

26.86%

Churn Rate

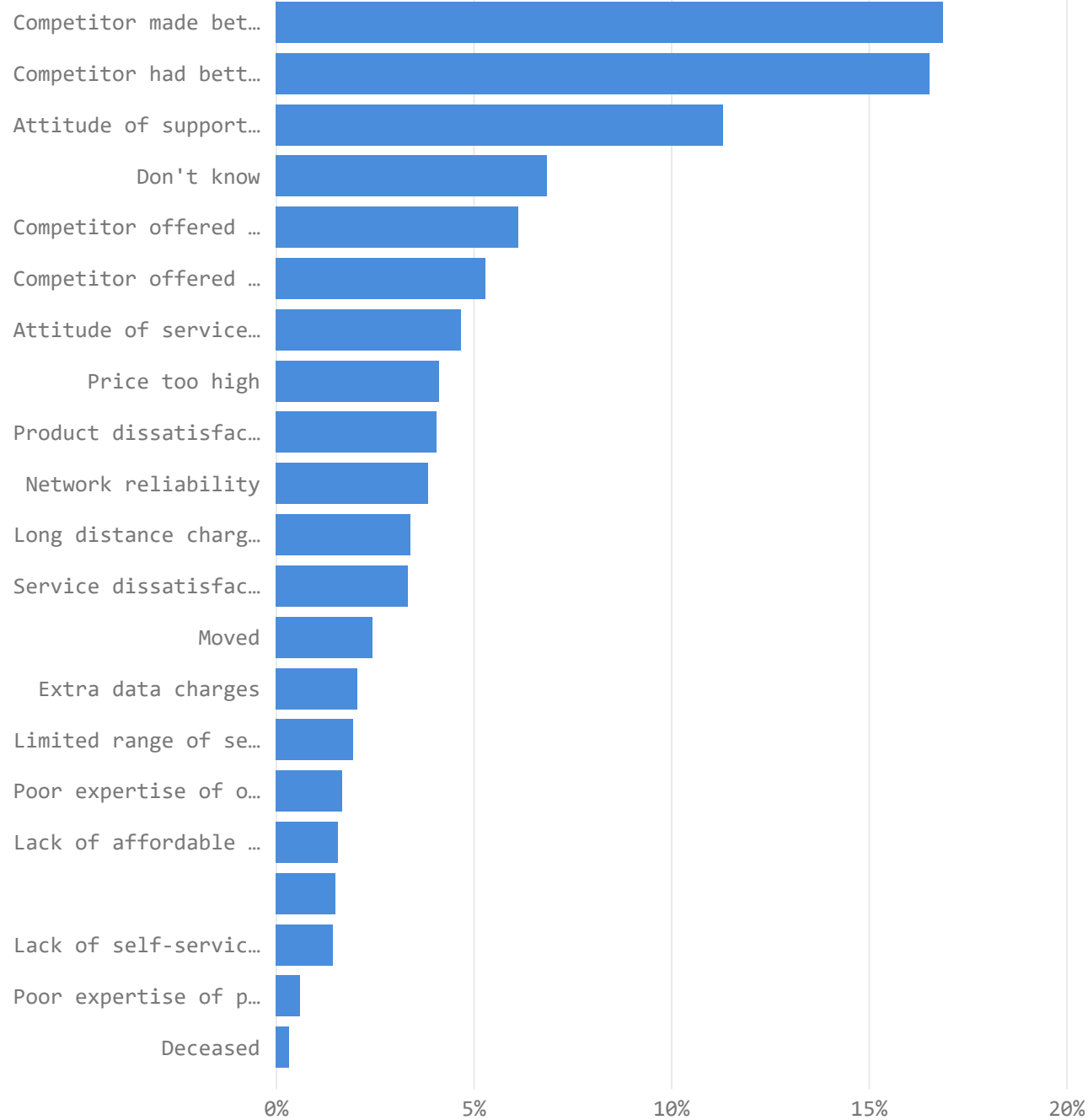
6687

Number of  
Customers

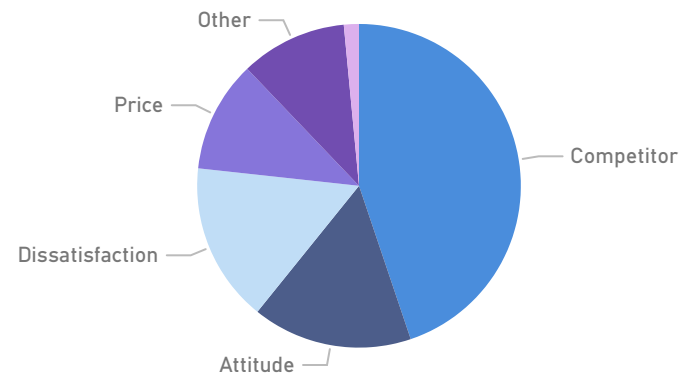
1796

Number of  
Churned Customers

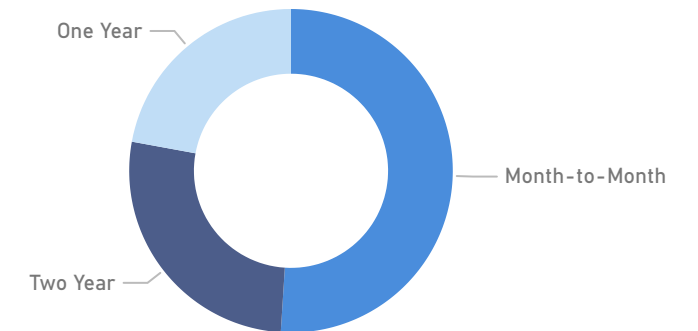
### Churn Reasons



### Churn by Category



### Customers by Contract Type



### Churn Rate by State

6123

