26.86%
Churn Rate

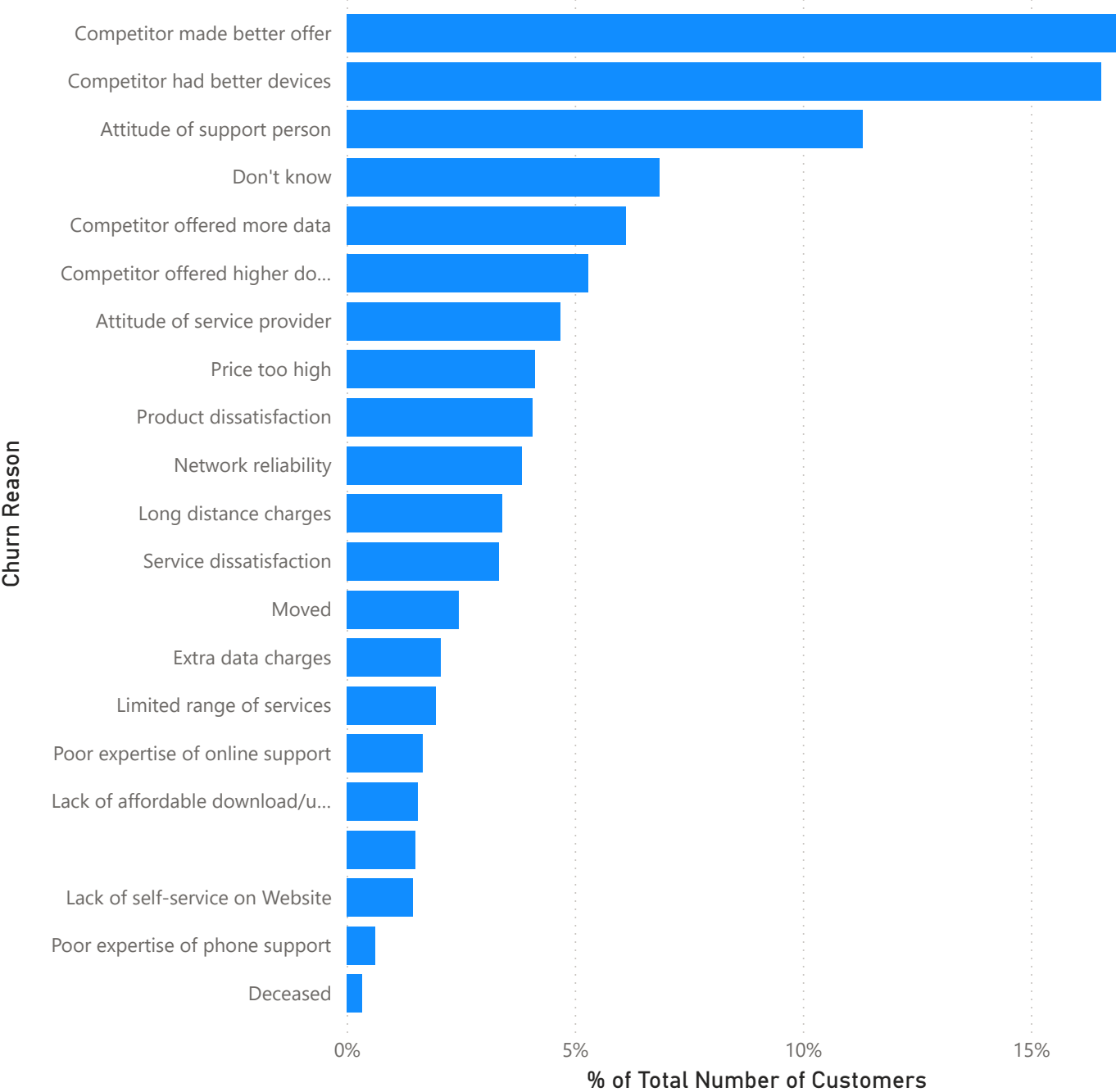# 1796
Number of Churned Customers
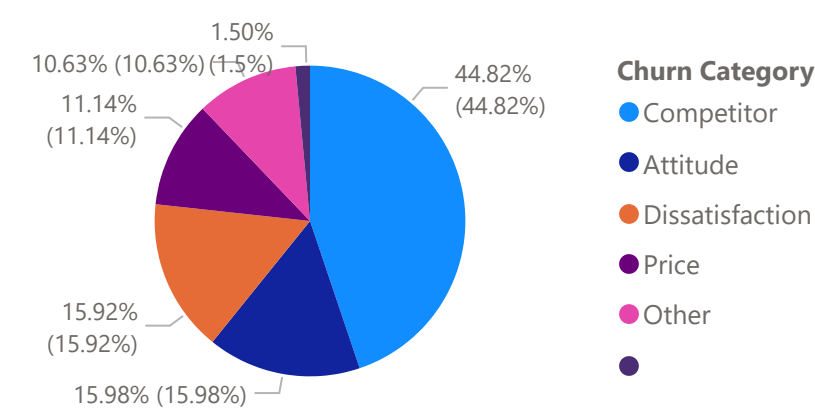
6687
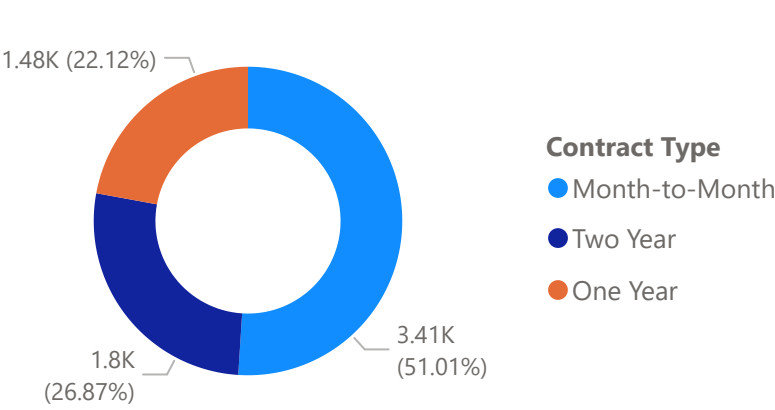Churned

