

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

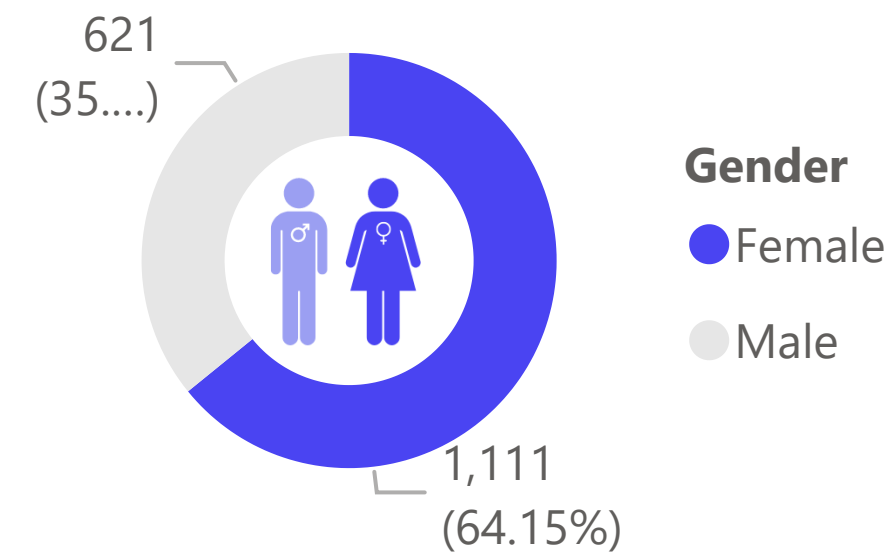
Total Churn

27.0%

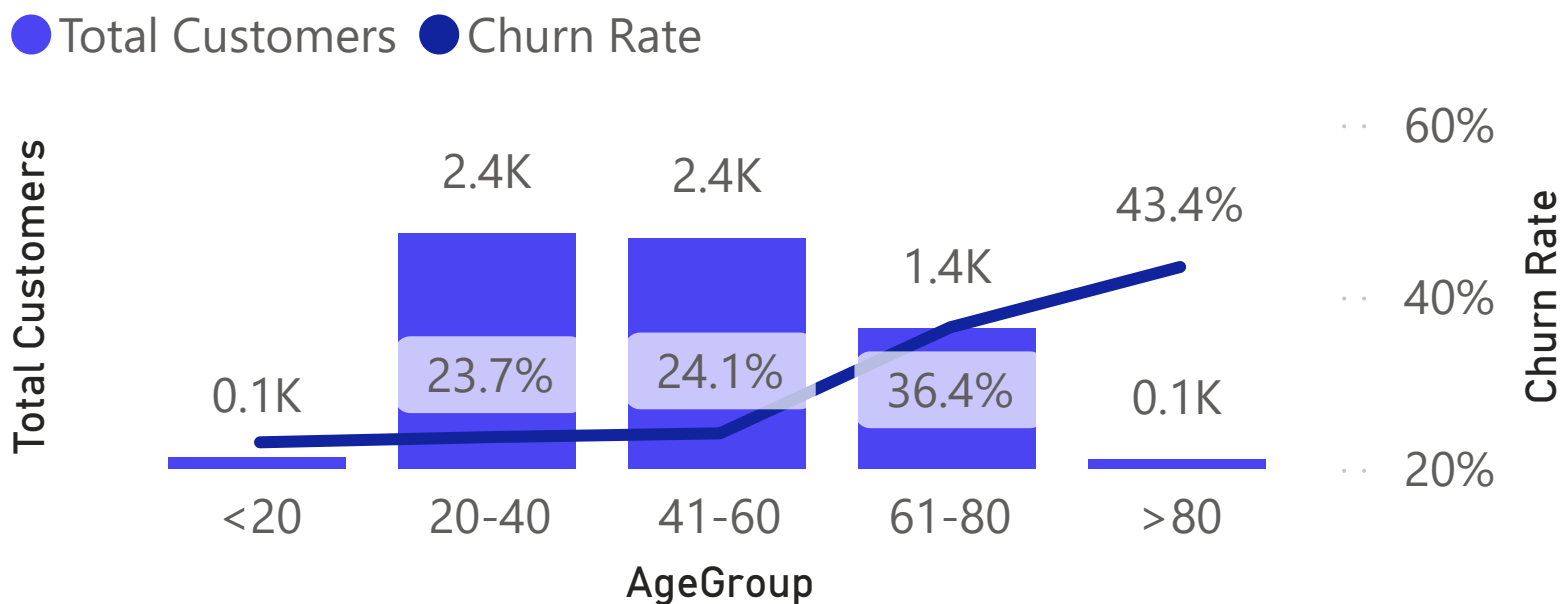
Churn Rate



Total Churn by Gender

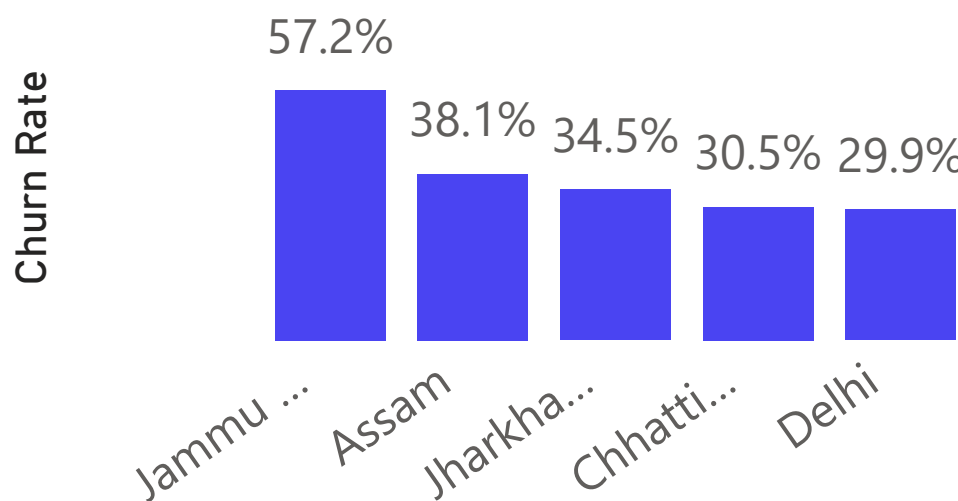


Total Customers and Churn Rate by Age Group



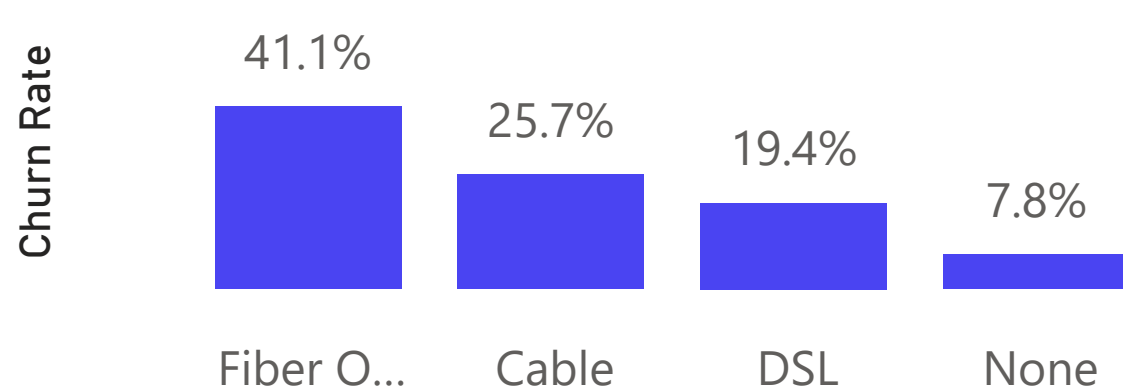
GEOGRAPHIC

Churn Rate by State (Top 5)

