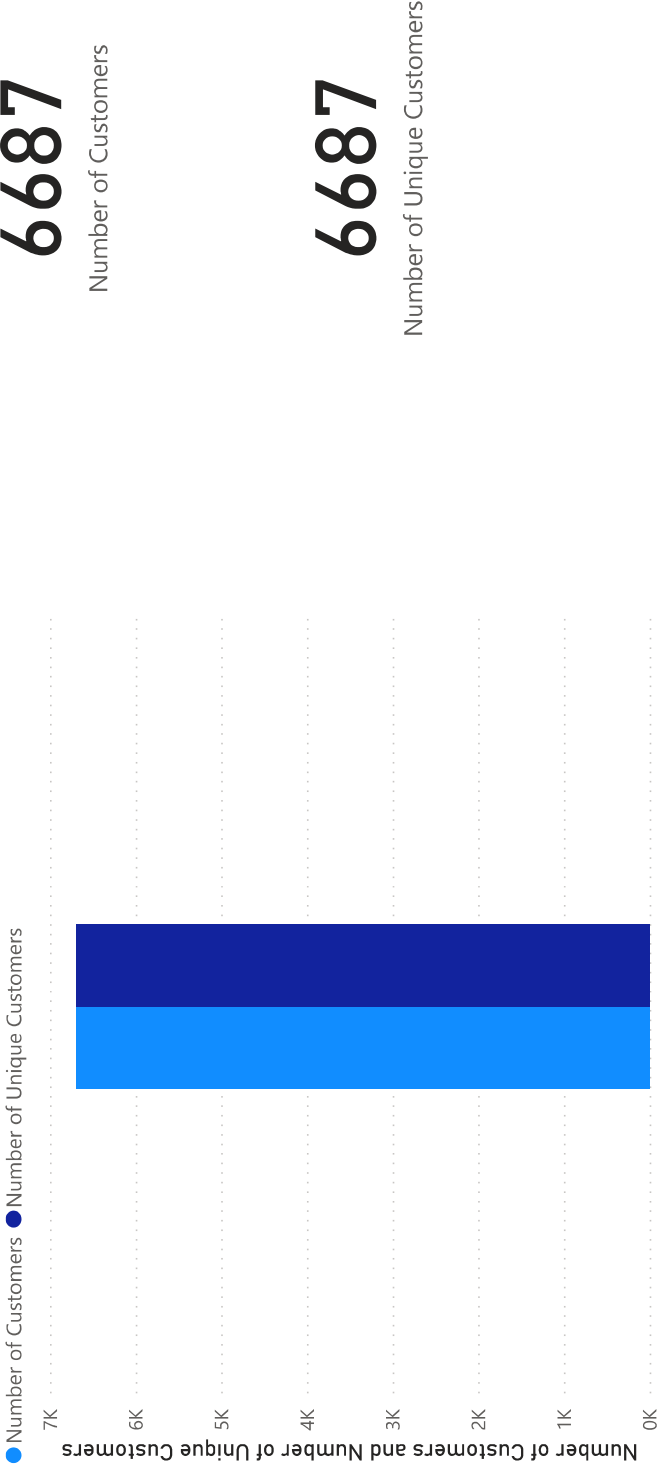
