

# CHURN ANALYSIS - SUMMARY

## Churn Prediction

6418

Total Customer

411

New Joiners

1732

Total Churn Customer

27.0%

Churn Rate

Monthly Charge Status

All

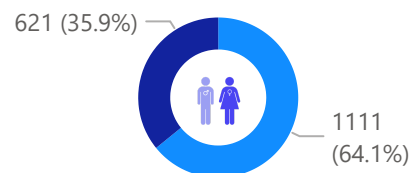
Married

All

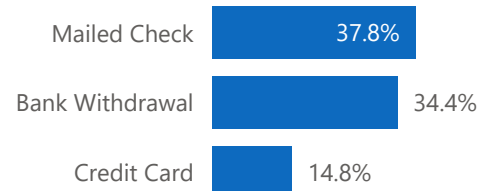


### Sum of Churn\_Status by gender

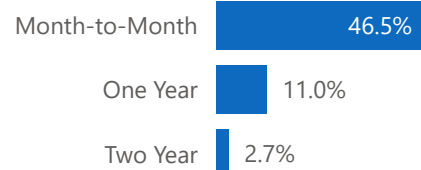
gender ● Female ● Male



### Churn Rate by payment\_method

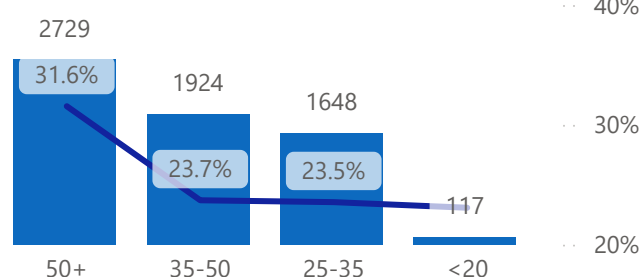


### Churn Rate by contract

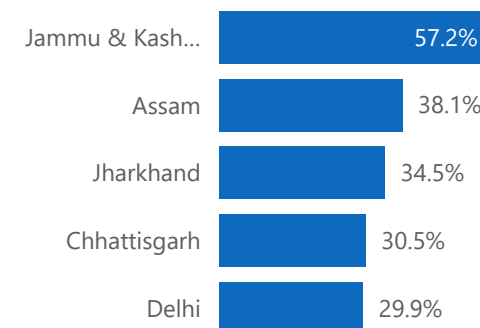


### Total Customer and Churn Rate by Age Group

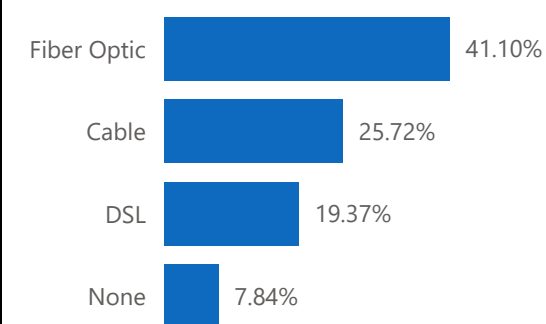
● Total Customer ● Churn Rate



### Churn Rate by state

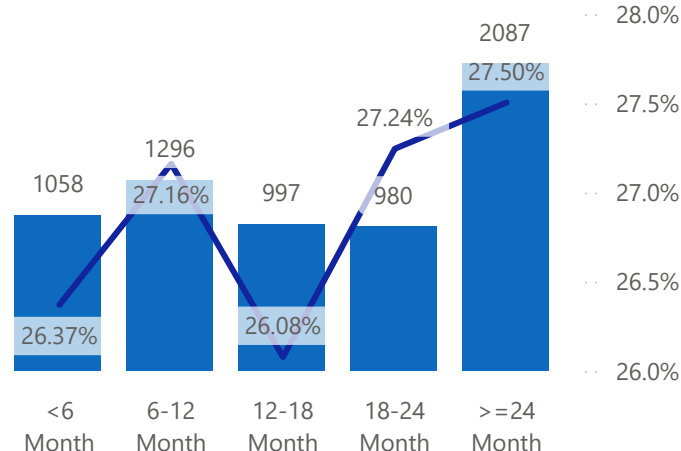


