

Churn Analysis

Overview	Age Brackets & Groups	Payment Methos & Contract	Data & International Plan
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Total no of customers

6,687

No of Churned customers

1,796

churn rate

26.86%

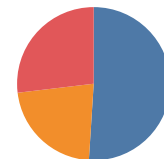
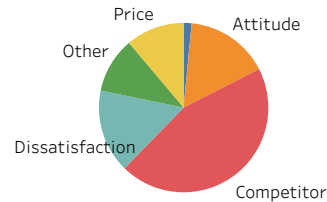
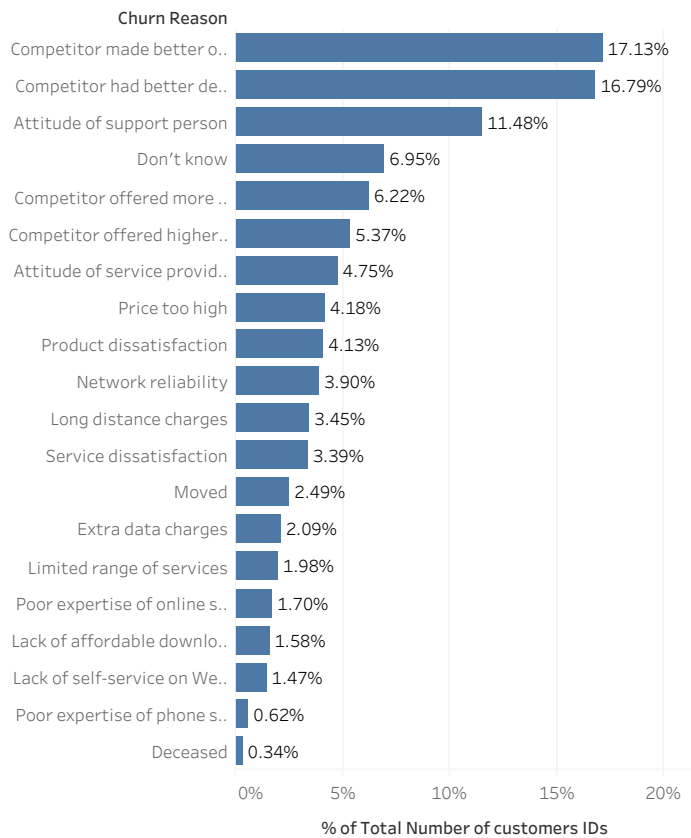
You can use pie charts to filter

Churners by category

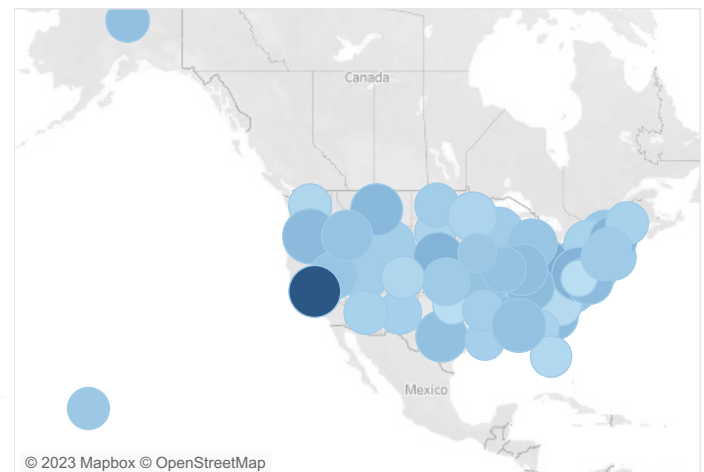
Customers by contract

Contract Type
Month-to-Month
One Year
Two Year

Churn reasons



Churn by state



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Pick metric

Contract Type

Churn Category

Payment Method

Unlimited Data Plan

Intl Plan

Number of churned cust..