Sum of Customer Service  
Calls

33.64

Avg Extra International  
Charges

0.92

Avg Customer  
Service Calls

3.37

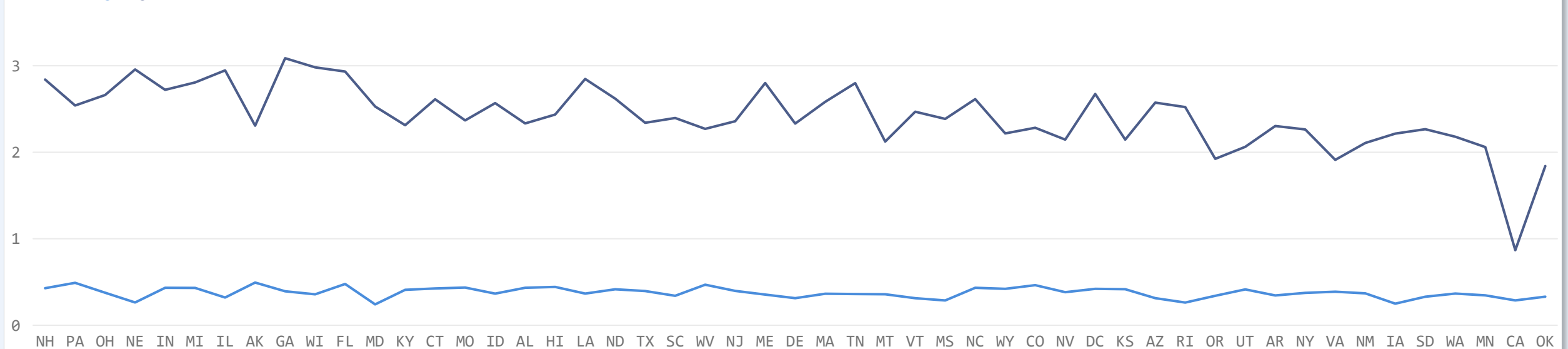
Avg Extra Data Charges

## Churn Rate by State

Microsoft Bing

## Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



6687  
Number of Customers

1796  
Number of Churned Customers

26.86%  
Churn Rate

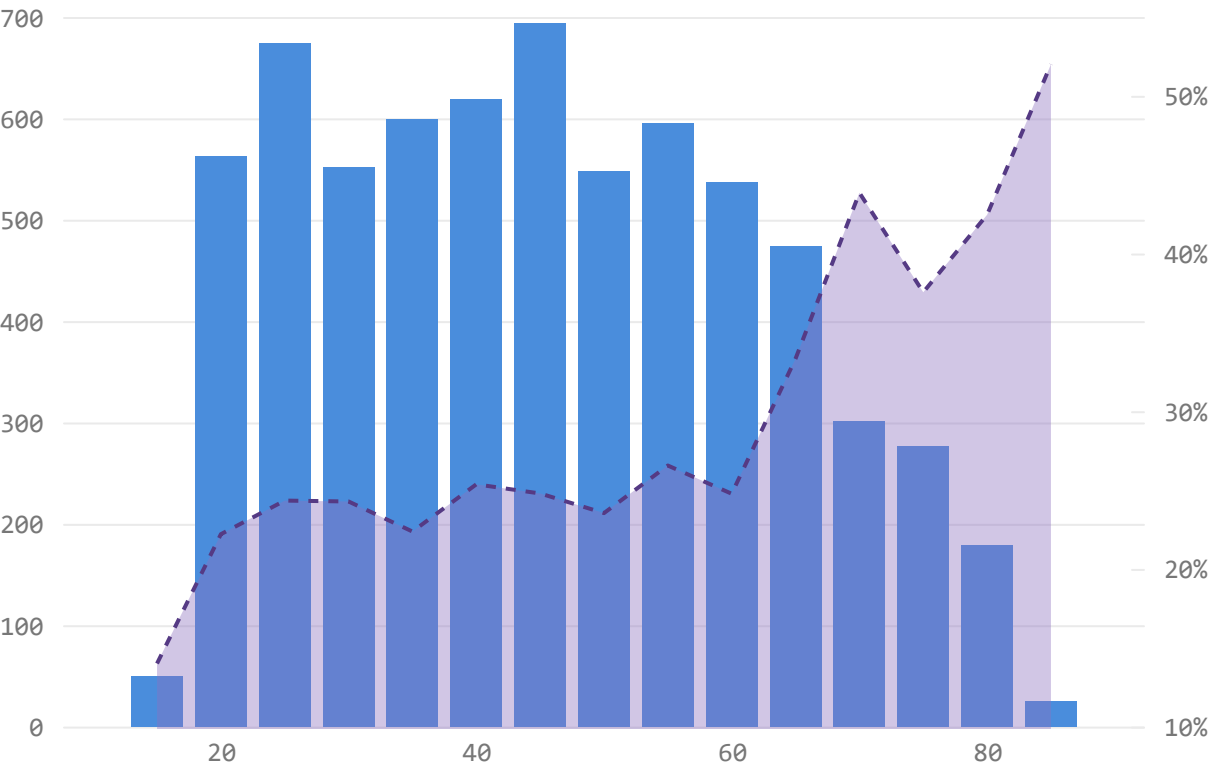
Demographics

Churn Rate

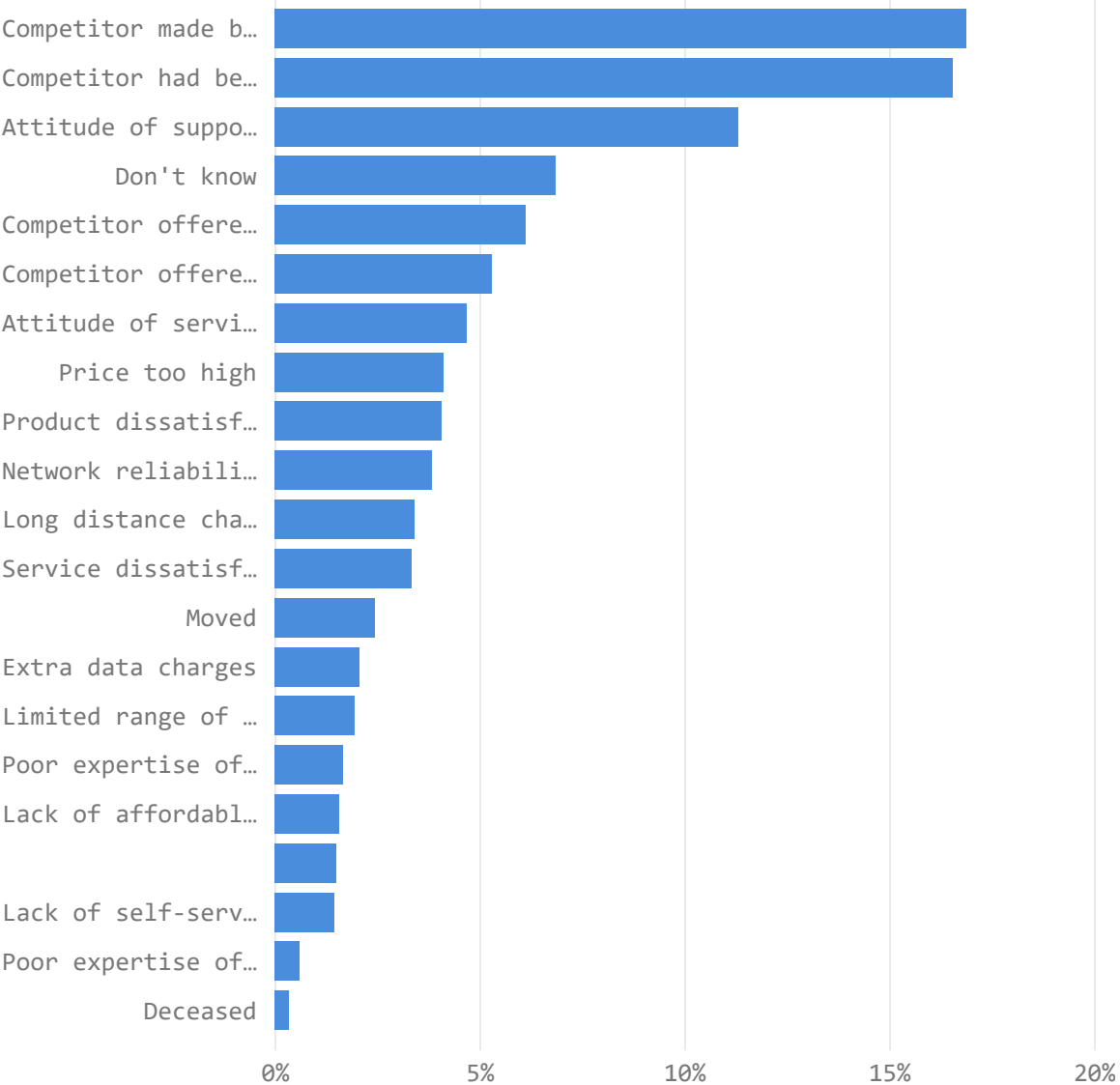
Senior	38.46%
Other	24.54%
Under 30	23.00%
Total	26.86%

