CHURN ANALYSIS - SUMMARY

Monthly Charges Range
All

Married
All

Churn Prediction

6,418	411	1,732	27.0%
Total Customers	New Joiners	Total Churn	Churn Rate

DEMOGRAPHIC

Total_Churn by Gender

621 (35.85%)

1,111 (64....)
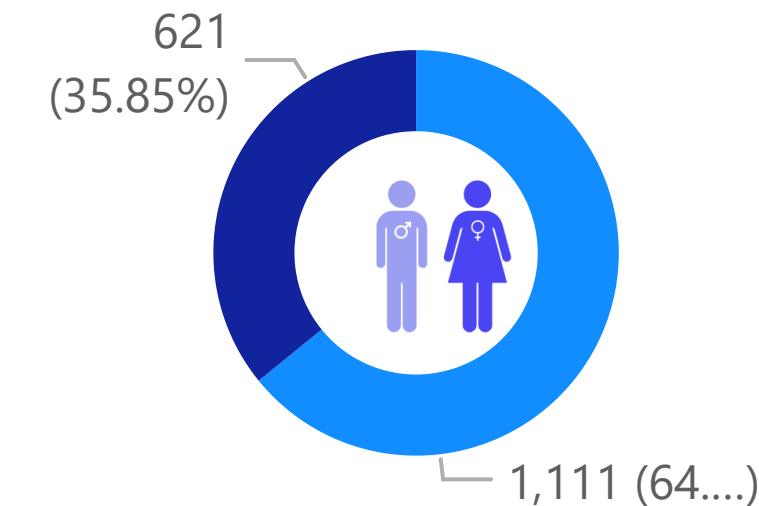
Gender
- Female
- Male

Total Customers and Churn_rate by Age Group

- Total Customers
- Churn_rate

	<20	20-35	35-50	>50
	0.1K	1.6K / 23.5%	1.8K / 24.0%	2.8K / 31.0%

ACCOUNT INFO

Churn_rate by Payment_Method

- Mailed C... 37.8%
- Bank Wit... 34.4%
- Credit Ca... 14.8%

Churn_rate by Contract

- Month-t... 46.5%
- One Year 11.0%
- Two Year 2.7%
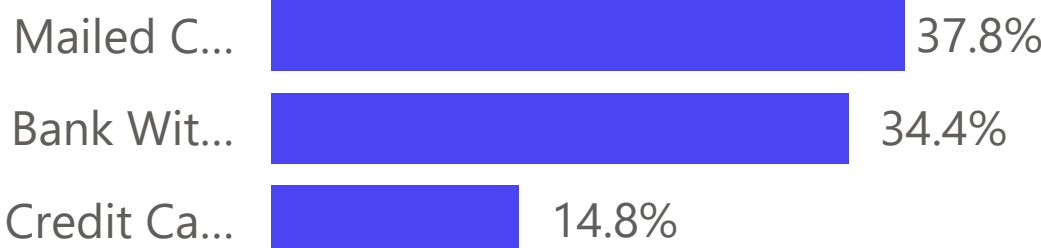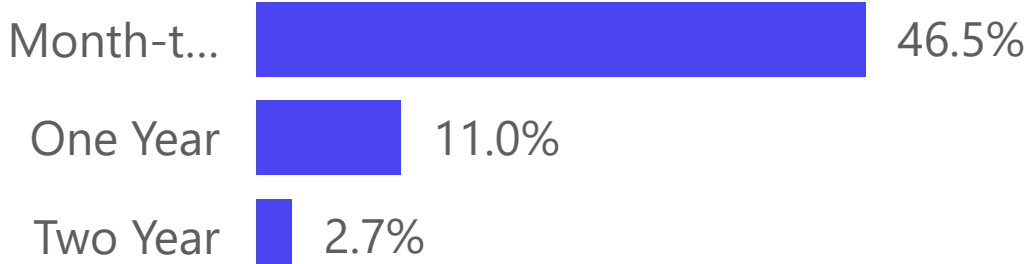
Total Customers and Churn_rate by Tenure_Grp

