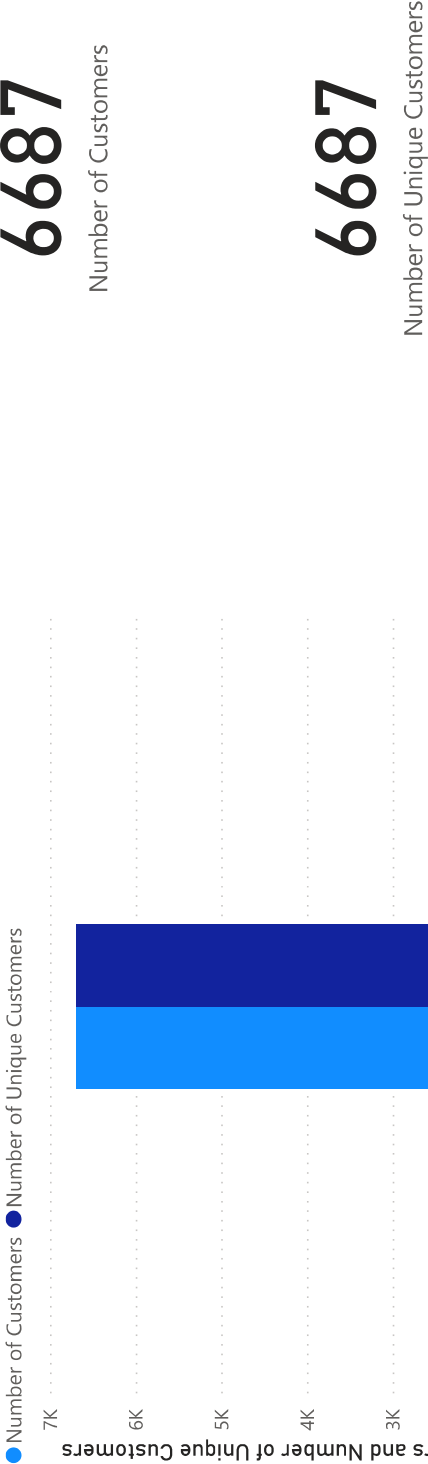
