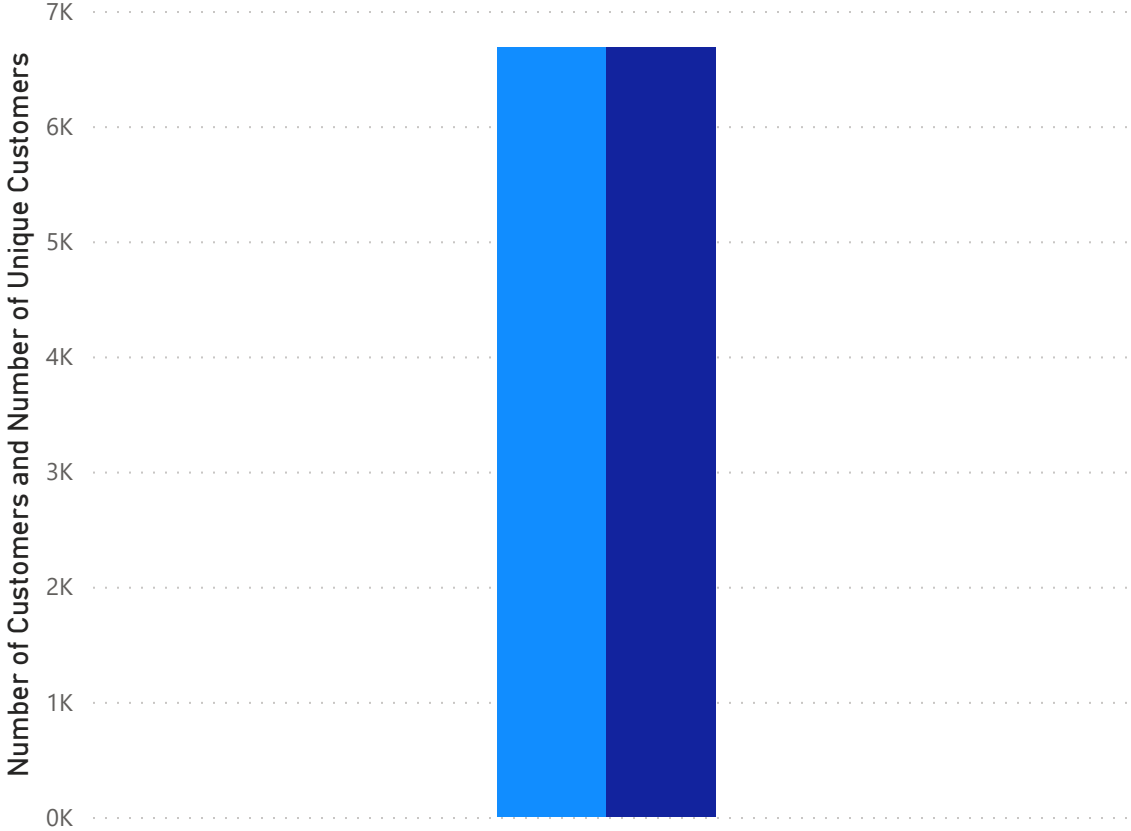


Number of Customers and Number of Unique Customers

● Number of Customers ● Number of Unique Customers



6687

Number of Customers

6687

Number of Unique Customers

6687

Number of Unique Customers

1796

