MARRIED Monthly Charge Range **CHURN ANALYSIS - SUMMARY** ΑII **** ΑII 1732 27.0% 6418 TotalChurn **TotalCustomers NewJoiners** ChurnRate TotalChurn by GENDER TotalCustomers and ChurnRate by AgeGroup ChurnRate by STATE (Top 5) ChurnRate by INTERNET TYPE ■ TotalCustomers ■ ChurnRate 57.2% 621 Jammu &... 41.1% 40% Fiber Optic (35....)2.8K 38.1% Assam **GENDER** 31.0% 25.7% Cable 1.8K 1.6K Female 34.5% **Jharkhand** 30% 19.4% Male 24.0% 23.5% 30.5% Chhattisg.. 0.1K 7.8% None 20% 29.9% Delhi (64.1%) < 20 20-35 35-50 >50 ChurnRate by PAYMENT METHOD TotalCustomers and ChurnRate by TenurePeriod TotalChurn by CHURN CATEGORY Churn by Services Services ■ TotalCustomers ■ ChurnRate No Yes 37.8% Mailed 28.0% DEVICE PROTECTION PLAN 71.0% 29.0% 2087 Competitor 34.4% Bank W. INTERNET SERVICE 6.3% 93.7% 27.5% 27.5% 54.8% 45.2% MULTIPLE LINES 301 Attitude 14.8% 27.2% Credit. 71.9% 28.1% 1296 ONLINE BACKUP 1058 **ONLINE SECURITY** 15.4% 27.2% 84.6% 997 27.0% ChurnRate by CONTRACT 980 300 Dissatisfa... PAPERLESS BILLING 25.4% 74.6% PHONE SERVICE 90.6% 9.4% 46.5% 26.5% Month-. 196 Price 83.5% 16.5% PREMIUM SUPPORT 26.4% 26.1% 11.0% One Year 56.0% 44.0% STREAMING MOVIES 26.0% Other 174 STREAMING MUSIC 61.1% 38.9% Two Year 6-12 >24 12-18 18-24 56.8% 43.2% STREAMING TV Months Months Months Months Months