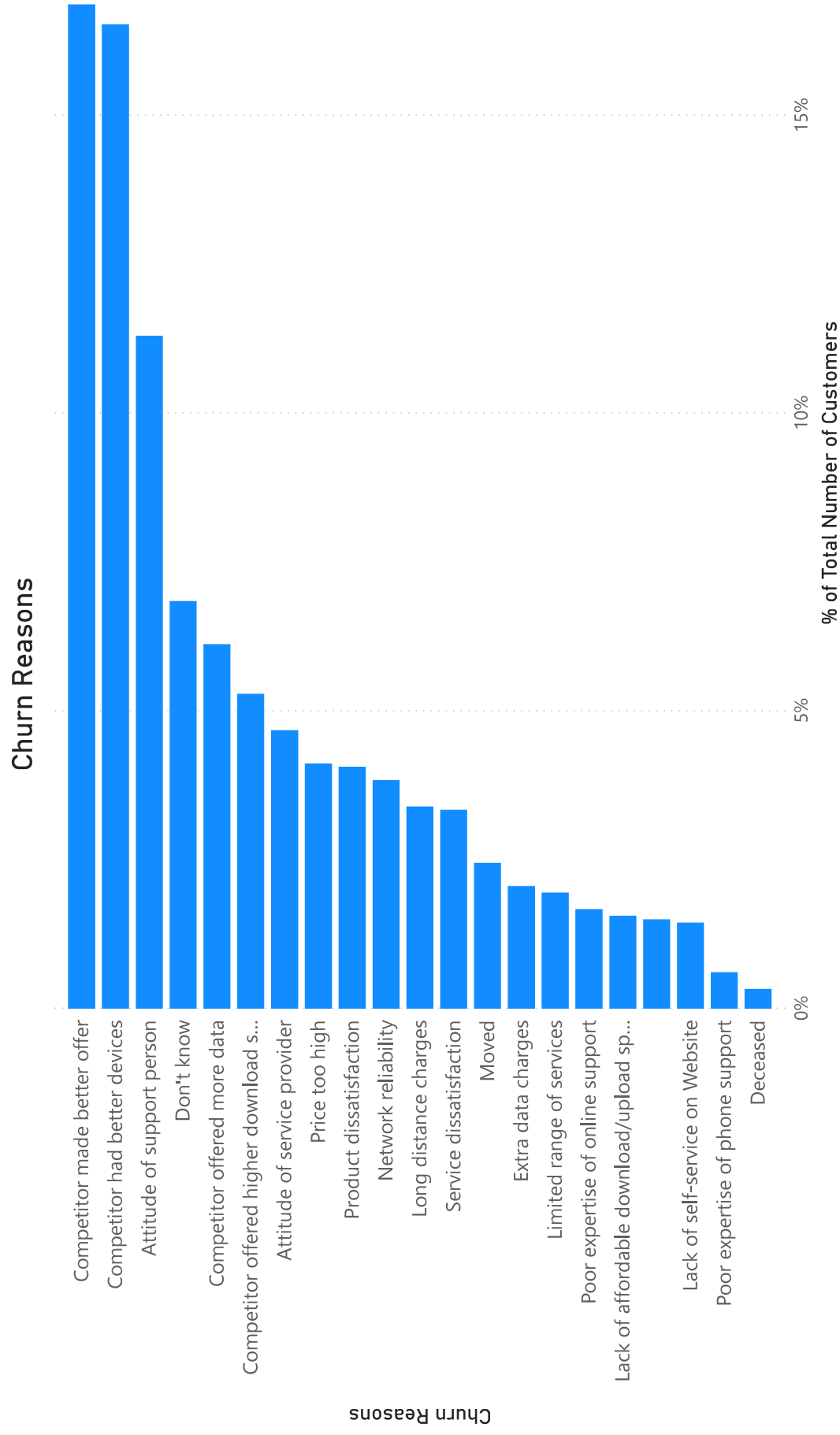


