CHURN ANALYSIS - SUMMARY

Monthly Charge Status: < 20

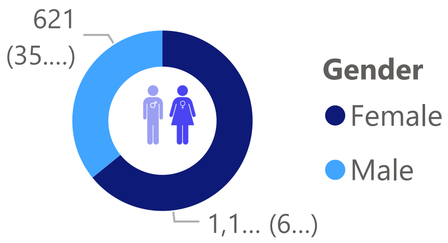
Married: No

Churn Prediction

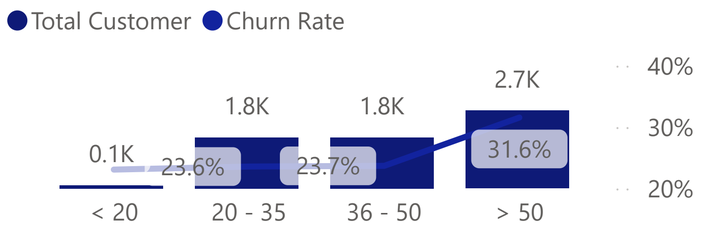
6,418	411	1,732	27.0%
Total Customer	New Joiners	Total Churn	Churn Rate

DEMOGRAPHIC

Total Churn by Gender

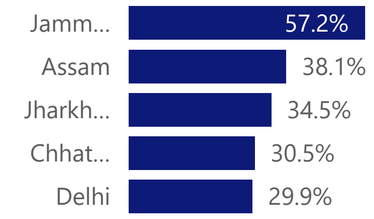


Total Customer and Churn Rate by Age_Group



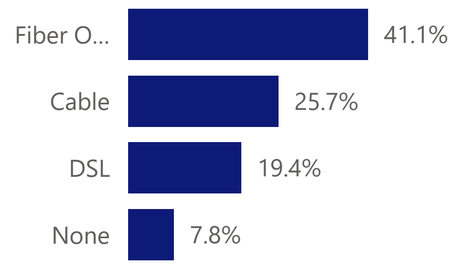
GEOGRAPHIC

Churn Rate by State (Top 5)