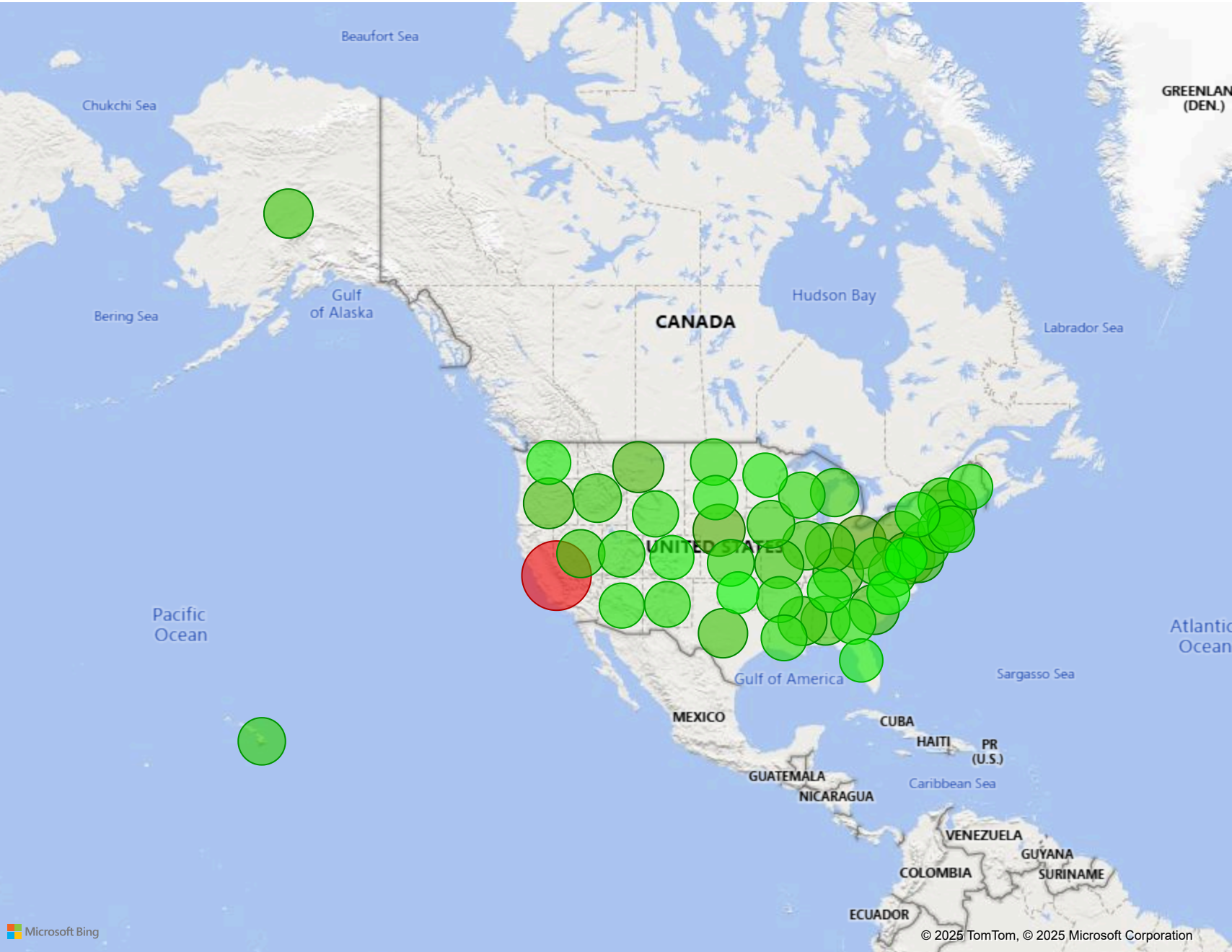## Churn Reasons

Churn Reason (y-axis):
- Competitor made better offer
- Competitor had better devices
- Attitude of support person
- Don't know
- Competitor offered more data
- Competitor offered higher do...
- Attitude of service provider
- Price too high
- Product dissatisfaction
- Network reliability
- Long distance charges
- Service dissatisfaction
- Moved
- Extra data charges
- Limited range of services
- Poor expertise of online support
- Lack of affordable download/u...
- Lack of self-service on Website
- Poor expertise of phone support
- Deceased

% of Total Number of Customers: 0% 5% 10% 15%

Churn by Category

- 44.82% (44.82%)
- 15.98% (15.98%)
- 15.92% (15.92%)
- 11.14% (11.14%)
- 10.63% (10.63%) (1.5%)
- 1.50%

Churn Category
- Competitor
- Attitude
- Dissatisfaction
- Price
- Other

Customer by Contract Type

- 1.48K (22.12%)
- 3.41K (51.01%)
- 1.8K (26.87%)

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

Churn Rate by State

Microsoft Bing
© 2025 TomTom, © 2025 Microsoft Corporation

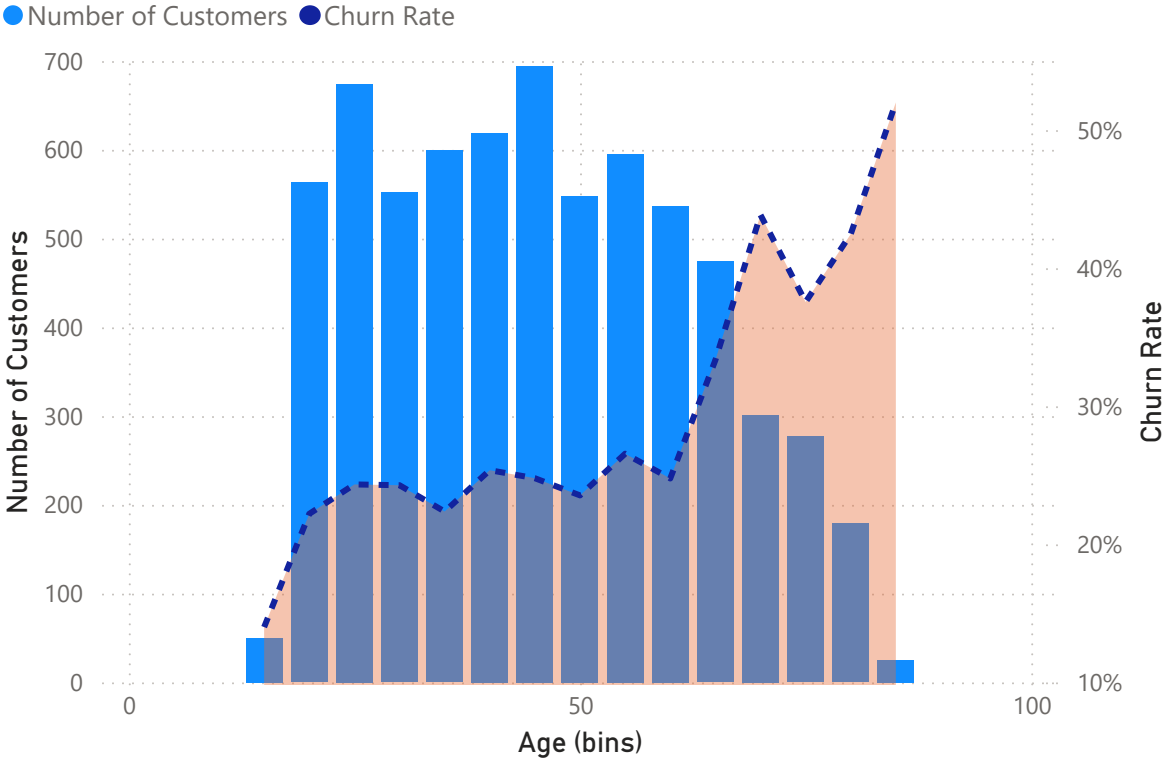| Demographics	Churn Rate
Other	24.54%
Senior	38.46%
Under 30	23.00%
Total	**26.86%**

