

CUSTOMERS

6,418



NEW JOINERS

411



CHURNED

1,732



AVG TENURE

17



CHURN RATE

26.99%



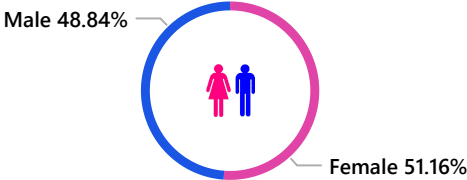
SUMMARY

CHURN PREDICTION

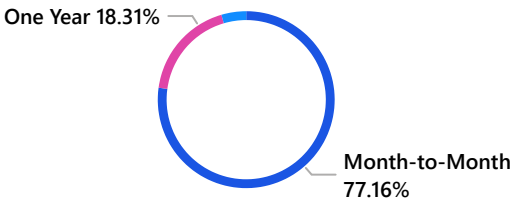
FINANCIAL OVERVIEW



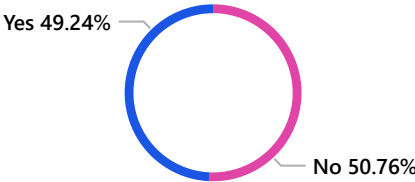
CHURN RATE BY GENDER



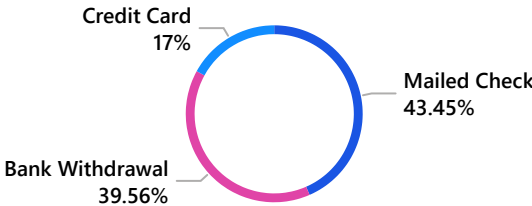
CHURN RATE BY CONTRACT



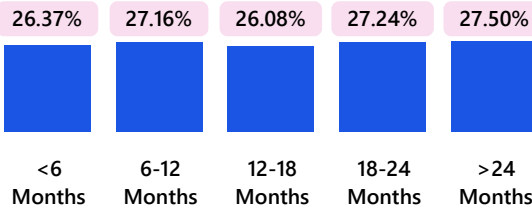
CHURN RATE BY MARRIED



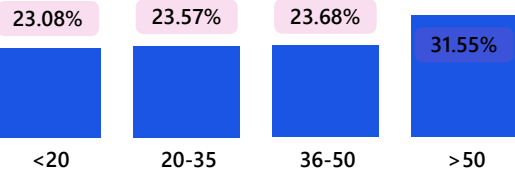
CHURN RATE BY PAYMENT



CHURN RATE BY TENURE GROUP



CHURN RATE BY AGE GROUP



MONTHLY CHARGE

All

Female

27.45%

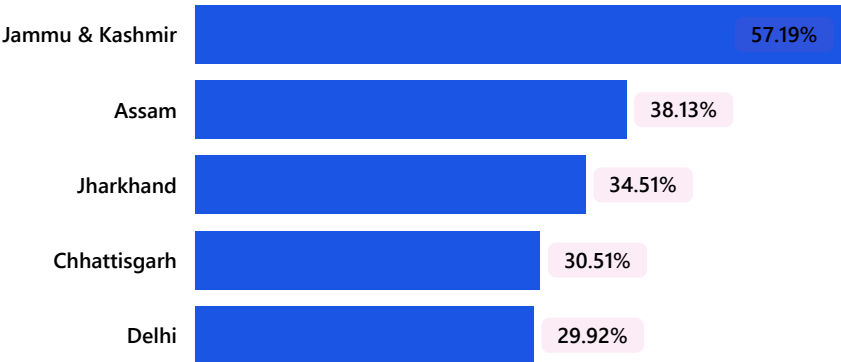
Male

26.20%

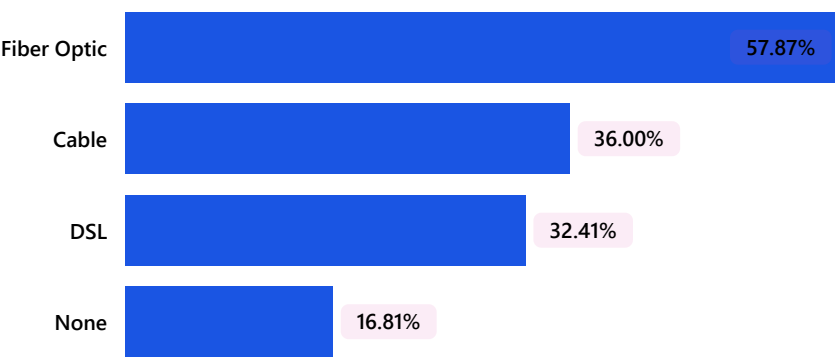
CHURN BY SERVICES

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%
Portless_Billing	25.10%	74.60%

