

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6418
Total Customers

411
New Joiners

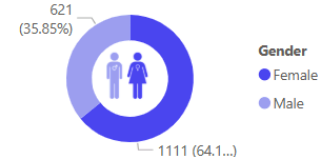
1732
Total Churn

27.0%
Churn Rate

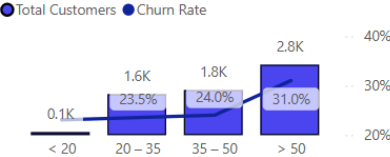


DEMOGRAPHIC

Total Churn by Gender

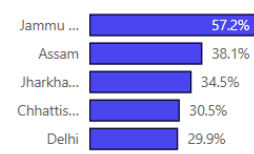


Total Customers and Churn Rate by Age Group



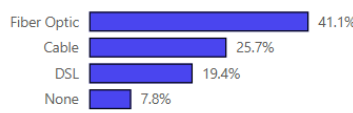
GEOGRAPHIC

Churn Rate by State (Top 5)



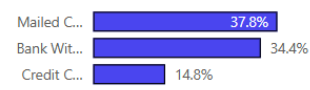
SERVICES USED

Churn Rate by Internet Type

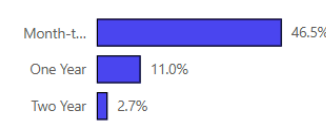


ACCOUNT INFO

