

# CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Range

All

Churn Prediction

**6,418**

Total Customers

**411**

New Joiners

**1,732**

Total Churn

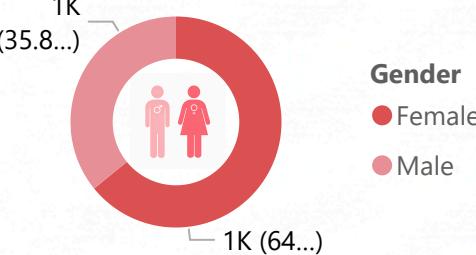
**27.0%**

Churn Rate

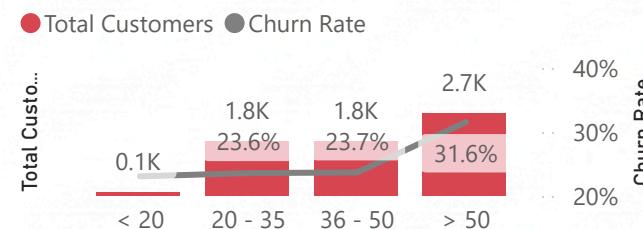


## DEMOGRAPHIC

### Total Churn by Gender

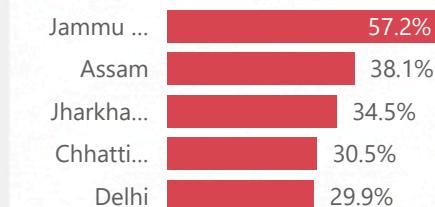


### Total Customers and Churn Rate by Age Group



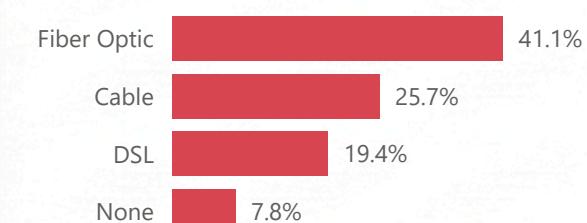
## GEOGRAPHIC

### Churn Rate by State (Top 5)



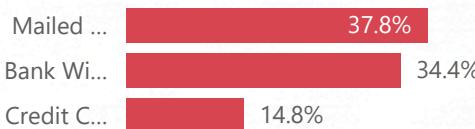
## SERVICES USED

### Churn Rate by Internet\_Type

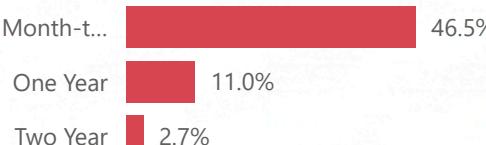


## ACCOUNT INFO

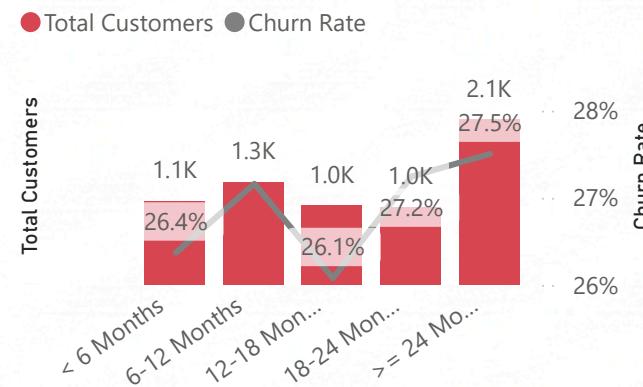
### Churn Rate by Payment\_Method



### Churn Rate by Contract

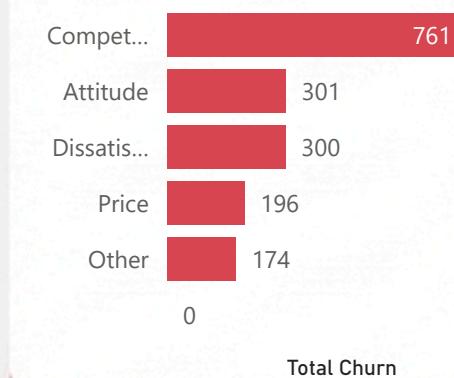


### Total Customers and Churn Rate by Tenure Group



## 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

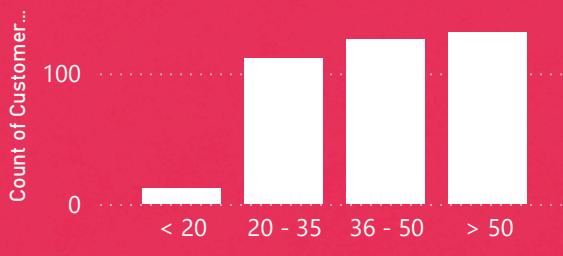


Female

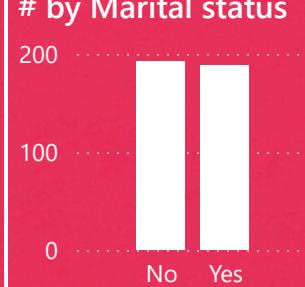
133

Male

### # by Age Group



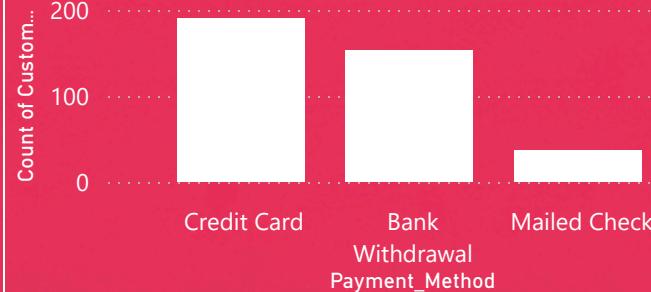
### # by Marital status



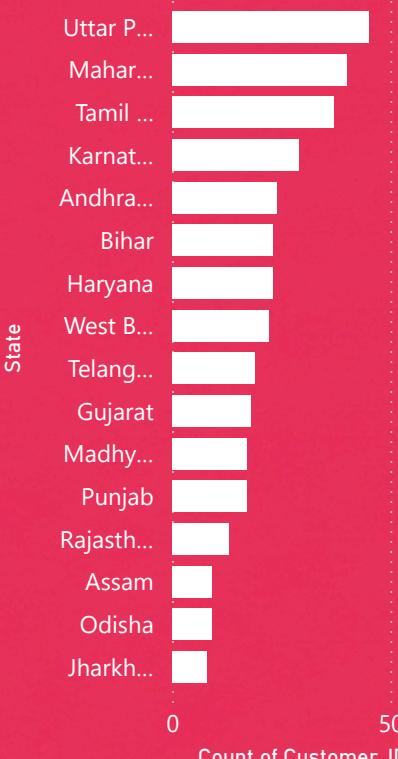
### # by Tenure Group



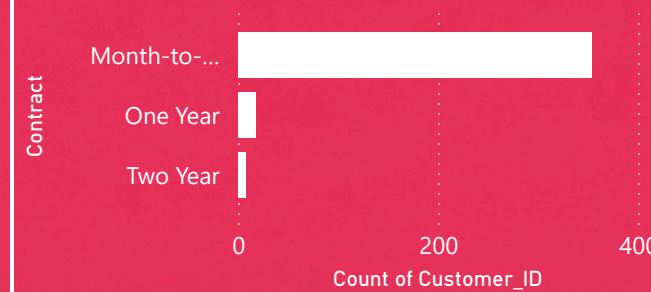
### # by Payment Method



### # by State



### # by Contract



## CUSTOMERS AT RISK

**Count of Predicted Churners: 380**

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

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