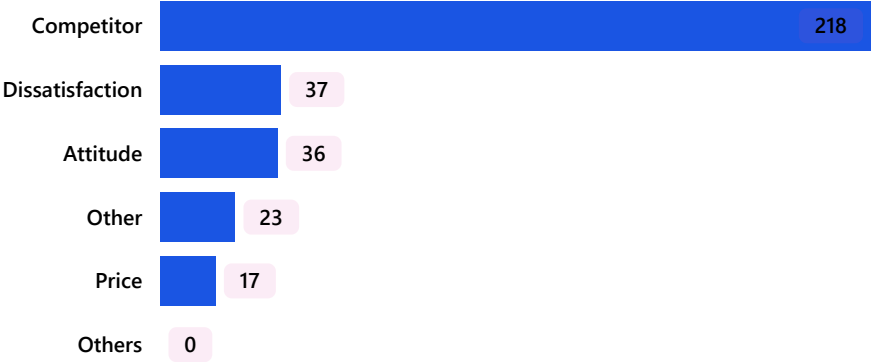
TOP 5 STATE BY CHURN RATE



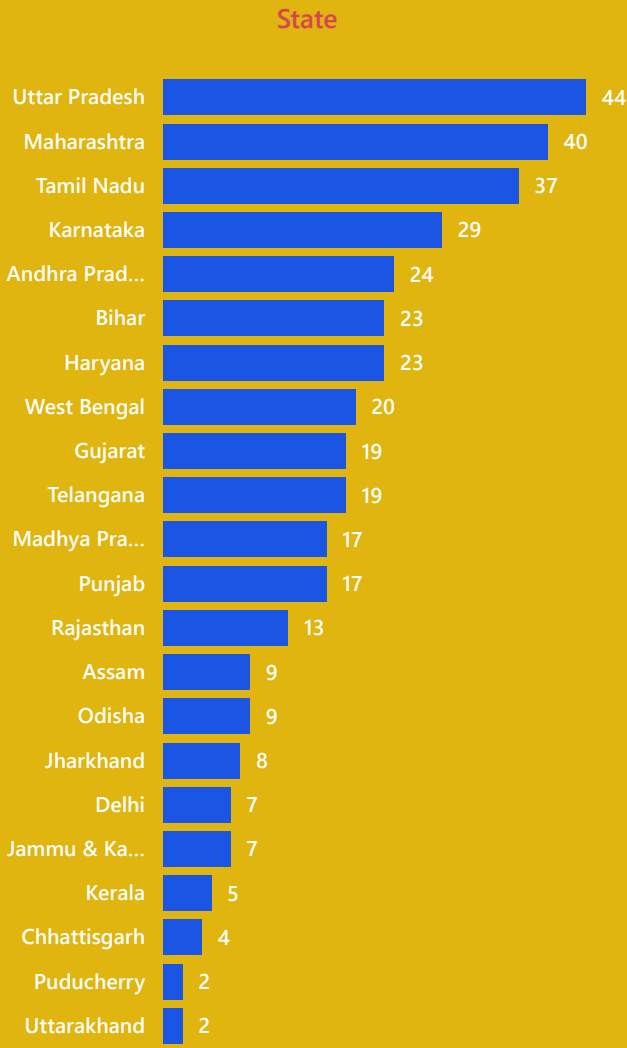
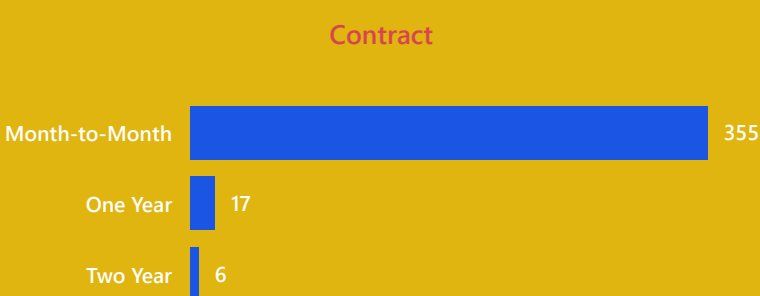
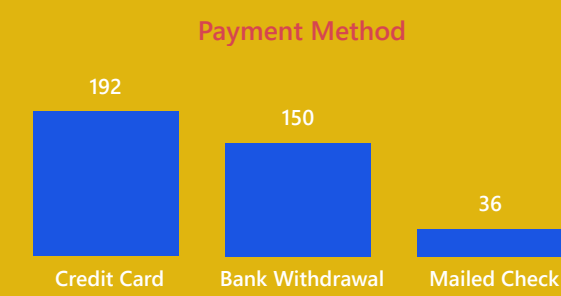