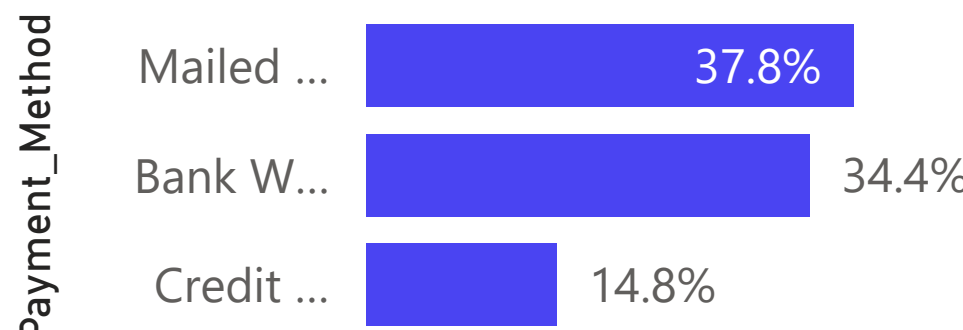


SERVICES USED

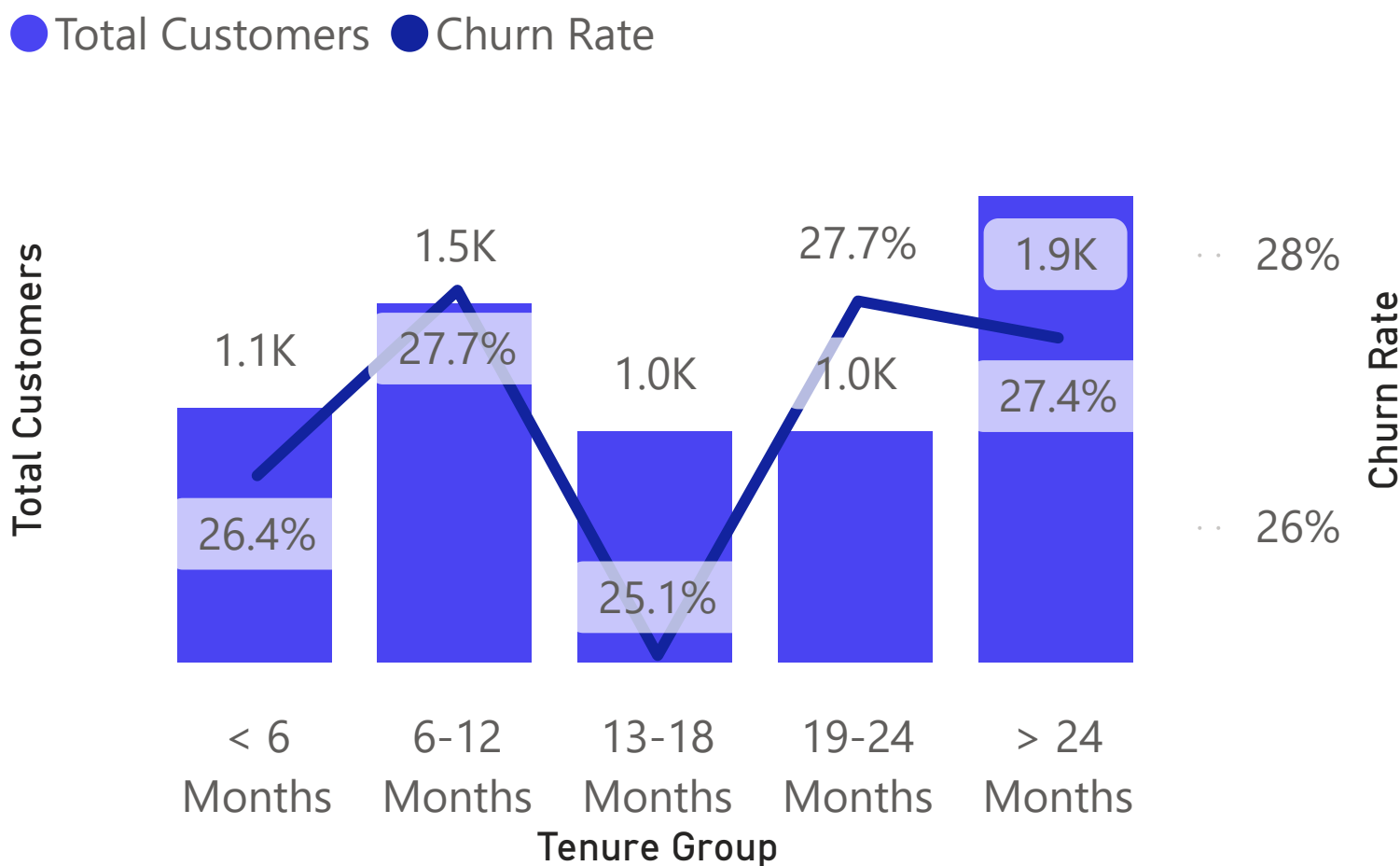