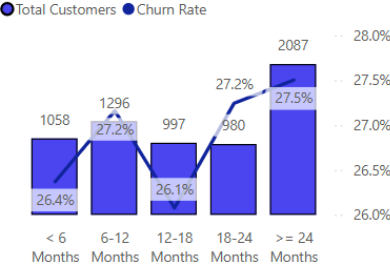
Churn Rate by Payment Method



Churn Rate by Contract

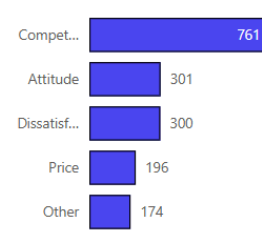


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



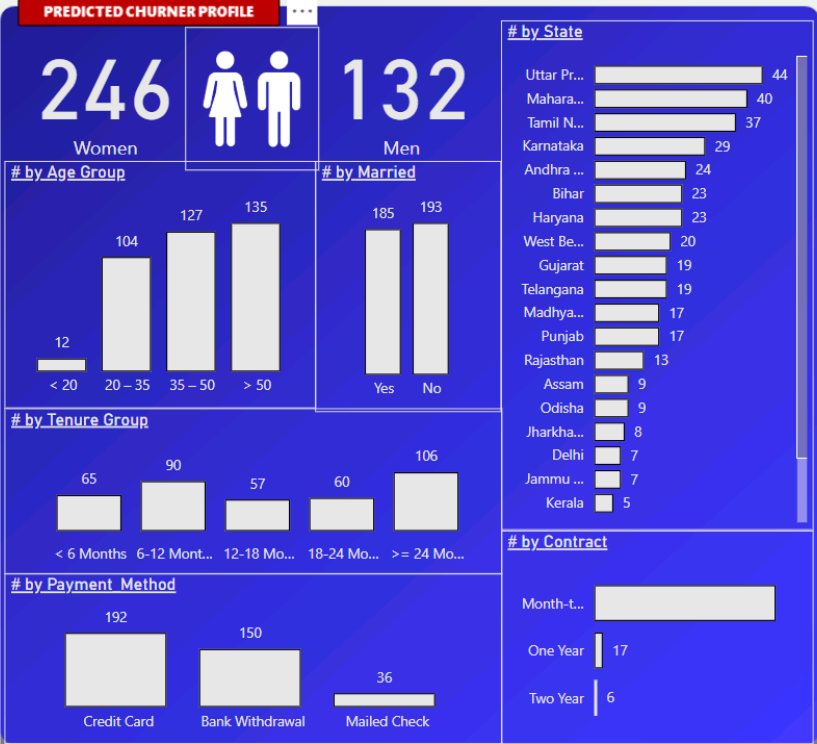
Churn By Services

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%

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
Total	1732

CHURN ANALYSIS - PREDICTION

Summary





Churn Prediction

Monthly Charge Range



Married



All



All



6418

Total Customers

411

New Joiners

1732

Total Churn

27.0%

Churn Rate

Churn By Services