Number of Customers and Number of Unique Customers

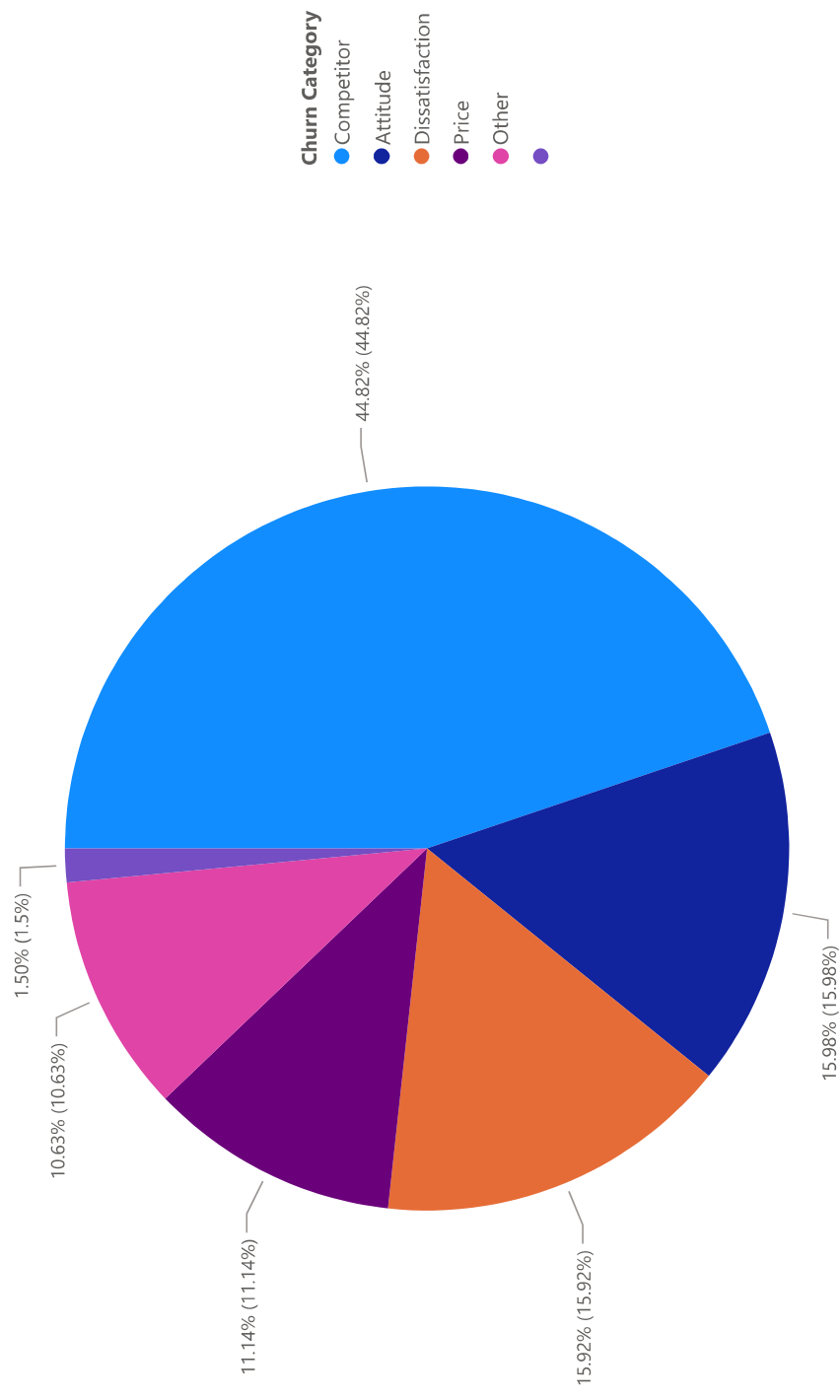


26.86 %

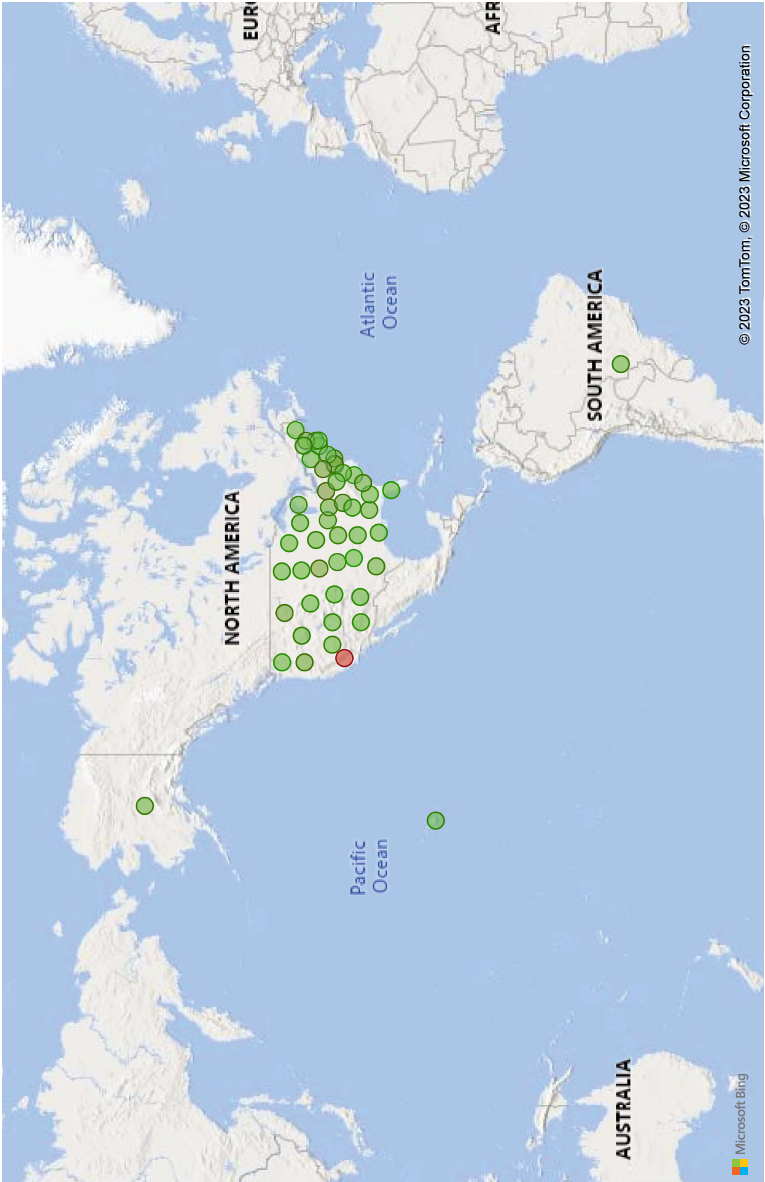
Churn Rate



%GT Count of Churn Label by Churn Category

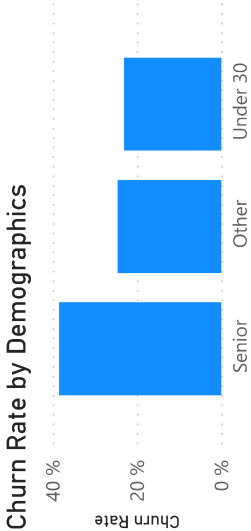


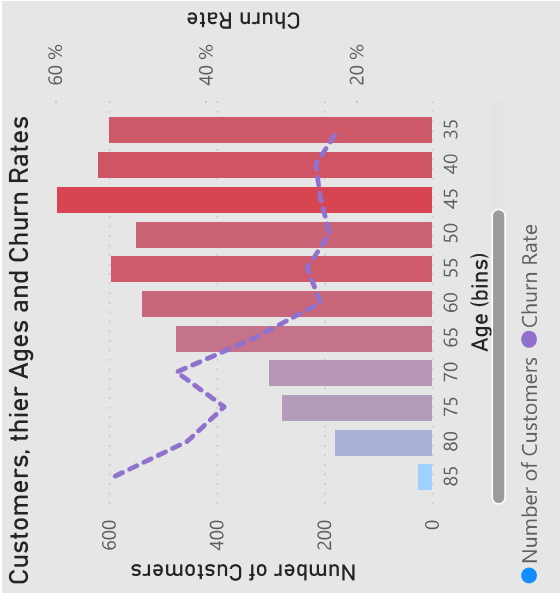
Churn by State



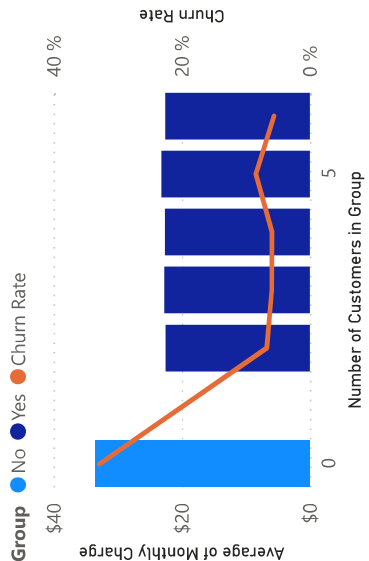
State or Province	Number of Customers	Number of Churned Customers	Churn Rate
AK	104	30	29%
AL	161	46	29%
AR	110	27	25%
AZ	128	30	23%
CA	68	43	63%
CO	132	29	22%
CT	148	38	26%
DC	108	21	19%
DE	122	37	30%
FL	127	27	21%
GA	108	25	23%
HI	106	28	26%
IA	90	24	27%
ID	147	41	28%
IL	116	33	29%
IN	143	42	29%
KS	141	36	26%
KY	118	36	31%
LA	103	25	24%
MA	131	33	25%
MD	140	46	33%
ME	124	29	23%
MI	146	40	27%
MN	168	38	23%
MO	127	36	28%
MS	130	37	28%
Total	6687	1796	27%

Demographics	Churn Rate
Other	24.54 %
Senior	38.46 %
Under 30	23.00 %
Total	26.86 %