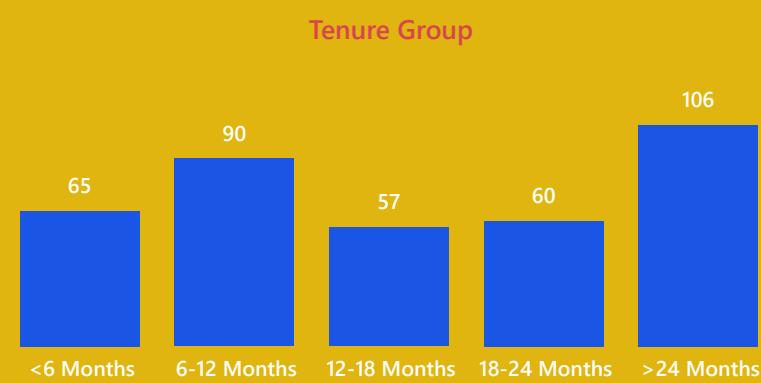
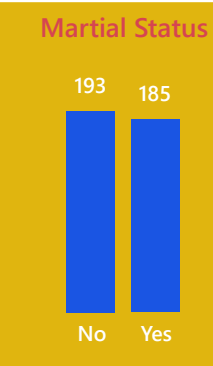
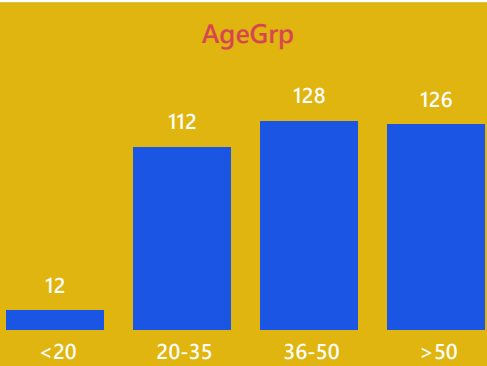
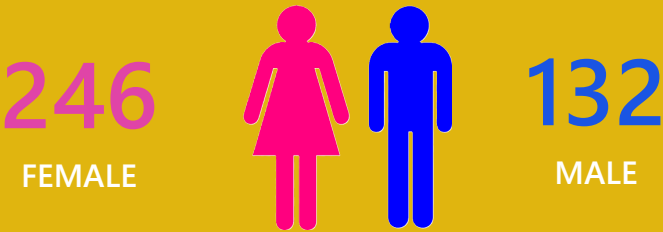
CHURN RATE BY INTERNET TYPE



