

CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Status

All

6,418

Total Customers

411

New Joiners

1,732

Total Churn

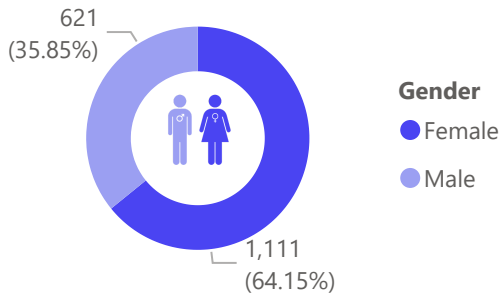
27.0%

Churn Rate

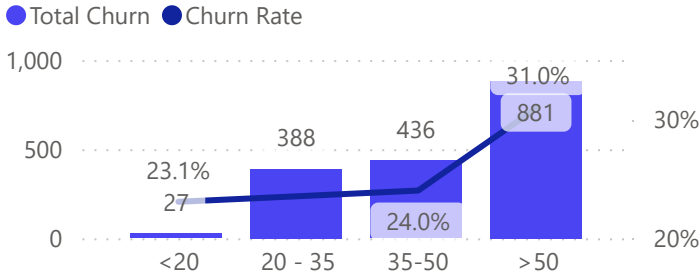


DEMOGRAPHIC

Total Churn by Gender

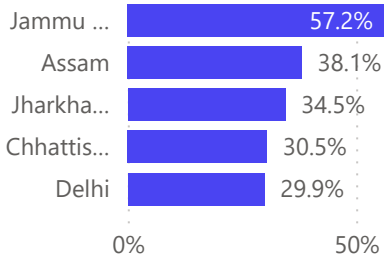


Total Churn and Churn Rate by Age Group



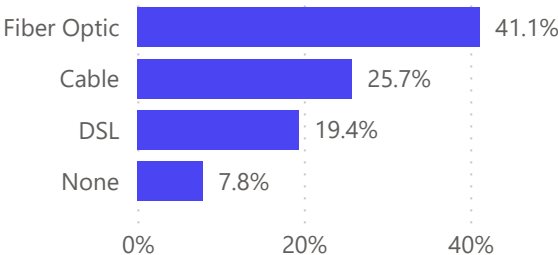
GEOGRAPHIC

Churn Rate by State Top 5



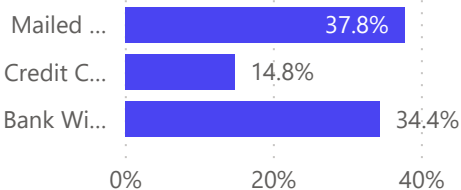
SERVICES USED

Churn Rate by Internet Type

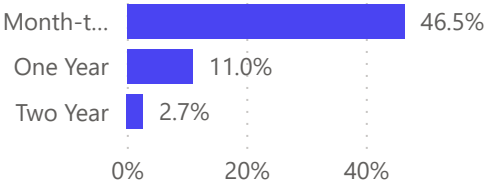


ACCOUNT INFO

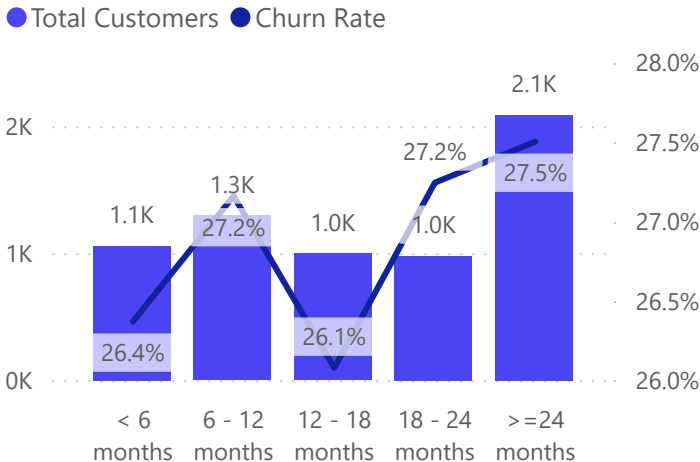
Churn Rate by Payment Method



Churn Rate by Contract

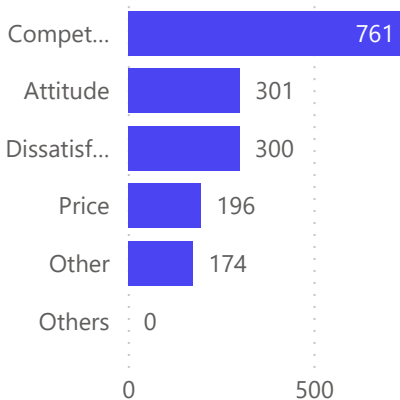


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

| Services | No | Yes |
|------------------------|-------|-------|
| Device_Protection_Plan | 71.0% | 29.0% |
| Internet_Service | 6.3% | 93.7% |
| Multiple_Lines | 54.8% | 45.2% |
| Online_Backup | 71.9% | 28.1% |
| Online_Security | 84.6% | 15.4% |
| Paperless_Biling | 25.4% | 74.6% |
| Phone_Service | 9.4% | 90.6% |
| Premium_Support | 83.5% | 16.5% |

Churn_Reason

Total

Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

Don't know

Extra data charges

Total