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate



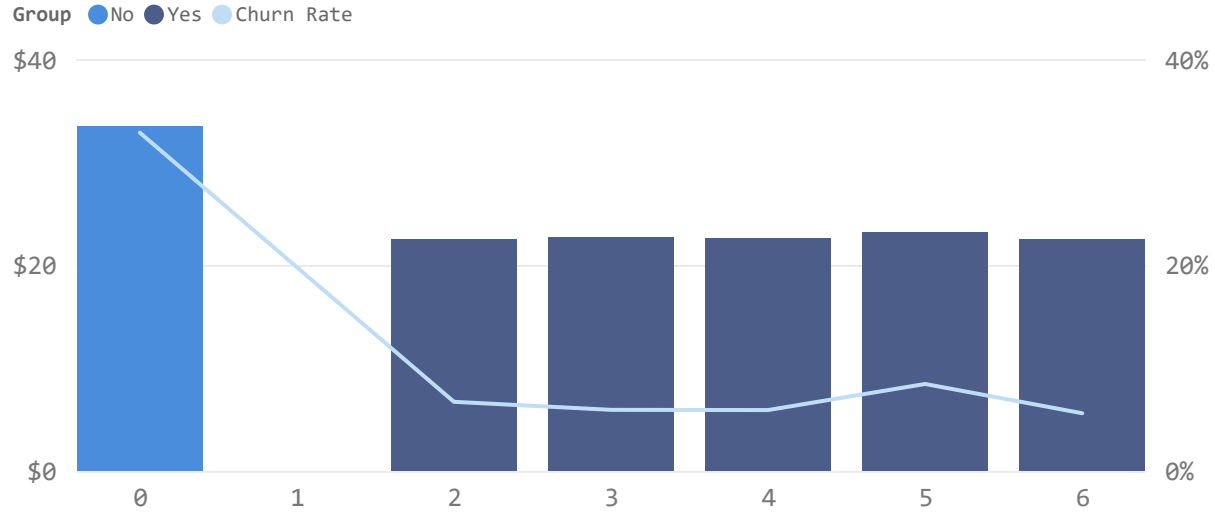
Churn Reasons



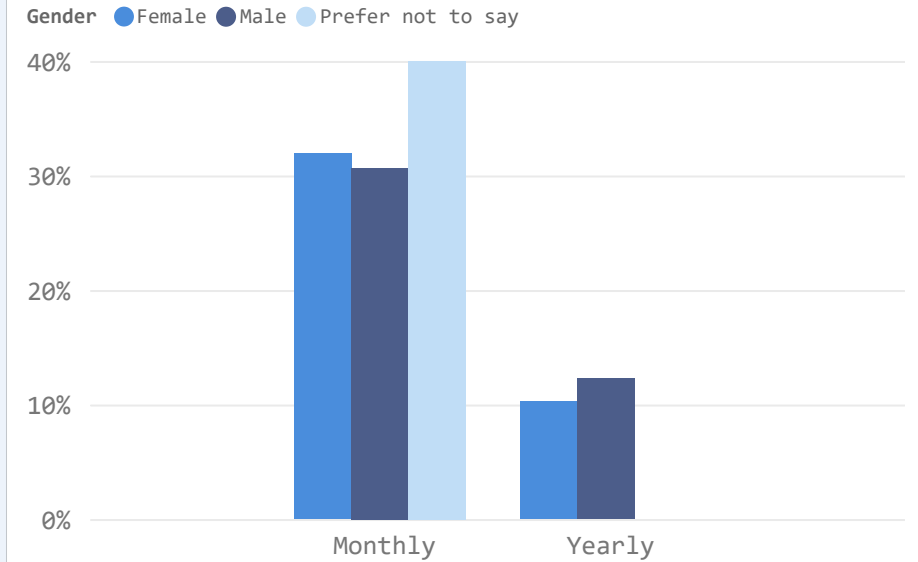
Monthly  
31.28%  
Churn Rate

Yearly  
11.29%  
Churn Rate

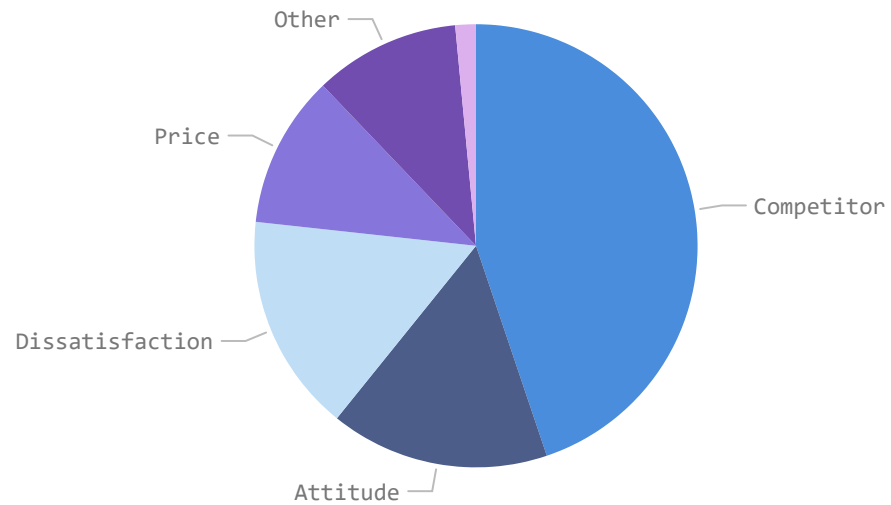
## Average of Monthly Charge and Churn Rate by Number of Customers in Group



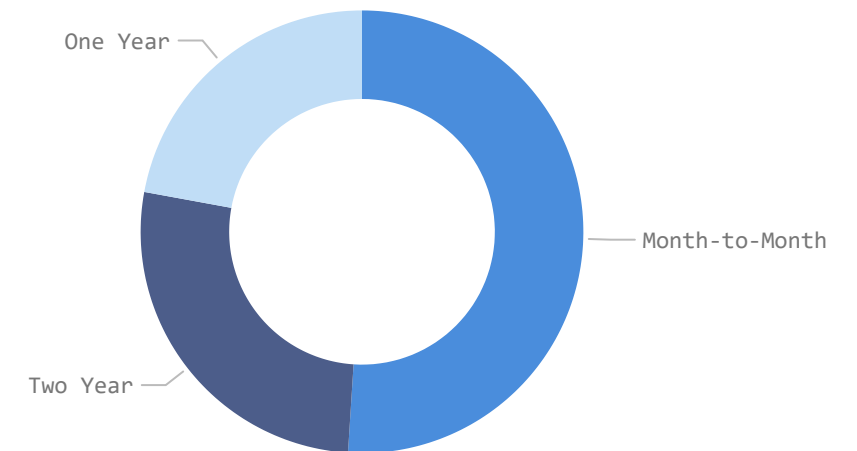
## Churn Rate by Contract Category and Gender



