

CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Range

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

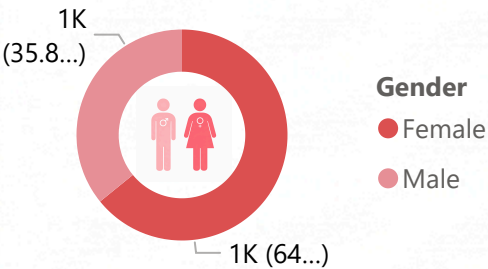
27.0%

Churn Rate

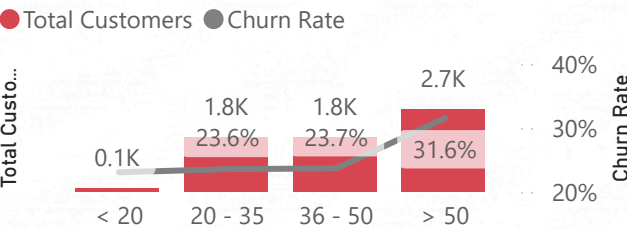


DEMOGRAPHIC

Total Churn by Gender

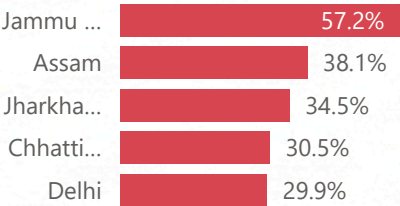


Total Customers and Churn Rate by Age Group



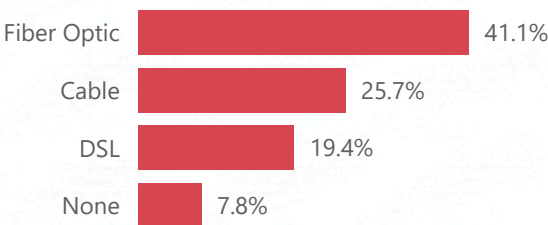
GEOGRAPHIC

Churn Rate by State (Top 5)



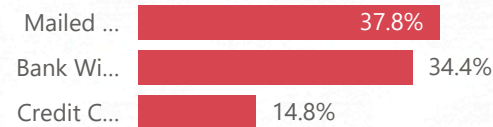
SERVICES USED

Churn Rate by Internet_Type

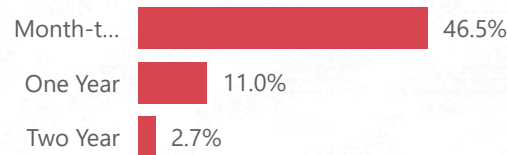


ACCOUNT INFO

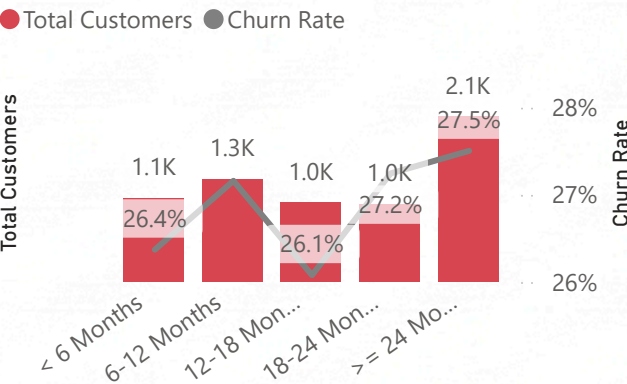
Churn Rate by Payment_Method



Churn Rate by Contract

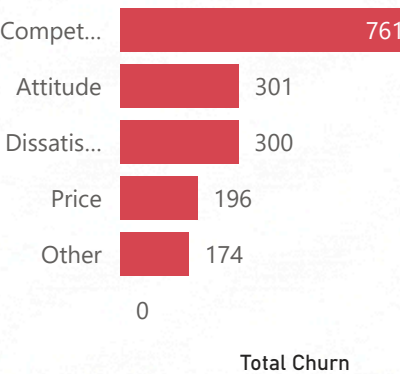


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.9
Internet_Service	6.29%	93.7
Multiple_Lines	54.79%	45.2
Online_Backup	71.88%	28.1
Online_Security	84.64%	15.3
Paperless_Billing	25.40%	74.6
Phone_Service	9.41%	90.5
Premium_Support	83.49%	16.5