6687
Number of Customers
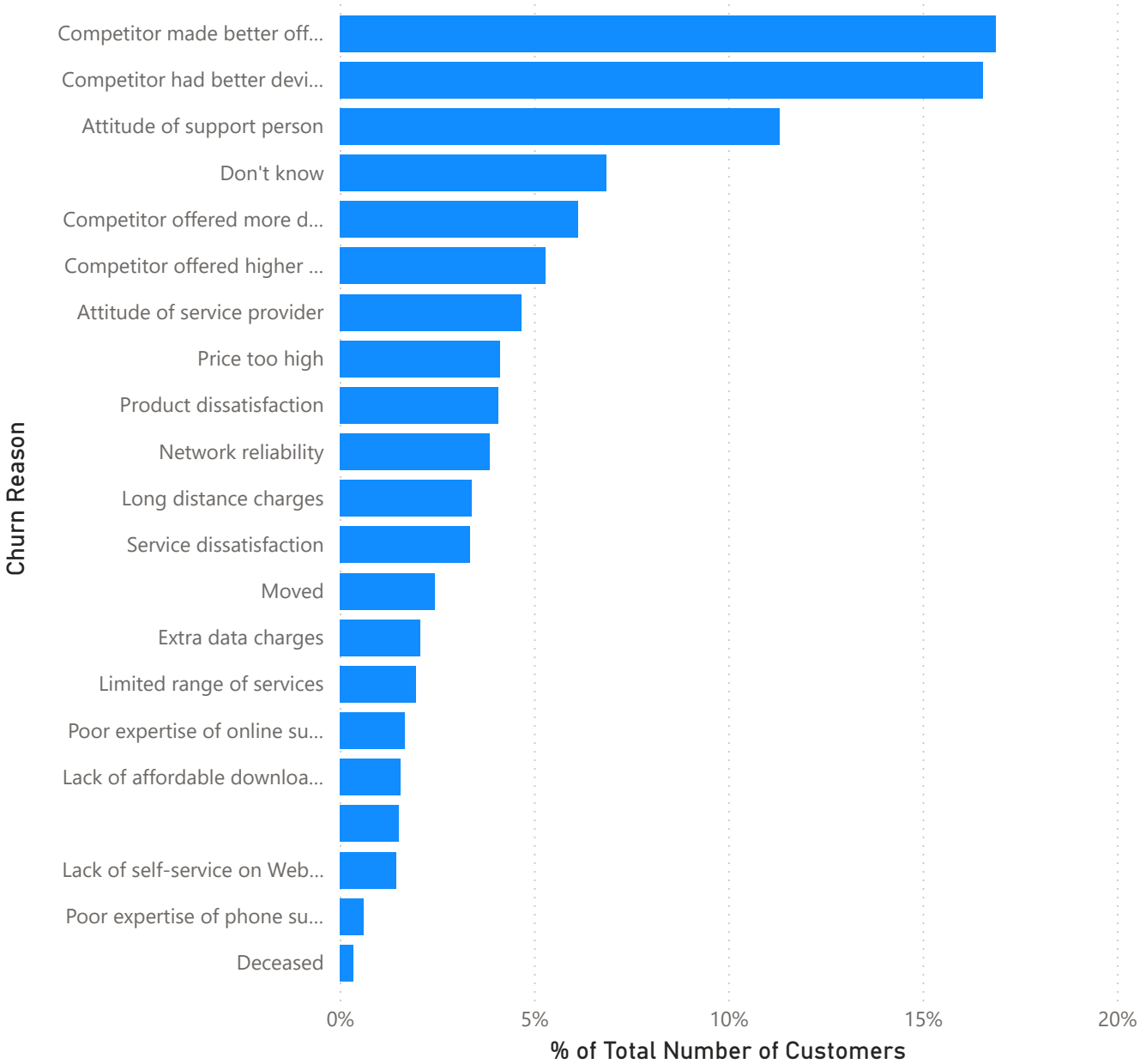
26.86%
Churn Rate
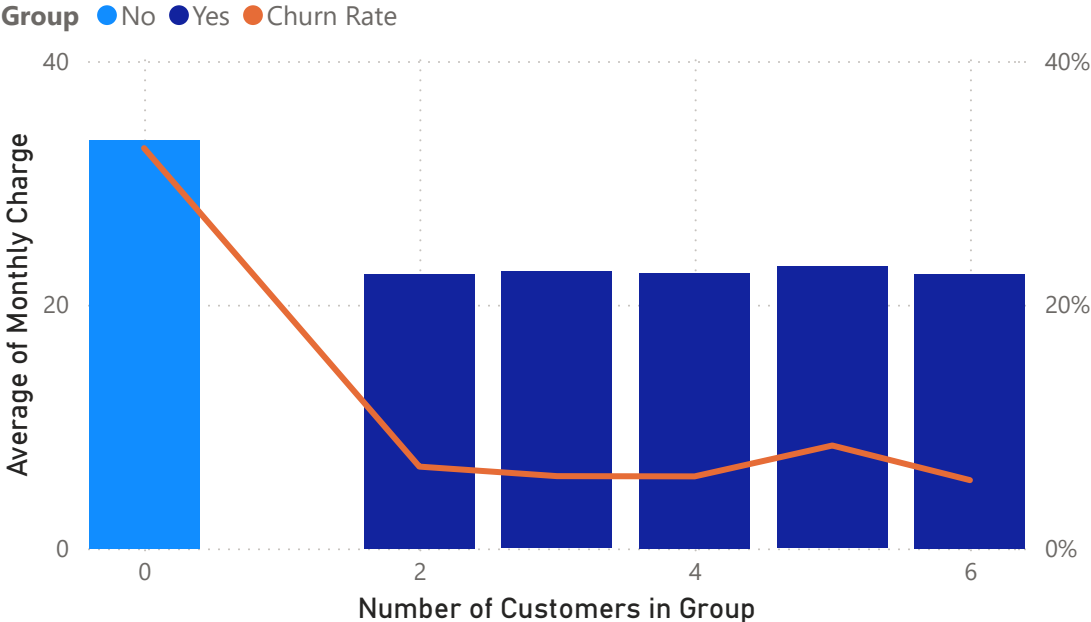
1796
Number of Churned Customers

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

Group ●No ●Yes ●Churn Rate

Churn Rate by Contract Category and Gender

Gender ●Female ●Male ●Prefer not to say

Churn by Category

- 44.82% (44.82%)
- 1.50% (1.5%)
- 10.63% (10.63%)
- 11.14% (11.14%)
- 15.92% (15.92%)
- 15.98% (15.98%)

