

# Telecom Churn Analysis

Total customers

1252

New Joiners

183

Churn Rate

22.4%

Total Churn

280

## Monthly Charge Status

- ☐ <20
- ☒ 20-50
- ☐ 50-100

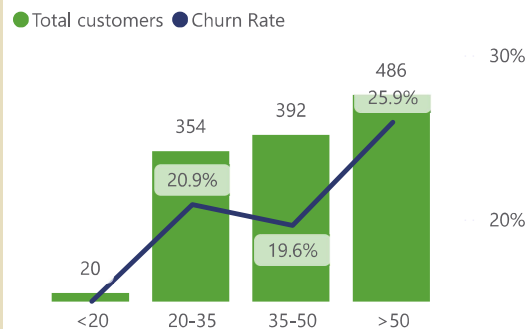
## Marital Status

- ☐ No
- ☒ Yes

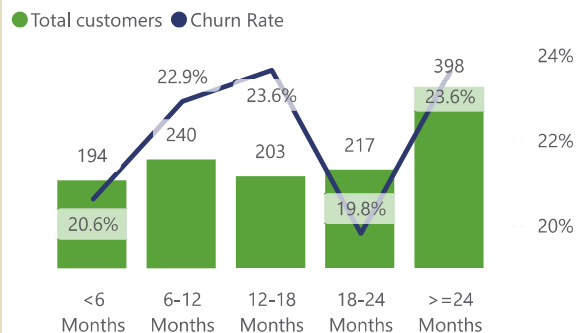
Summary

Churn prediction

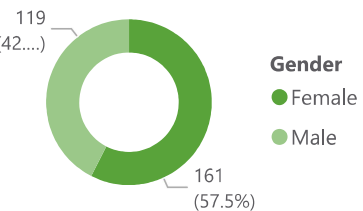
## Total customers and Churn Rate by Age Group



## Total customers and Churn Rate by tenure group



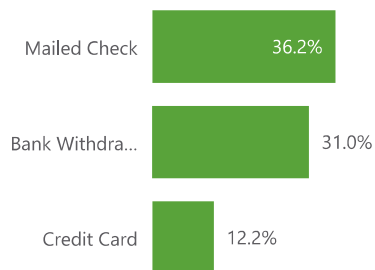
## Total Churn by Gender



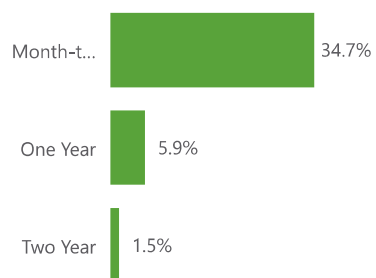
## Churn by services

Services	No	Yes
Device_Protection_Plan	84.9%	15.1%
Internet_Service	19.6%	80.4%
Multiple_Lines	91.7%	8.3%
Online_Backup	82.7%	17.3%
Online_Security	86.2%	13.8%
Paperless_Billing	39.3%	60.7%
Phone_Service	48.2%	51.8%
Premium_Support	88.9%	11.1%
Streaming_Movies	79.6%	20.4%
Streaming_Music	76.0%	24.0%
Streaming_TV	84.4%	15.6%
Unlimited_Data	17.3%	82.7%

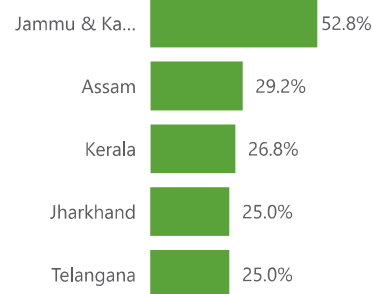
## Churn Rate by Payment\_Method



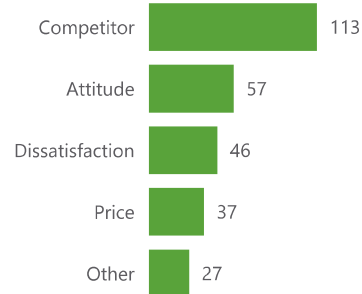
## Churn Rate by Contract



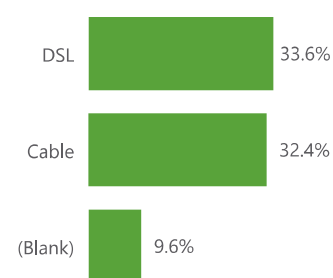
## Churn Rate by State



## Total Churn by Churn\_Category



## Churn Rate by Internet\_Type



## Predicted Churn Analysis

COUNT OF PREDICTED CHURNERS:369

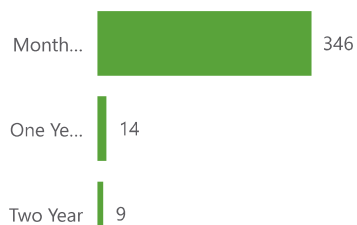
Female

241

Male

128

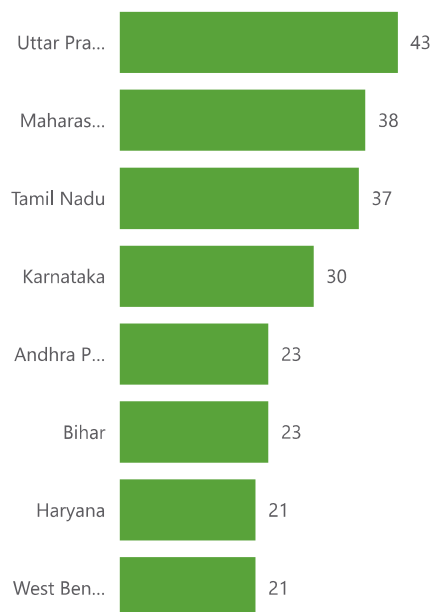
Count Predicted Churn by Contract



Count Predicted Churn by Married

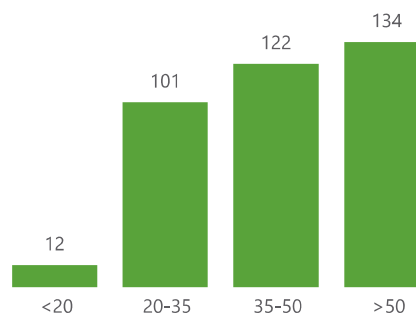


Count Predicted Churn by State

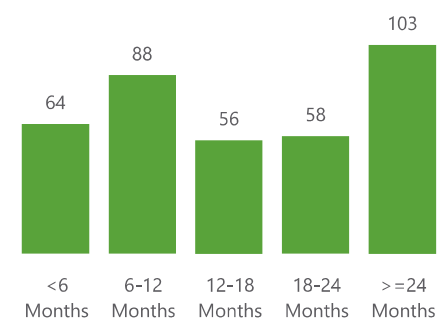


Customer_ID	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Referrals
28281-KAR	402.69	0.00	8
39623-HAR	387.58	0.00	2
21956-JHA	369.31	0.00	10
12056-WES	362.89	0.00	2
26448-BIH	361.07	0.00	10
19747-WES	356.05	0.00	15
19811-MAH	348.30	0.00	10
19998-AND	346.27	0.00	0
13666-UTT	344.18	0.00	15
71197-PUN	339.41	0.00	0
51214-MAH	324.52	0.00	12
78220-TAM	319.75	0.00	14
74804-WES	314.31	0.00	0
97828-MAH	313.60	0.00	0
Total	40,798.66	100.24	2669

Count Predicted Churn by Age Group



Count Predicted Churn by tenure group



Summary

Churn prediction