

6418

Total Customers

411

New Joiners

1732

Total Churn

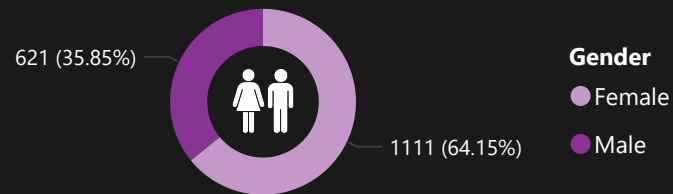
27.0%

Churn Rate

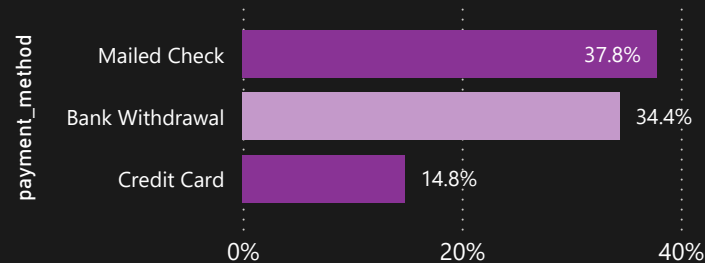
TELECOM CHURN ANALYSIS



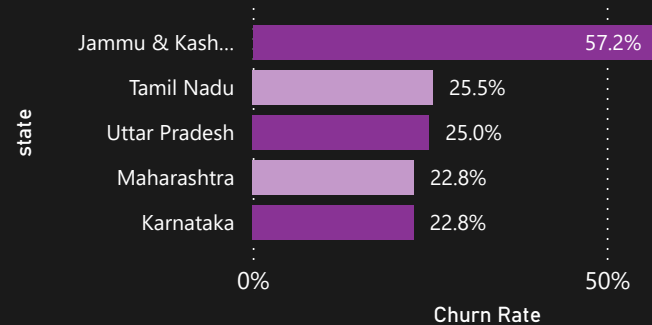
Total Churn by Gender



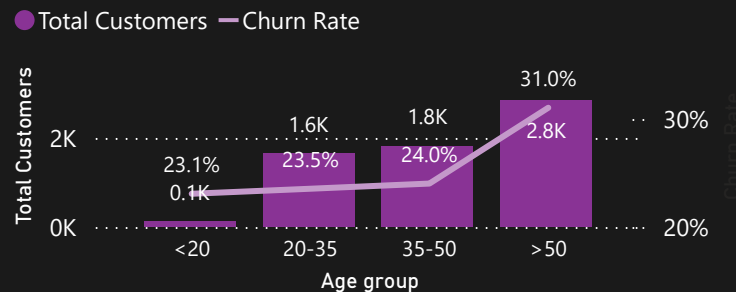
Churn Rate by Payment Method



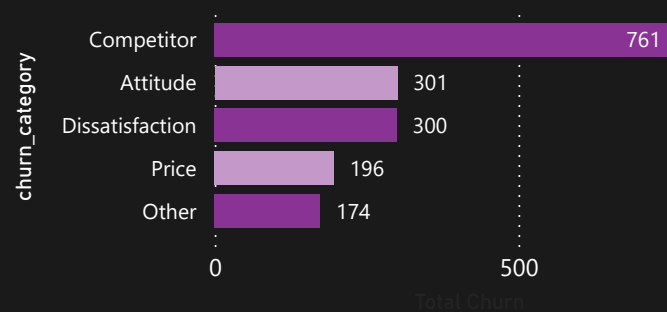
Churn Rate by State



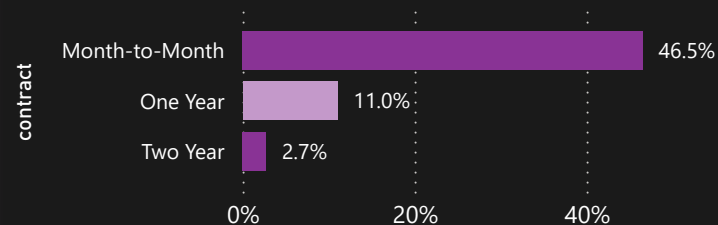
Total Customers & Churn Rate by Age Group



Churn by Category



Churn Rate by Contract



Churn by Services

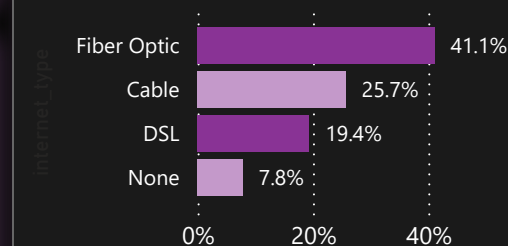
Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Billing	71.0%	29.0%

Marital Status

☐ No

☐ Yes

Churn Rate by Internet Type



Monthly Charge R...