Churn Category
- ● Competitor
- ● Attitude
- ● Dissatisfaction
- ● Price
- ● Other
- ●
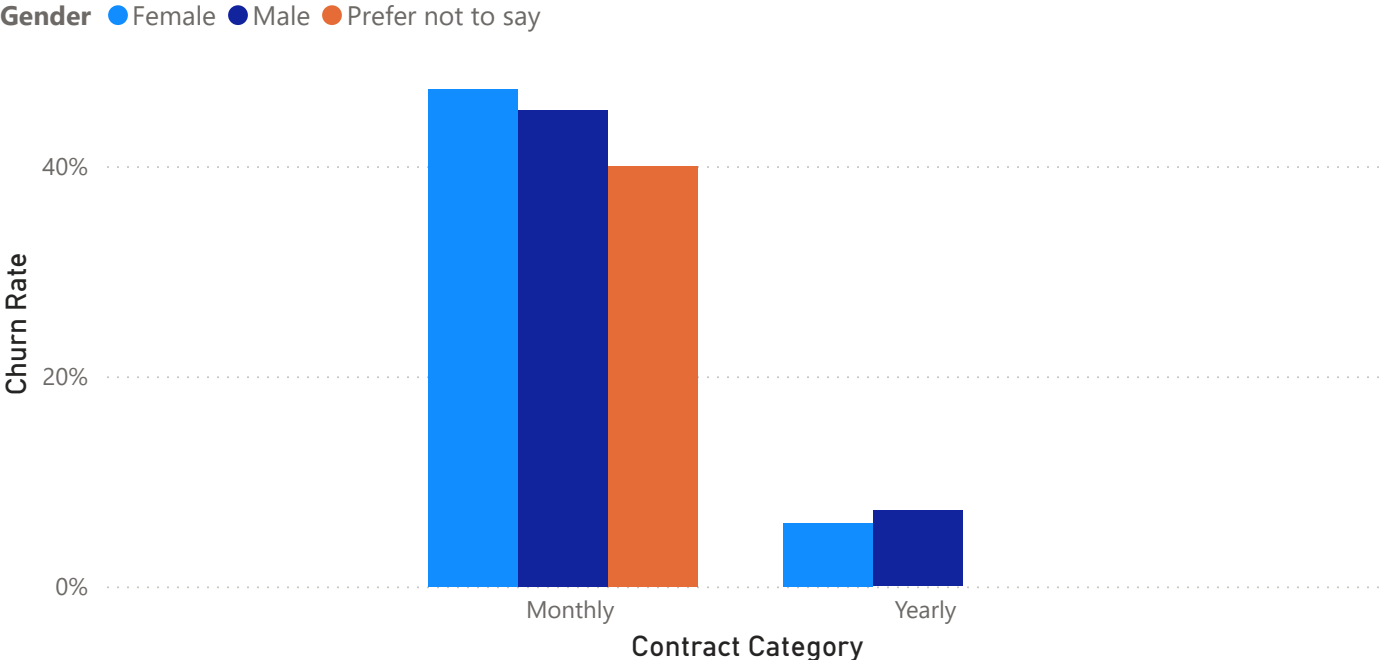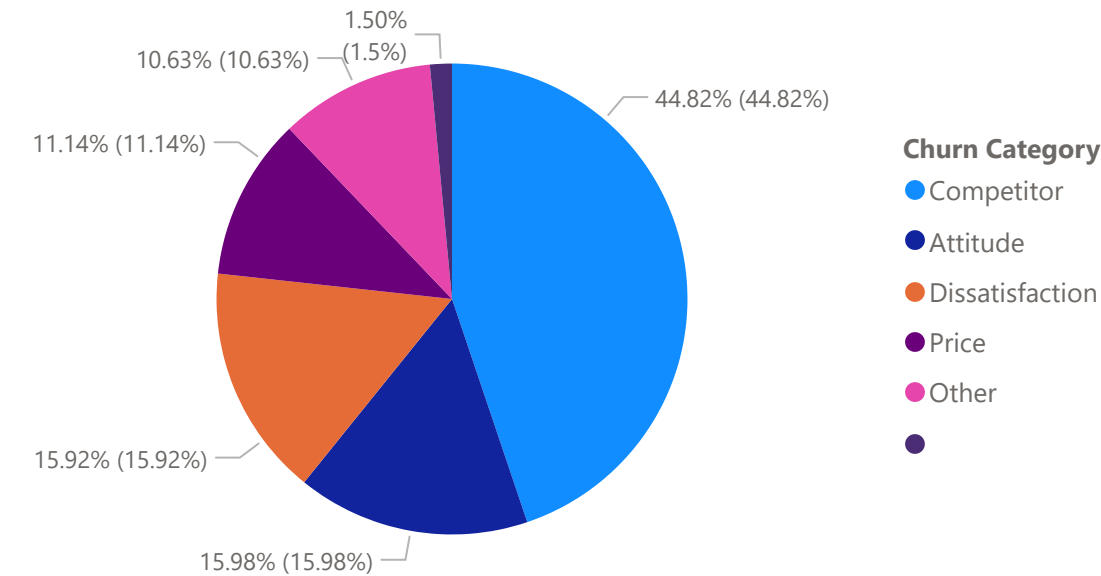
Monthly
46.29%
Churn Rate

Yearly
6.62%
Churn Rate

Customer by Contract Type

- 1.48K (22.12%)
- 1.8K (26.87%)
- 3.41K (51.01%)

Contract Type
- ● Month-to-Month
- ● Two Year
- ● One Year
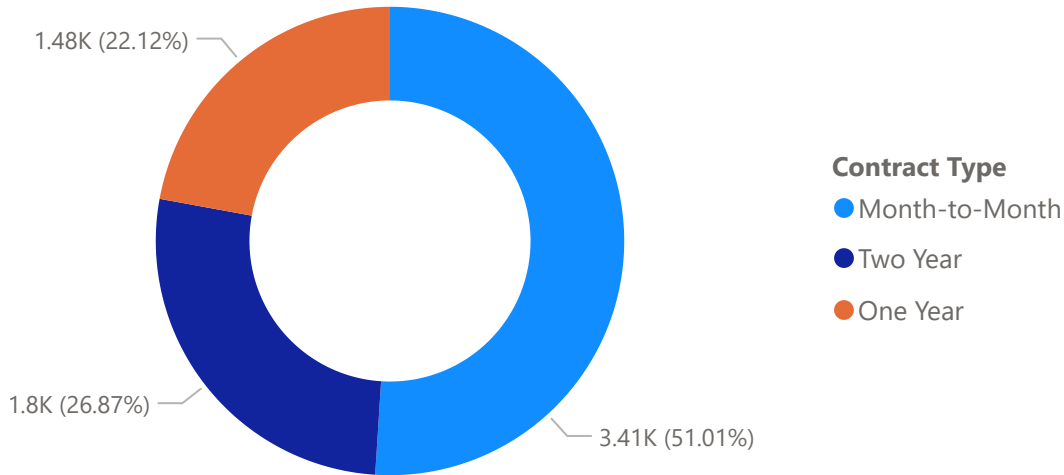
Churn Rate	Number of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	**6687**	