### Churn Rate by internet\_type

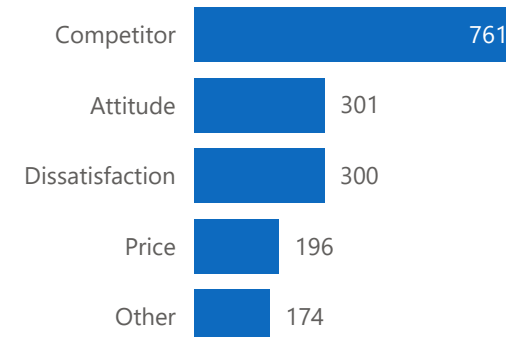


### Total Customer and Churn Rate by Tenure Group

● Total Customer ● Churn Rate



### Total Churn Customer by churn\_category



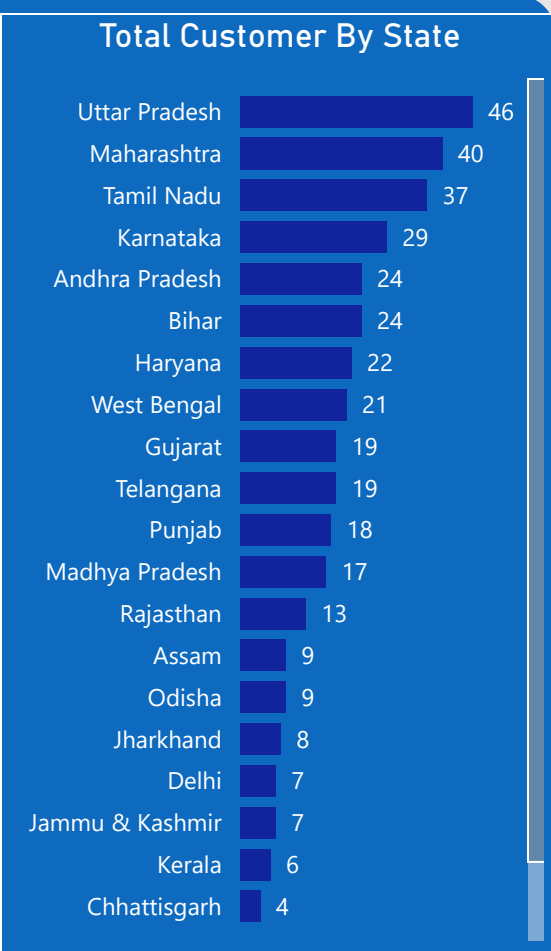
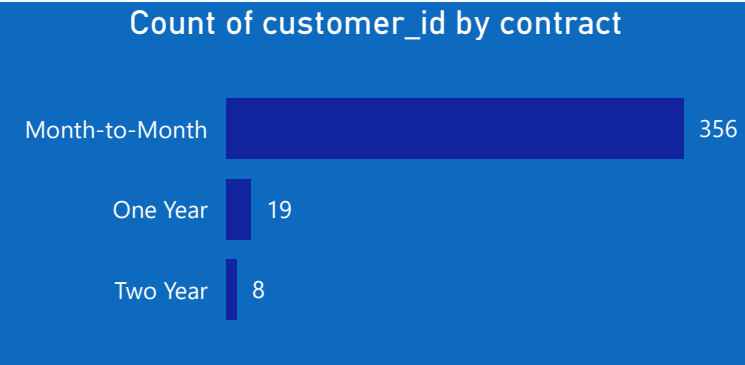
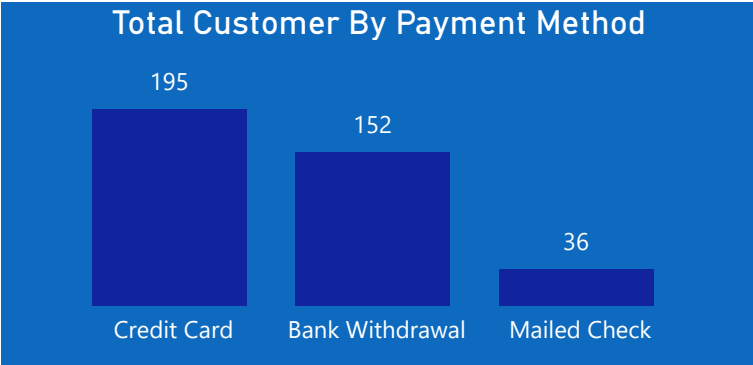
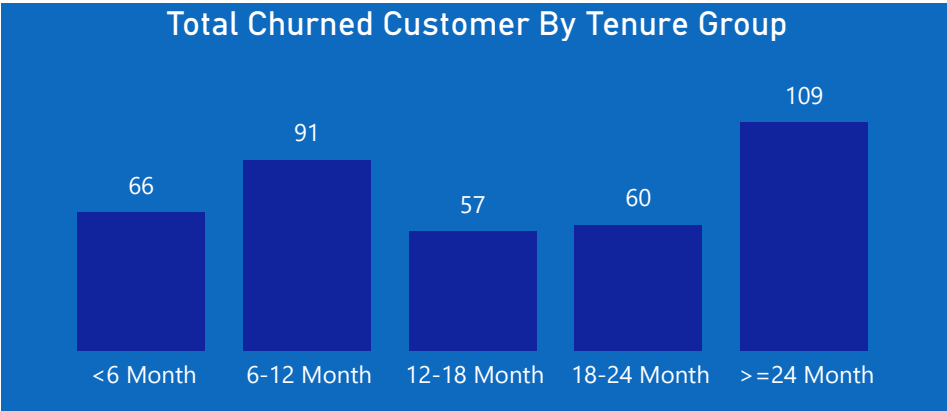
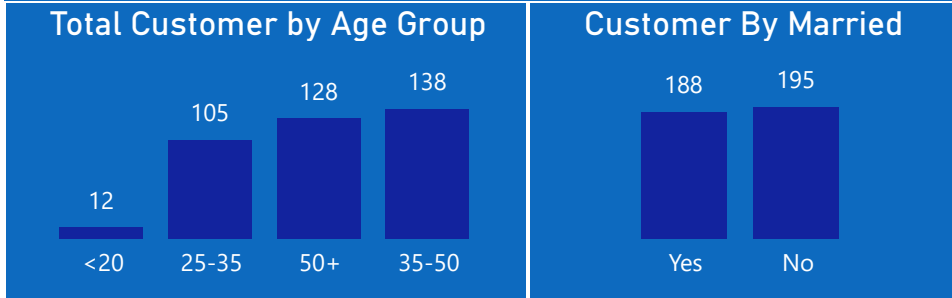
Services	No	Yes
device_protection_plan	71.02%	28.98
internet_service	6.29%	93.71
multiple_lines	54.79%	45.21
online_backup	71.88%	28.12
online_security	84.64%	15.36
paperless_billing	25.40%	74.60
phone_service	9.41%	90.59
premium_support	83.49%	16.51