## Churn by Category



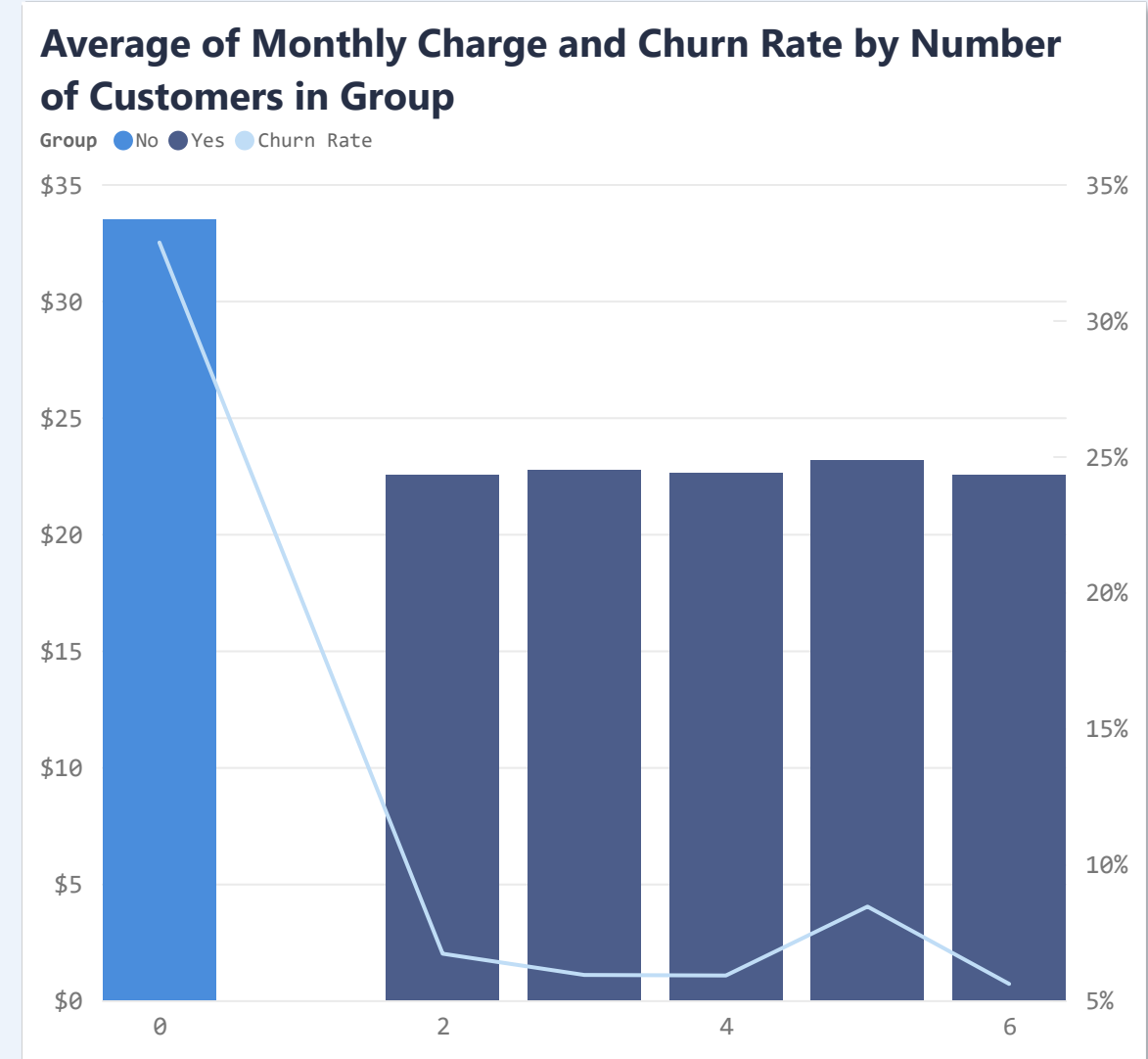
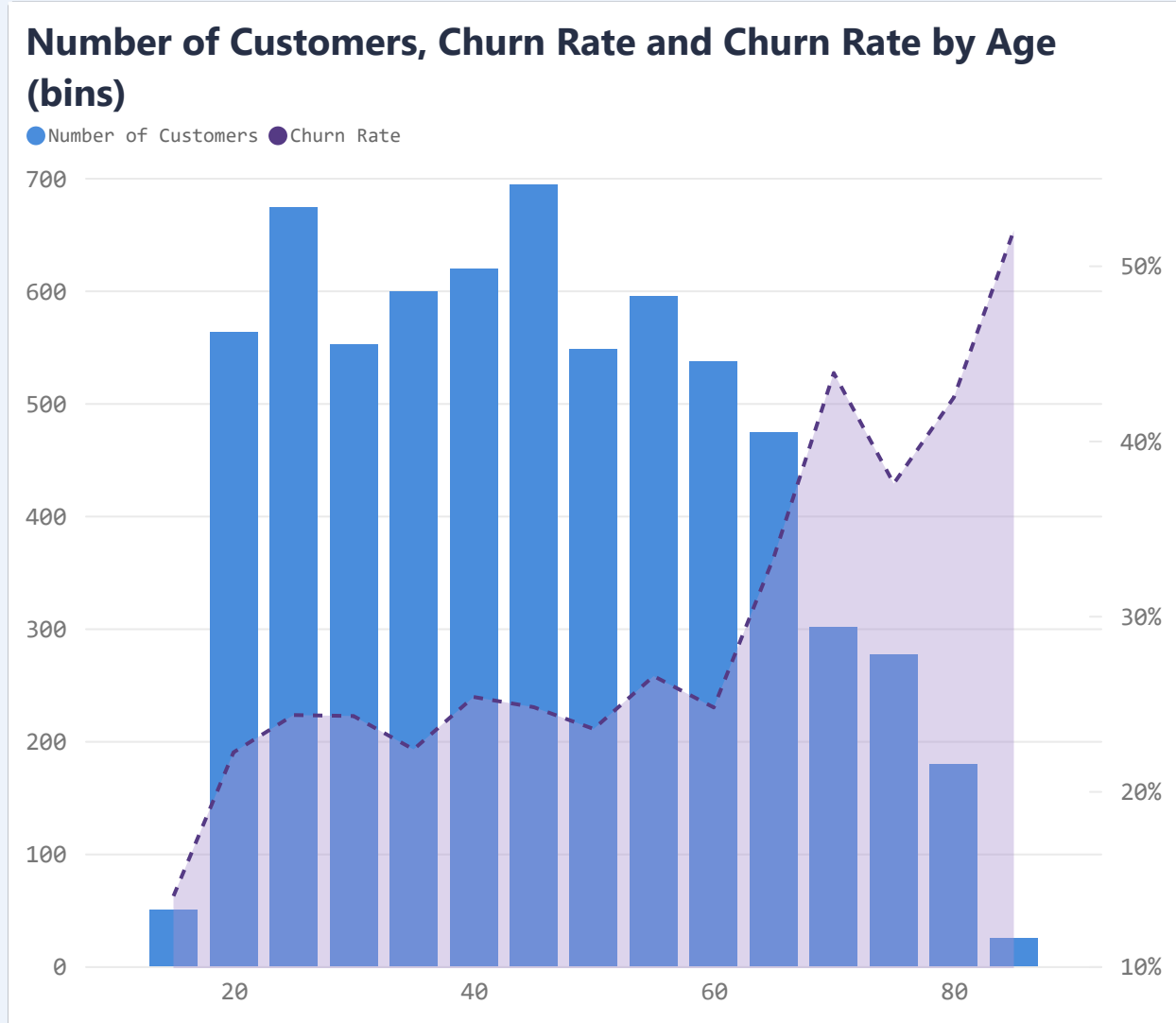
## Customers by Contract Type