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes
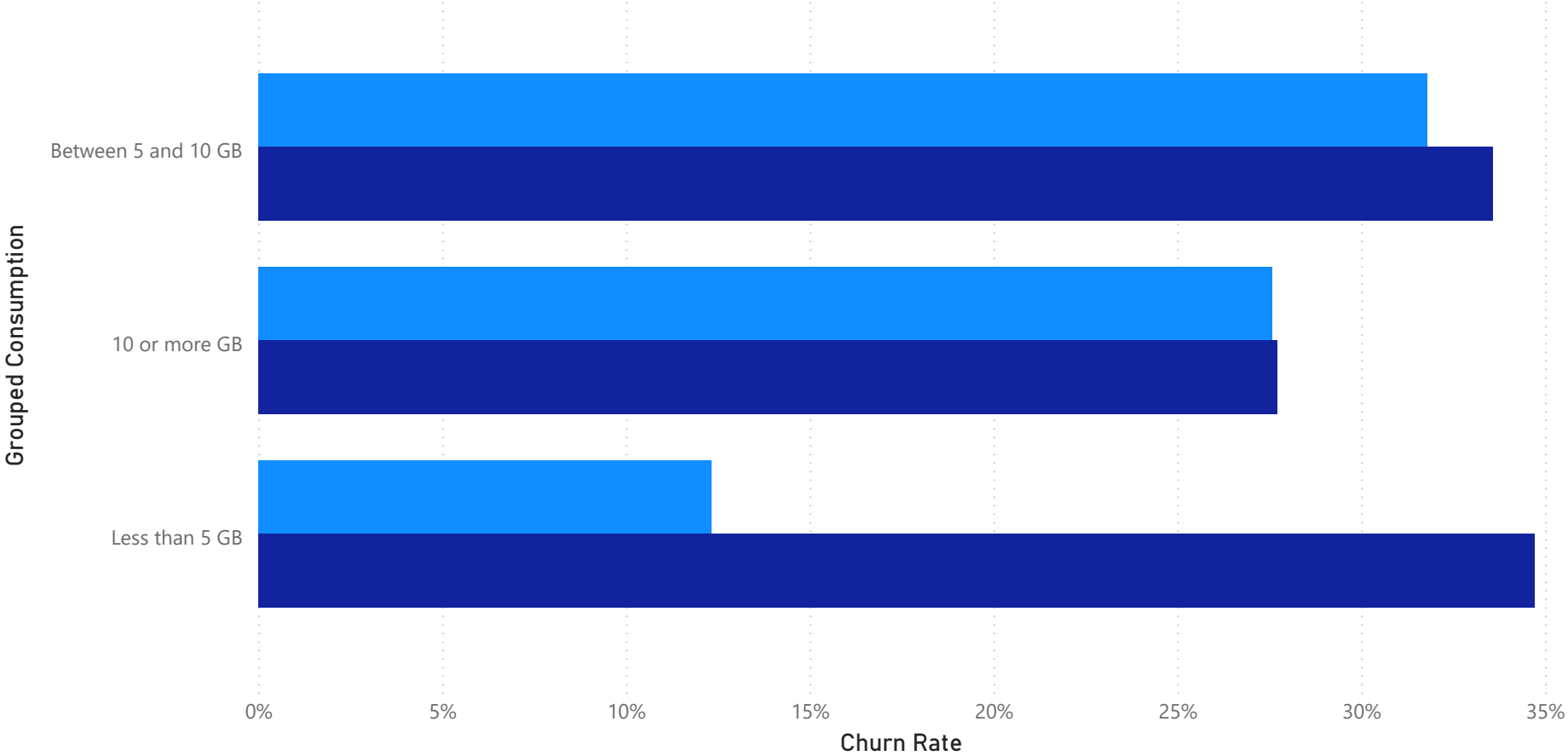
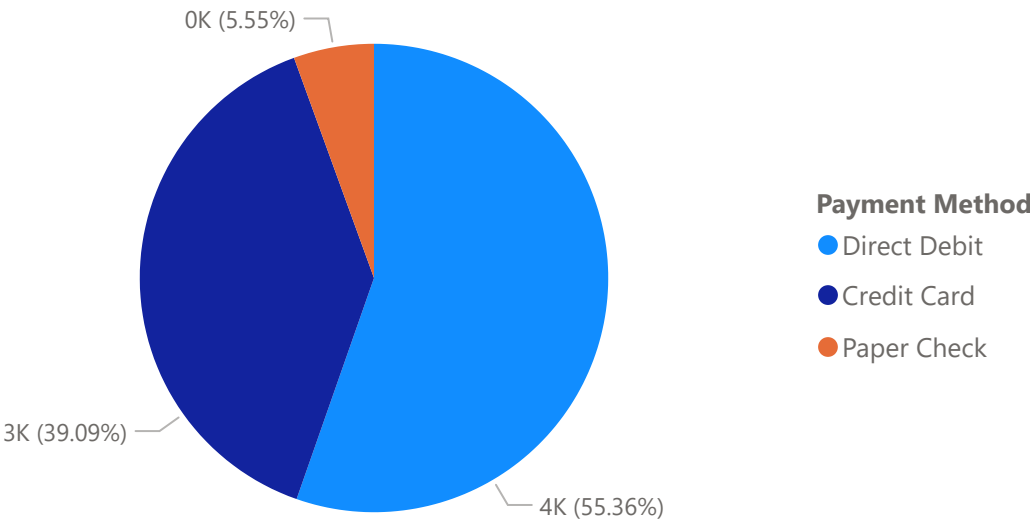| Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	**27.07%**	**24.88%**	**26.86%**