Churn Rate by Internet Type



Churn Rate by Payment Method

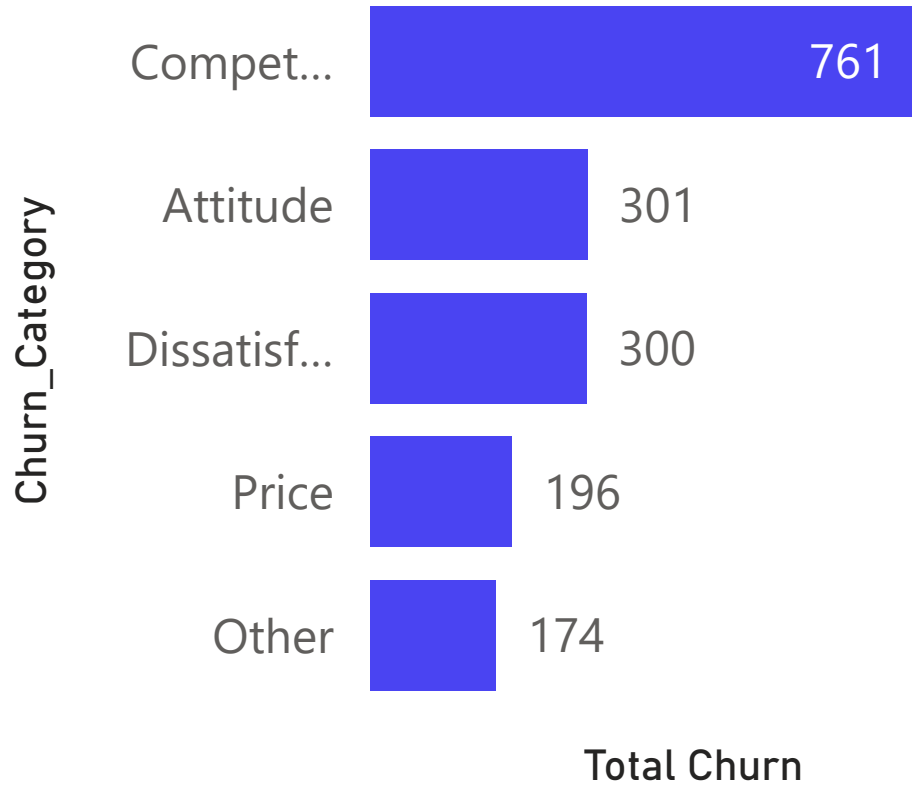


Total Customers and Churn