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



Bi-Annual

2.78 %

Churn Rate

Monthly

46.29 %

Churn Rate

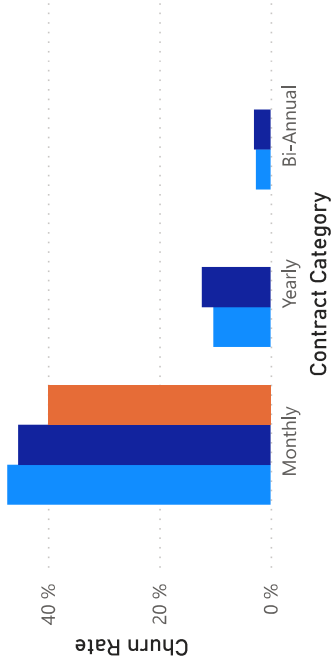
Yearly

11.29 %

Churn Rate

Churn Rate by Contract Category and Gender

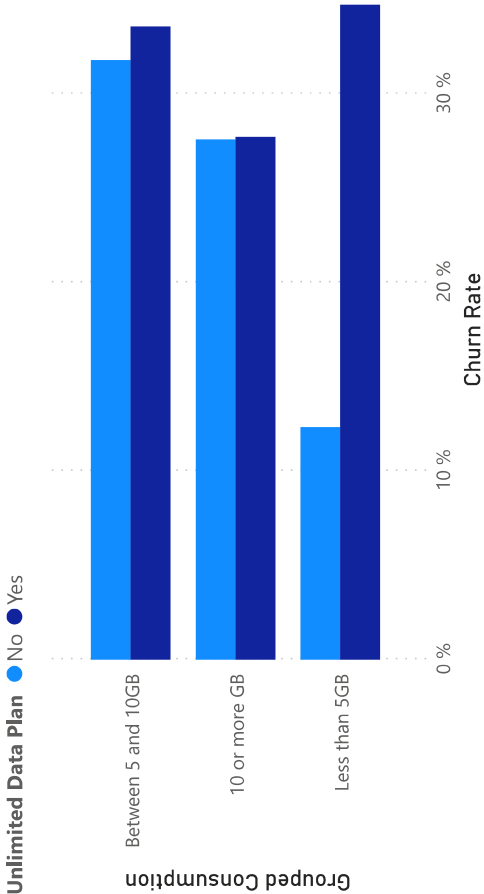
Gender ● Female ● Male ● Prefer not to say



Unlimited Data Plan	Churn Rate	Number o
No	16.10 %	
Yes	32.11 %	
Total	26.86 %	



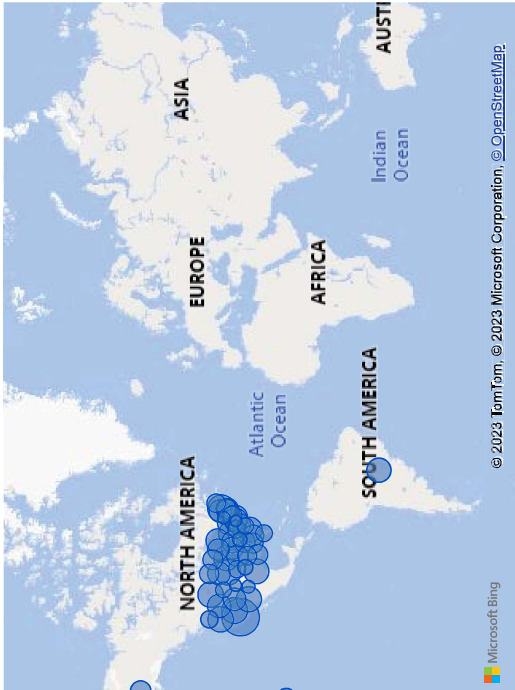
Churn Rate by Grouped Consumption and Unlimited Data Plan



Grouped Consumption

Churn Rate by State or Province and Intl Plan

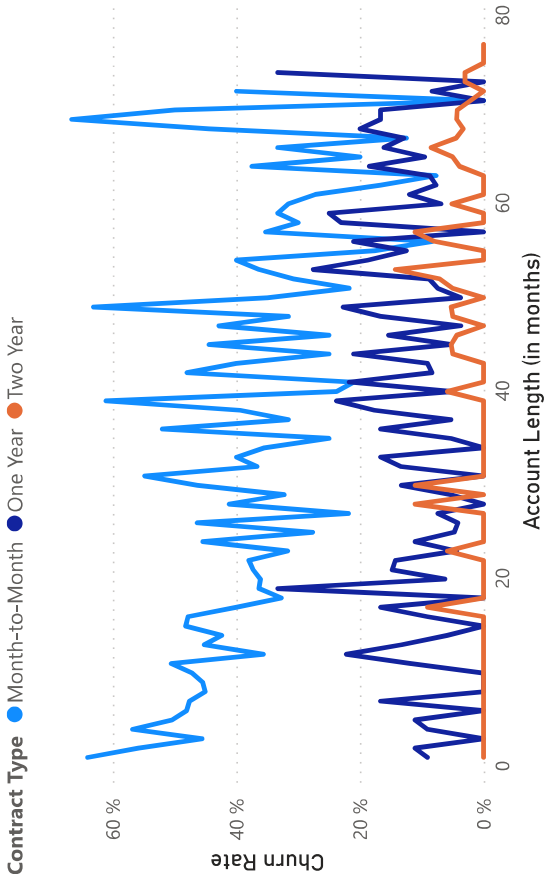
Intl Plan ● no



Intl Plan. Intl Active

- no No Yes
yes

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



Number of Customers by Payment Method