- Total Customers
- Churn_rate

< 6 Months, 6-12 Months, 12-18 Months, 18-24 Months, >=24 Months

GEOGRAPHIC

Top 5 States Churn-Wise

- Jammu ... 57.2%
- Assam 38.1%
- Jharkha... 34.5%
- Chhattis... 30.5%

Churn_rate
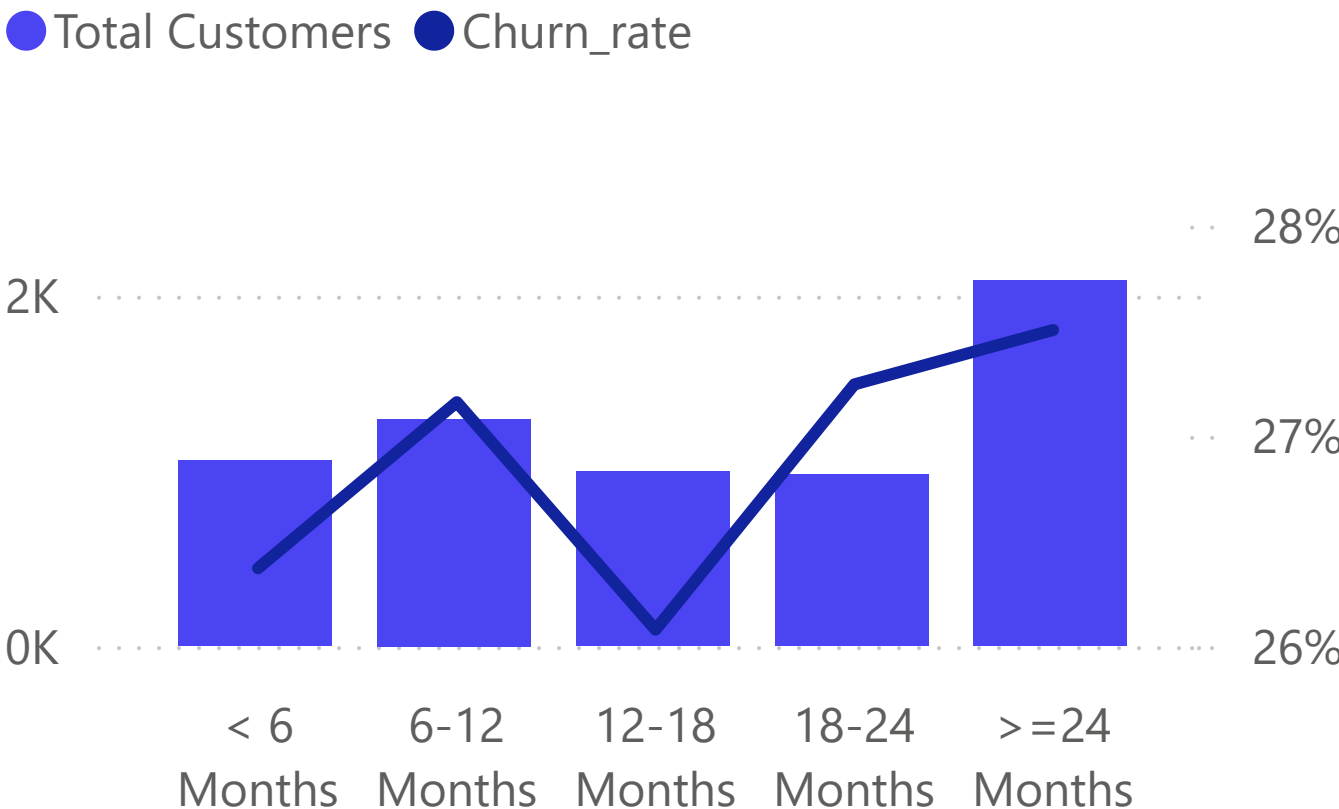
CHURN DISTRIBUTION

Total_Churn by Churn_Category

- Compe... 761
- Attitude 301
- Dissatis... 300
- Price 196
- Other 174

Total_Churn

SERVICES USED

Churn_rate by Internet_Type

- Fiber Optic 41.1%
- Cable 25.7%
- DSL 19.4%
- none 7.8%
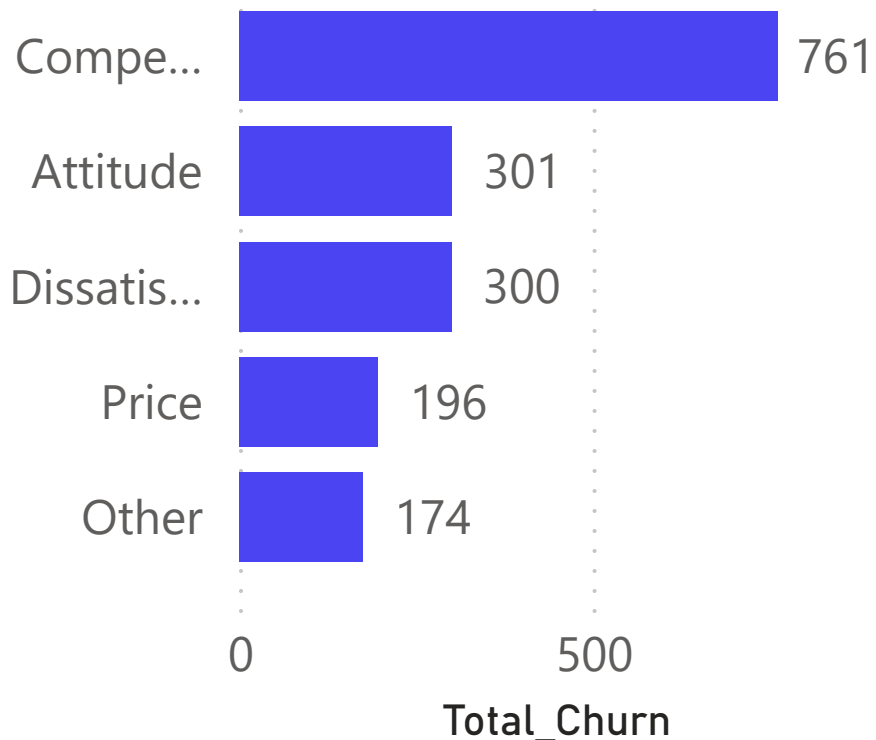
Churn by Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%

