

CHURN ANALYSIS - SUMMARY

Monthly Charge R...
All

Marital Status
All

6,418

Total Customers

411

New Joiners

1,732

Total Churn

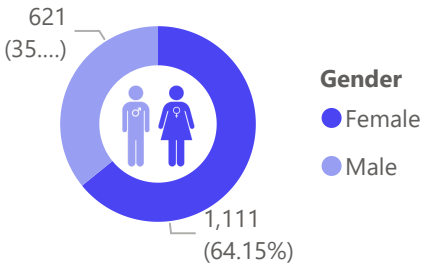
27.0%

Churn Rate

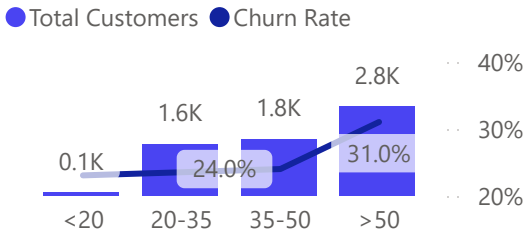


DEMOGRAPHIC

Total Churn by Gender



Total Customers and Churn Rate by Age_group



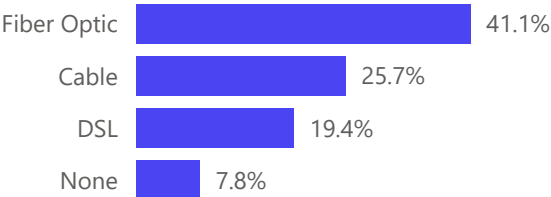
GEOGRAPHIC

Churn Rate by State(Top 5)



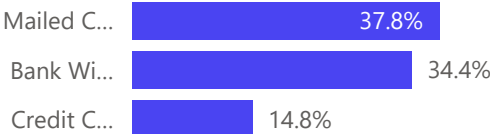
SERVICES USED

Churn Rate by Internet_Type

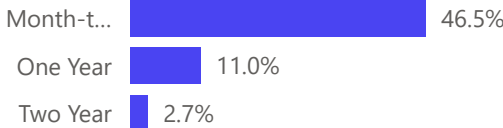


ACCOUNT INFO

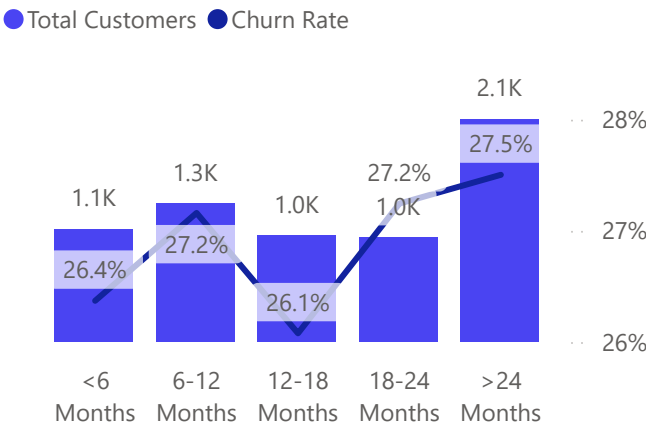
Churn Rate by Payment_Method



Churn Rate by Contract

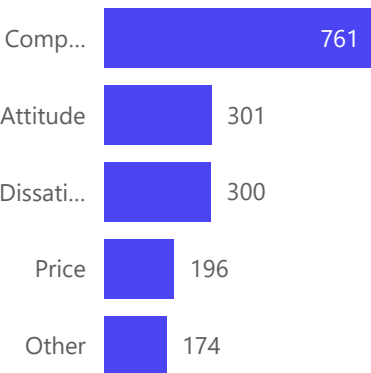


Total Customers and Churn Rate by Tenure Grp



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn by Services

Services	No	Yes
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%
Online_Backup	71.9%	28.1%
Multiple_Lines	54.8%	45.2%
Internet_Service	6.3%	93.7%
Device_Protection_Plan	71.0%	29.0%

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
Total	1,732