CHURN BY CATEGORY



## PREDICTED CHURNER PROFILE



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly Charge	Total Revenue	Total Refunds	Number of Referrals
27561-UTT	20.25	67.50	0.00	6
22137-KAR	19.85	67.31	0.00	4
89188-KAR	20.55	67.00	0.00	3
57256-BIH	19.85	66.56	0.00	9
58974-MAD	20.30	66.56	0.00	11
82718-TAM	20.70	66.56	0.00	12
15591-KAR	20.40	66.31	0.00	3
66612-KAR	19.95	66.07	0.00	11
28378-MAD	19.45	66.04	0.00	12
64095-BIH	-3.00	64.89	0.00	2
17796-BIH	48.45	64.87	0.00	5
18015-ODI	49.90	64.83	0.00	15
14567-TAM	20.35	64.44	0.00	1
87704-GUJ	20.45	64.27	0.00	9
42864-ODI	30.25	63.75	0.00	2
23683-TEL	20.25	63.21	0.00	10
47957-GUJ	20.45	62.62	0.00	4
17154-HAR	18.80	62.37	0.00	13
45672-TAM	20.20	62.35	0.00	0
31601-DEL	19.65	62.07	0.00	2

REVENUE

\$19M



CHARGES

\$15M



AVG MONTH CHARGES

\$64



REFUNDS

\$12K



EXTRA DATA CHARGES

\$43K

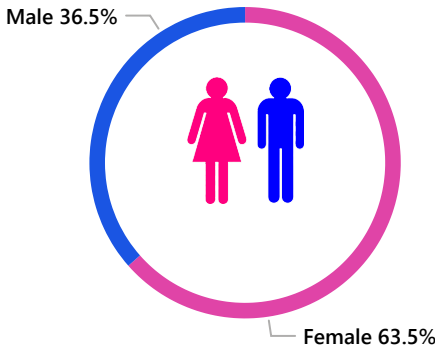


LONG DISTANCE CHARGES

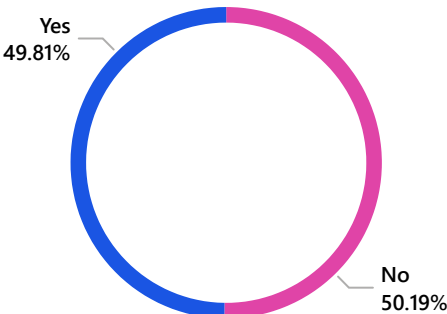
\$5M



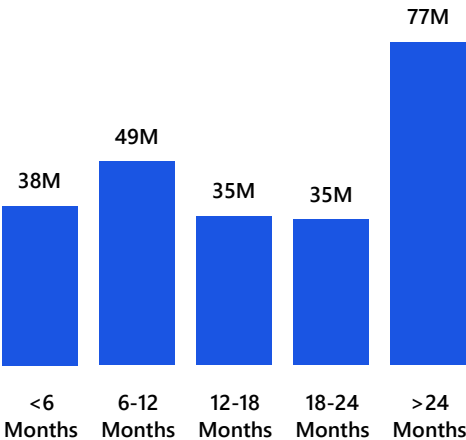
REVENUE BY GENDER



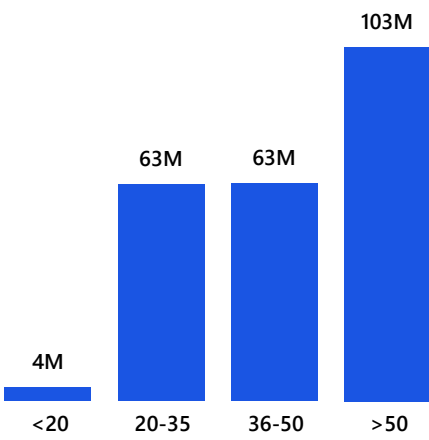
REVENUE BY MARTIAL STATUS



REVENUE BY TENURE GROUP



REVENUE BY AGE GROUP



MONTHLY CHARGE

All

SERVICES

All

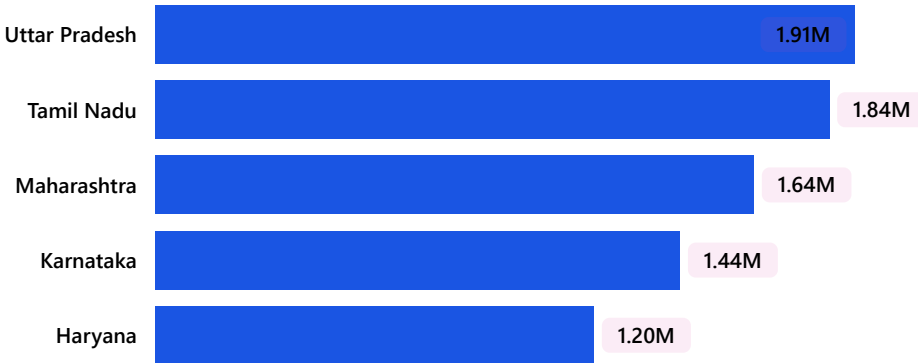
CONTRACT

All

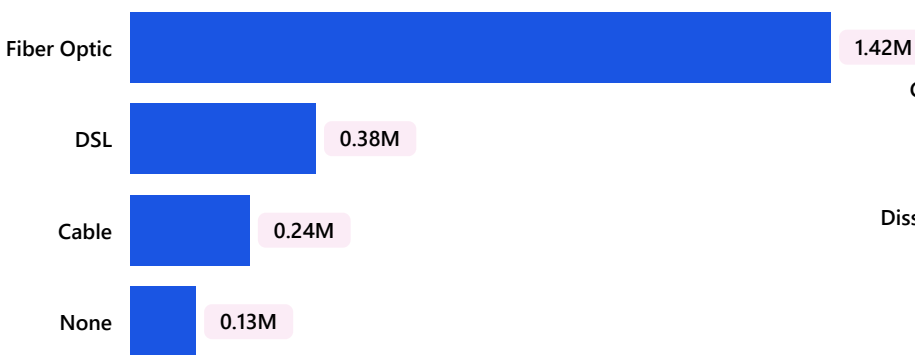
PAYMENT TYPE

All

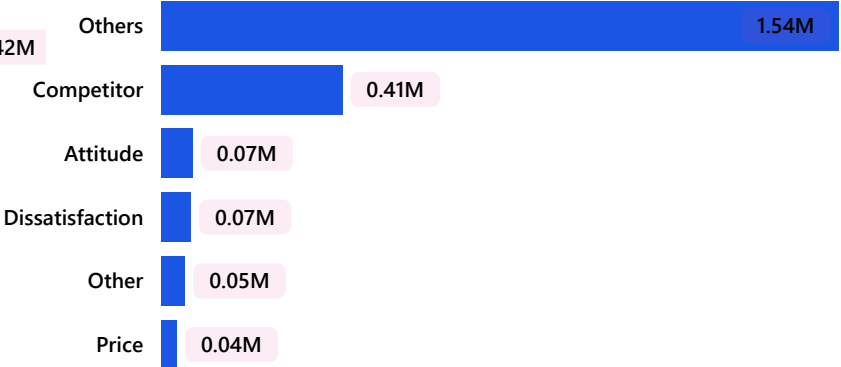
REVENUE BY STATE



REVENUE BY INTERNET TYPE



REVENUE BY CATEGORY



Churn_Reason	Total Churn ▼
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher download speeds	92
Price too high	72
Total	1,732