

# CHURN ANALYSIS - SUMMARY

Monthly\_Charge\_Ran...  
All

Married  
All

6,418  
Total Customers

411  
New Joiners

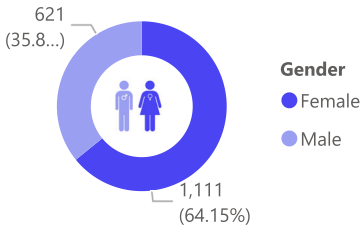
1,732  
Total Churn

26.99%  
Churn Rate

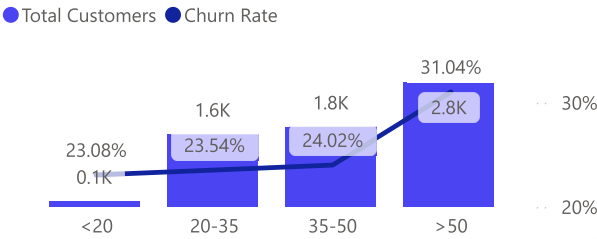


DEMOGRAPHIC

## Total Churn by Gender

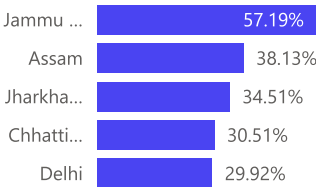


## Total Customers and Churn Rate by Age Group



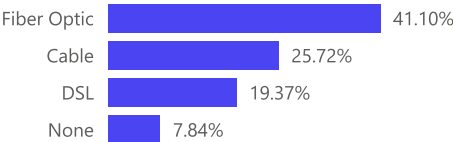
## GEOGRAPHIC

### Churn Rate by State(Top 5)



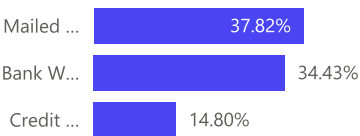
## SERVICES USED

### Churn Rate by Internet\_Type

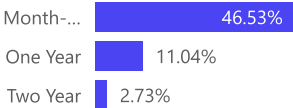


ACCOUNT INFO

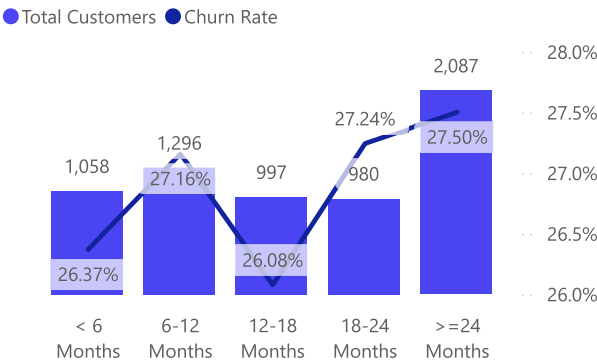
## Churn Rate by Payment\_Method



## Churn Rate by Contract

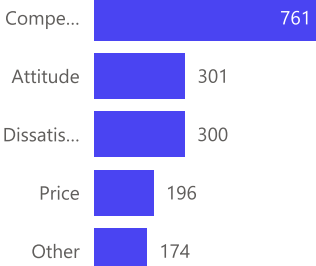


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn\_Category



## Churn By Service

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%
Streaming_TV	56.8%	43.2%
Unlimited_Data	19.9%	80.1%