Services	No	Yes
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%

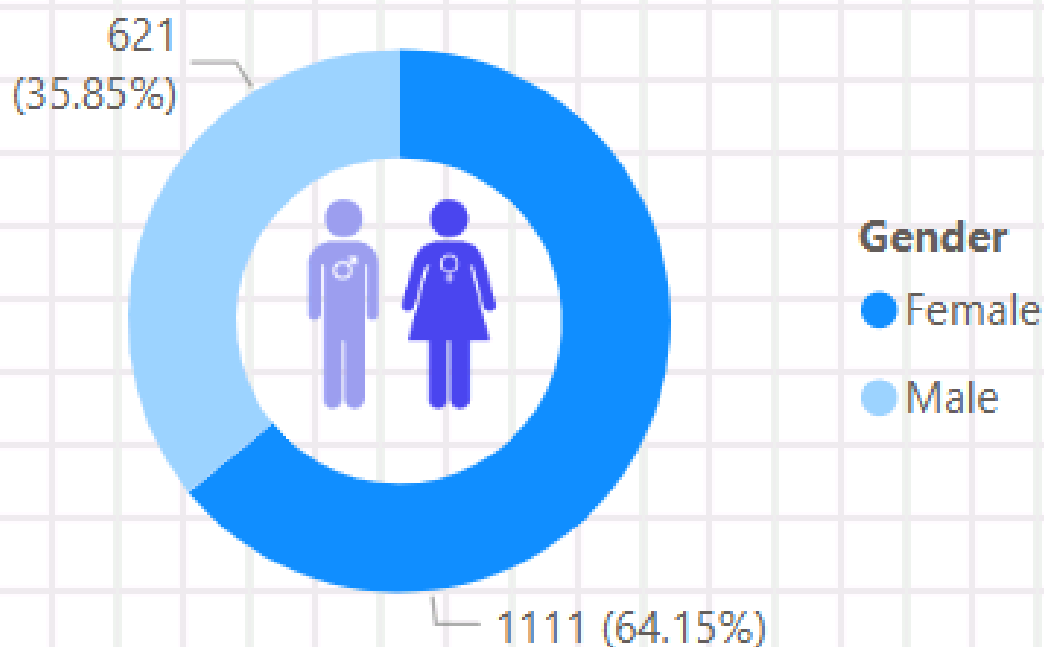


Unlimited_Data

15.5%

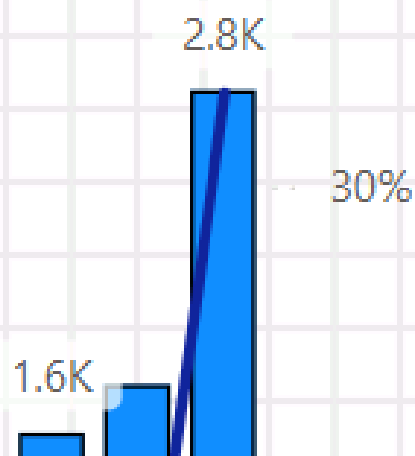
60.1%

Total Churn by Gender



Total Customers and Churn Rate by Age Group

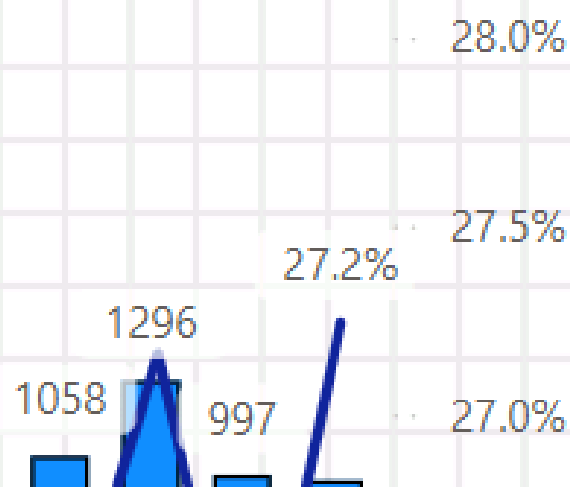
● Total Customers



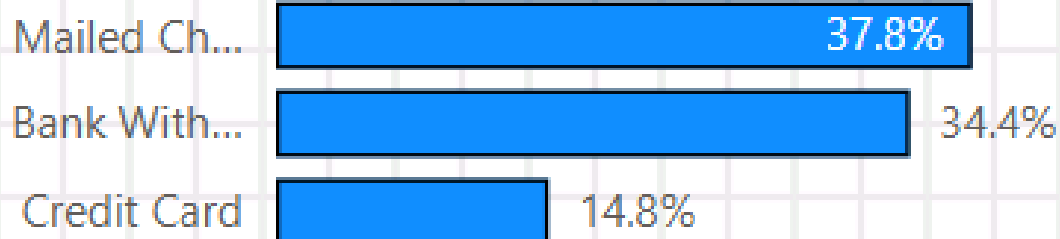
Total Customers and Churn Rate by Tenure Group

● Total Cust...

● Churn Rate



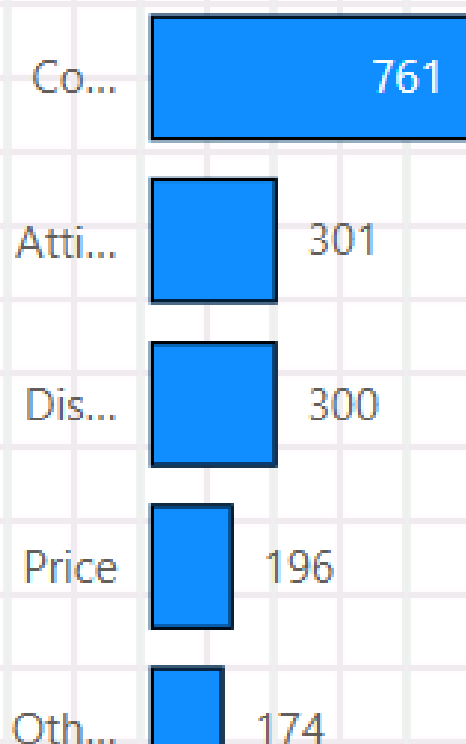
Churn Rate by Payment Method



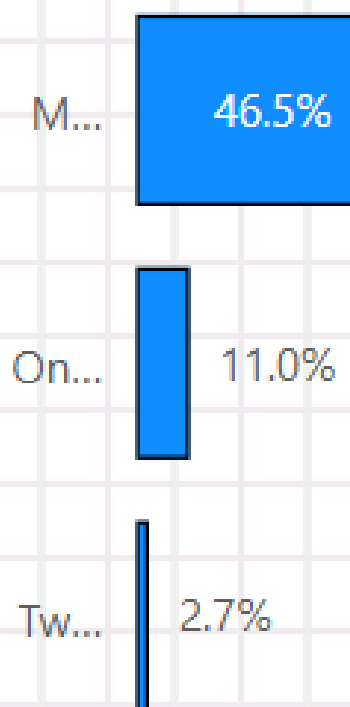
Churn Rate by State (Top 5)



