

# TURN ANALYSIS - SUMMARY

Monthly Charge Range ▼

Married ▼

All ▼

All ▼

6,418  
Total Customer

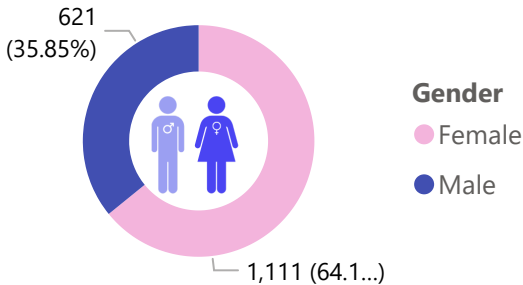
411  
New Joiners

1,732  
Total Churn

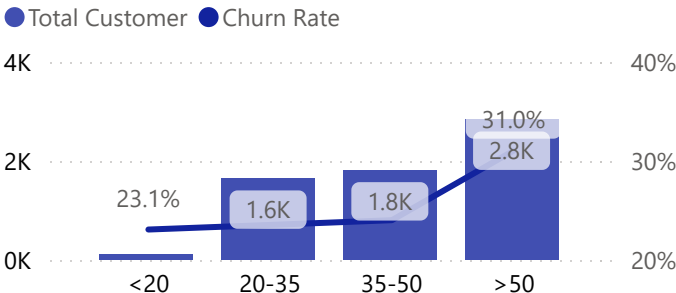
27.0%  
Churn Rate



Total Churn by Gender

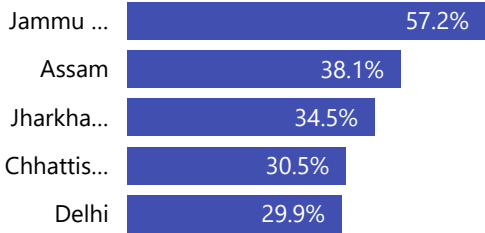


Total Customer and Churn Rate by Age Group



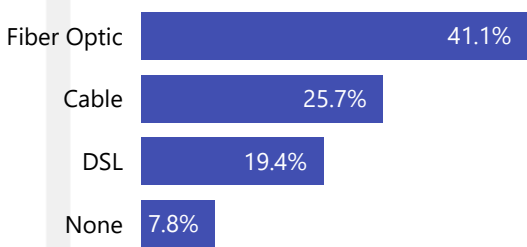
## GEOGRAPHIC

Churn Rate by State (Top 5)

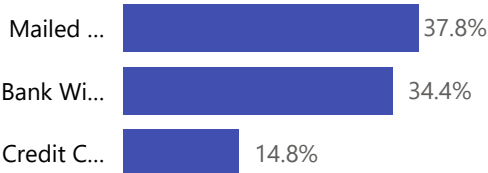


## SERVICES USED

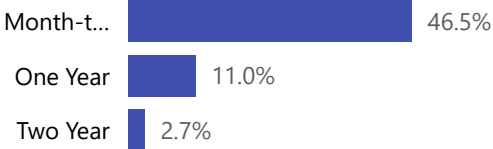
Churn Rate by Internet Type



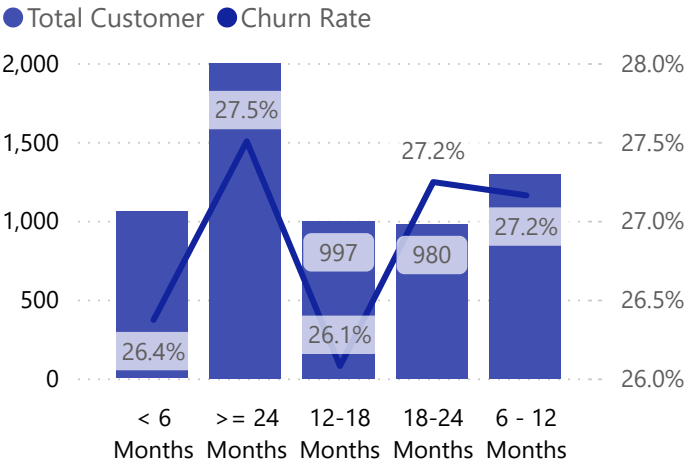
Churn Rate by Payment Method



Churn Rate by Contract

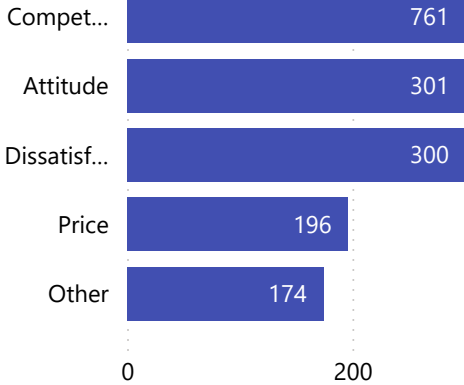


Total Customer and Churn Rate by TenureGroup



## CHURN DISTRIBUTION

Total Churn by Churn Category



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_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%

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
<b>Total</b>	<b>1,732</b>