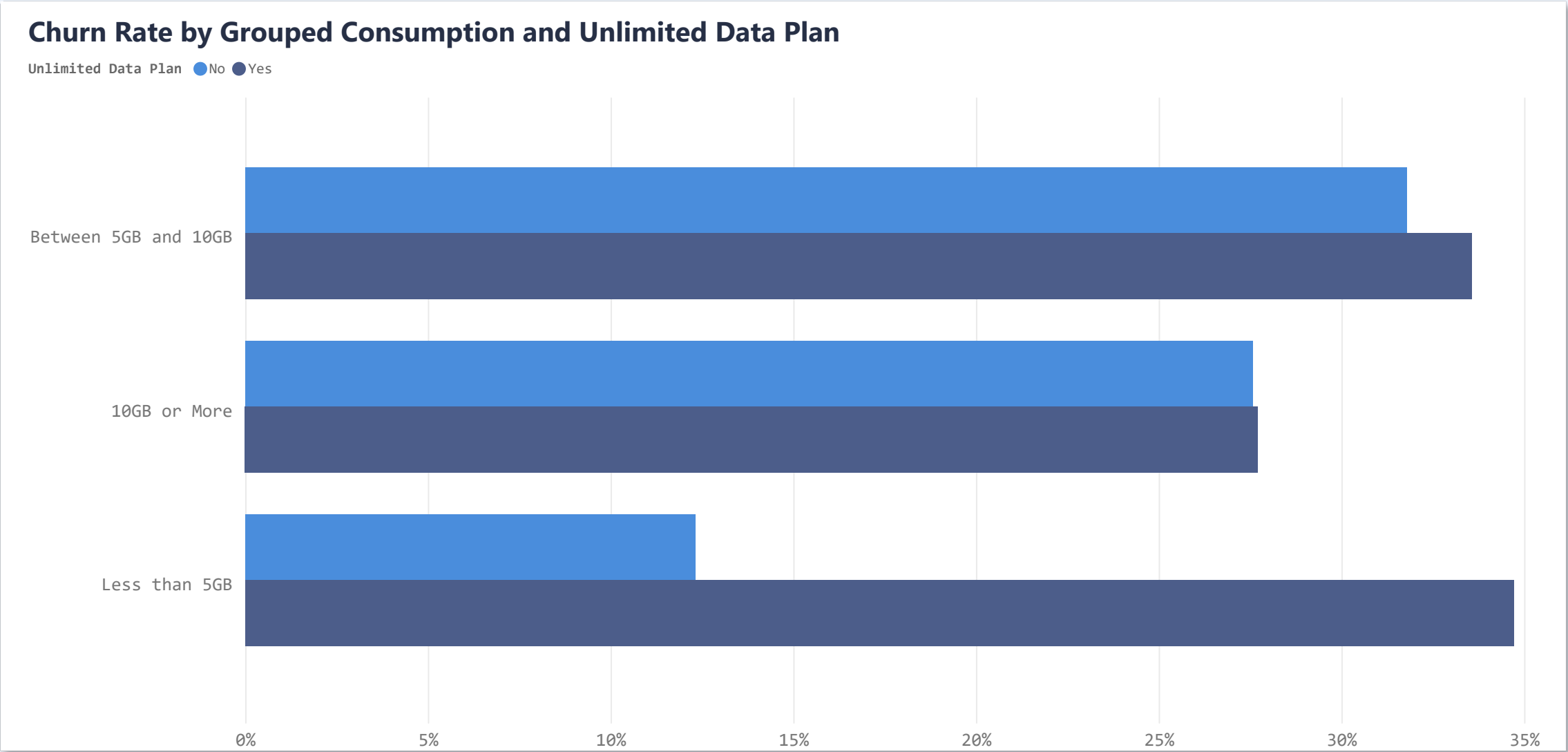
Account Length (in months) ▼

1

77

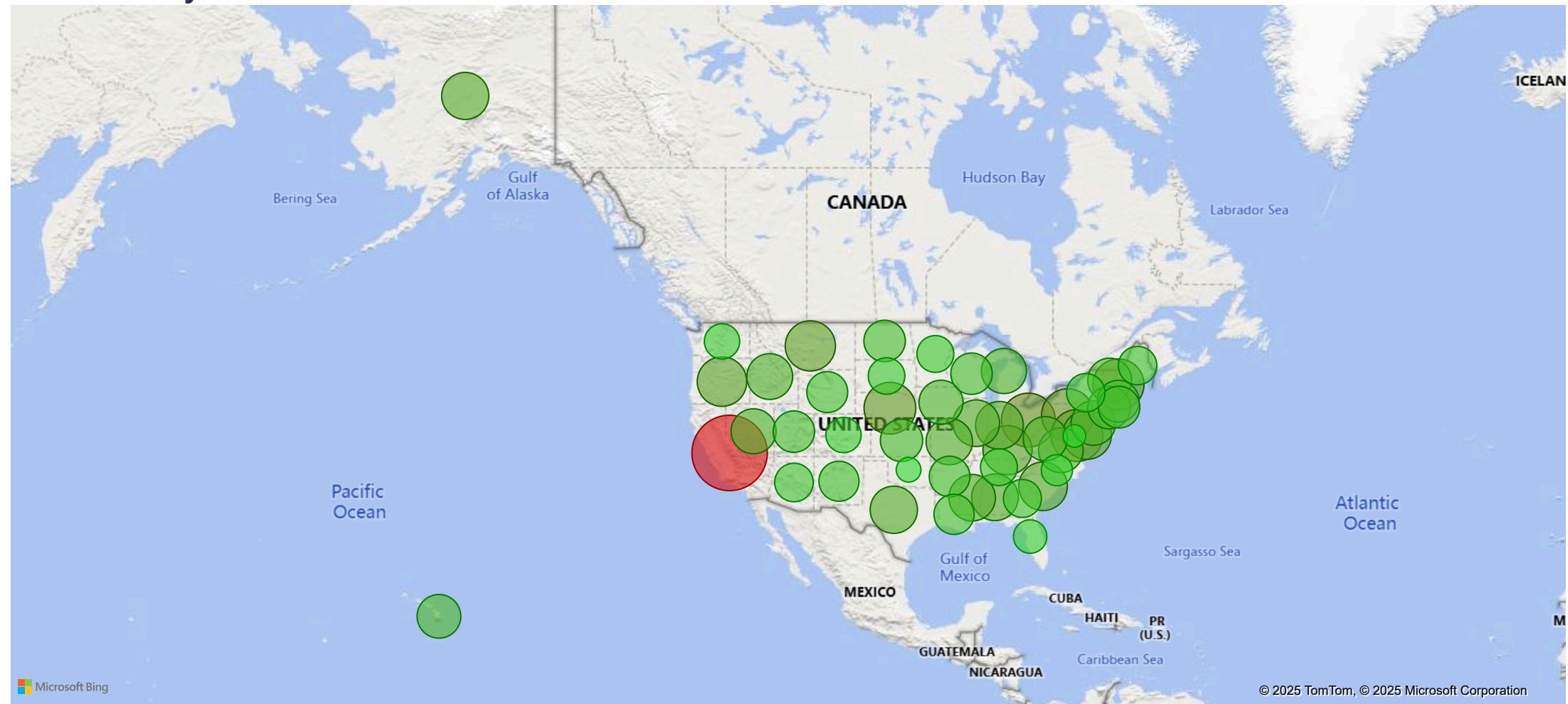


Churn Rate	Number of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	6687	



Intl Active no	yes	Total
Yes	40.34%	7.59%
No	20.01%	71.19%
Total	27.07%	24.88%

## Churn Rate by State



**33.64**

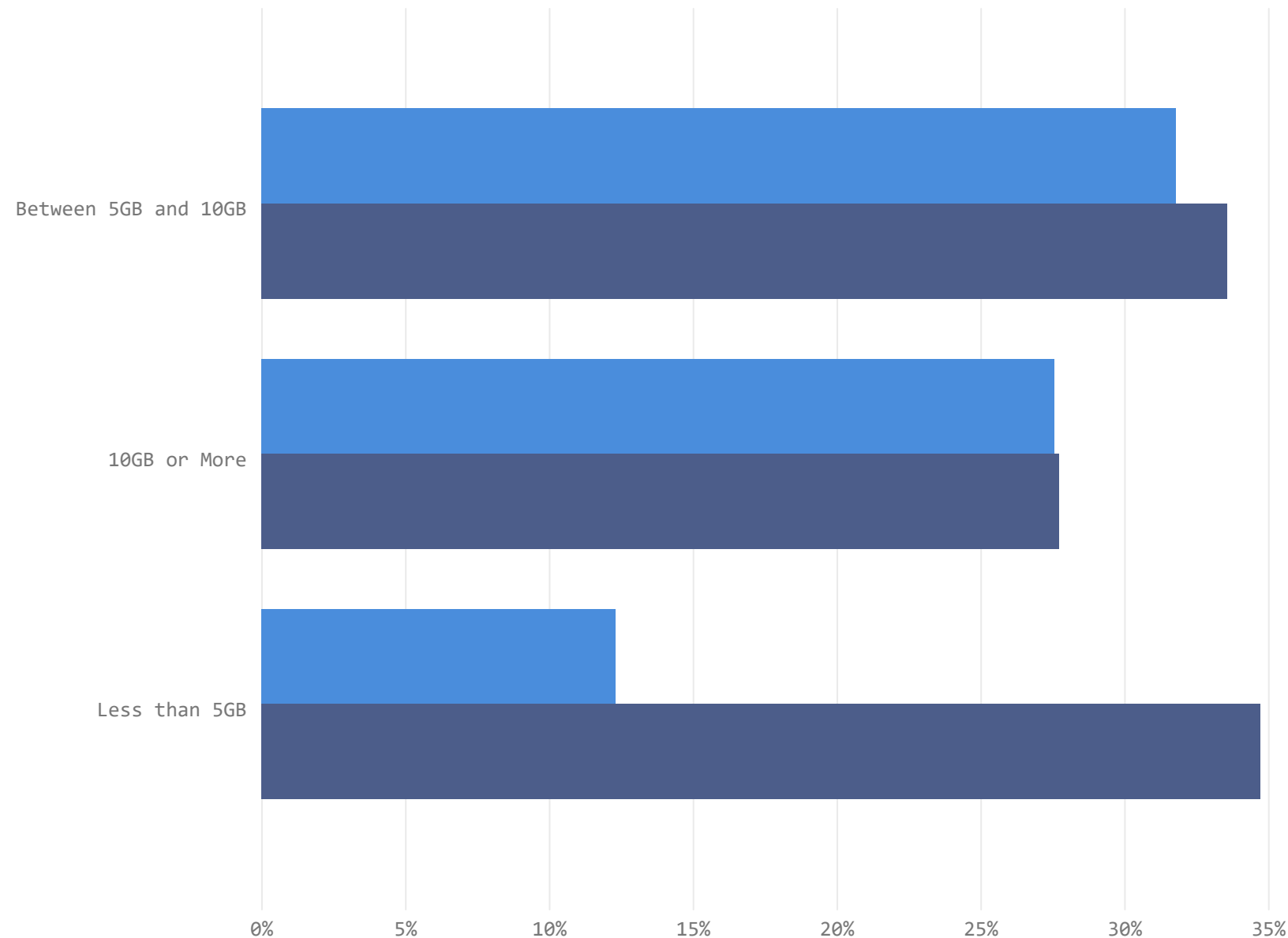