Total Churn by Churn Category

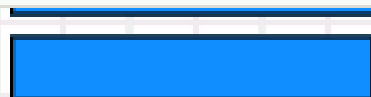


Churn Rate by Contract



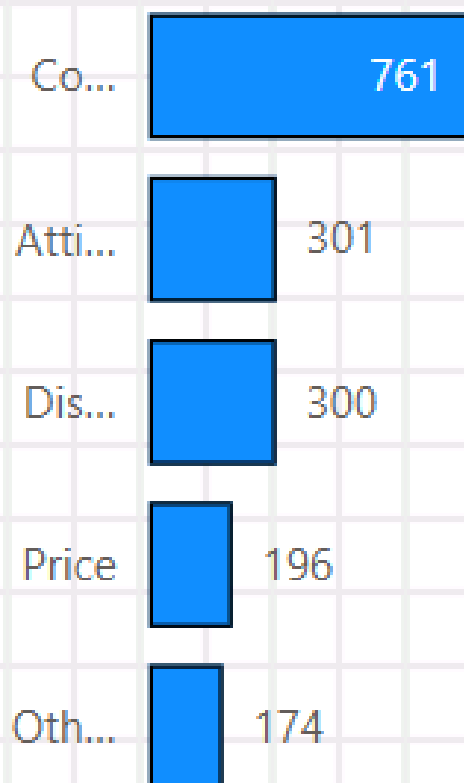


Delhi

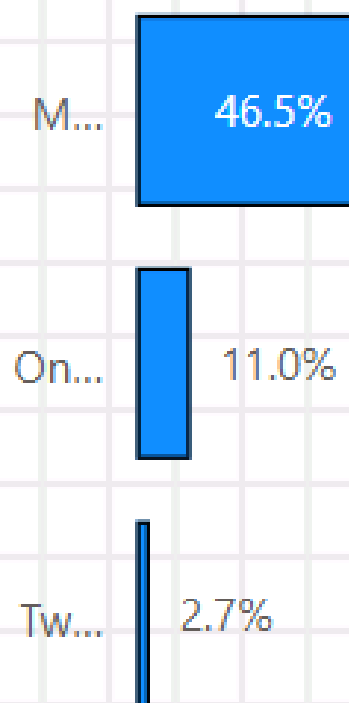


29.9%

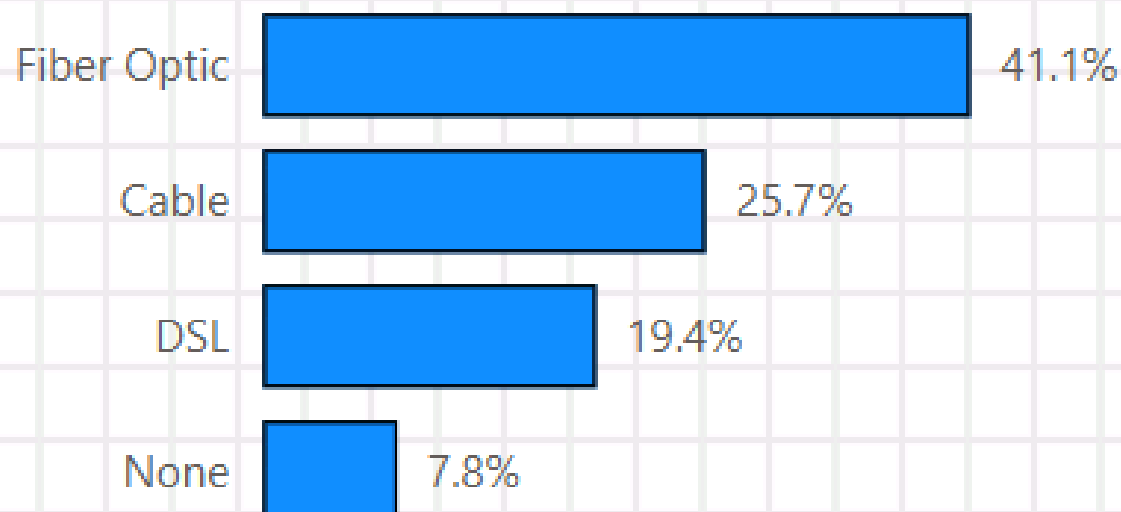
Total Churn by Churn Category.



