

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

No

Churn Prediction

3,223

Total Customers

883

Total Churn

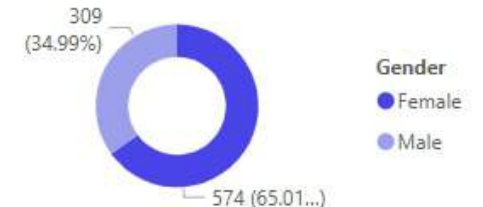
211

New Joiners

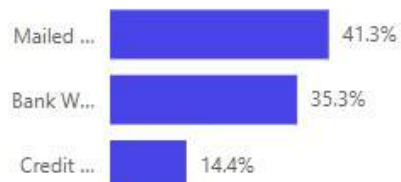
27.4%

Churn Rate

Total Churn by Gender



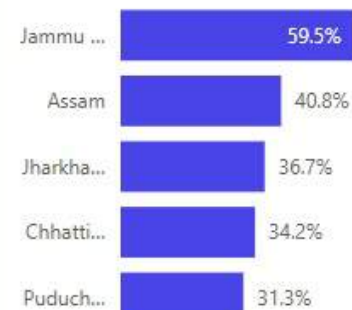
Churn Rate by Payment Method



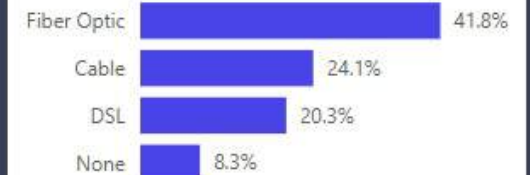
Total Customers and Churn Rate by Age Group



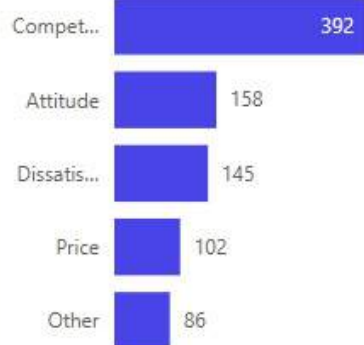
Churn Rate by State(Top 5)



Churn Rate by Internet Type



Total Churn by Churn Category



Total Customers and Churn Rate by Tenure Group



Churn Rate by Contract



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.6%	28.4%
Internet_Service	6.6%	93.4%
Multiple_Lines	55.5%	44.5%
Online_Backup	73.3%	26.7%
Online_Security	85.5%	14.5%
Paperless_Billing	27.0%	73.0%
Phone_Service	8.8%	91.2%
Premium_Support	83.6%	16.4%
Streaming_Movies	56.7%	43.3%
Streaming_Music	62.5%	37.5%
Streaming_TV	55.0%	45.0%
Unlimited_Data	18.7%	81.3%

CHURN ANALYSIS - PREDICTION

Summary

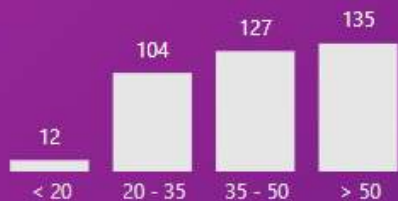
132

Male

246

Female

by Age Group



by Marital Status



by Tenure Group



by Contract



by Payment Method



by State



COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Total_Refunds	Total_Revenue	Number_of_Referrals
79700-KER	107.95	0.00	456.10	5
28281-KAR	80.35	0.00	402.69	8
39623-HAR	74.60	0.00	387.58	2
21956-JHA	82.30	0.00	369.31	10
12056-WES	90.40	0.00	362.89	2
26448-BIH	75.30	0.00	361.07	10
84789-PUN	107.95	0.00	356.58	9
19747-WES	64.50	0.00	356.05	15
19811-MAH	89.85	0.00	348.30	10
19998-AND	85.70	0.00	346.27	0
13666-UTT	95.40	0.00	344.18	15
71197-PUN	77.40	0.00	339.41	0
51214-MAH	73.60	0.00	324.52	12
78220-TAM	89.85	0.00	319.75	14
74804-WES	69.60	0.00	314.31	0
97828-MAH	92.00	0.00	313.60	0
66413-TAM	80.50	0.00	312.93	12
52279-TAM	80.70	0.00	310.61	15
44208-AND	69.15	0.00	307.84	2
28237-JHA	69.85	0.00	304.13	7
21288-MAH	60.25	0.00	300.80	12
62535-AND	70.70	0.00	300.77	8
54564-AND	76.10	0.00	300.65	11
78918-BIH	86.05	0.00	299.63	12
61203-PUN	64.60	0.00	297.17	11
Total	15,949.30	100.24	42,603.54	2753