Avg Extra International  
Charges

**3.37**

Avg Extra Data Charges

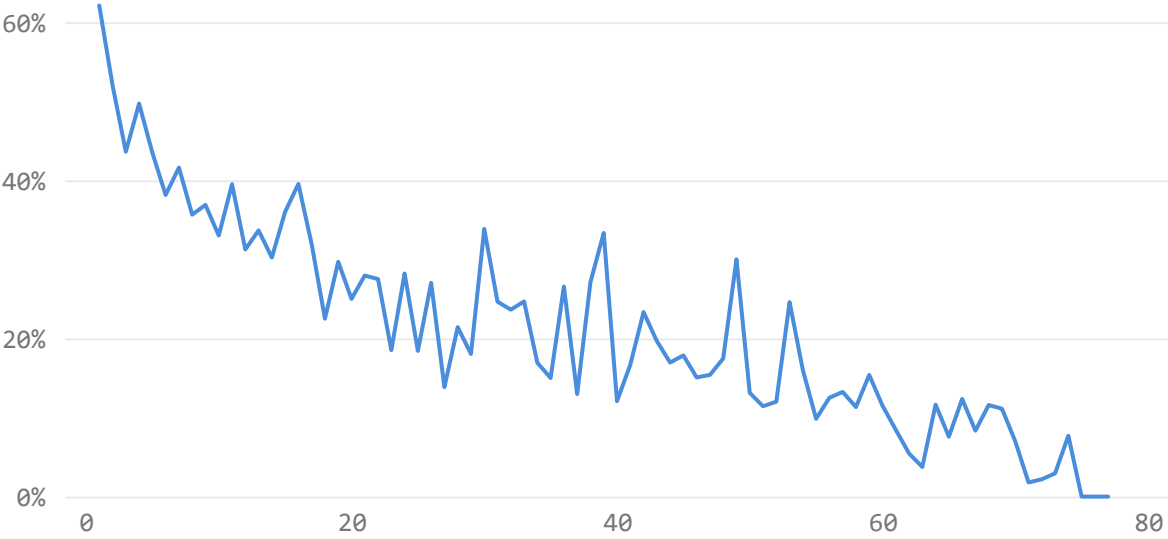
### Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

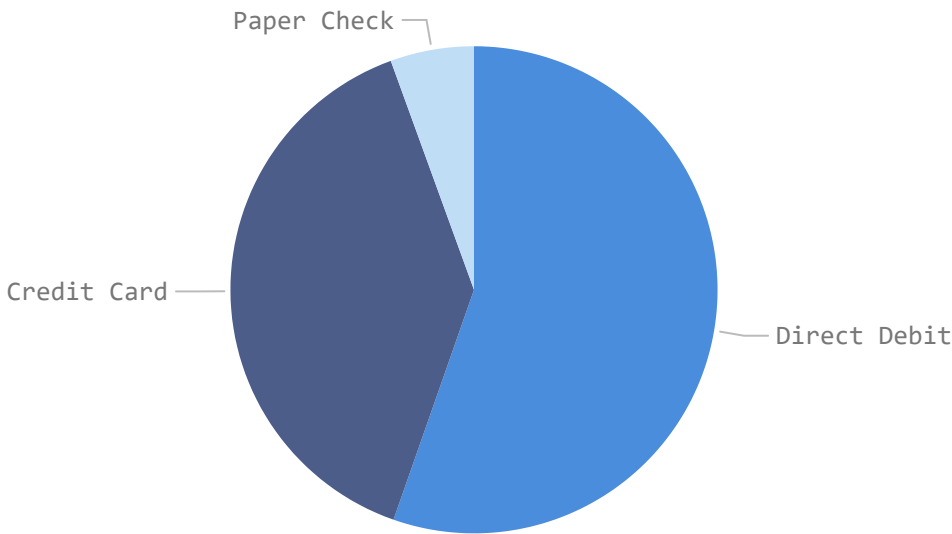




Churn Rate by Account Length (in months)

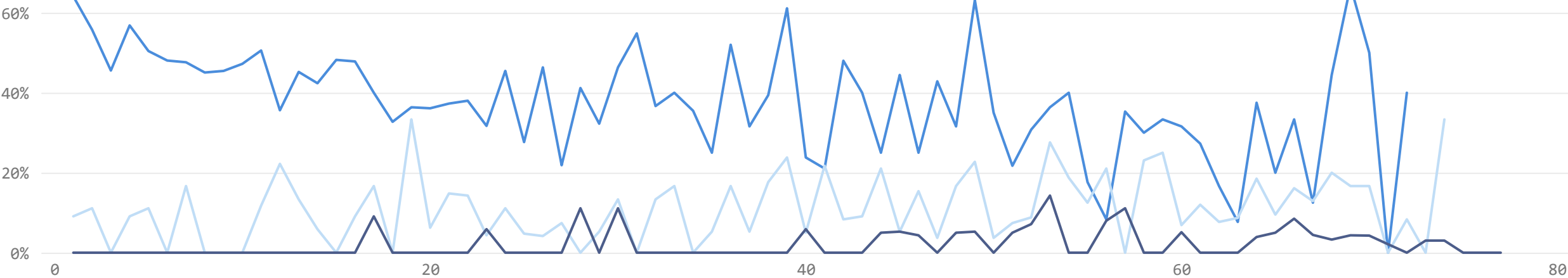


Number of Customers by Payment Method



Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



6123

Sum of Customer Service Calls

0.92

Avg Customer Service Calls

Payment Method, Contract Category ▾

^ ☐ Credit Card

☐ Monthly

☐ Yearly

^ ☐ Direct Debit

☐ Monthly

☐ Yearly

^ ☐ Paper Check

☐ Monthly

☐ Yearly

## Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly

