

CHURN ANALYSIS - SUMMARY

Monthly Charges Range
All

Married
All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

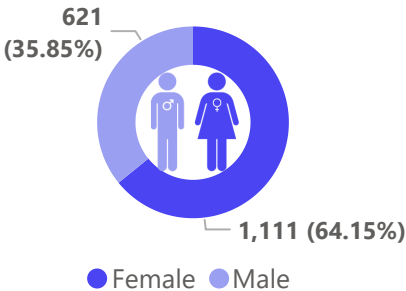
27%

Churn rate

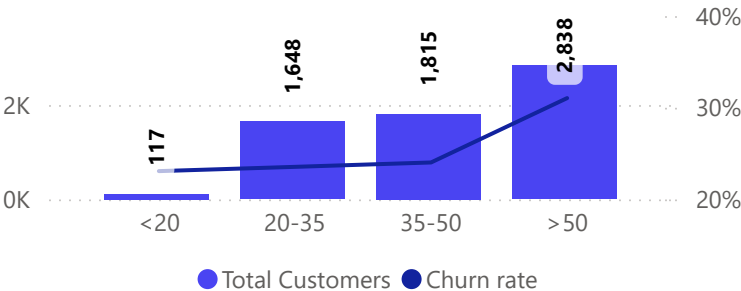


DEMOGRAPHIC

Total Churn by Gender

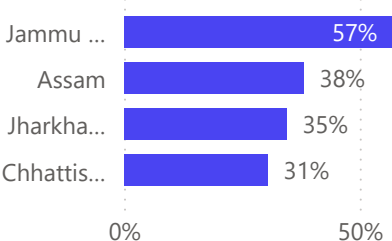


Total Customers and Churn rate by Age Group



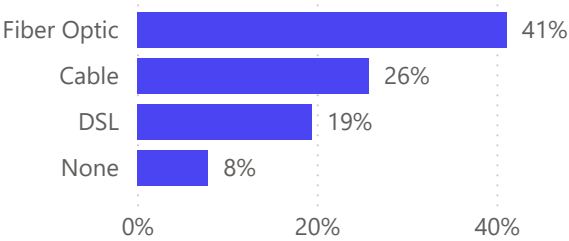
GEOGRAPHIC

Churn rate by State



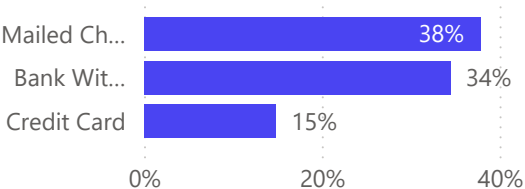
SERVICES USED

Churn rate by Internet Type

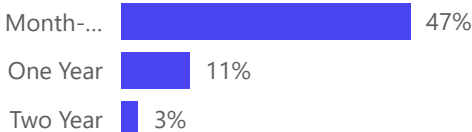


ACCOUNT INFO

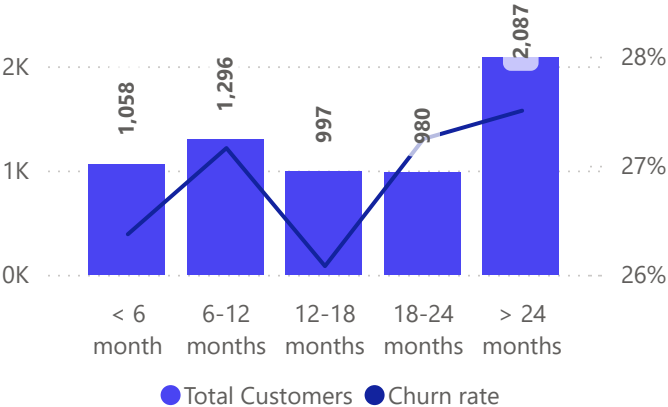
Churn rate by Payment Method



Churn rate by Contract

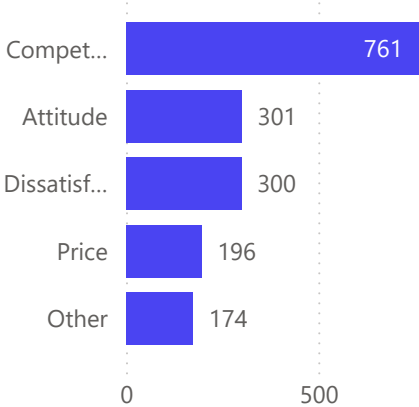


Total Customers and Churn rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%
Online_Backup	71.9%	28.1%

Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Total	1,732

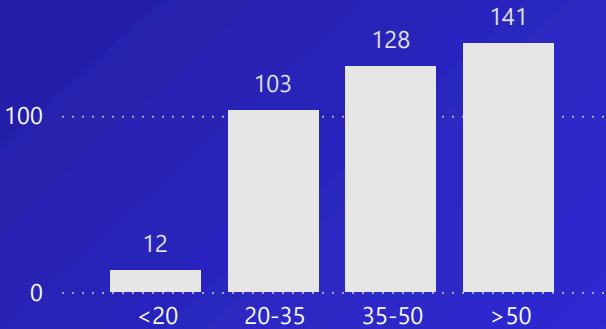
CHURN ANALYSIS - PREDICTION

Summary

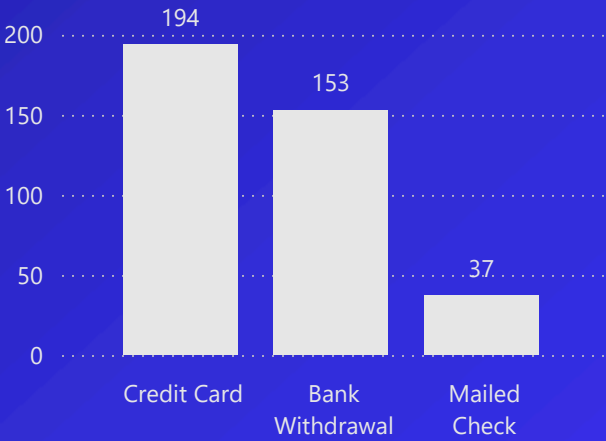
PREDICTED CHURNER PROFILE

250 Female 134 Male

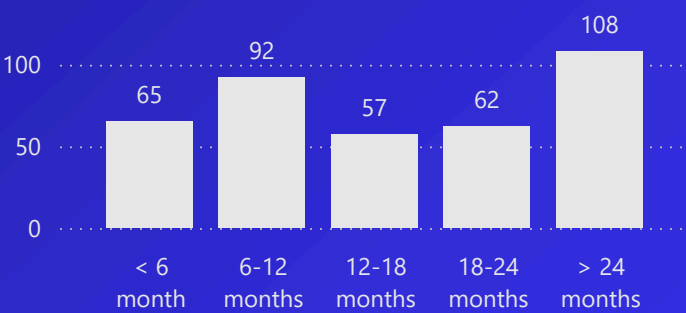
Churn By Age Group



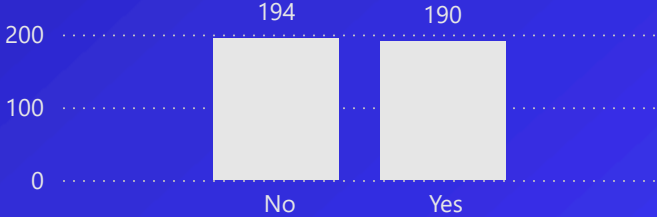
Churn By Payment Method



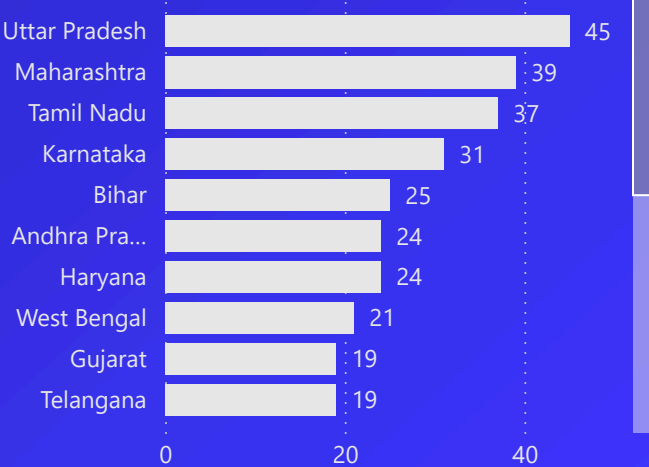
Churn By Tenure Group



Churn By Marital Status



Churn by Status



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 384

Customer_ID	Total Monthly_Charge	Total_Revenue	Total_Refunds	Total Number_of _Referrals
32586-UTT	-8.00	40.97	0.00	15
46004-TAM	-8.00	179.44	0.00	1
47624-TAM	-5.00	289.69	0.00	7
64095-BIH	-3.00	64.89	0.00	2
56460-MAH	-1.00	144.64	0.00	12
93521-MAH	-1.00	74.27	0.00	6
17154-HAR	18.80	62.37	0.00	13
18829-TAM	18.80	75.83	0.00	4
81169-TEL	18.85	26.65	0.00	4
32063-UTT	19.00	47.28	0.00	6
71564-KAR	19.05	24.07	0.00	6
18415-KAR	19.10	24.12	0.00	7
65580-UTT	19.10	102.01	0.00	6
15803-UTT	19.15	41.52	0.00	6
31412-HAR	19.20	51.26	0.00	14
32966-HAR	19.20	45.57	0.00	3
33776-BIH	19.20	55.08	0.00	6
84720-GUJ	19.20	51.98	0.00	11
95822-AND	19.20	37.09	0.00	3
Total	16,429.30	43,721.54	100.24	2793