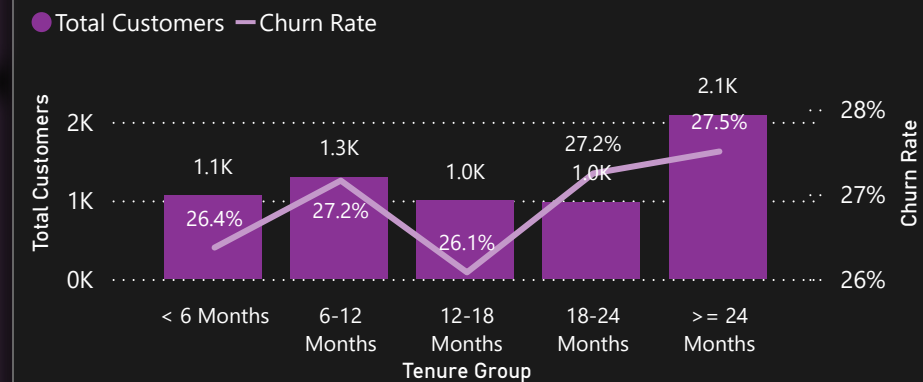
☐ <20

☐ >100

☐ 20-50

☐ 50-100

Total Customers & Churn Rate by Tenure Group



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
Deceased	5
Don't know	124
Total	1732

CHURN ANALYSIS - PREDICTION

COUNT OF PREDICTED CHURNERS: 372

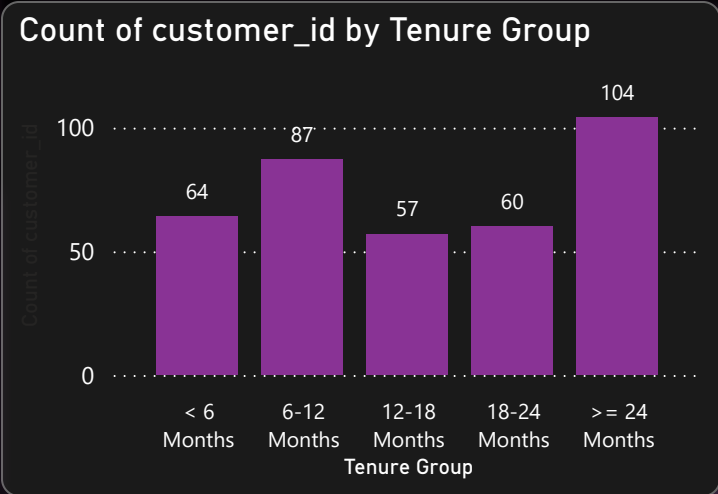
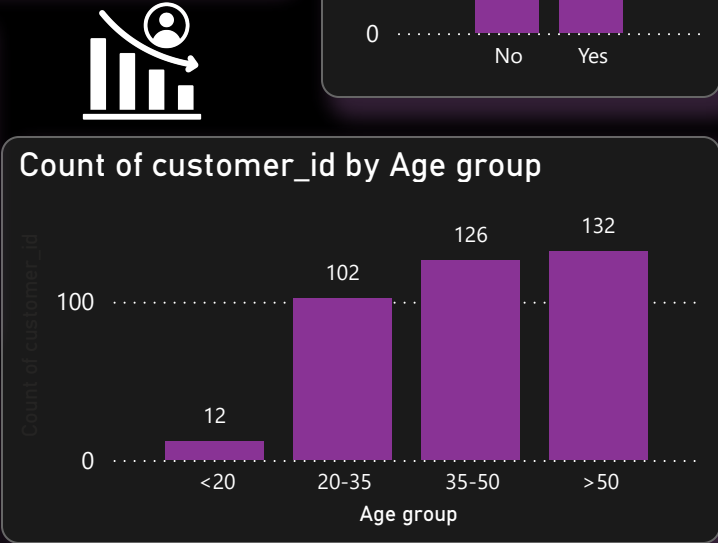
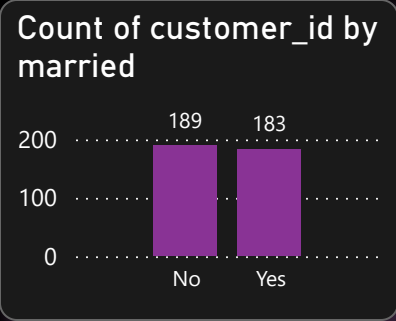
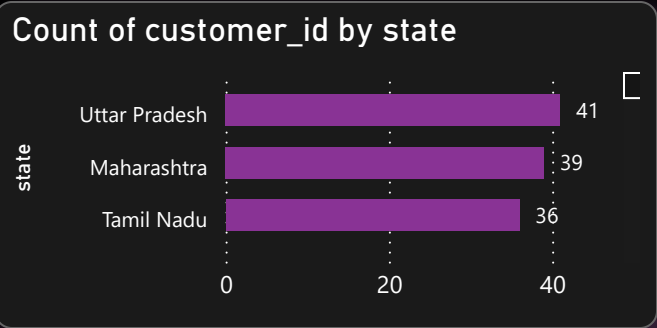
240

Female



132

Male



customer_id	monthly_charge	total_revenue	total_refunds	number_of_referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15
16931-BIH	19.30	27.96	0.00	8
17154-HAR	18.80	62.37	0.00	13
17250-HAR	49.25	178.50	0.00	12