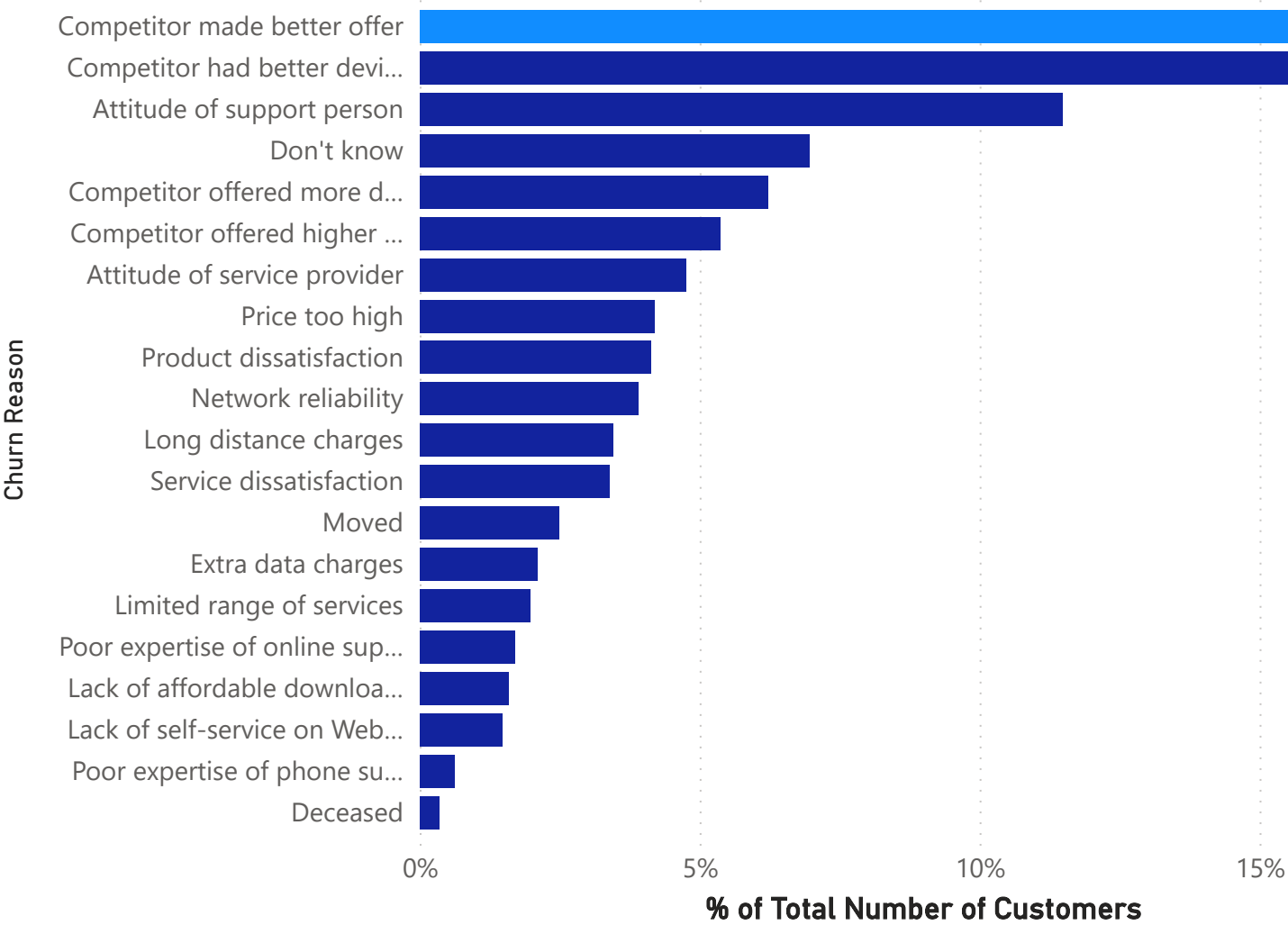
Number of Churned Customers

26.86%

Churn Rate

% of Total Number of Customers by Churn Reason and Churn Reason (groups)

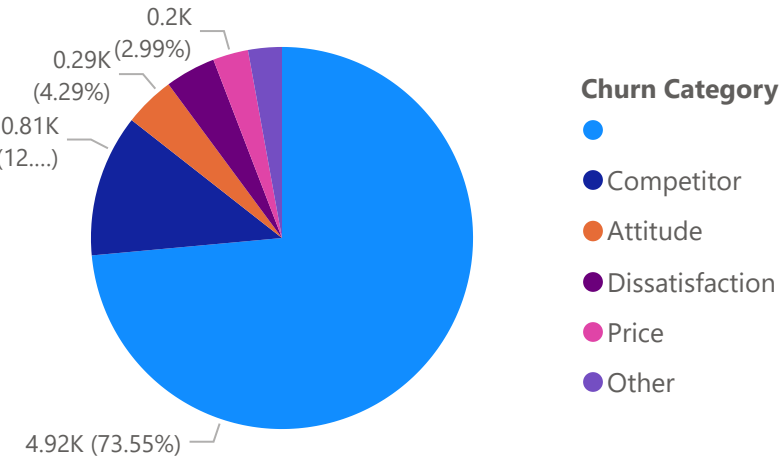
Churn Reason (groups) Competitor made better offer Other