Rate by Tenure Group

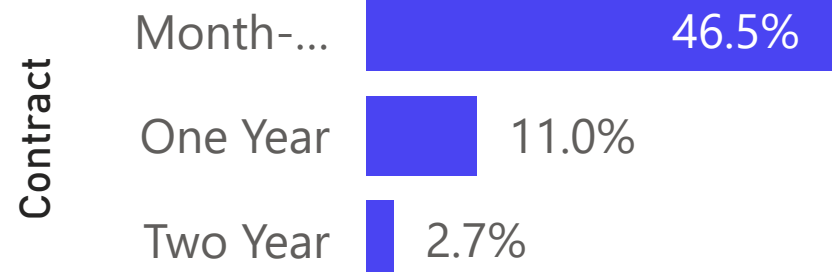


CHURN DISTRIBUTION

Total Churn by Churn Category



Churn Rate by Contract



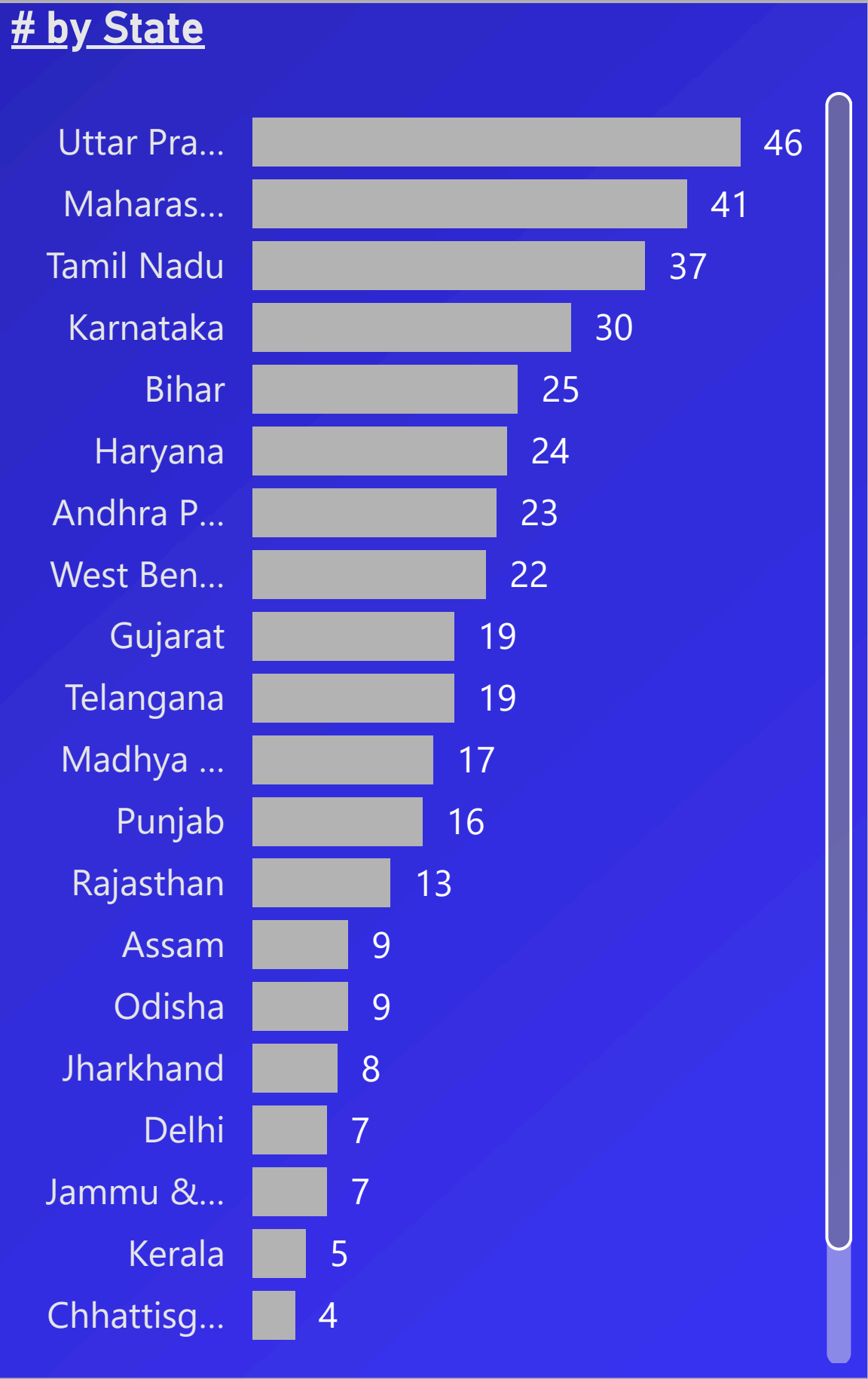
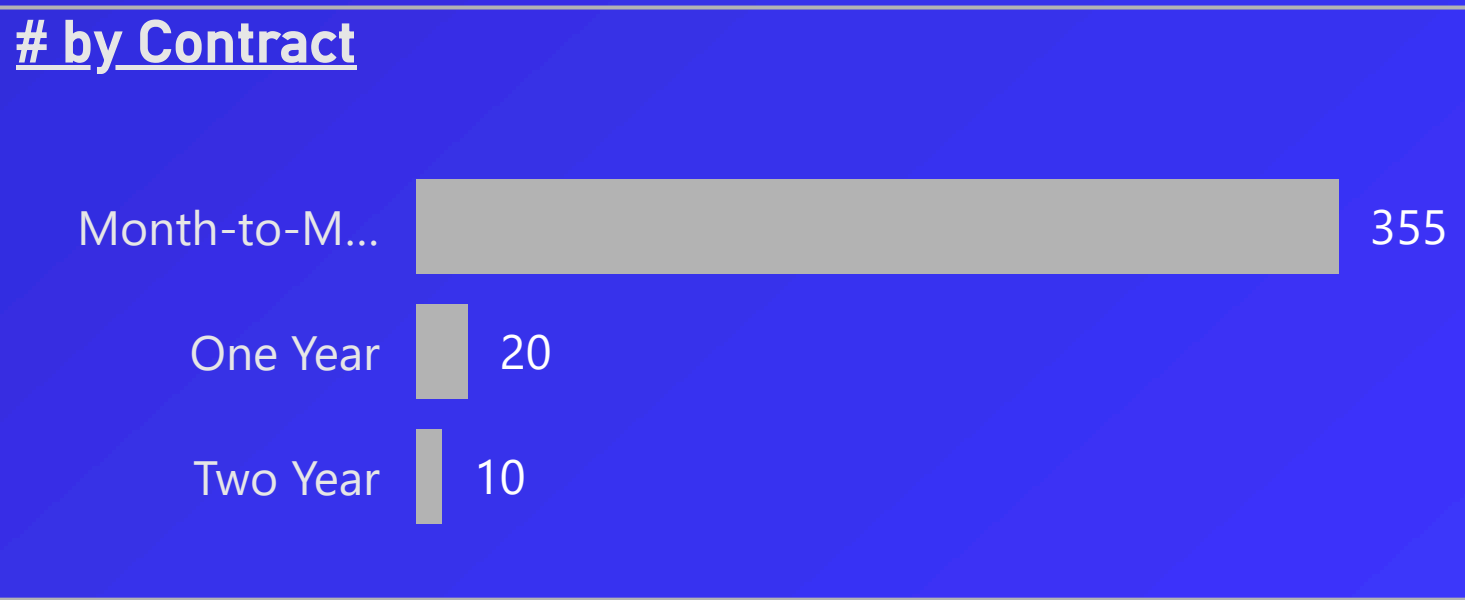