CHURN ANALYSIS - PREDICTION

PREDICTED CHURNER PROFILE

242 👩👨 **133**
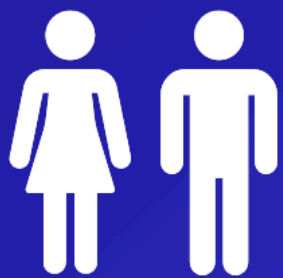
Female — Male

by Age Group

<20	12
20-35	103
35-50	126
>50	134

by Marital Status

No	Yes
191	184

by Tenure_Grp

< 6 M...	6-12 ...	12-18 ...	18-24 ...	>=24 ...
64	88	57	60	106

by Payment_Method

Bank Withd...	Credit Card	Mailed Check
149	190	36

by State

State	#
Uttar Prad...	42
Maharashtra	39
Tamil Nadu	37
Karnataka	30
Andhra Pra...	24
Bihar	23
Haryana	23
West Bengal	20
Telangana	19
Gujarat	18
Madhya Pr...	16
Punjab	16
Rajasthan	13
Assam	10
Odisha	9
Jharkhand	8
Delhi	7

by Contract

Month-to-...	357
One Year	12
Two Year	6
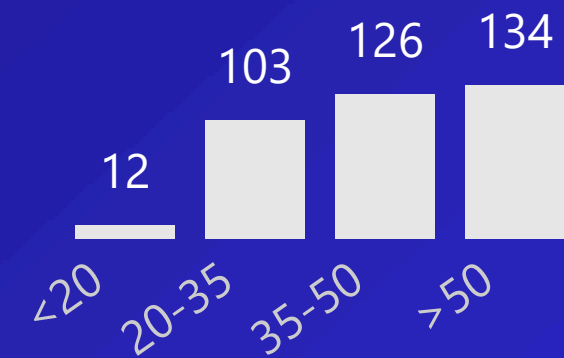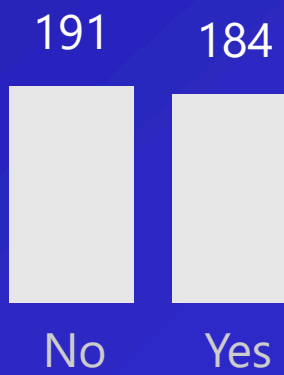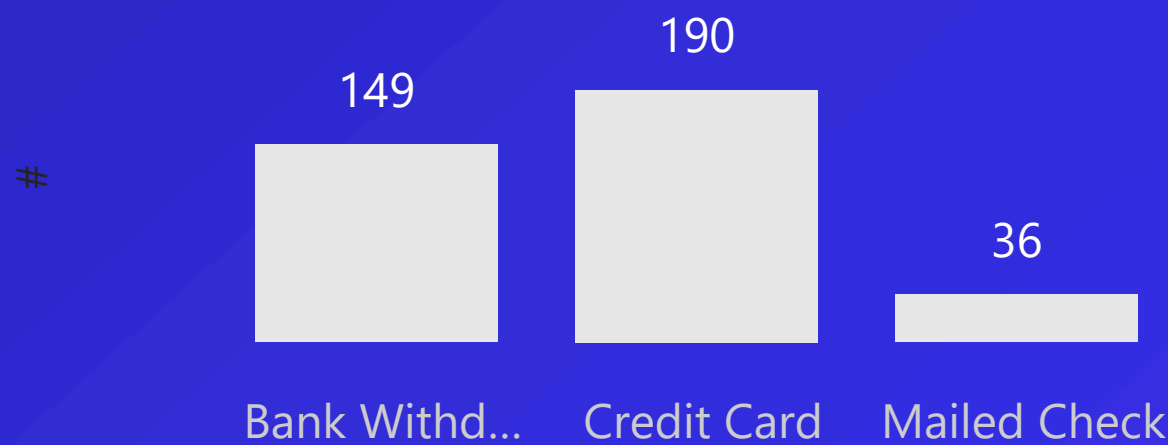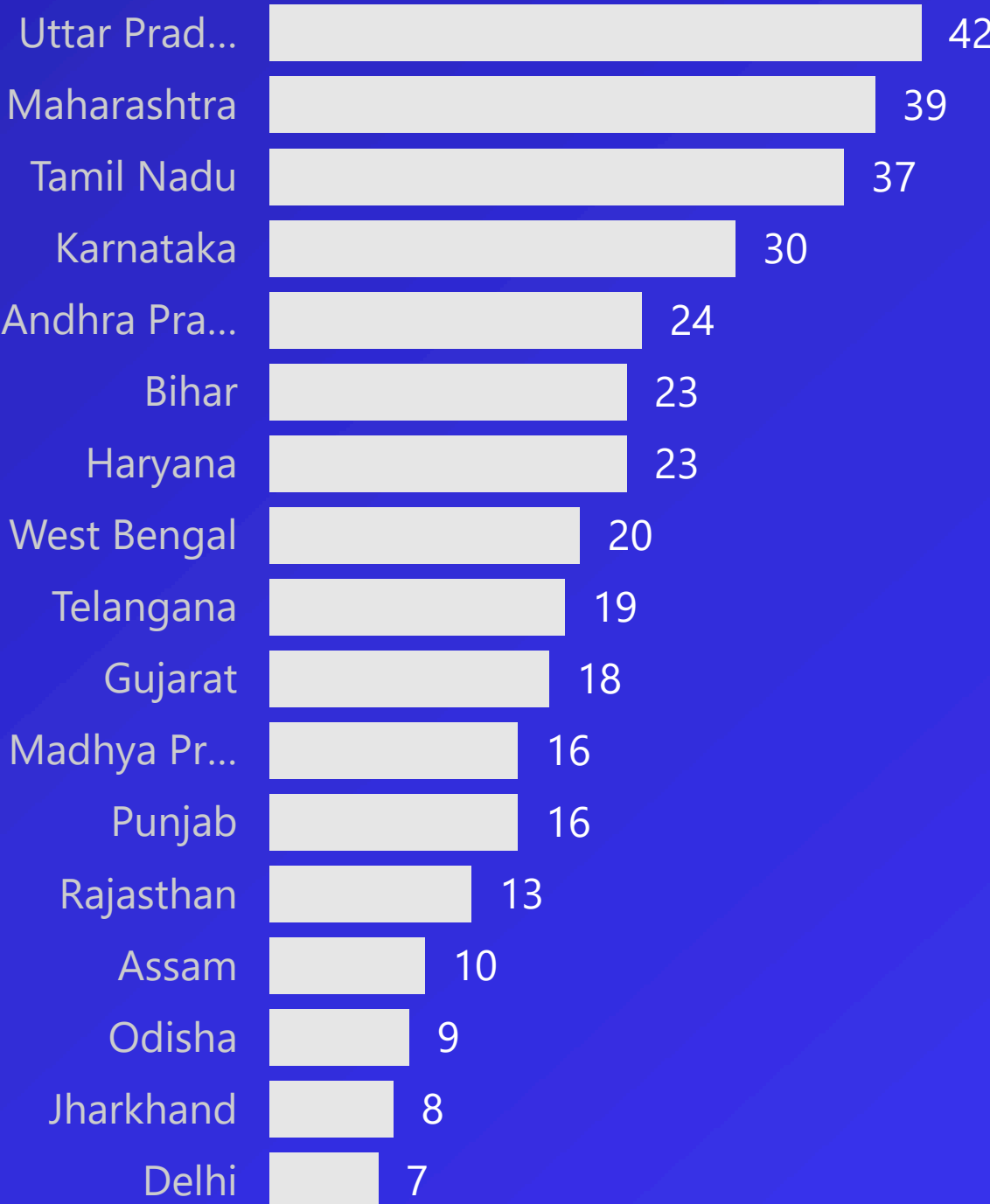
CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 375

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referra
11751-TAM	24.30	38.45	0	
12056-WES	90.40	362.89	0	
12136-RAJ	19.90	31.73	0	
12257-ASS	19.55	29.75	0	
12340-DEL	62.80	104.99	0	
12469-AND	55.30	91.99	0	1
12490-TEL	74.75	236.76	39	
13058-MAD	46.10	138.13	0	1
13123-BIH	100.20	253.62	0	1
13666-UTT	95.40	344.18	0	1
13744-AND	19.65	33.50	0	
13823-TEL	24.50	46.40	0	
13946-HAR	19.65	43.32	0	
14567-TAM	20.35	64.44	0	
15349-UTT	50.15	90.02	0	
15591-KAR	20.40	66.31	0	
15803-UTT	19.15	41.52	0	
16032-AND	46.60	91.64	0	
16068-BIH	25.25	35.25	0	
16244-UTT	19.55	24.65	0	
16733-ODI	45.85	86.23	0	1