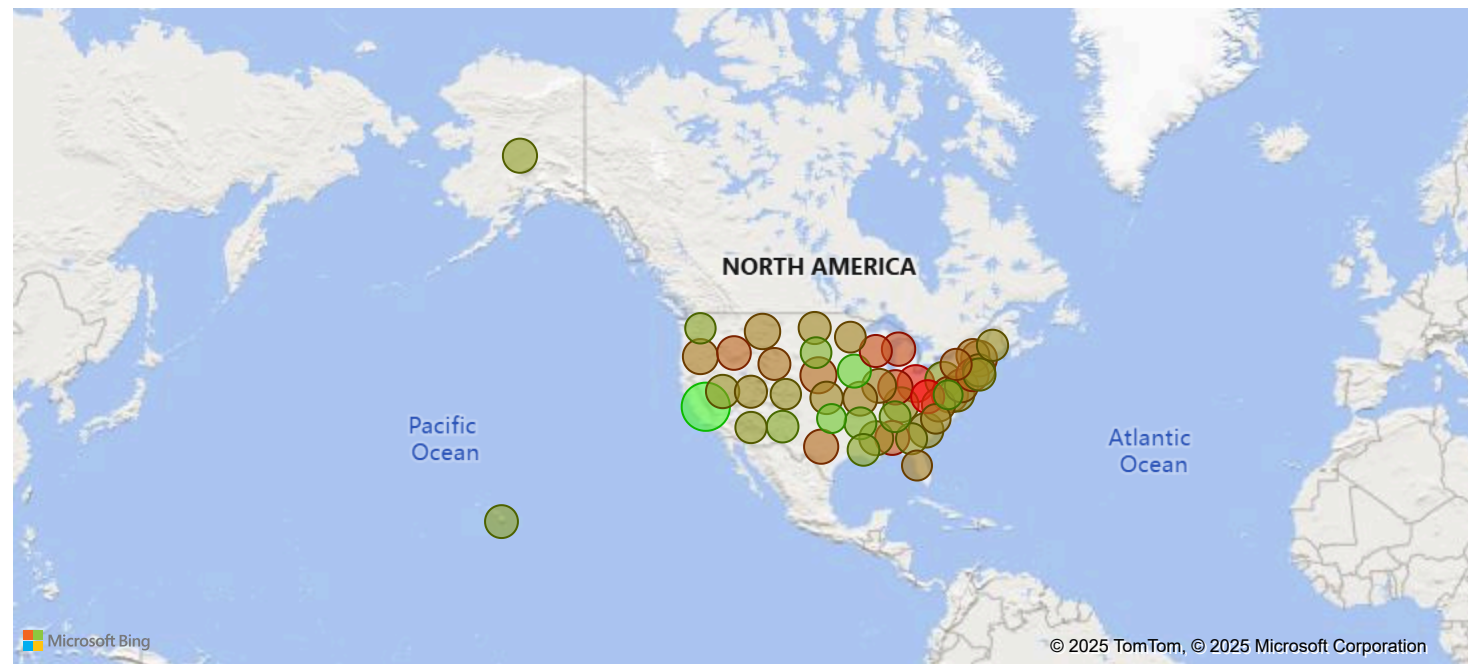
3.37

Avg Extra Data Charges

6123

Sum of Customer Service C...

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