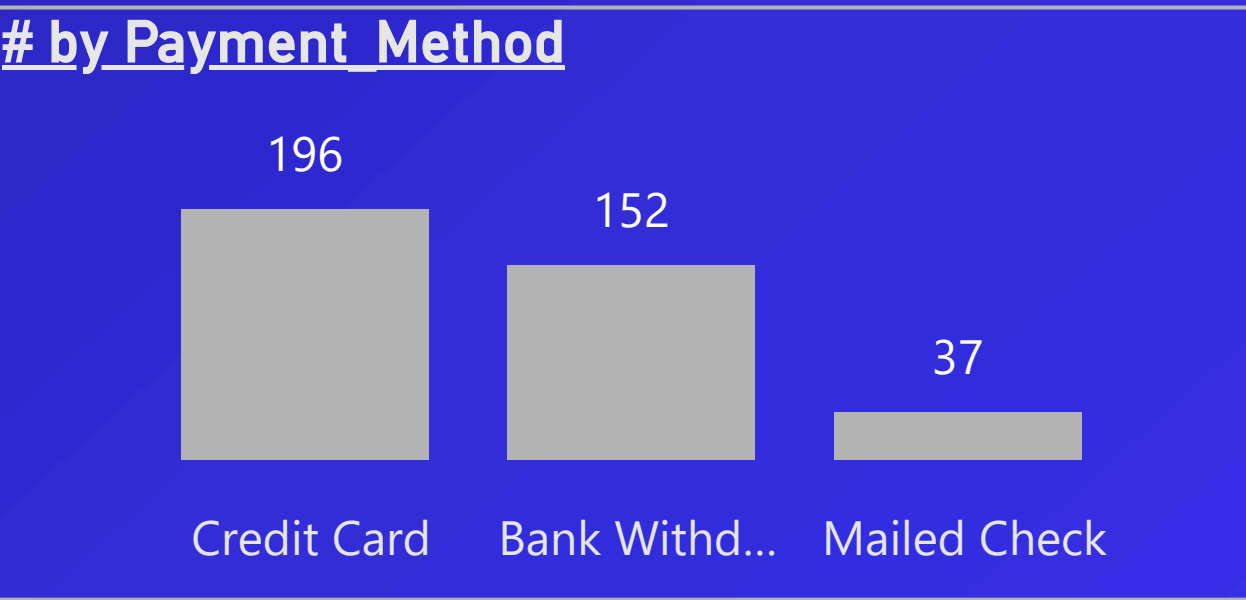
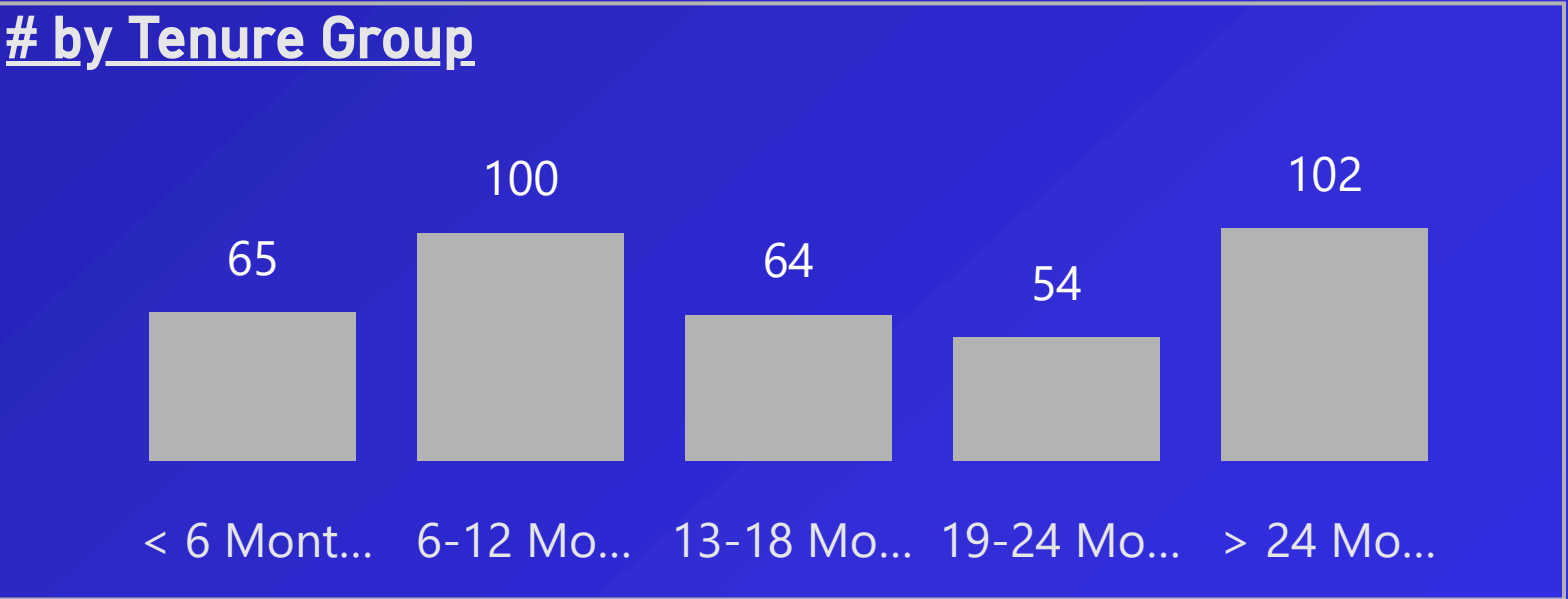
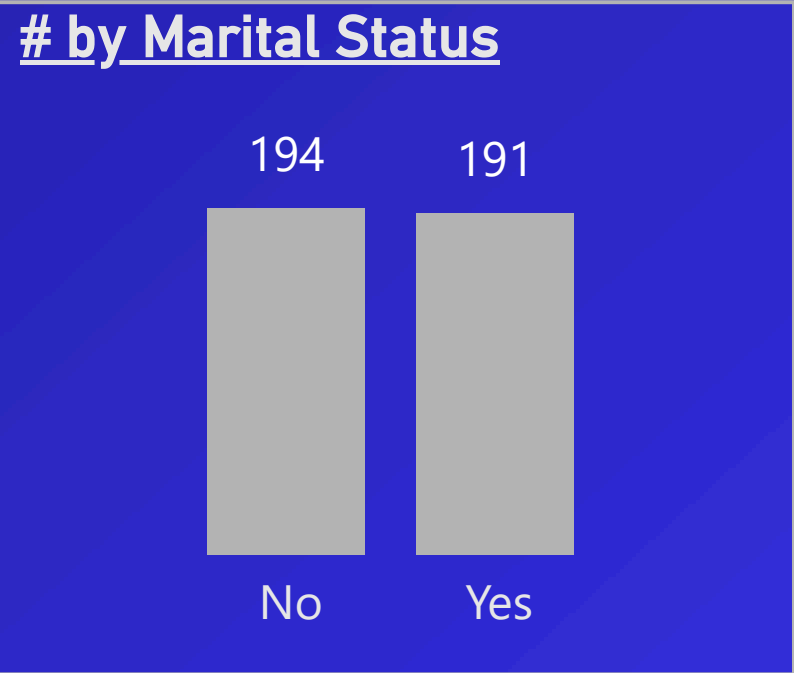