Churn Rate by Contract



Churn Rate by Internet Type





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
Deceased	5
Don't know	124
Extra data charges	34
Lack of affordable download/upload speed	28
Lack of self-service on Website	27
Limited range of services	33
Long distance charges	62
Moved	45
Network reliability	66
Others	0
Poor expertise of online support	30
Poor expertise of phone support	12
Price too high	72



Summary

246

Women

132

Men

**COUNT OF PREDICTED
CHURNERS : 378**

Customer_ID	Monthly_Charge	Total_Revenue	Total
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11751-TAM	24.30	38.45	
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12056-WES	90.40	362.89	
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12136-RAJ	19.90	31.73	
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12257-ASS	19.55	29.75	
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12340-DEL	62.80	104.99	
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12469-AND	55.30	91.99	
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12490-TEL	74.75	236.76	
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13058-MAD	46.10	138.13	
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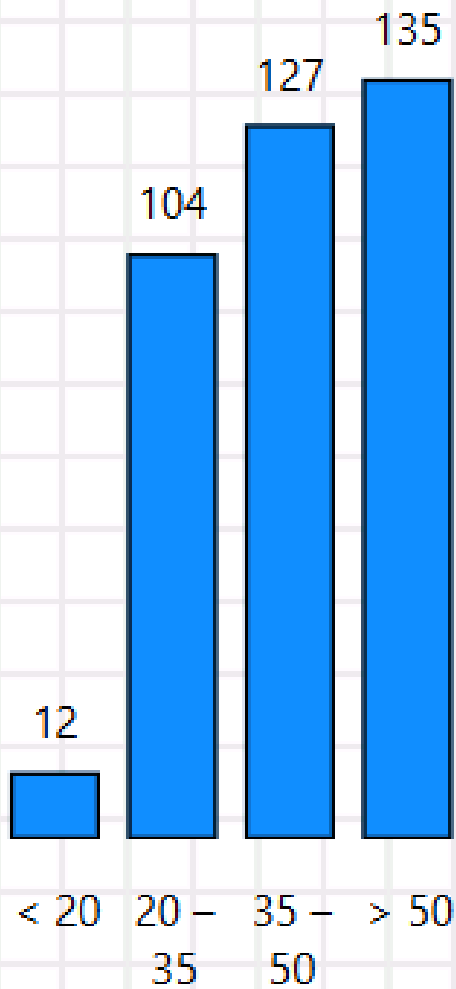
13123-BIH	100.20	253.62	
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13666-UTT	95.40	344.18	
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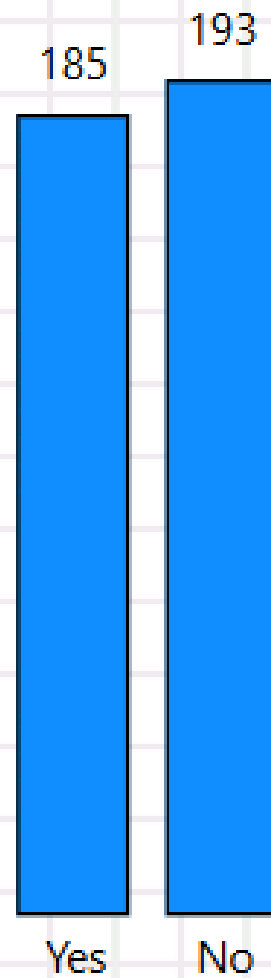
13744-AND	19.65	33.50	
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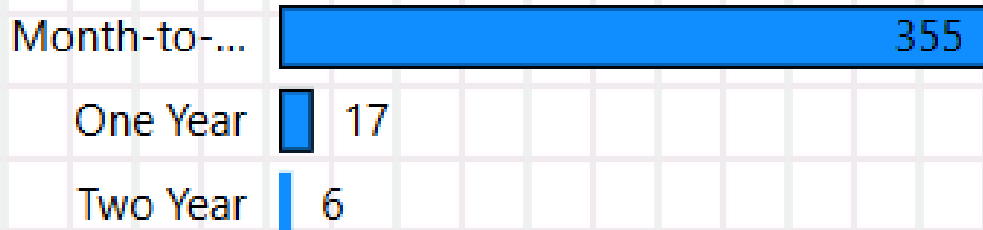
by Age Group