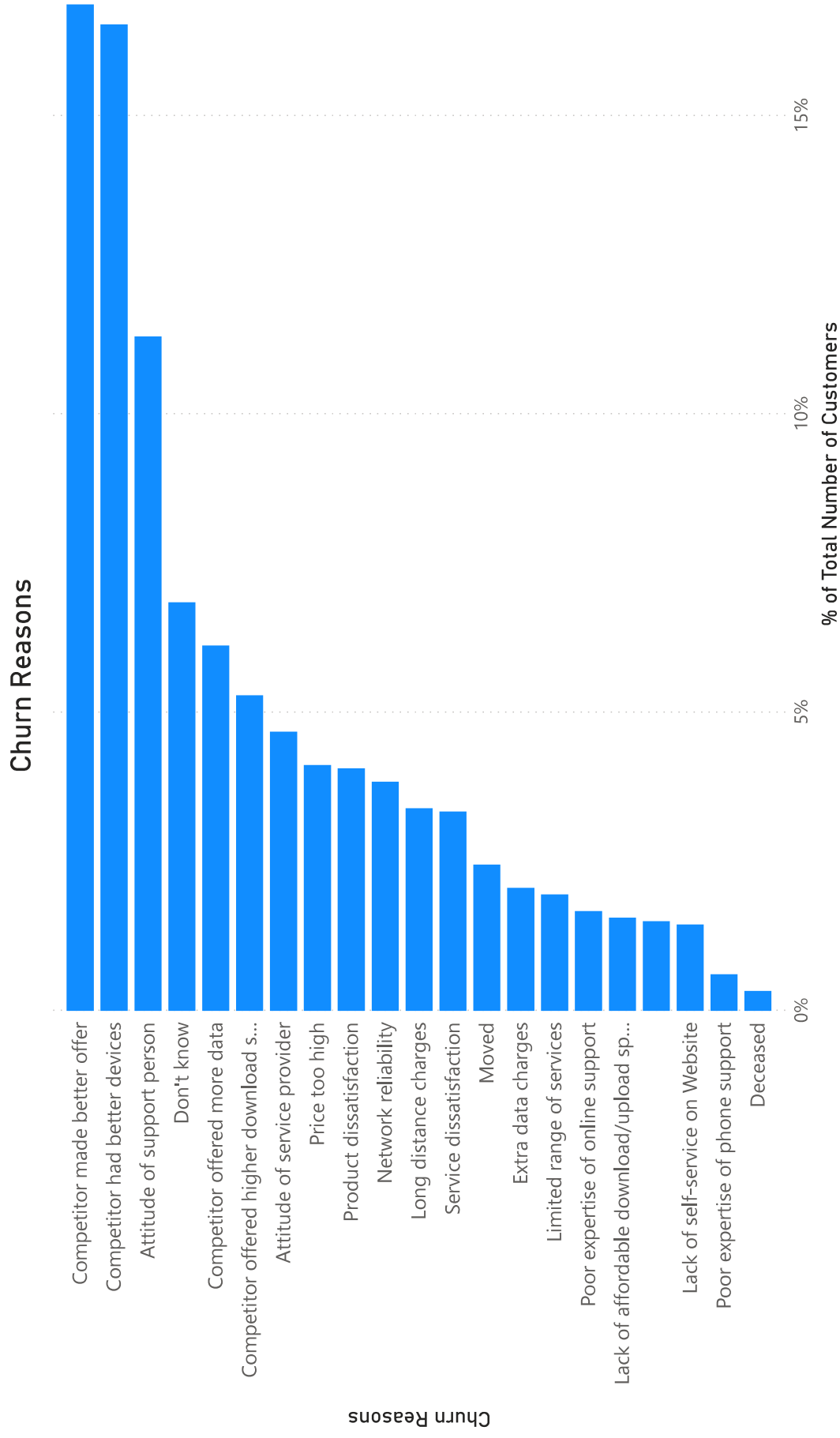


Number of Customers and Number of Unique Customers

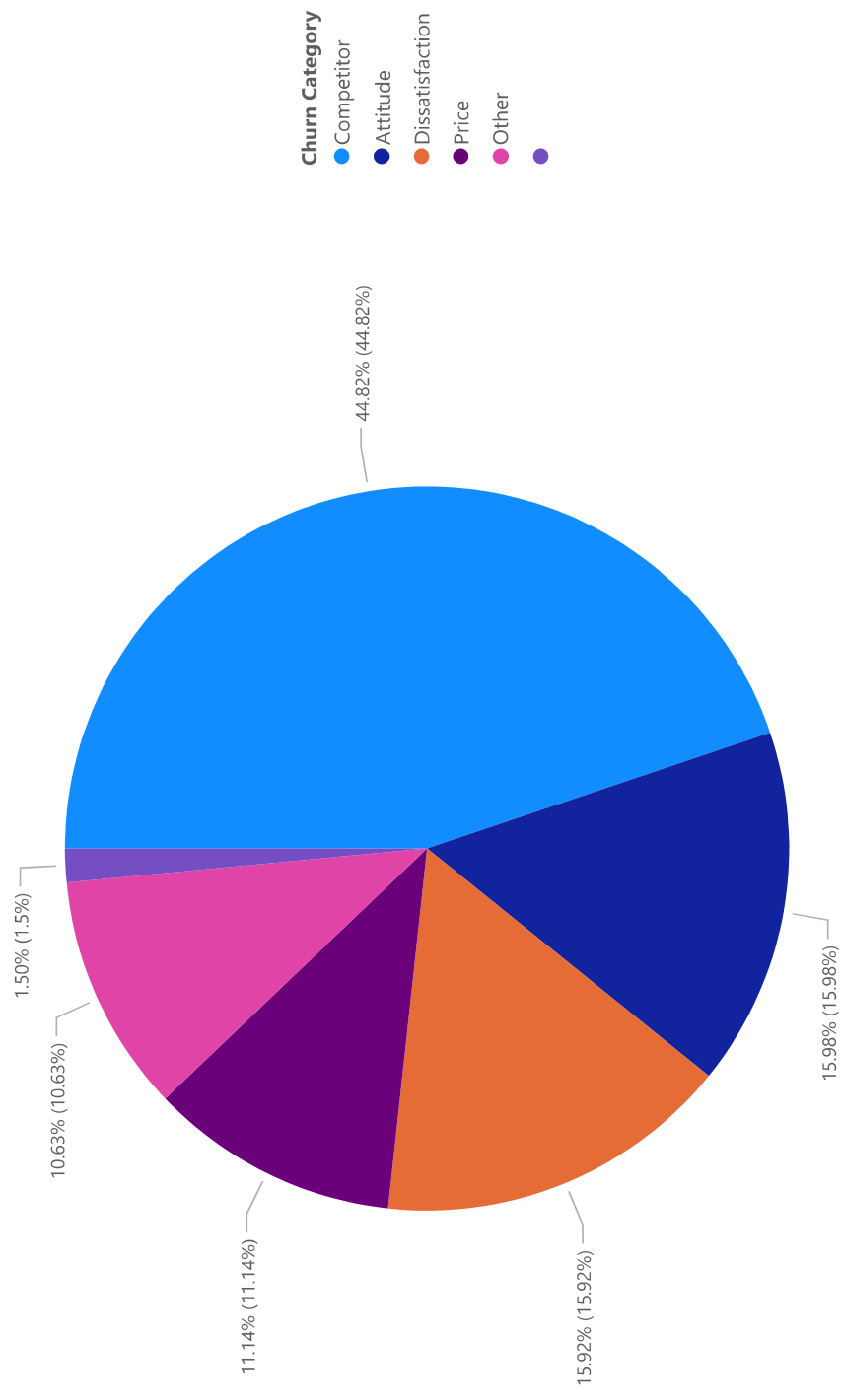


26.86 %

Churn Rate



%GT Count of Churn Label by Churn Category

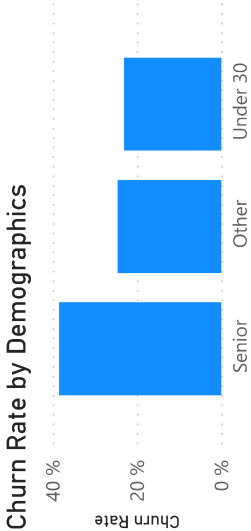


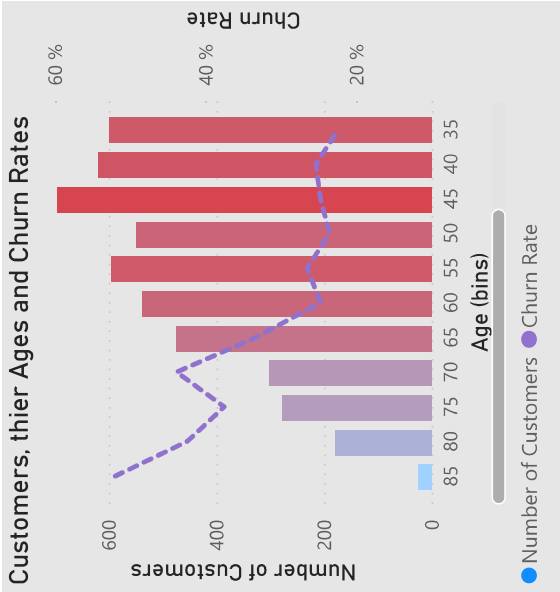
Churn by State

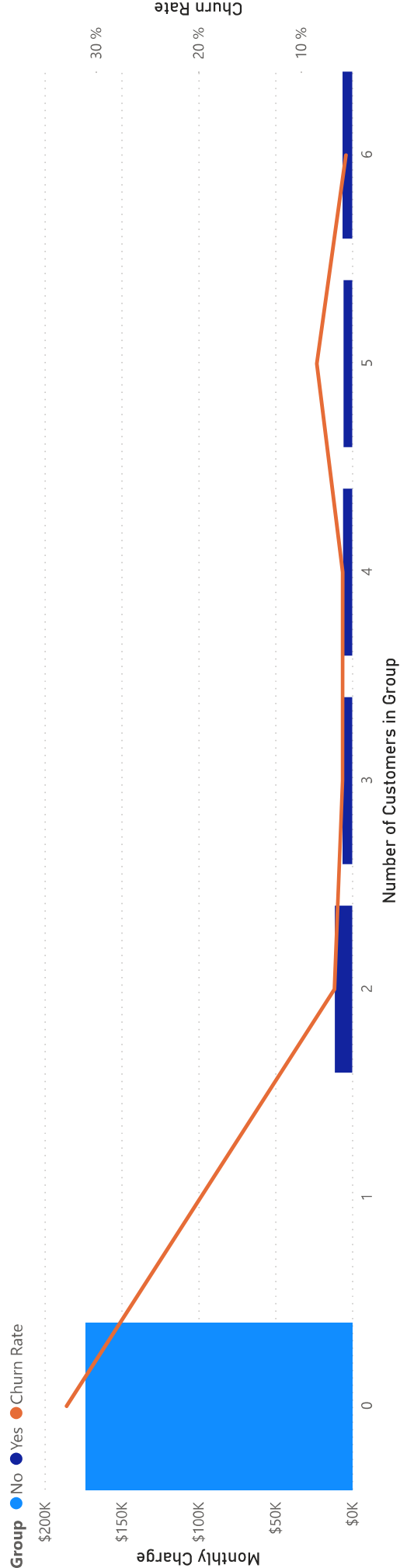
State	Number of Customers	Number of Churned Customers	Churn Rate
AK	104	30	28.85 %
AL	161	46	28.57 %
AR	110	27	24.55 %
AZ	128	30	23.44 %
CA	68	43	63.24 %
CO	132	29	21.97 %
CT	148	38	25.68 %
DC	108	21	19.44 %
DE	122	37	30.33 %
FL	127	27	21.26 %
GA	108	25	23.15 %
HI	106	28	26.42 %
IA	90	24	26.67 %
ID	147	41	27.89 %
IL	116	33	28.45 %
IN	143	42	29.37 %
KS	141	36	25.53 %
KY	118	36	30.51 %
LA	103	25	24.27 %
MA	131	33	25.19 %
MD	140	46	32.86 %
ME	124	29	23.39 %
MI	146	40	27.40 %
MN	168	38	22.62 %
MO	127	36	28.35 %
MS	130	37	28.46 %
MT	137	43	31.39 %
Total	6687	1796	26.86 %



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







Number of Customers in Group		No	Yes	Churn Rate
0		\$173,030		32.85 %
2			\$11,072	6.71 %
3			\$6,133	5.93 %
4			\$5,744	5.91 %
5			\$5,484	8.44 %
6			\$6,037	5.60 %