All

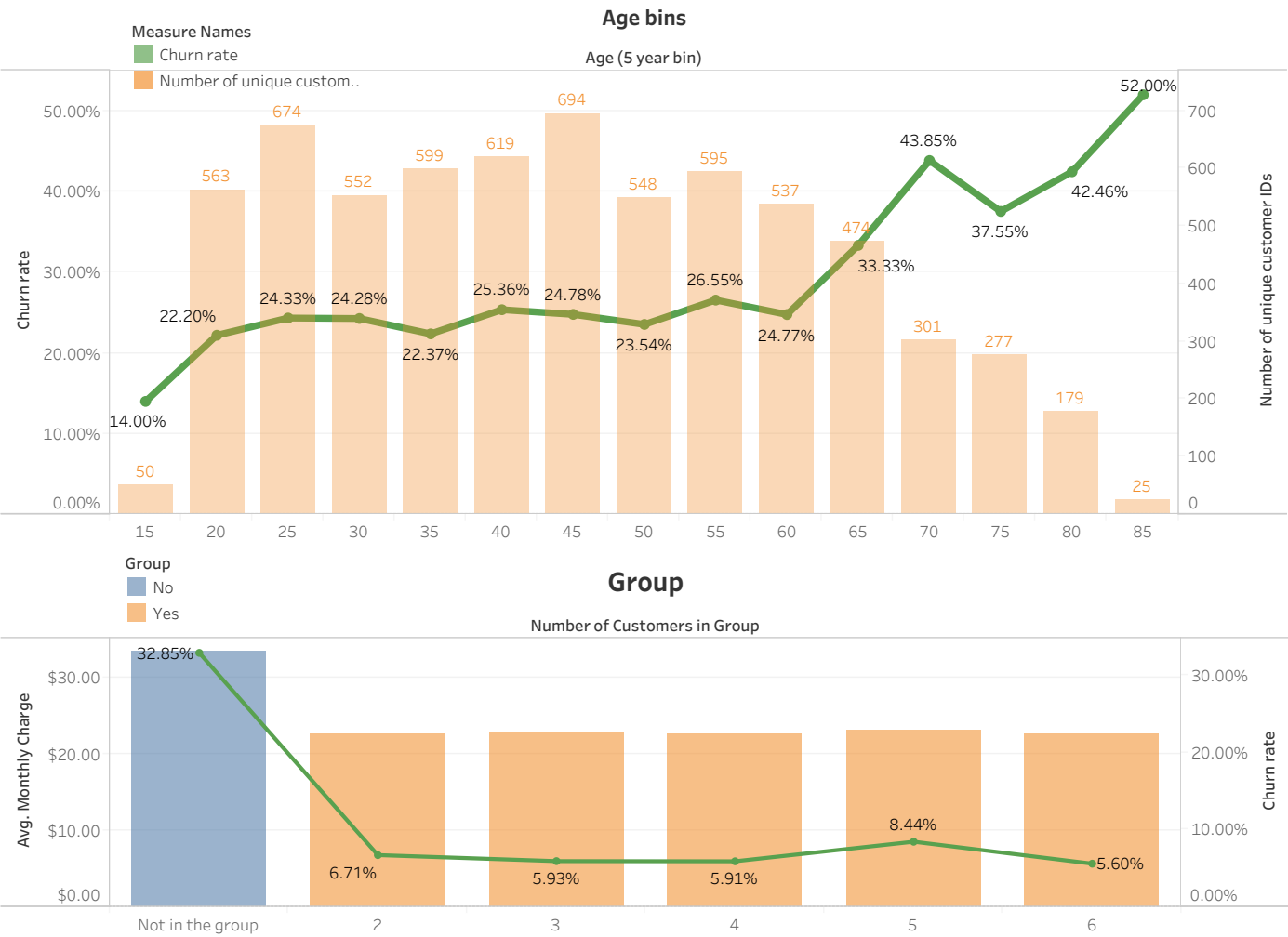
All

All

All

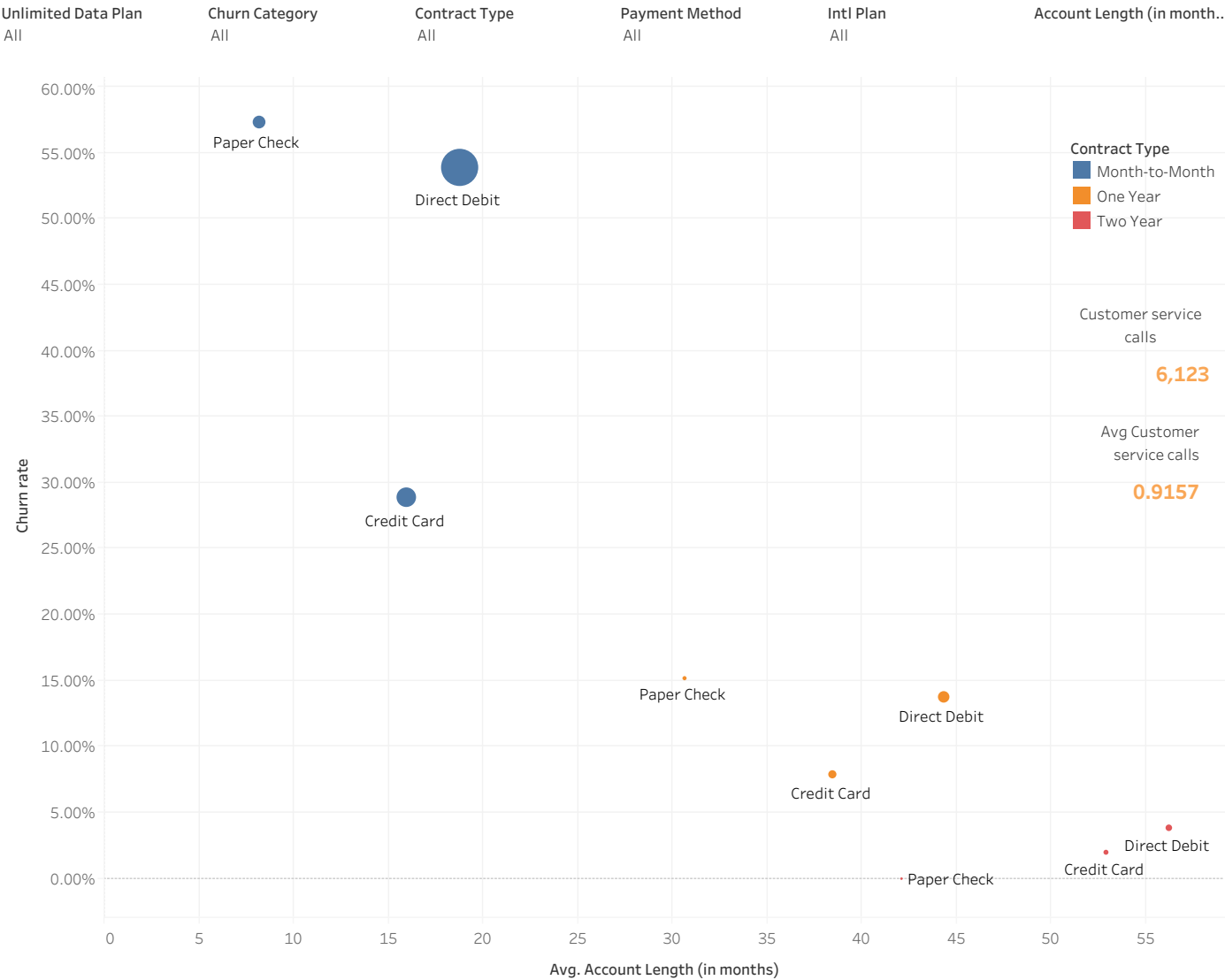
All

All



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Intl Plan

All

Unlimited Data Plan

All

Contract Type

All

Intl Plan

All

Payment Method

All

Unlimited Data Plan

No