churn_reason	Total Churn Customer
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
<b>Total</b>	<b>1732</b>

# CHURN ANALYSIS PREDICTION

Summary

## PREDICTED CHURNER PROFILE



## CUSTOMER RISK

Count Of Predicted Churners :383

Customer ID	Monthly Charge	Total Revenue	Total Refund	Number of Referrals
13666-UTT	95.40	344.18	0.00	15
16764-WES	20.80	68.94	0.00	15
18015-ODI	49.90	64.83	0.00	15
18027-UTT	19.90	41.34	0.00	15
19541-ODI	45.25	153.20	0.00	15
19747-WES	64.50	356.05	0.00	15
25048-TEL	24.00	56.95	0.00	15
31129-AND	70.35	94.77	0.00	15
31294-KAR	49.75	91.54	0.00	15
31918-KAR	41.35	107.25	0.00	15
32586-UTT	-8.00	40.97	0.00	15
36017-TAM	19.55	60.18	0.00	15
39128-PUN	44.75	73.32	0.00	15
45213-AND	61.20	190.07	0.00	15
46378-MAH	70.40	169.78	0.00	15
47133-ODI	44.60	169.47	0.00	15
47492-AND	20.15	38.78	0.00	15
47737-UTT	19.65	36.56	0.00	15
52279-TAM	80.70	310.61	0.00	15
71210-WES	19.85	48.95	0.00	15
73044-KAR	74.60	117.59	0.00	15