

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

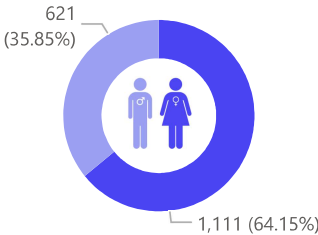
Total Churn

27.0%

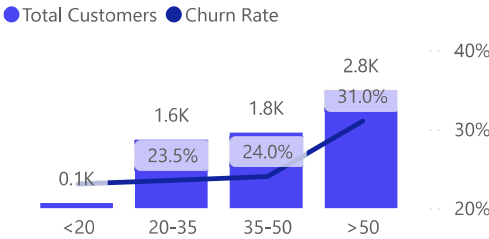
Churn Rate



Total Churn by Gender

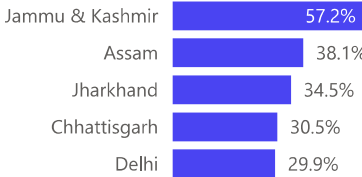


Total Customers and Churn Rate by Age Group



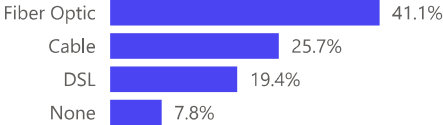
GEOGRAPHIC

Top 5 States by Churn Rate

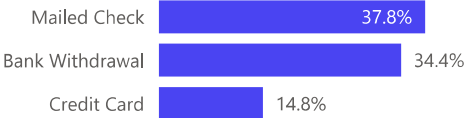


SERVICES USED

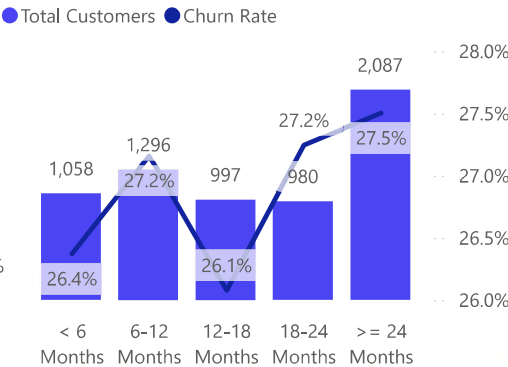
Churn Rate by Internet Type



Churn Rate by Payment Method



Total Customers and Churn Rate by Tenure Group

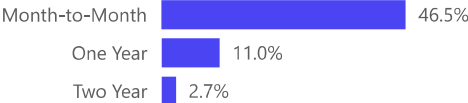


CHURN DISTRIBUTION

Total Churn by Churn Category



Churn Rate by Contract



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

246

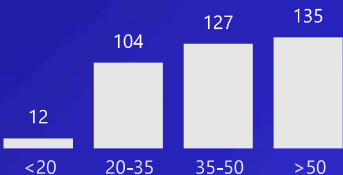
Female



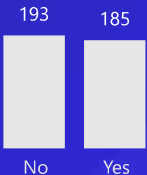
132

Male

by Age Group



by Marital Status



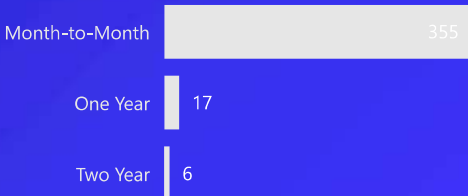
by Tenure Group



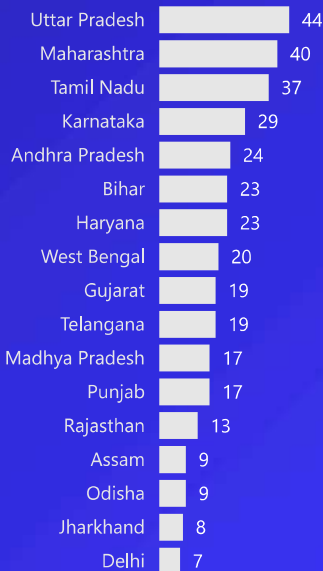
by Payment Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer ID	Monthly Charge	Total Revenue	Total Refunds	Number of Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15