

IUKN ANALYSIS - SUMMAKY

6,418 Total Customer

New Joiners

,732 Total Churn

27.0%



>

Monthly Charge Range V Married

 \equiv

>

₹

Churn Rate

GEOGRAPHIC

Churn Rate by State (Top 5)

Total Customer and Churn Rate by Age Group

Total Churn by Gender

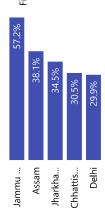
621 (35.85%)

● Total Customer ● Churn Rate

40%

Churn Rate by Internet Type

SERVICES USED



30%

2.8K

2K

Female Gender

Male

20%

>50

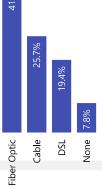
35-50

20-35

<20

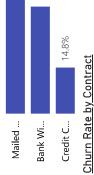
쏭

- 1,111 (64.1...)

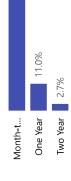


Churn by Services





Contract
<u>þ</u>
Rate
urn



		\sim	~	2	N	~	
함							
9				1	:		v
Ō				27.2%			15 E
- e				7.5			
2				2			ωΣ
<u>e</u>			%				4 hs
`>			27.2%	980			1-2 Int
9			27	6			8 8
te							- S
20	ıte			<u></u>	%		18 T
<u>Total Customer and Churn Rate by TenureGroup</u>	● Total Customer ● Churn Rate			997	26.1%		<6 >= 24 12-18 18-24 6-12 Months Months Months Months
ž	Ξ						` ≥
占	JΠ		%				4.
р	\Box		27.5%				= 2
an			27				× ₹
_	er					. 0	2
ne	E					4	< 6 onths
ō	St					26.4%	∨ <u>ō</u>
St	Ĕ,						2
\Box	=						
-	ota	0	0	0	0	0	
ote	Ĕ	2,000	1,500	1,000	200		
1		7	-	←,			
		%	\ 0		%		
		7.8%	.4%		.6.5%		

CHURN DISTRIBUTION	92	30	08	196	174	200
Total Churn	Compet	Attitude	Dissatisf	Price	Other	

27.0%

26.5%

26.0%

27.5%

28.0%

16	Services	o N	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%	%9:06
	Premium_Support	83.5%	16.5%
	Streaming_Movies	26.0%	44.0%

1,732	Total
106	Competitor offered more data
92	Competitor offered higher download speeds
274	Competitor made better offer
289	Competitor had better devices
208	Attitude of support person
93	Attitude of service provider
Total Churn	Churn_Reason