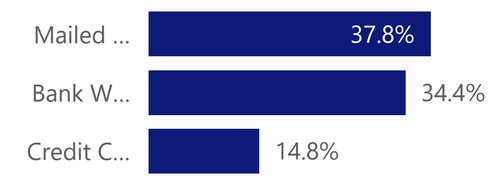
SERVICES USED

Churn Rate by Internet_Type

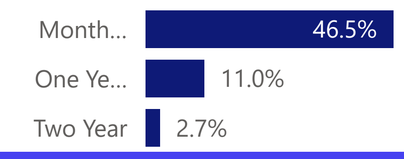


ACCOUNT INFO

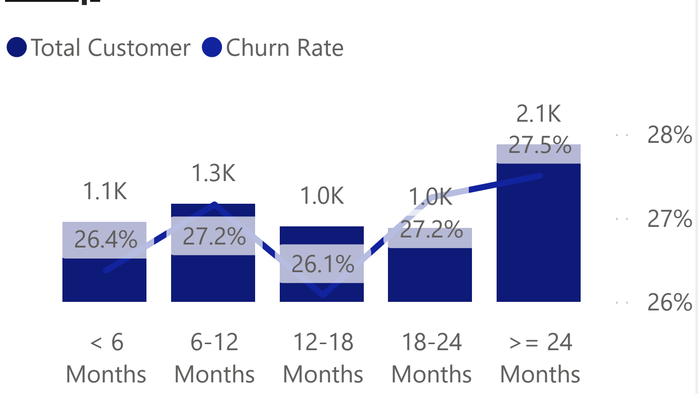
Churn Rate by Payment_Method



Churn Rate by Contract

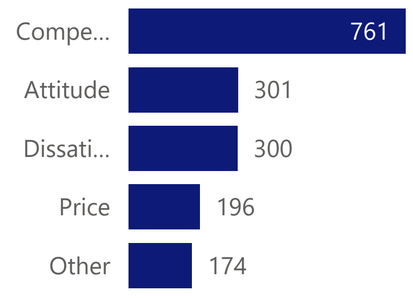


Total Customer and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Servies	No	Yes
Unlimited_Data	69.0%	31.0%
Streaming_TV	92.9%	7.1%
Streaming_Music	88.1%	11.9%
Streaming_Movies	90.5%	9.5%
Premium_Support	100.0%	0.0%
Phone_Service	7.1%	92.9%
Paperless_Billing	52.4%	47.6%
Online_Security	95.2%	4.8%
Online_Backup	97.6%	2.4%

Churn_Reason	Total Churn
Attitude of service provider	1,732
Attitude of support person	1,732
Competitor had better devices	1,732
Competitor made better offer	1,732
Competitor offered higher download speeds	1,732
Competitor offered more data	1,732
Deceased	1,732
Don't know	1,732
Total	**1,732**

CHURN ANALYSIS - PREDICTION

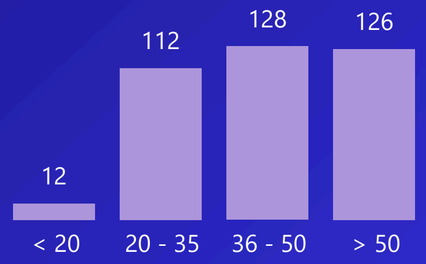
Summary

PREDICTED CHURNER PROFILE

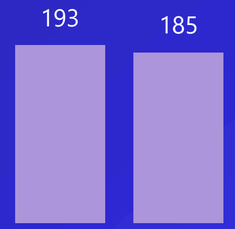
246
Female

132
Male

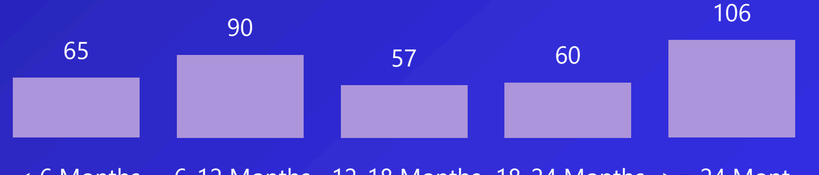
by Age_Group



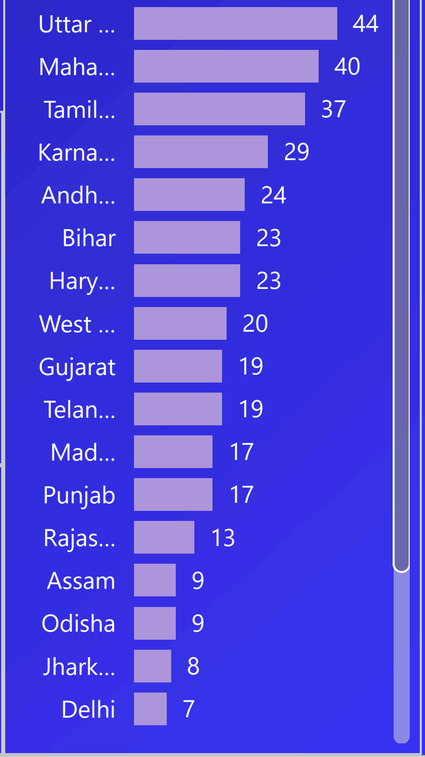
by Marital Status



by Tenure Group

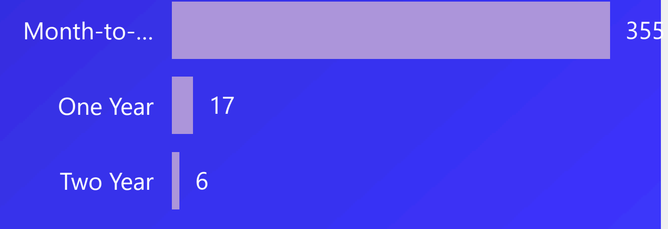


by State



by Payment_Method

by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

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