Churn Rate by State
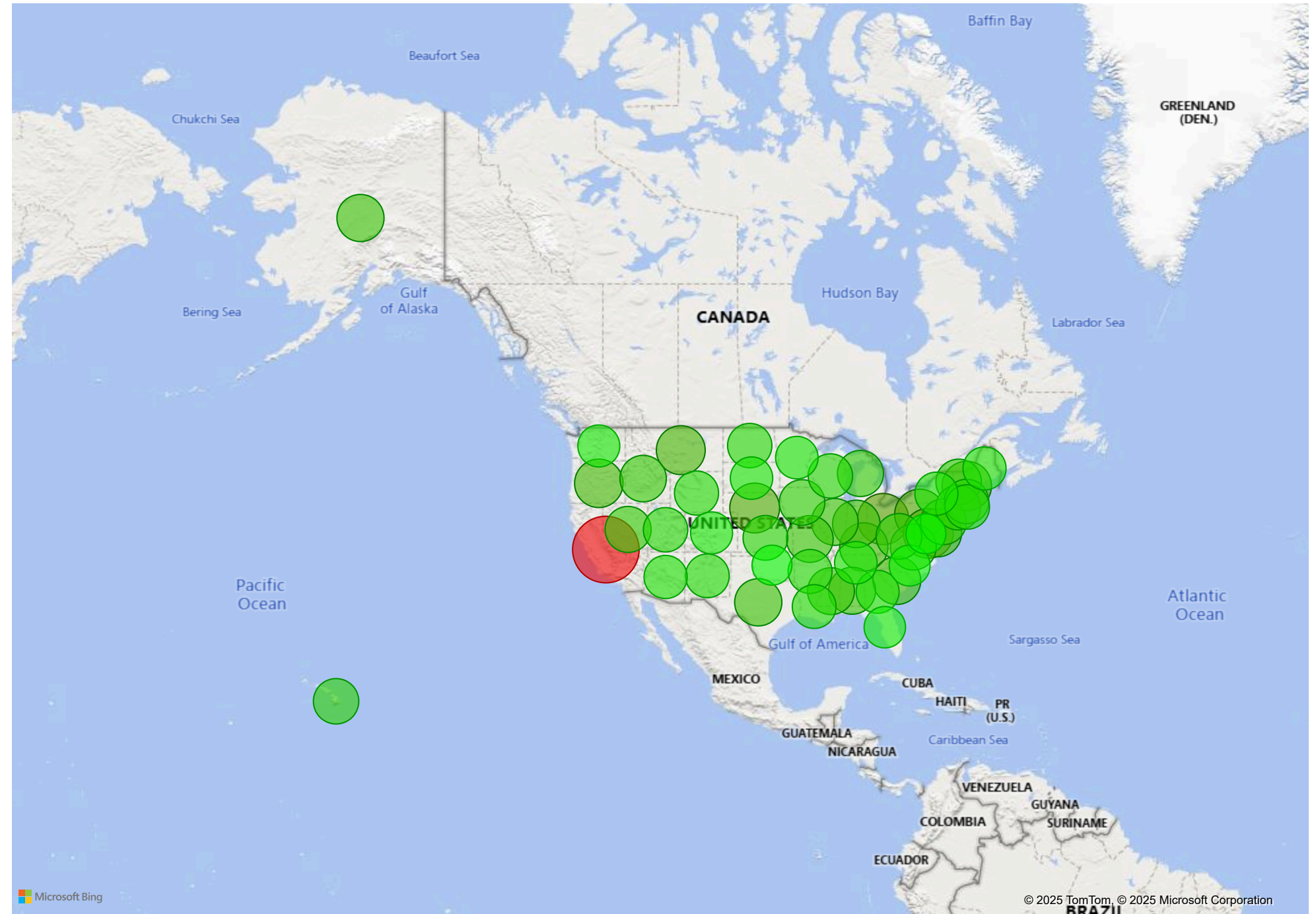
Churn Rate by Account Length (in months)
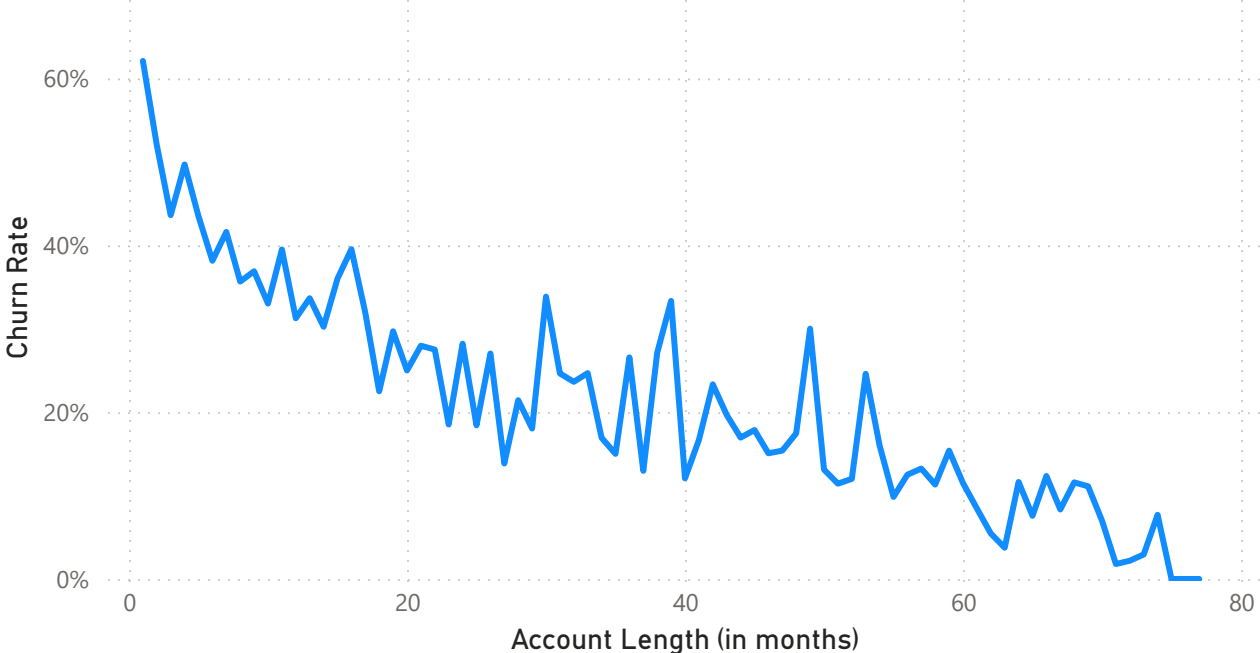
Number of Customers by Payment Method

Payment Method
- Direct Debit
- Credit Card
- Paper Check

0K (5.55%)
3K (39.09%)
4K (55.36%)

Churn Rate by Account Length (in months) and Contract Type
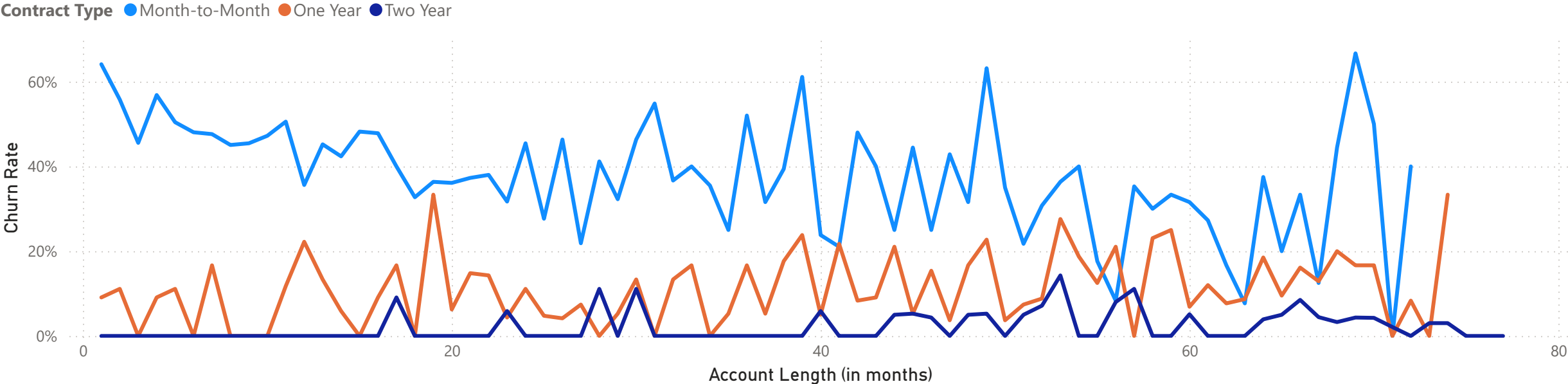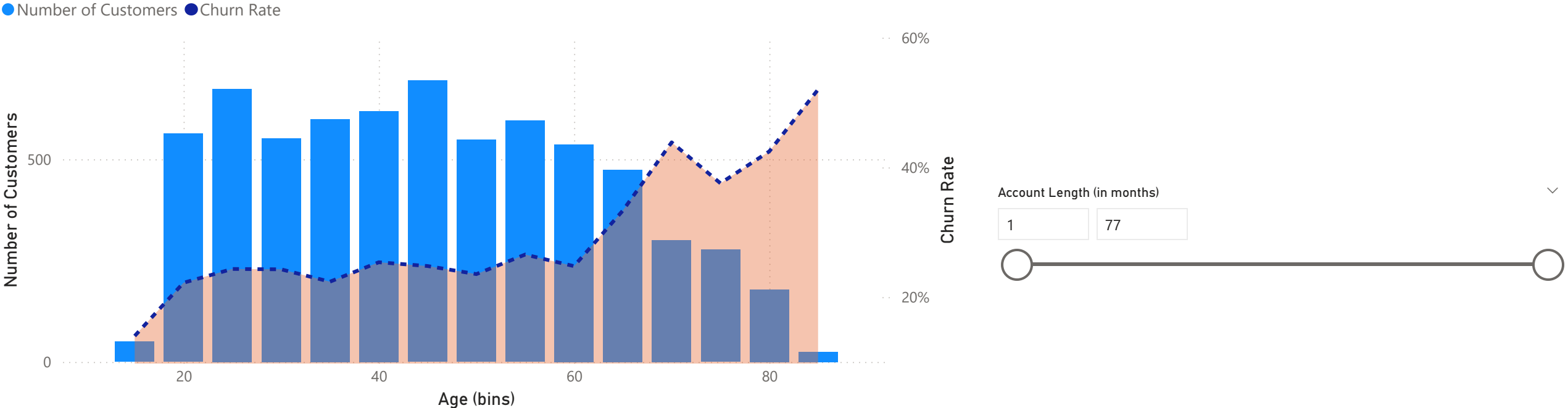
Contract Type ● Month-to-Month ● One Year ● Two Year