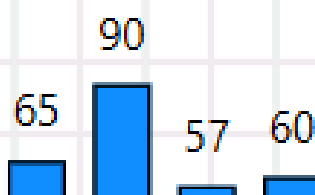
by Married



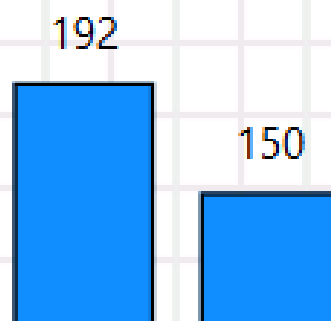
by Contract

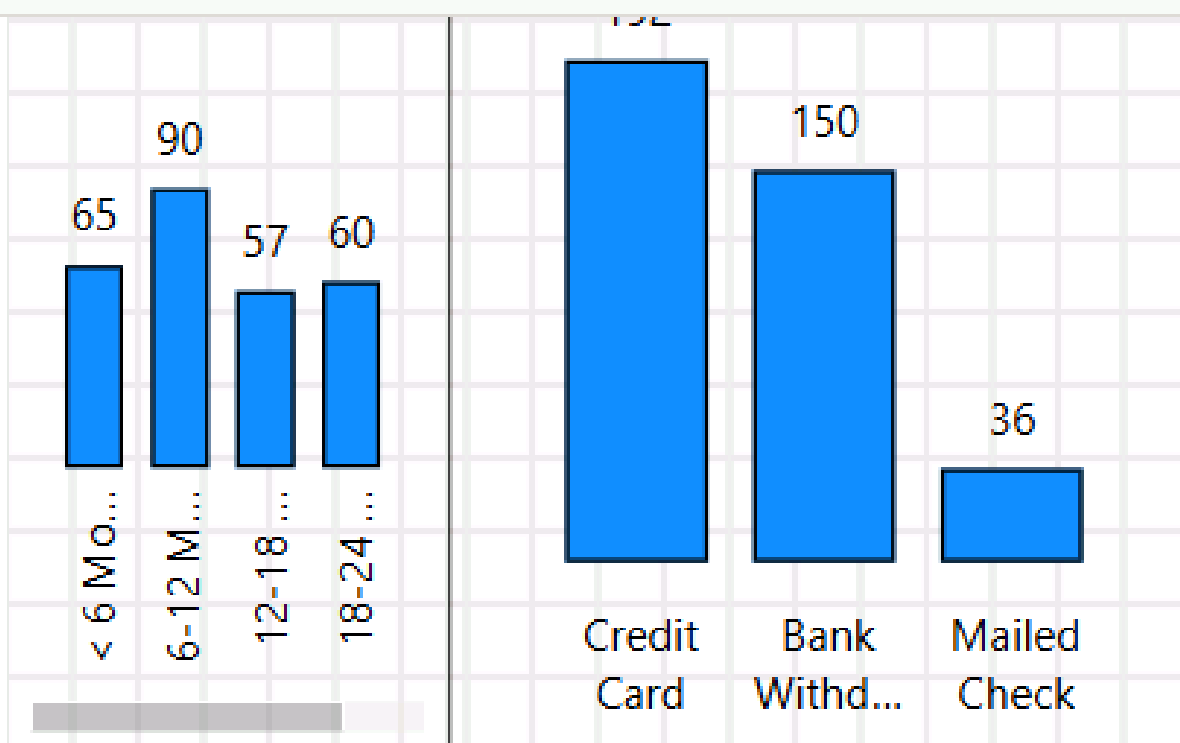


by Tenure Group



by Payment Method





by State

