

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Summary

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

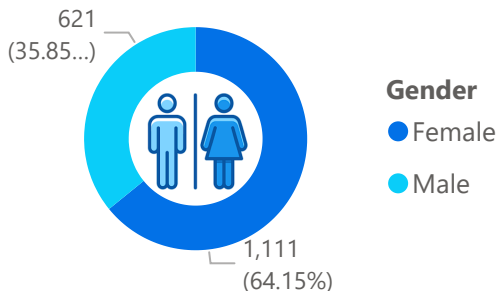
27.0%

Churn Rate

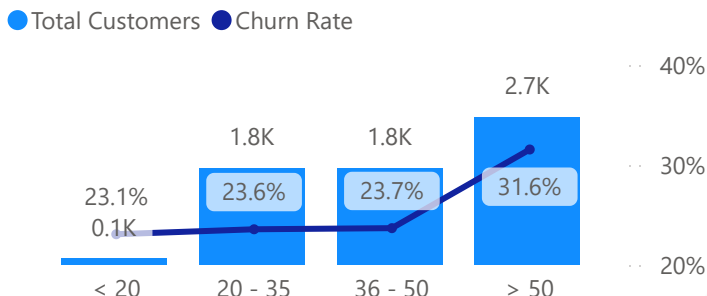


DEMOGRAPHIC

## Total Churn by Gender

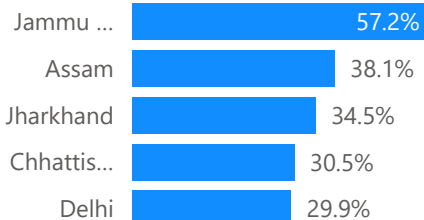


## Total Customers and Churn Rate by Age Group



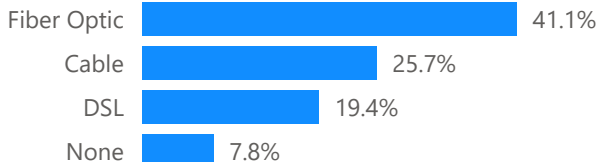
## GEOGRAPHIC

### Churn Rate by State Top 5



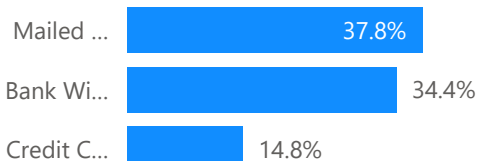
## SERVICES USED

### Churn Rate by Internet Type

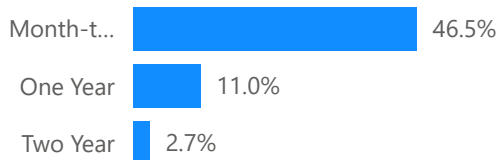


ACCOUNT INFO

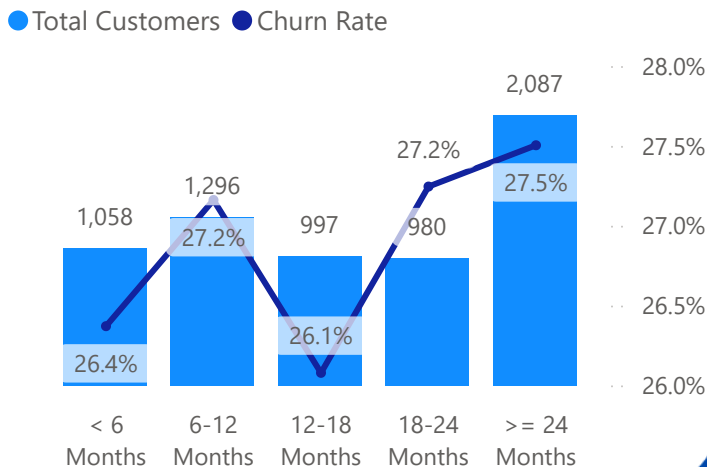
## Churn Rate by Payment Method



## Churn Rate by Contract

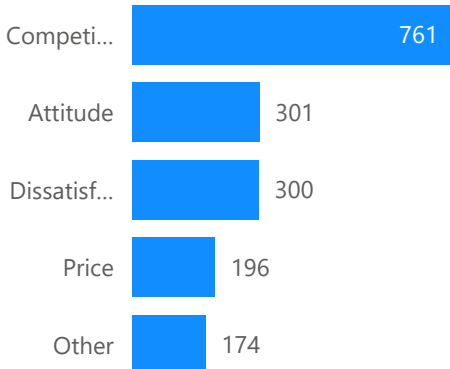


## Total Customers and Churn Rate by Tenure Group



## 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%
Streaming_Music	61.1%	38.9%
Streaming_TV	56.8%	43.2%

Churn_Reason	Total Churn
Service dissatisfaction	1,732
Product dissatisfaction	1,732
Price too high	1,732
Poor expertise of phone support	1,732
Poor expertise of online support	1,732
Others	1,732
<b>Total</b>	<b>1,732</b>

