

CUSTOMER CHURN ANALYSIS

Tolase .A. Adeoluwa

Total Population

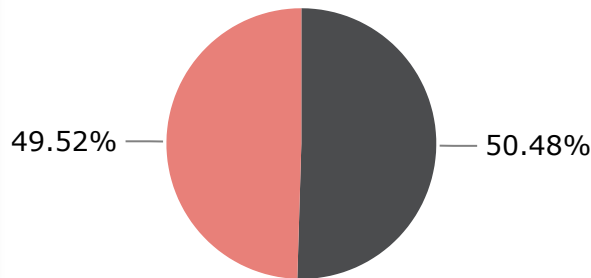
155,929,226

Total Customer

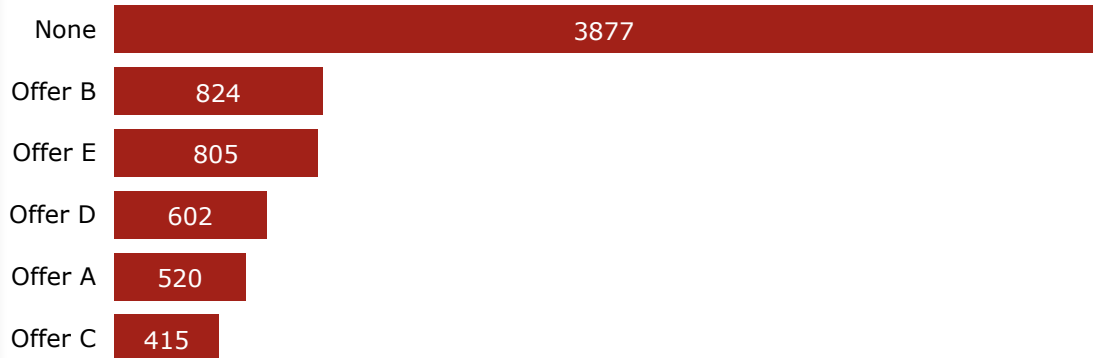
7,043

Gender Distribution

Gender ● Male ● Female

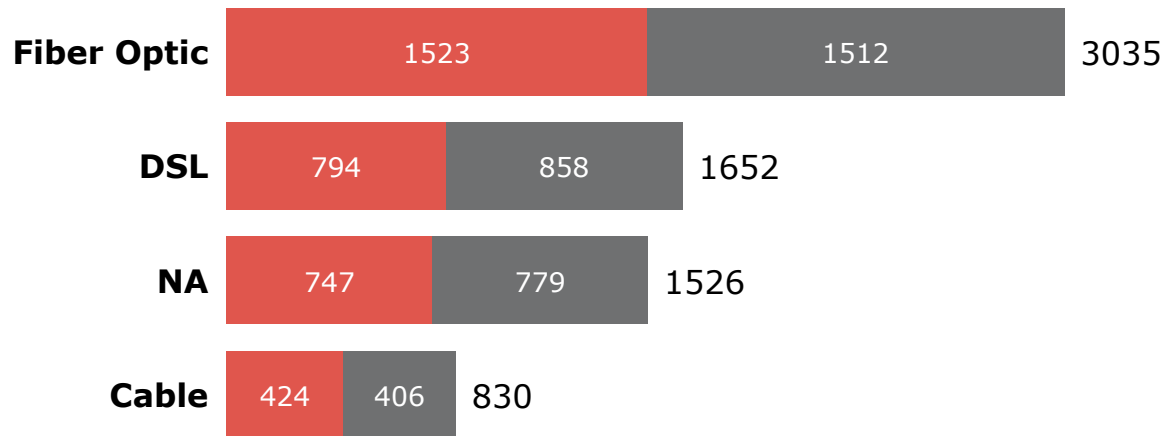


Customer Count by Offer



Customer Count by Internet Type

Gender ● Female ● Male



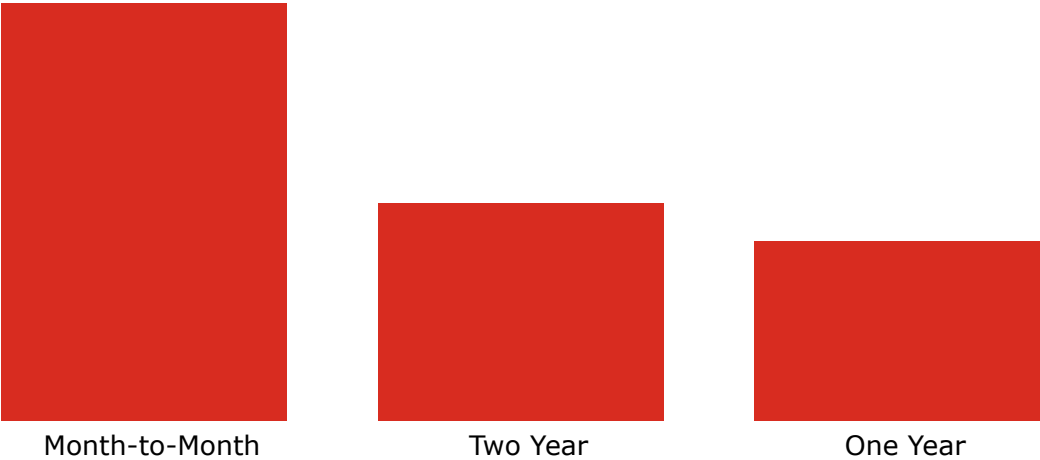
Top 10 Cities by Customer Count



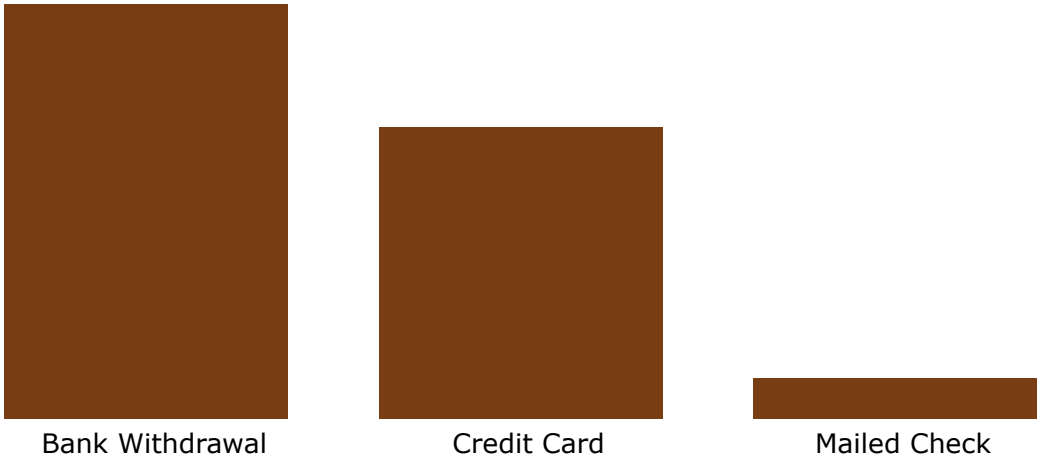
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Customer Count by Contract



Customer Count by Payment Method



Customer Count by Churn Reason

Churn Reason	Count of Customer ID
NA	5174
Competitor had better devices	313
Competitor made better offer	311
Attitude of support person	220
Don't know	130
Competitor offered more data	117
Competitor offered higher download speeds	100
Attitude of service provider	94
Price too high	78
Product dissatisfaction	77
Network reliability	72
Long distance charges	64
Service dissatisfaction	63
Moved	46
Extra data charges	39
Limited range of services	37
Poor expertise of online support	31
Lack of affordable download/upload speed	30
Lack of self-service on Website	29
Poor expertise of phone support	12
Deceased	6
Total	7043