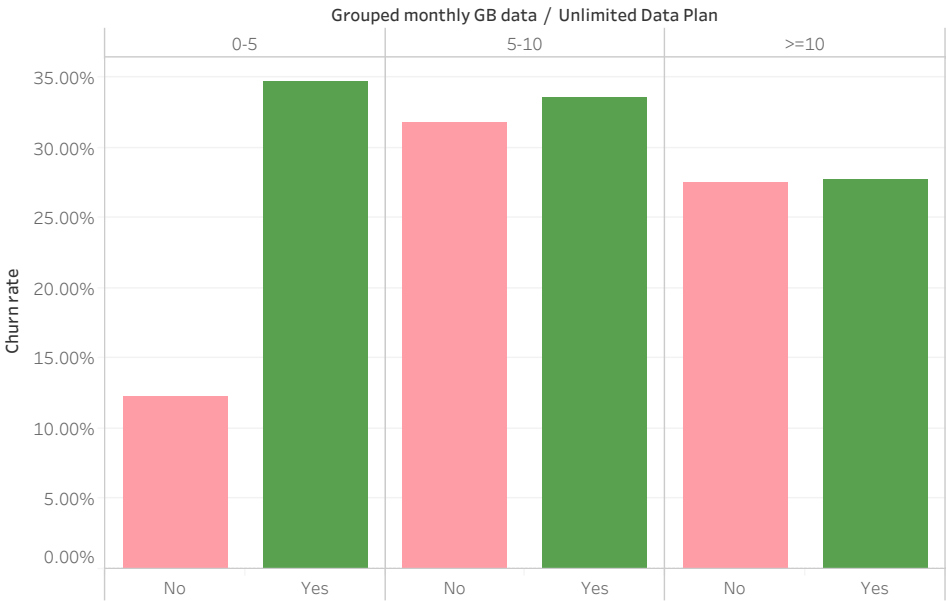
Yes

Churn rate

7.59%

71.19%

Data plan



International

Intl Active	Intl Plan	
	no	yes
No	20.01%	71.19%
Yes	40.34%	7.59%

Total no of customers

6,687

No of Churned customers

1,796

Extra data charges

\$22,565.00

Extra Intl charges

\$224,962.60