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

● Number of Customers ● Churn Rate

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

Group ● No ● Yes ● Churn Rate

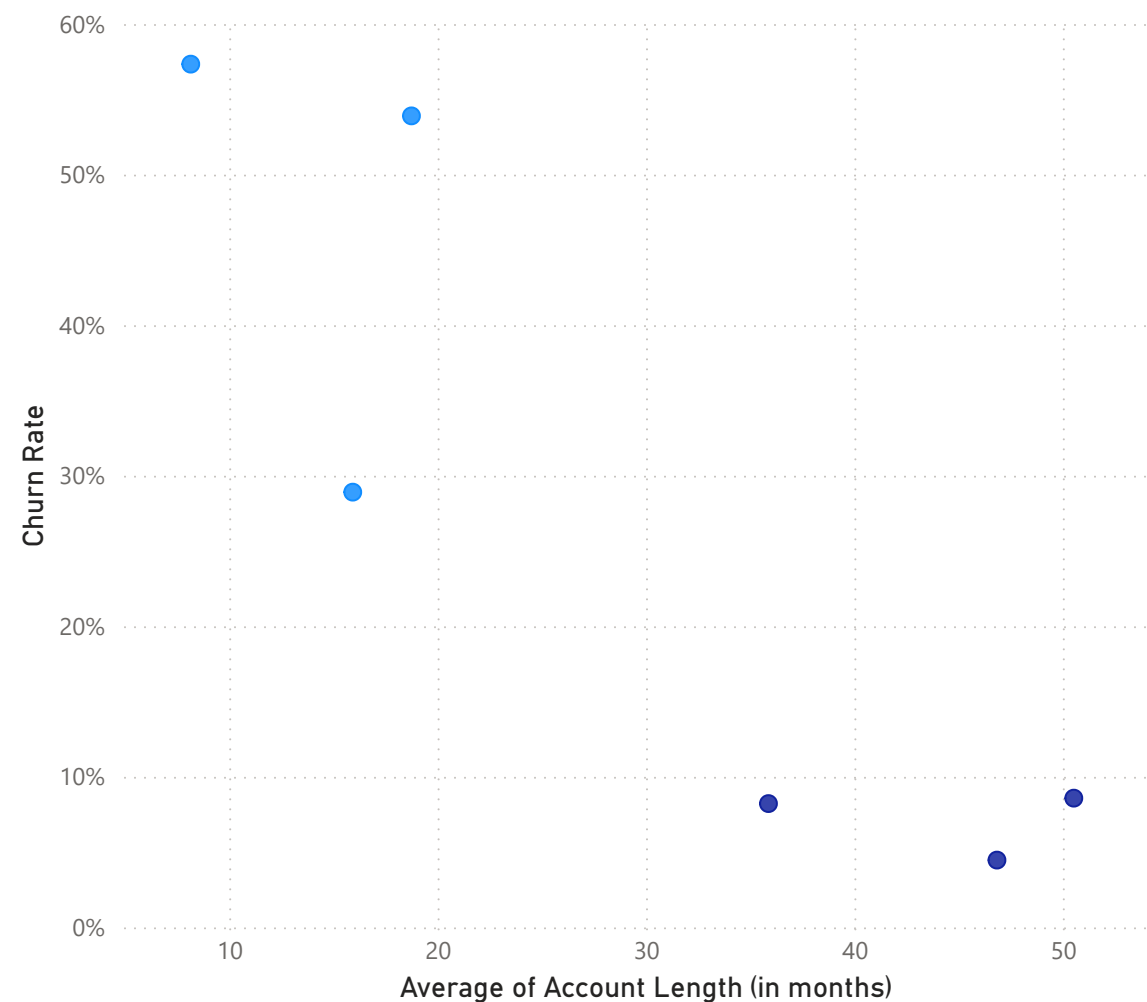Account Length (in months)

