

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

6,418

Total Cutomers

411

New Joiners

1,732

Total Chrun

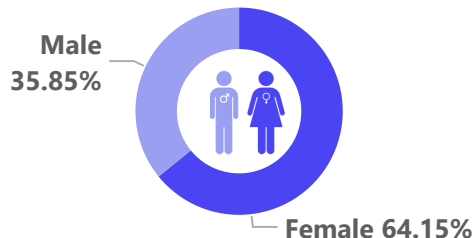
27.0%

Chrun Rate

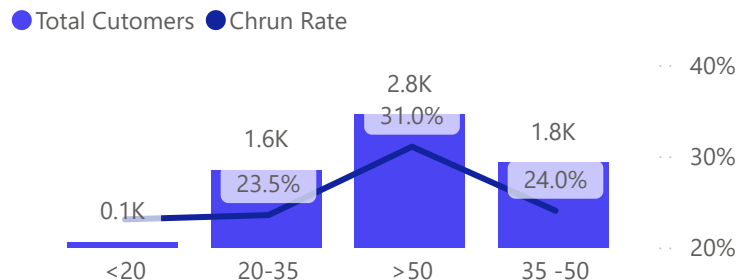


DEMOGRAPHIC

Chrun by Gender

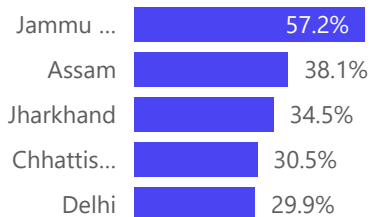


Total Cutomers and Chrun Rate by Age Group



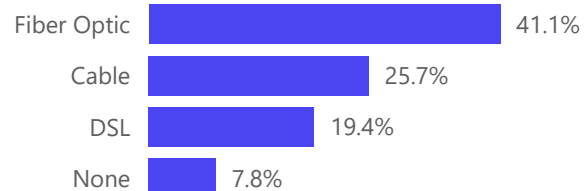
GEOGRAPHIC

Chrun Rate by State[Top5]



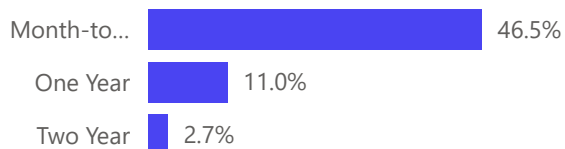
SERVICES USED

Chrun Rate by Internet_Type

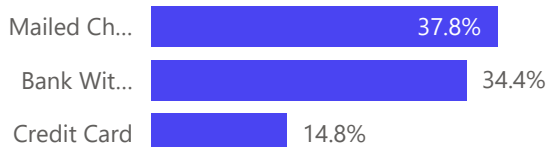


ACCOUNT INFO

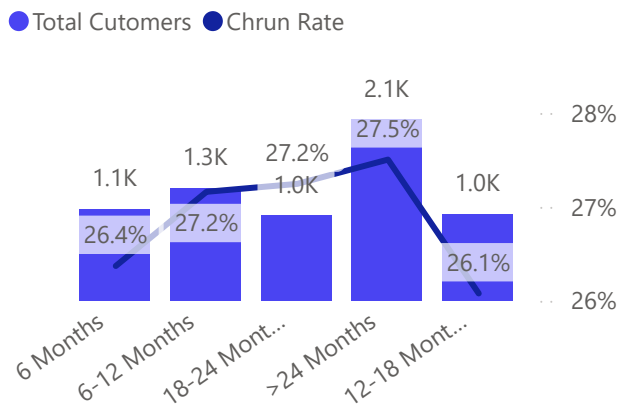
Chrun Rate by Contract



Chrun Rate by Payment_Method

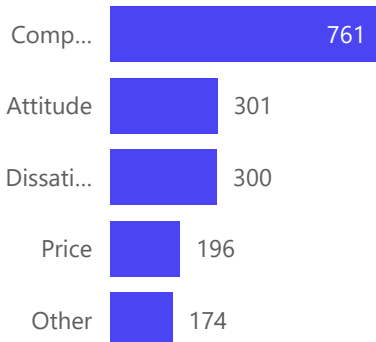


Total Cutomers and Chrun Rate by Tenure Group



CHURN DISTRIBUTION

Total Chrun by Churn_Category



Churn by Services

Services	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%

Churn_Reason

To

Service dissatisfaction

Product dissatisfaction

Price too high

Poor expertise of phone support

Poor expertise of online support

Others

Total