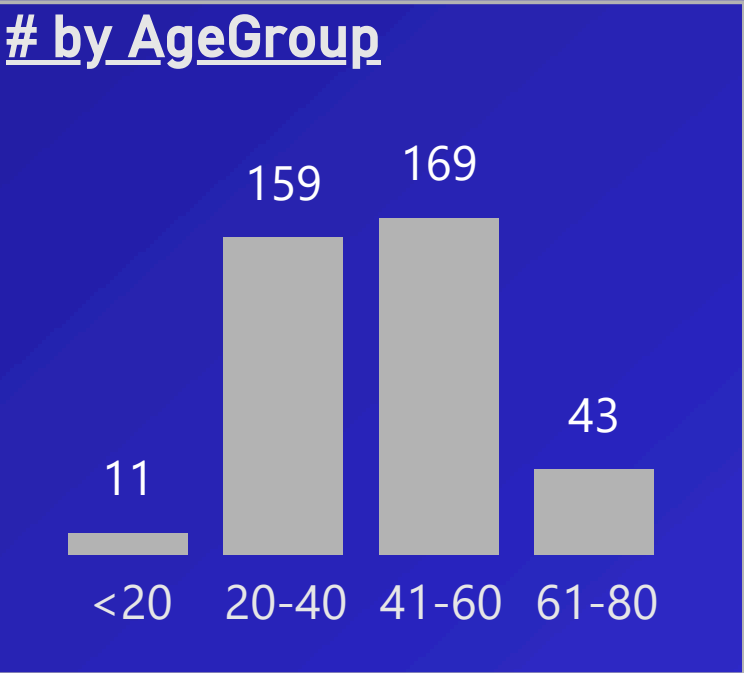
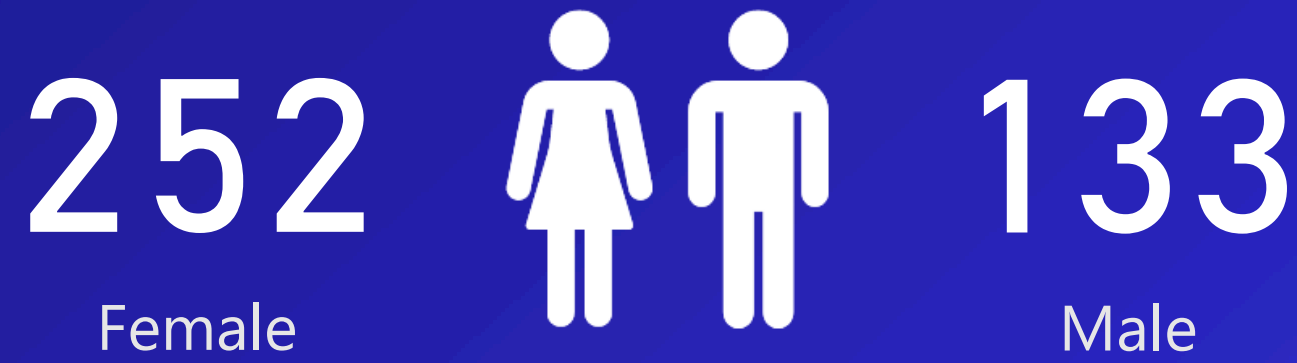
Churn by Services