| 1 | 77 |

0.92
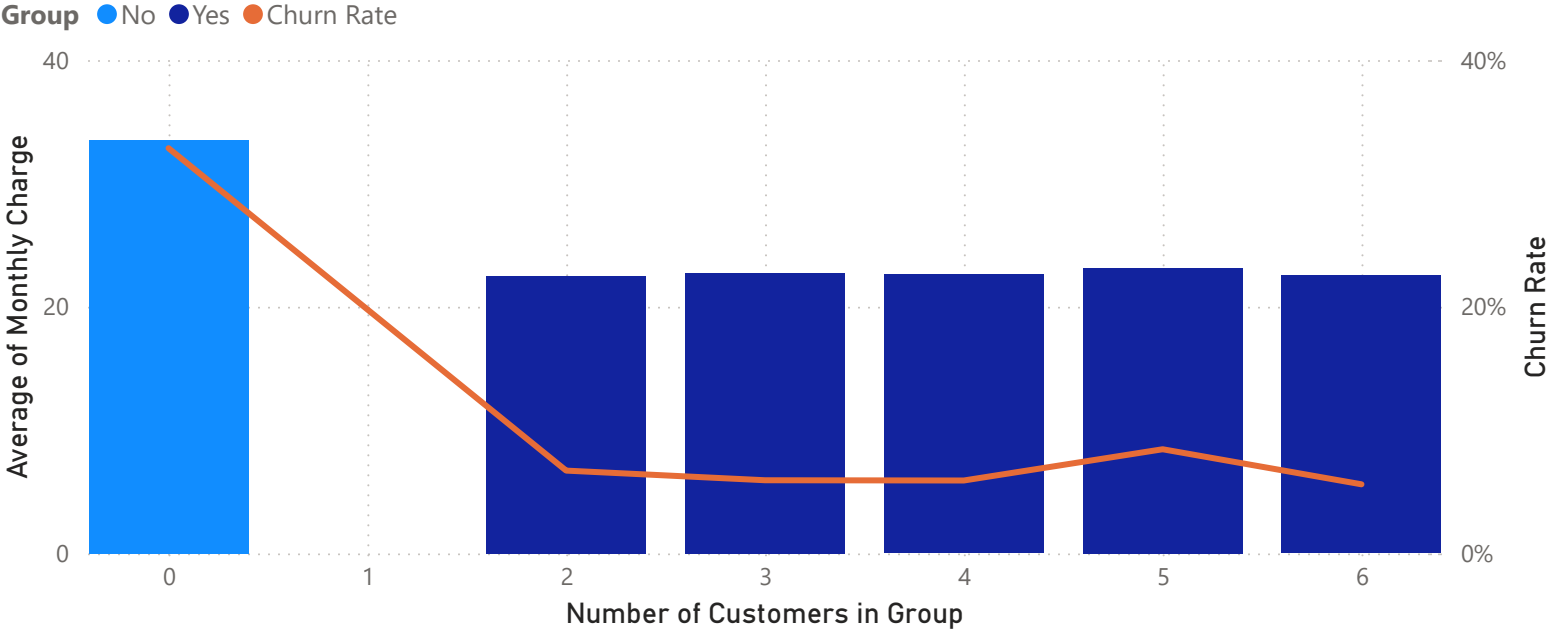
Avg Customer Service Calls

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

Churn Rate (y-axis): 0% to 60%

Average of Account Length (in months) (x-axis): 10 to 50

Contract Category, Payment Method ⌄

⌃ ☐ Monthly
 ☐ Credit Card
 ☐ Direct Debit
 ☐ Paper Check

⌃ ☐ Yearly
 ☐ Credit Card
 ☐ Direct Debit
 ☐ Paper Check

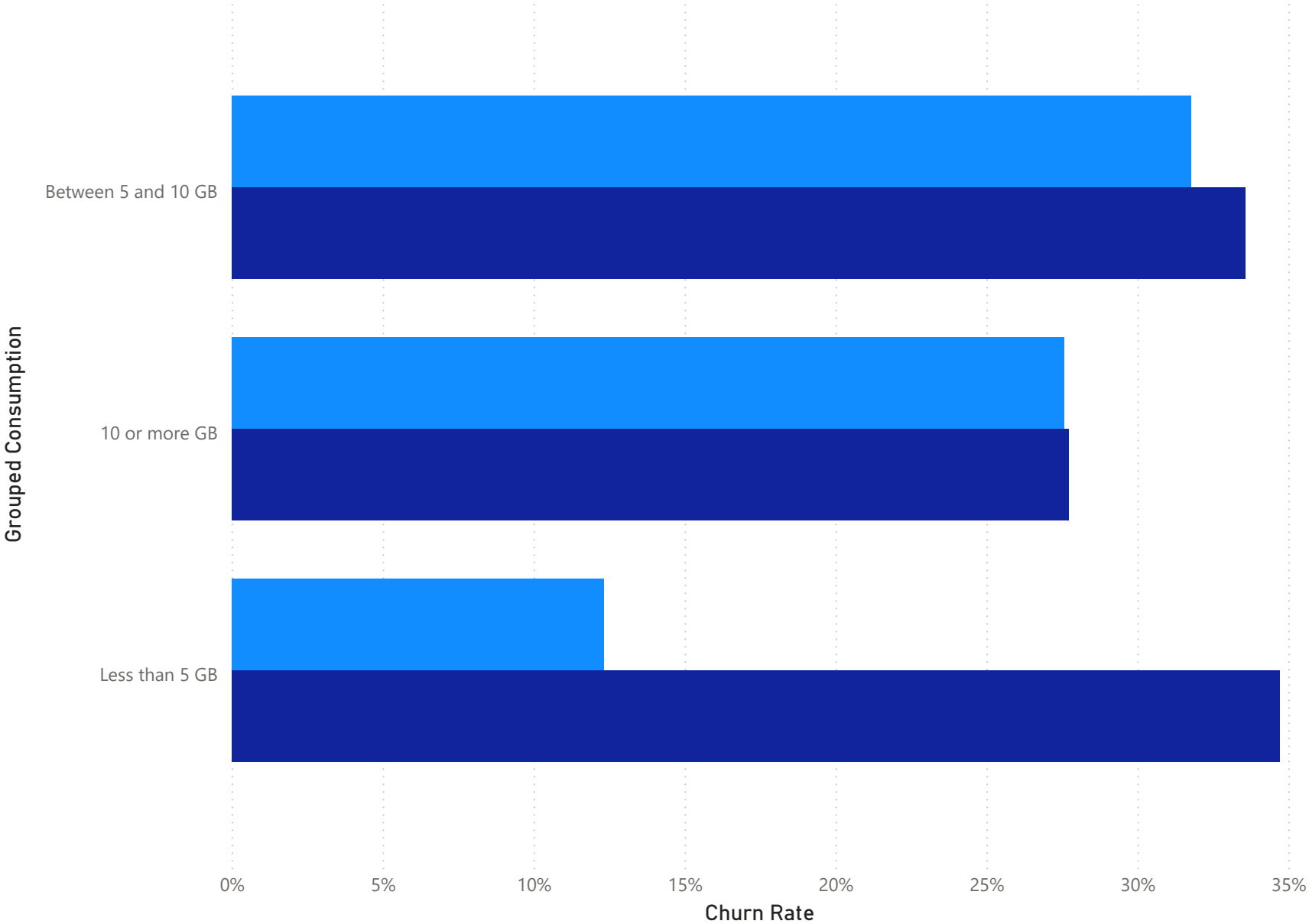# Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

3.37
Avg Extra Data Charges

33.64
Avg Extra International Charges

Grouped Consumption

Between 5 and 10 GB

10 or more GB

Less than 5 GB

0% 5% 10% 15% 20% 25% 30% 35%

Churn Rate

0.92
Avg Customer Service Calls

3.37
Avg Extra Data Charges

6123
Sum of Customer Service Calls

33.64
Avg Extra International Charges

Churn Rate by State

Microsoft Bing
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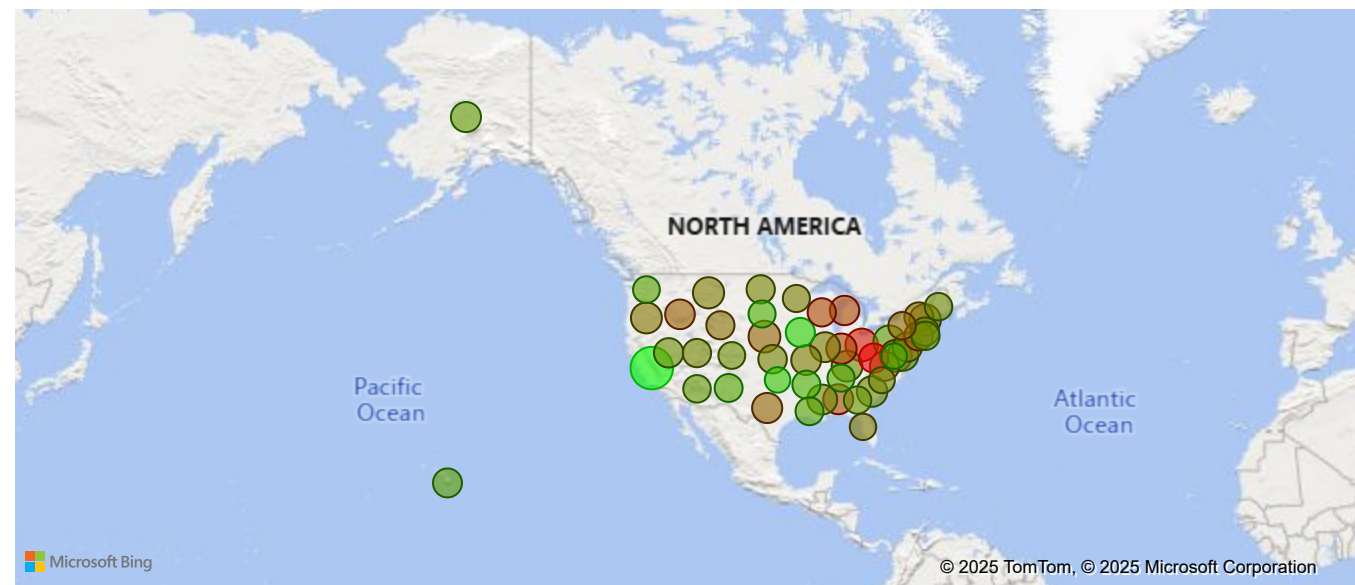
Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes