

Churn Overview

Overview

Demographics

Churn Insights

Plans & Subscriptions

Intl & Charges

6687

Total Customer

26.86 %

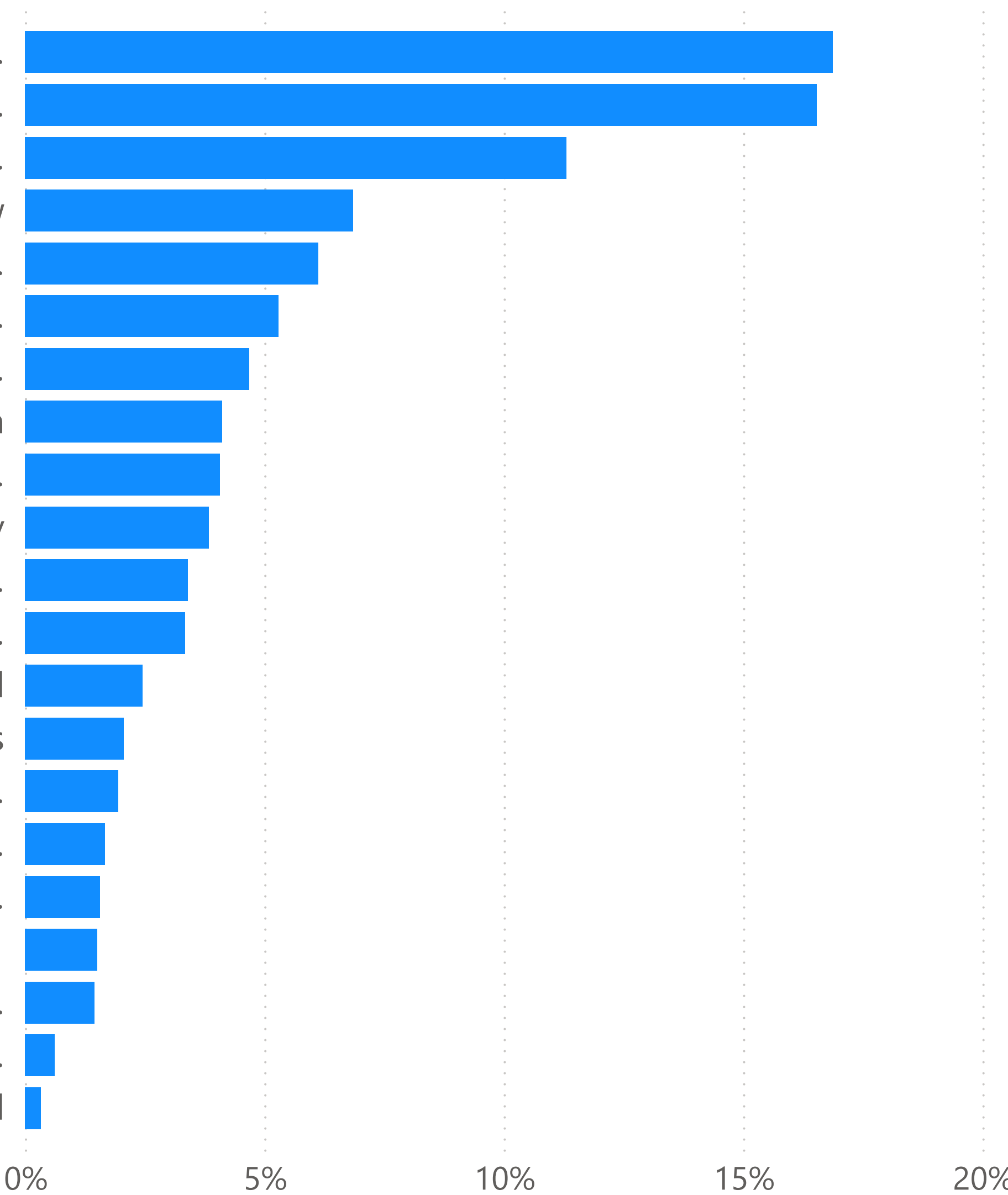
Churn Rate

1796

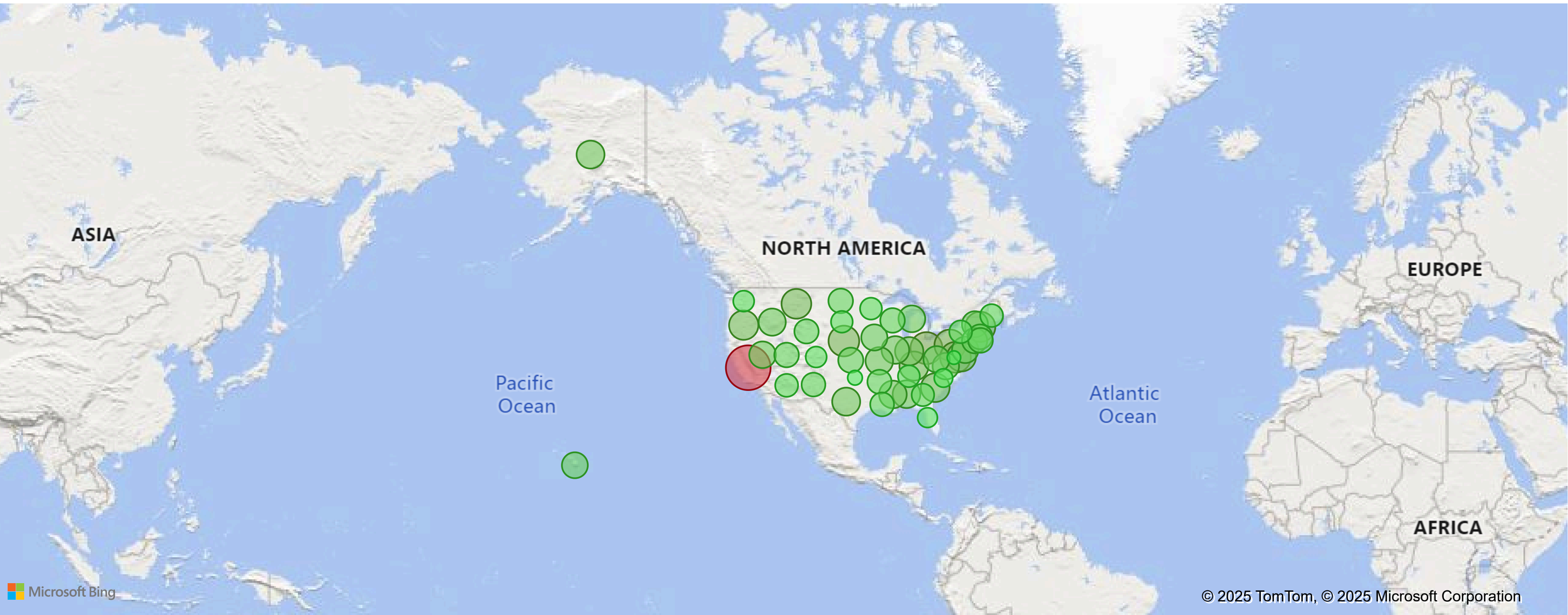
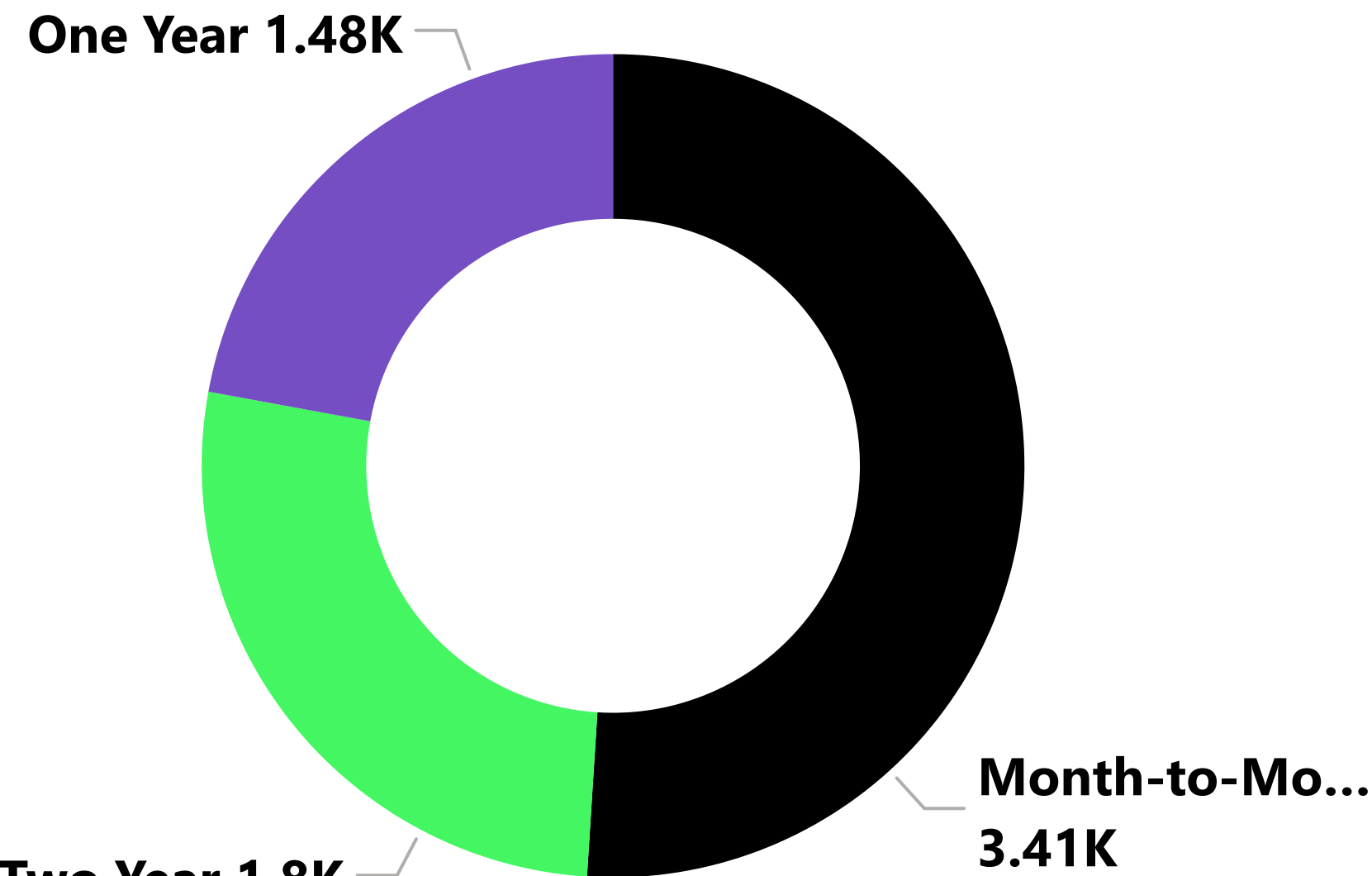
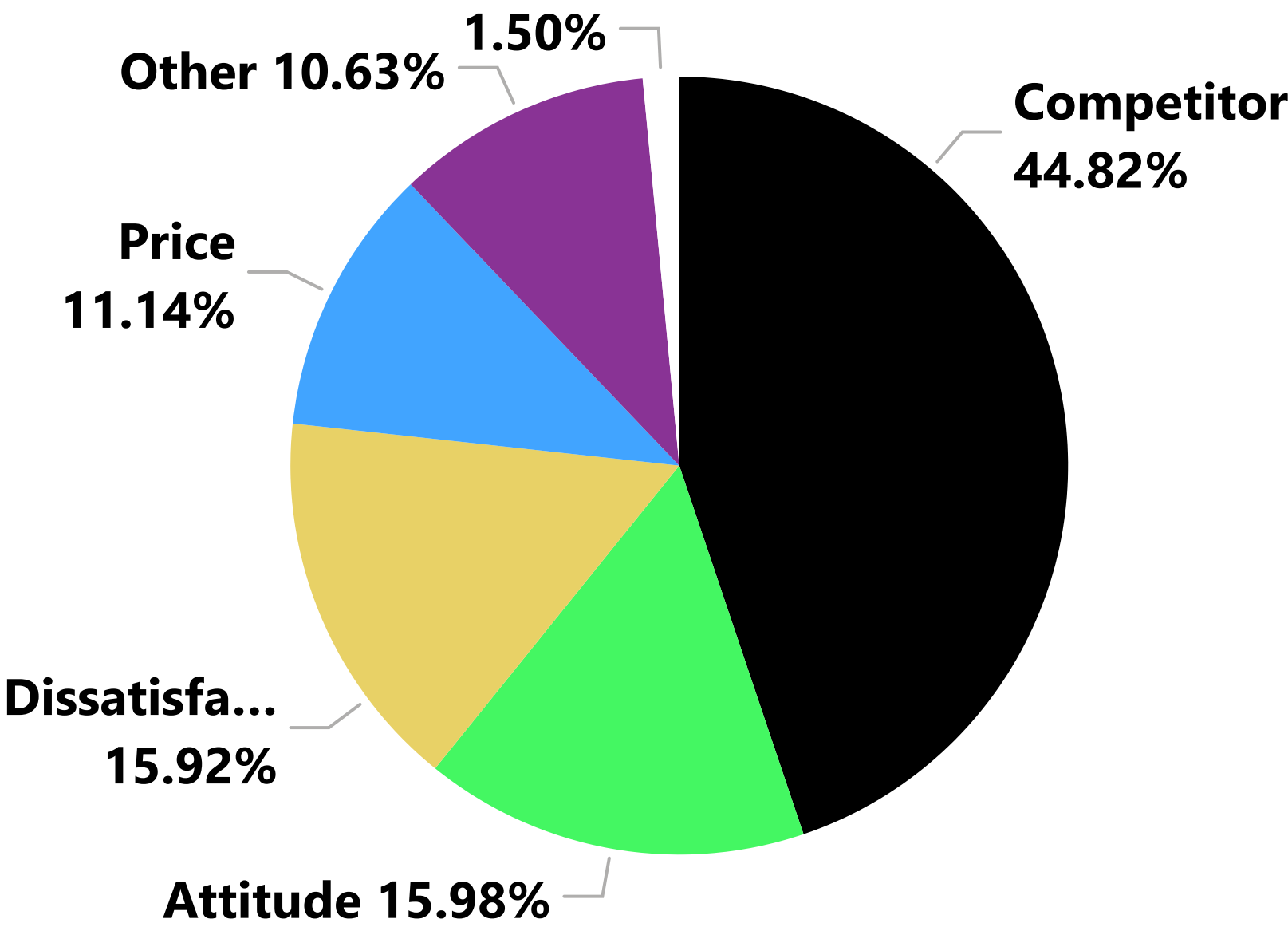
Churned Customers

Churn Reasons

Competitor made ...
Competitor had b...
Attitude of suppor...
Don't know
Competitor offere...
Competitor offere...
Attitude of service...
Price too high
Product dissatisfa...
Network reliability
Long distance cha...
Service dissatisfac...
Moved
Extra data charges
Limited range of s...
Poor expertise of ...
Lack of affordable...
Lack of self-servic...
Poor expertise of ...
Deceased



Churn Breakdown by Category & Contract Type



Customer Demographics & Segmentation

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Count of Customer ID

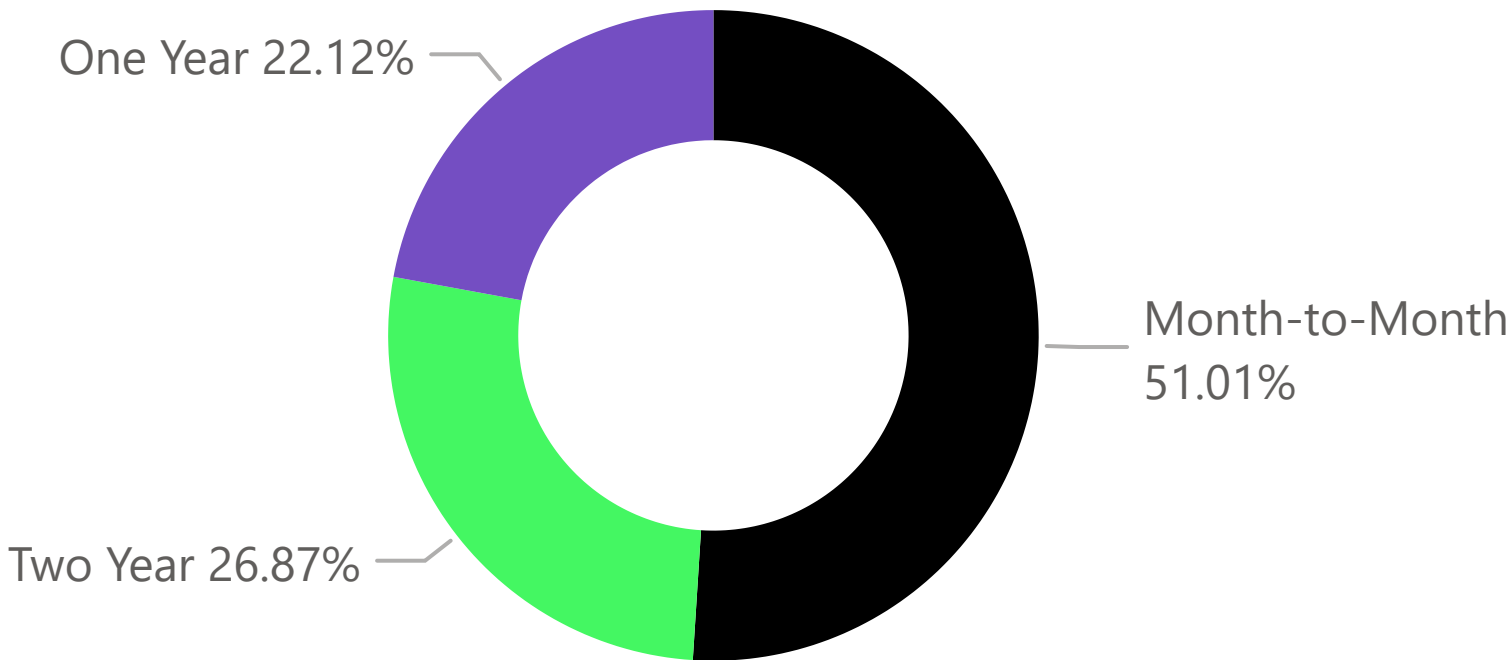
1796

Churned

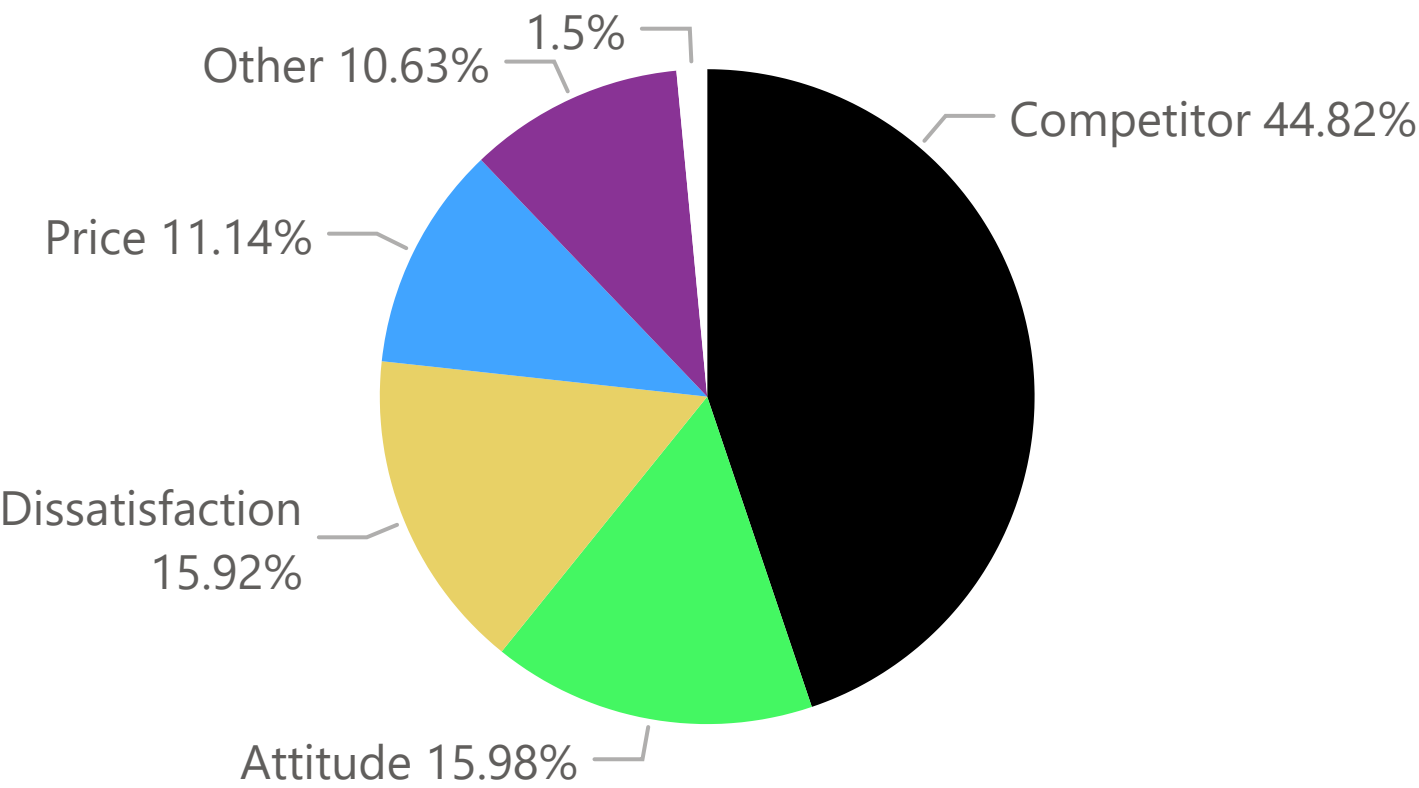
26.86 %

Churn Rate

Customers by Contract type

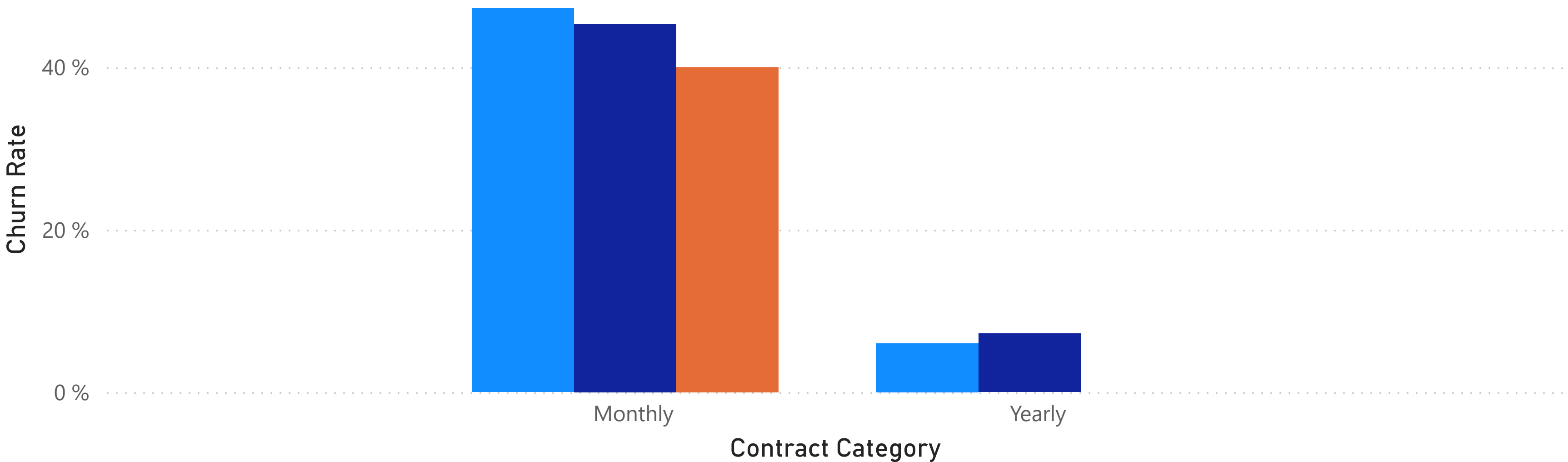


Churn by category



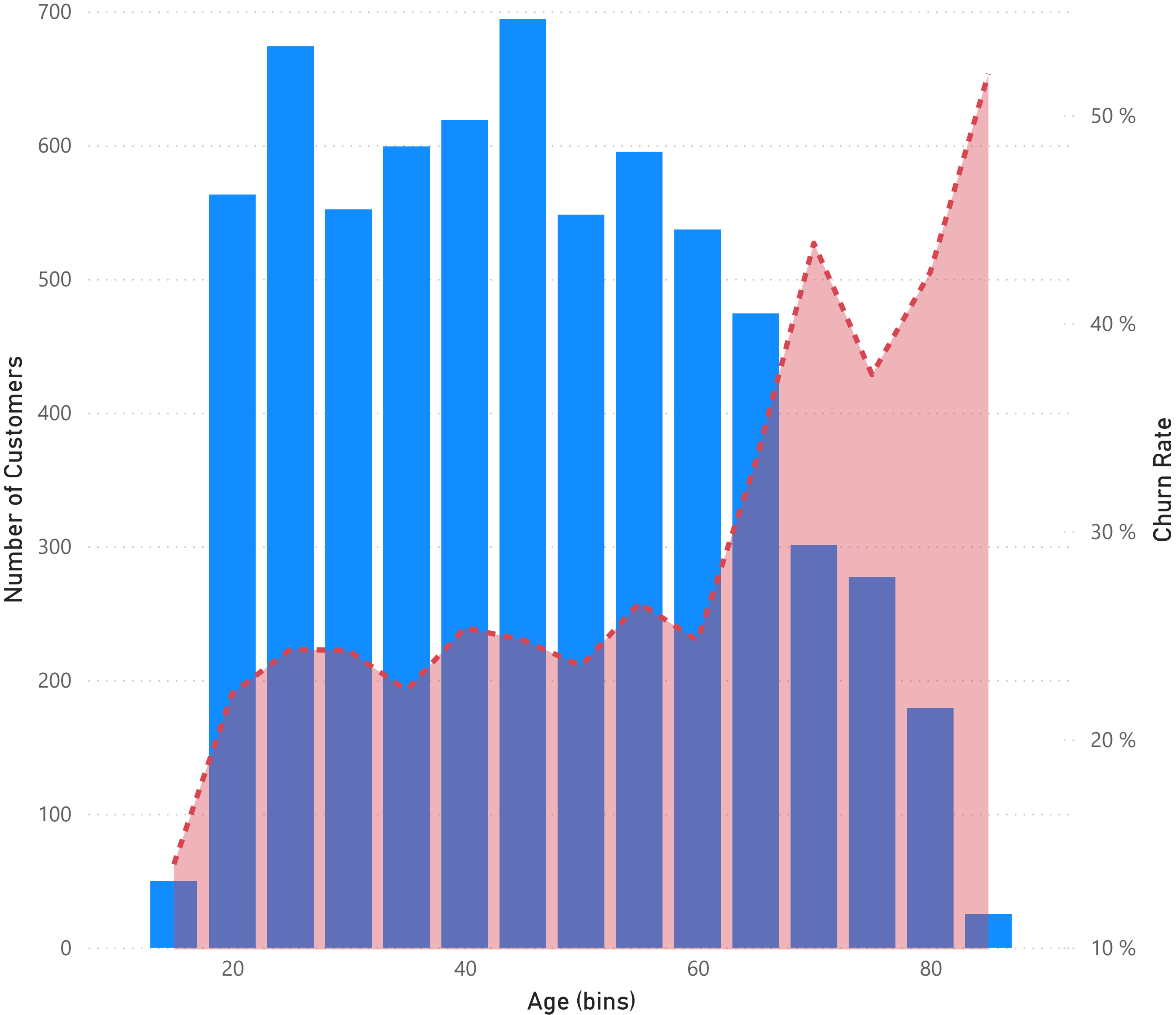
Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say



Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate



Senior	Under 30	▼ Churn Rate
Yes	No	38.46 %
No	No	24.54 %
No	Yes	23.00 %
Total		26.86 %

Churn Behavior & Insights

Overview

Demographics

Churn Insights

Plans & Subscriptions

Intl & Charges

Contract Category, Payment Method

- ^

☐ Monthly

☐ Credit Card

☐ Direct Debit

☐ Paper Check
- ^

☐ Yearly

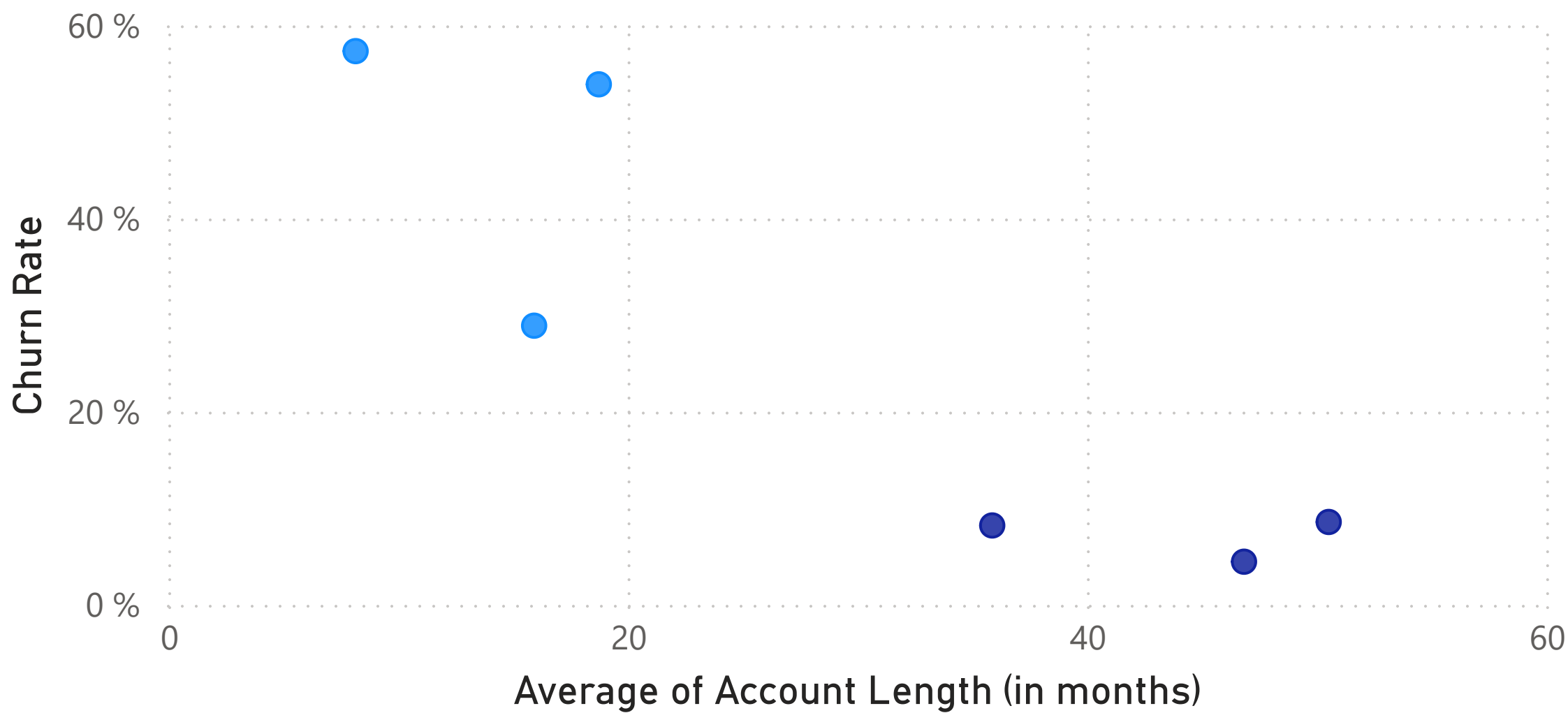
☐ Credit Card

☐ Direct Debit

☐ Paper Check

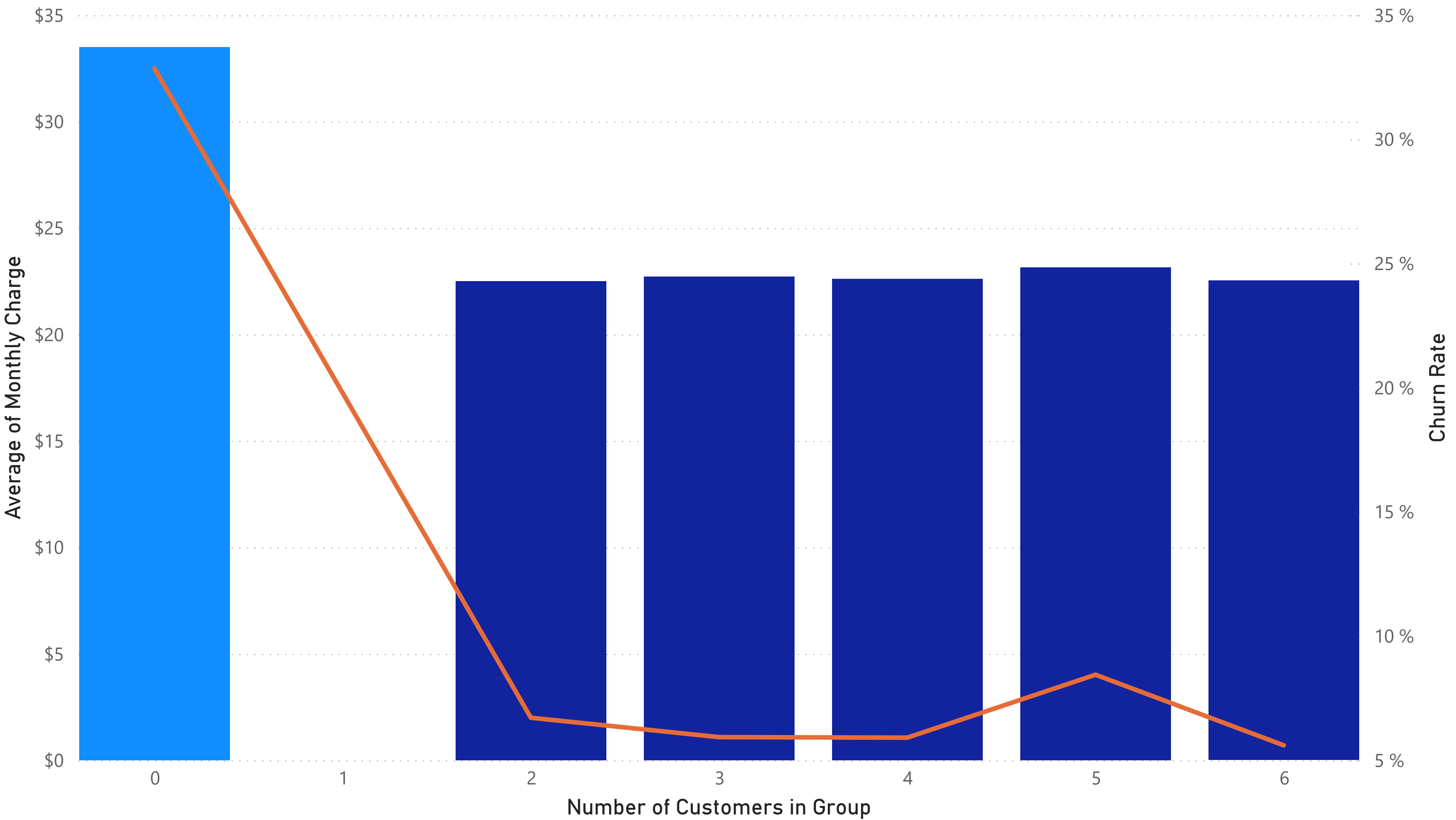
Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate



6123

Customer Service Calls

0.92

Avg Customer Service Calls

3.37

Avg Extra Data Charges

33.64

Avg Extra International Charges

Subscription Plans & Churn Impact

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Monthly

46.29 %

Churn Rate

Yearly

6.62 %

Churn Rate

Churn Rate	Number of Customers	Unlimited Data Plan
16.10 %	2193	No
32.11 %	4494	Yes
26.86 %	6687	

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

Grouped Consumption

Between 5 and 10 GB

10 or more GB

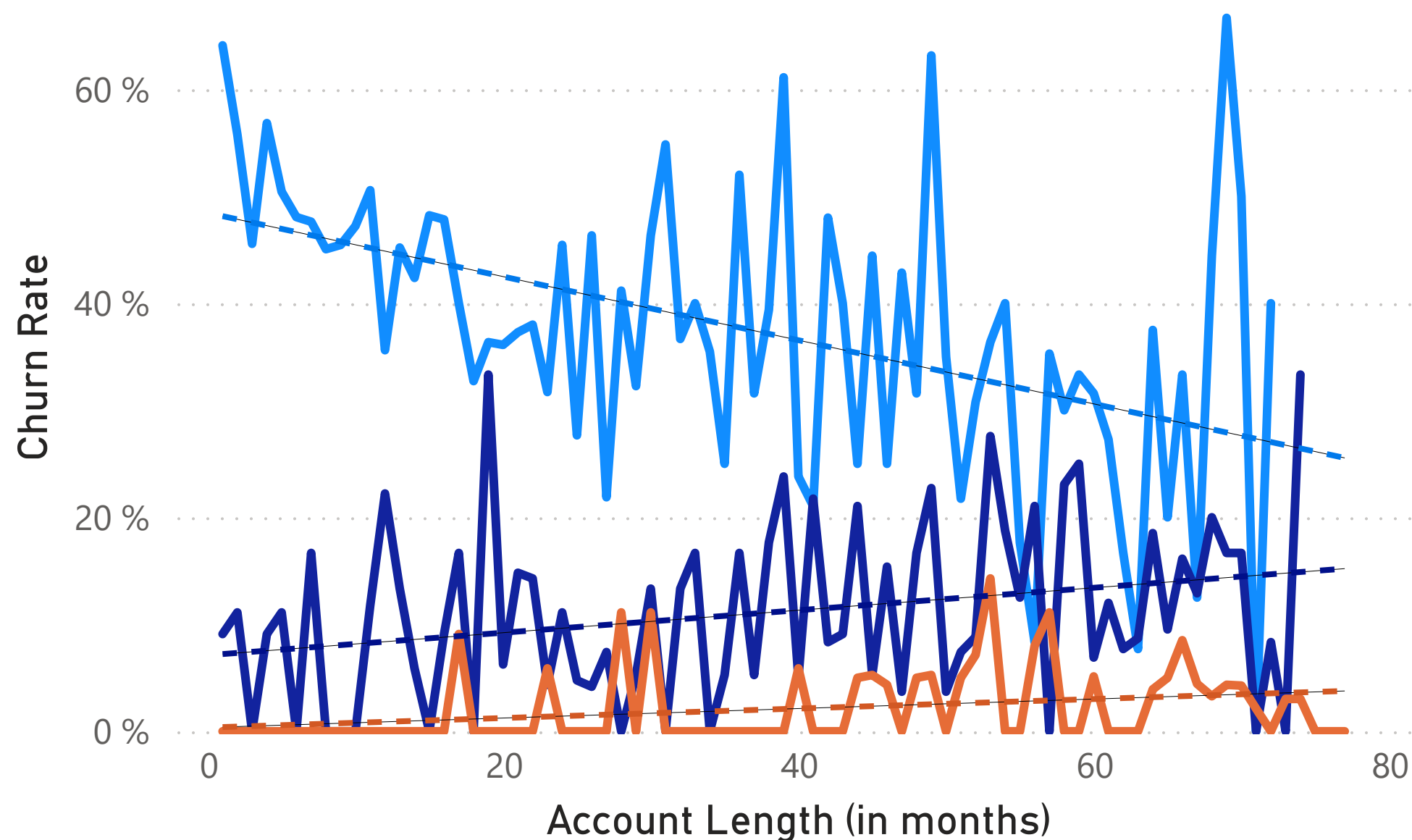
Less than 5 GB

0 % 5 % 10 % 15 % 20 % 25 % 30 % 35 %

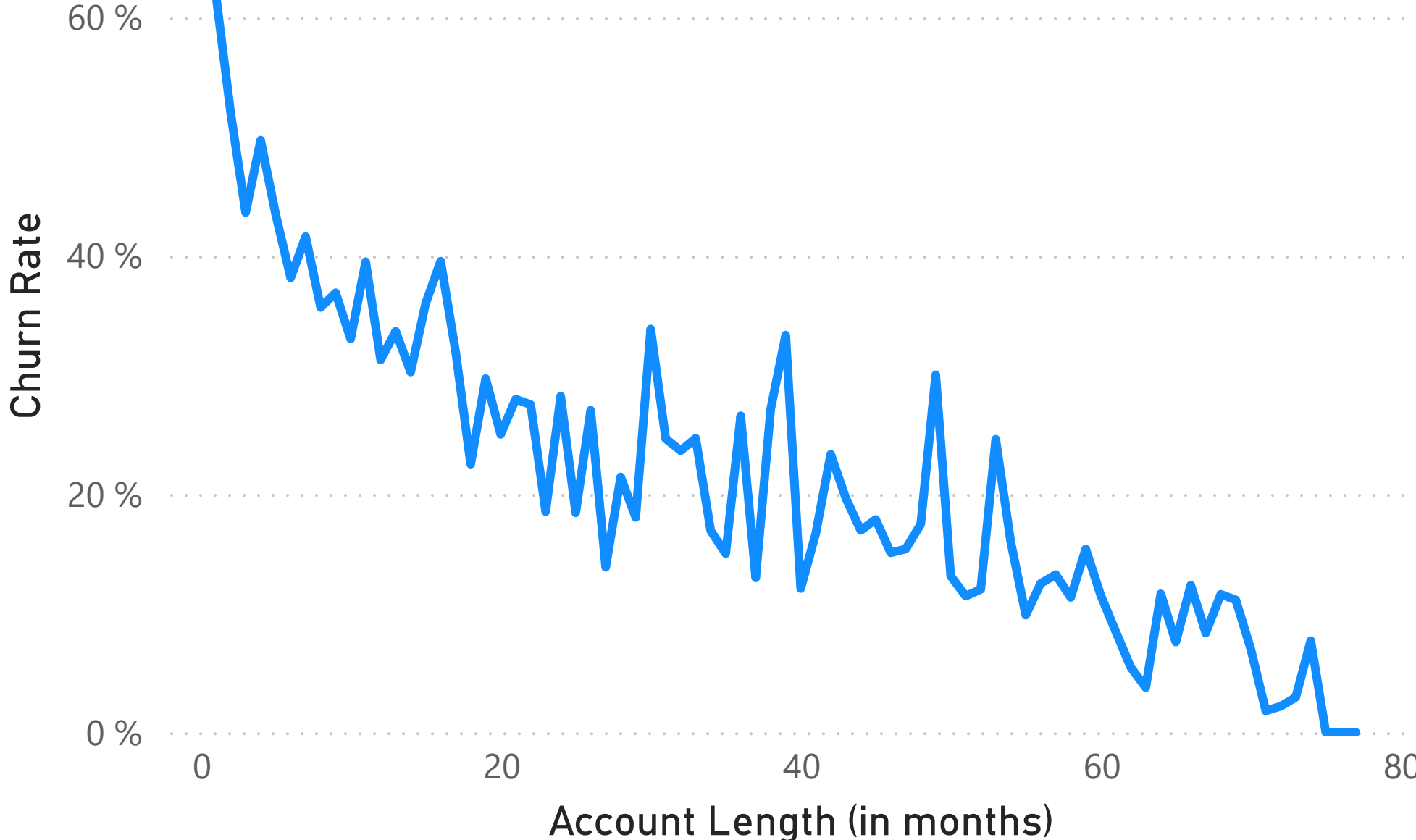
Churn Rate

Churn Rate by Account Length (in months) and Contract Type

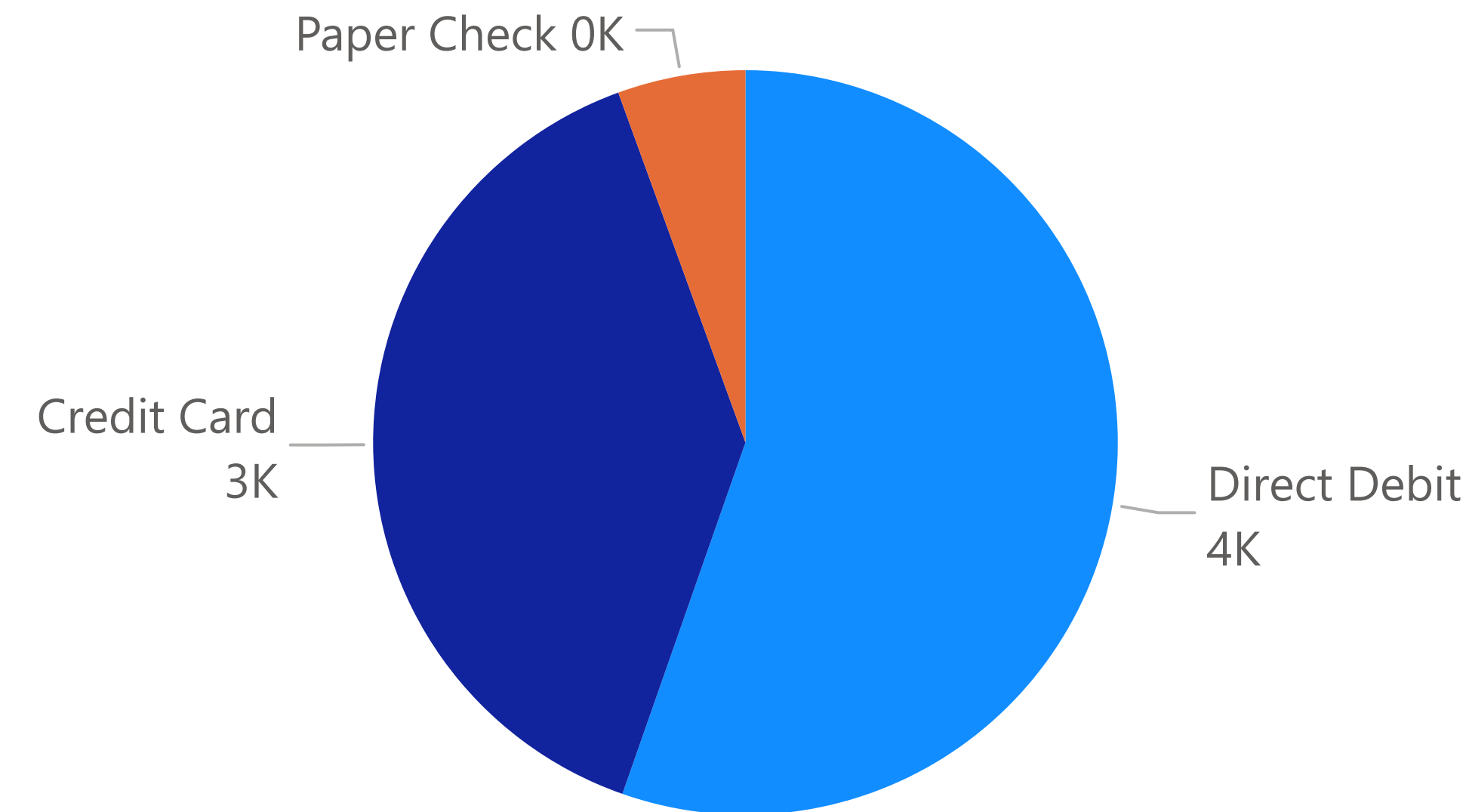
Contract Type ● Month-to-Month ● One Year ● Two Year



Churn Rate by Account Length (in months)



Number of Customers and Churn Rate by Payment Method



Intl Calls & Extra Charges

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Plans & Subscriptions

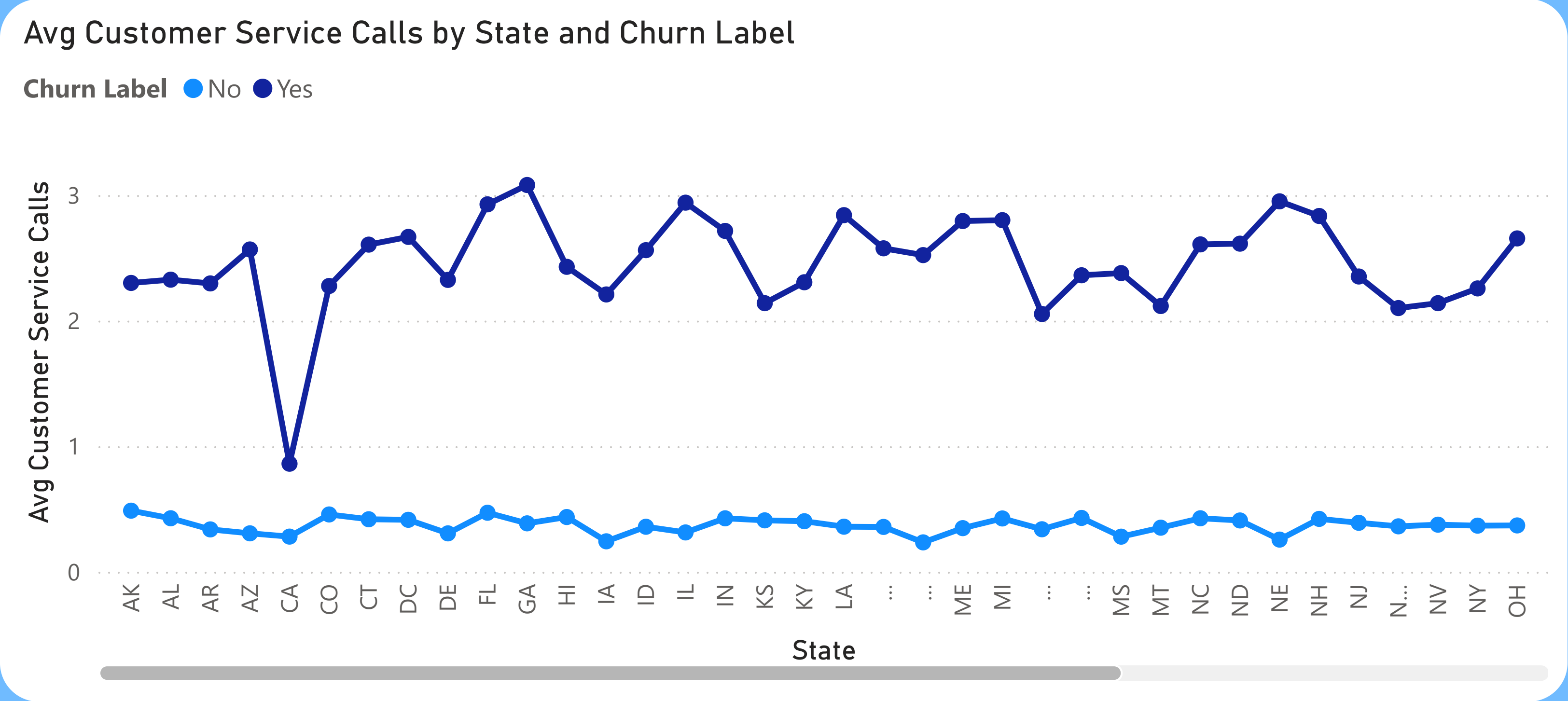
Intl & Charges

33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges



Intl Active	no	yes	Total
Yes	40.34 %	7.59 %	34.31 %
No	20.01 %	71.19 %	22.21 %
Total	27.07 %	24.88 %	26.86 %