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

247

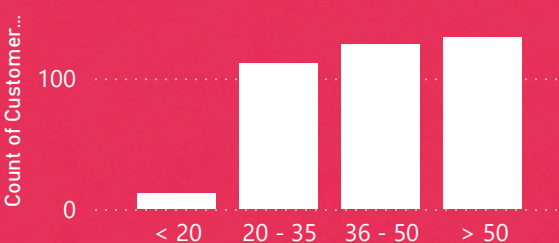
Female



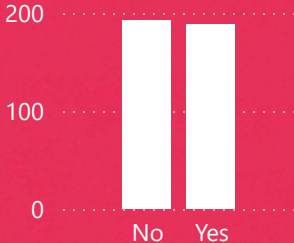
133

Male

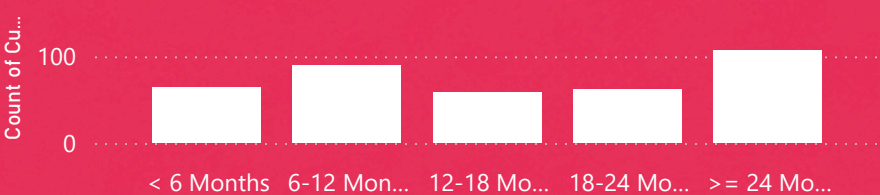
by Age Group



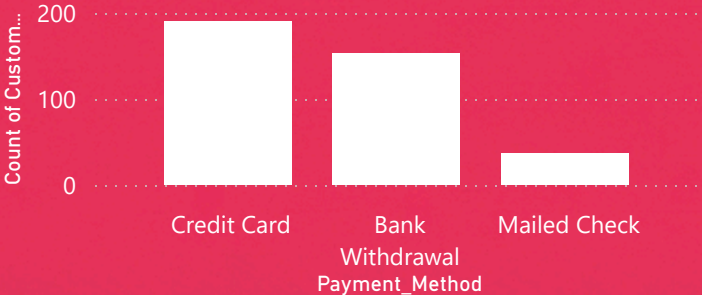
by Marital status



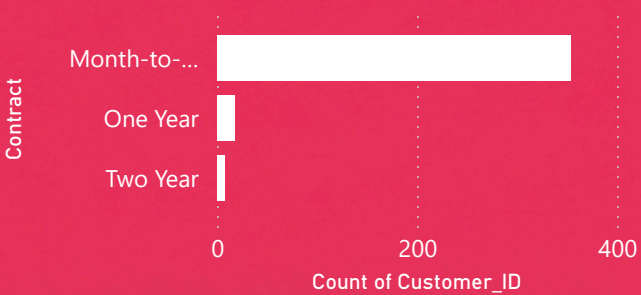
by Tenure Group



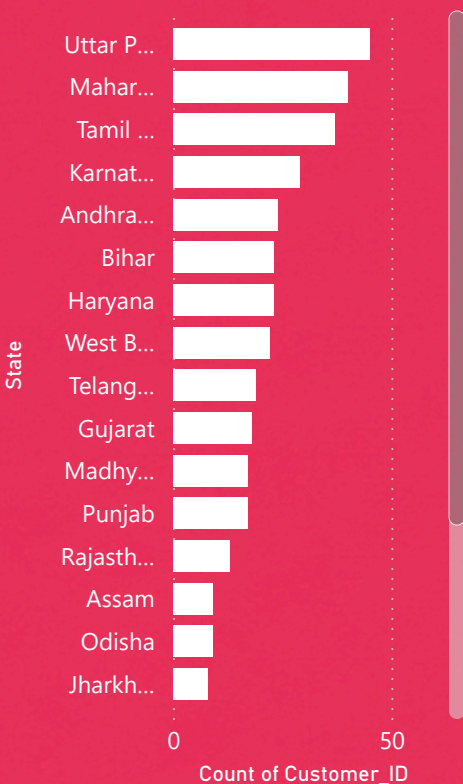
by Payment Method



by Contract



by State



CUSTOMERS AT RISK

Count of Predicted Churners: 380

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Total_Profit
85027-KAR	19.75	21.36	0.00	21.36
51597-MAD	19.90	21.40	0.00	21.40
33773-UTT	20.60	22.08	0.00	22.08
86703-WES	20.65	22.12	0.00	22.12
42768-TAM	19.40	22.25	0.00	22.25
53449-MAH	19.90	22.28	0.00	22.28
86315-TAM	20.95	23.24	0.00	23.24
92527-KAR	20.05	23.28	0.00	23.28
71564-KAR	19.05	24.07	0.00	24.07
18415-KAR	19.10	24.12	0.00	24.12
82118-JAM	24.20	24.20	0.00	24.20
27553-UTT	20.30	24.39	0.00	24.39
77658-AND	24.40	24.40	0.00	24.40
99488-KAR	24.40	24.40	0.00	24.40
16244-UTT	19.55	24.65	0.00	24.65
68826-MAH	24.70	24.70	0.00	24.70
53764-WES	24.90	24.90	0.00	24.90
94305-KAR	19.75	25.07	0.00	25.07
92228-BIH	25.15	25.15	0.00	25.15
74033-ASS	25.25	25.25	0.00	25.25
Total		43,295.68	100.24	

Churn_Reason	Total Churn
	0
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Total	1,732