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 ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 385

Customer_ID	Total_Revenue	Monthly_Charge	Number_of_Referrals	Total_Charges	Total_Revenue
12340-DEL	104.99	62.80	0	62.80	104.99
19998-AND	346.27	85.70	0	256.75	346.27
24696-BIH	123.28	43.95	0	85.10	123.28
24754-AND	171.41	69.55	0	200.20	171.41
27553-UTT	24.39	20.30	0	20.30	24.39
28239-UTT	58.79	19.95	0	19.95	58.79
44655-TEL	226.89	50.50	0	147.75	226.89
45672-TAM	62.35	20.20	0	20.20	62.35
46190-GUJ	118.87	55.55	0	55.55	118.87
48051-GUJ	25.85	25.85	0	25.85	25.85
54172-RAJ	181.73	56.55	0	118.25	181.73
56554-RAJ	29.97	19.75	0	19.75	29.97
56728-RAJ	83.04	45.60	0	45.60	83.04
67752-MAH	92.66	45.30	0	45.30	92.66
71197-PUN	339.41	77.40	0	206.15	339.41
74804-WES	314.31	69.60	0	207.40	314.31
77658-AND	24.40	24.40	0	24.40	24.40
78978-UTT	35.66	19.30	0	19.30	35.66
79905-UTT	50.54	20.45	0	20.45	50.54
82559-CHH	182.47	64.20	0	143.65	182.47
83610-BIH	154.68	74.20	0	140.10	154.68

Churn_Reason

Total

Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

Total