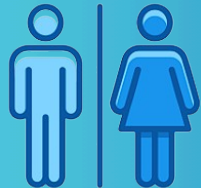
# CHURN ANALYSIS - PREDICTION

[Summary](#)[Churn Prediction](#)

## PREDICTED CHURNED PROFILE

133

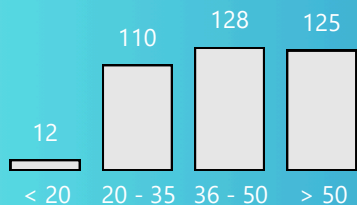
Male



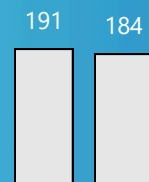
242

Female

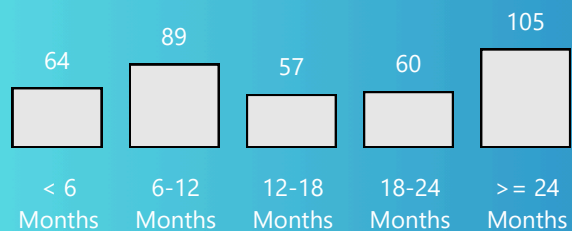
### # by Age Group



### # by Marital Status



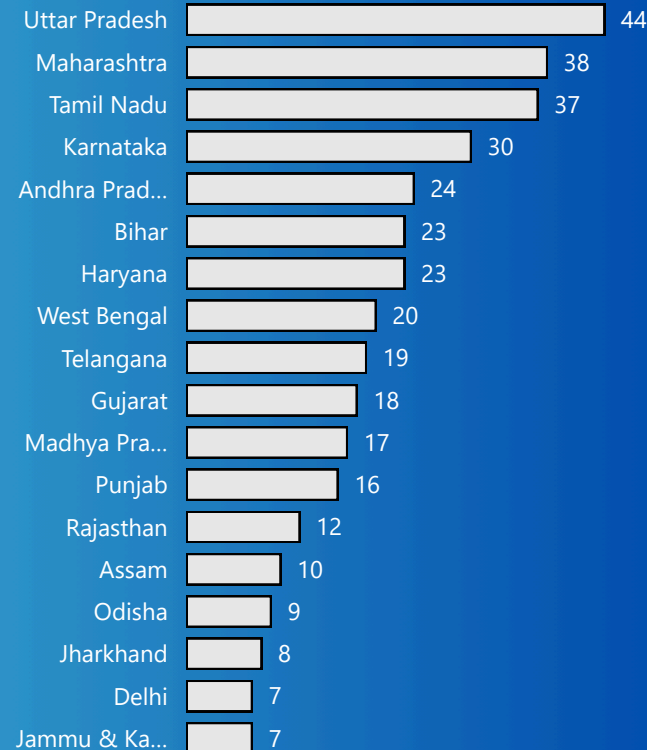
### # by Tenure Group



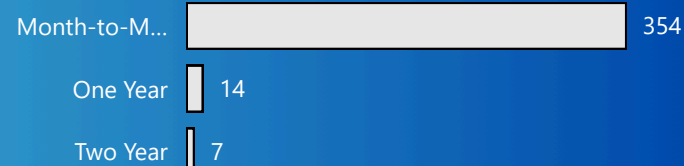
### # by Payment Method



### # by State



### # by Contract



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 375

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referral
12340-DEL	62.80	104.99	0.00	
19998-AND	85.70	346.27	0.00	
24696-BIH	43.95	123.28	0.00	
24754-AND	69.55	171.41	33.80	
27553-UTT	20.30	24.39	0.00	
28239-UTT	19.95	58.79	0.00	
44655-TEL	50.50	226.89	0.00	
45672-TAM	20.20	62.35	0.00	
46190-GUJ	55.55	118.87	0.00	
48051-GUJ	25.85	25.85	0.00	
54172-RAJ	56.55	181.73	0.00	
56554-RAJ	19.75	29.97	0.00	
56728-RAJ	45.60	83.04	0.00	
67752-MAH	45.30	92.66	0.00	
71197-PUN	77.40	339.41	0.00	
74804-WES	69.60	314.31	0.00	
77658-AND	24.40	24.40	0.00	
78978-UTT	19.30	35.66	0.00	
79905-UTT	20.45	50.54	0.00	
82559-CHH	64.20	182.47	0.00	
84687-PUN	24.70	94.70	0.00	