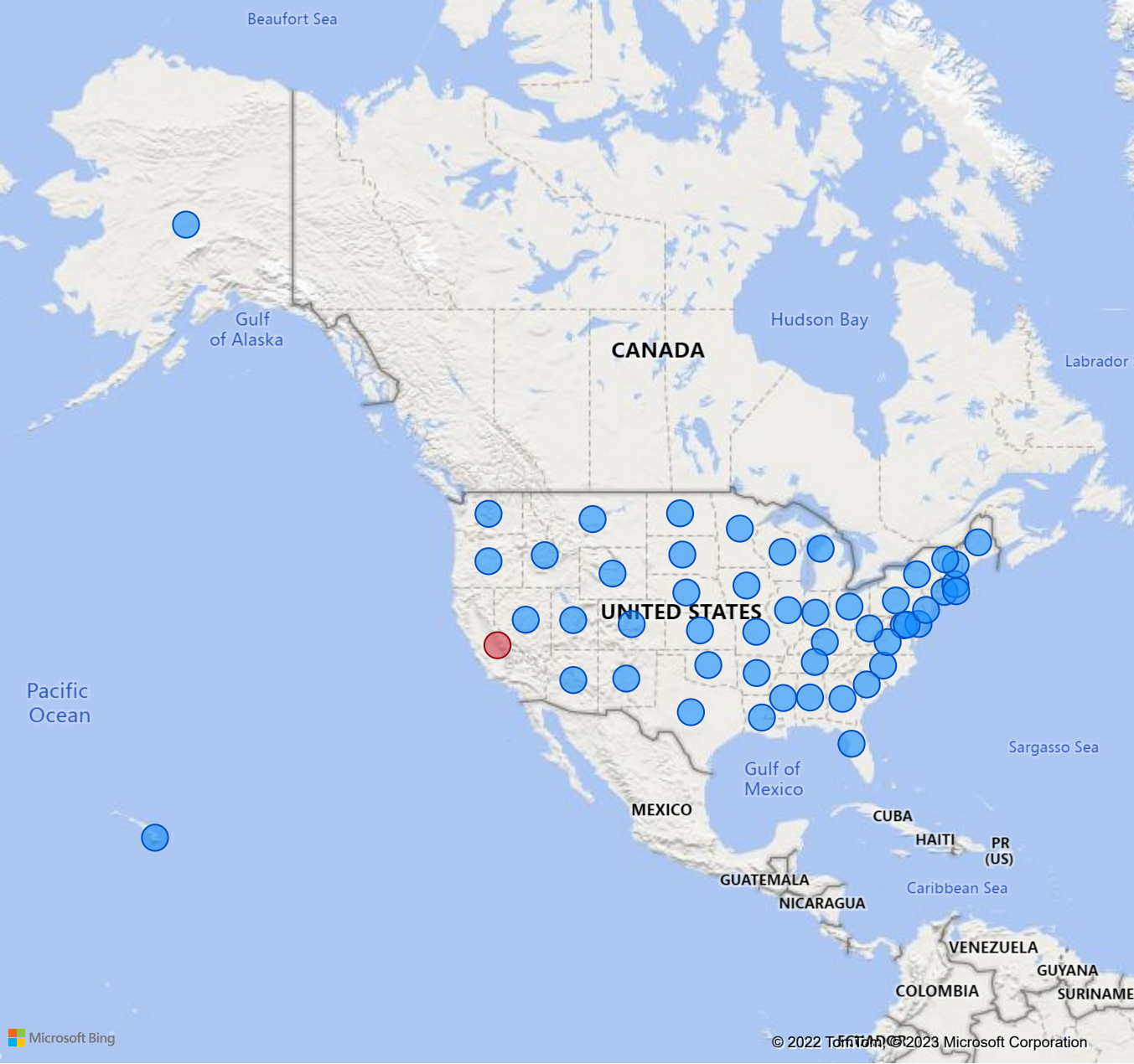
Churn Category

- Attitude
- Competitor
- Dissatisfaction
- Other
- Price

Count of Churn Label by Churn Category



Churn Rate, Number of Churned Customers and Number of Customers by State

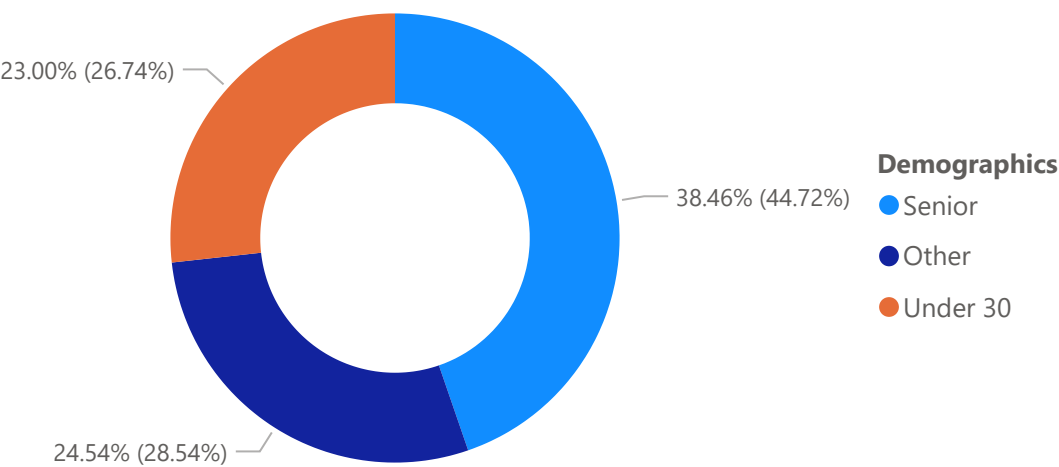


State	Number of Customers	Number of Churned Customers	Churn Rate
CA	68	43	63.24%
OH	158	55	34.81%
PA	90	30	33.33%
MD	140	46	32.86%
NE	122	40	32.79%
NH	112	36	32.14%
MT	137	43	31.39%
OR	156	48	30.77%
KY	118	36	30.51%
DE	122	37	30.33%
SC	120	36	30.00%
IN	143	42	29.37%
TX	145	42	28.97%
AK	104	30	28.85%
AL	161	46	28.57%
MS	130	37	28.46%
IL	116	33	28.45%
MO	127	36	28.35%
ID	147	41	27.89%
MI	146	40	27.40%
NV	132	36	27.27%
VA	155	42	27.10%
NJ	137	37	27.01%
WV	213	57	26.76%
IA	90	24	26.67%
VT	147	39	26.53%
HI	106	28	26.42%
CT	148	38	25.68%
KS	141	36	25.53%
Total	6687	1796	26.86%

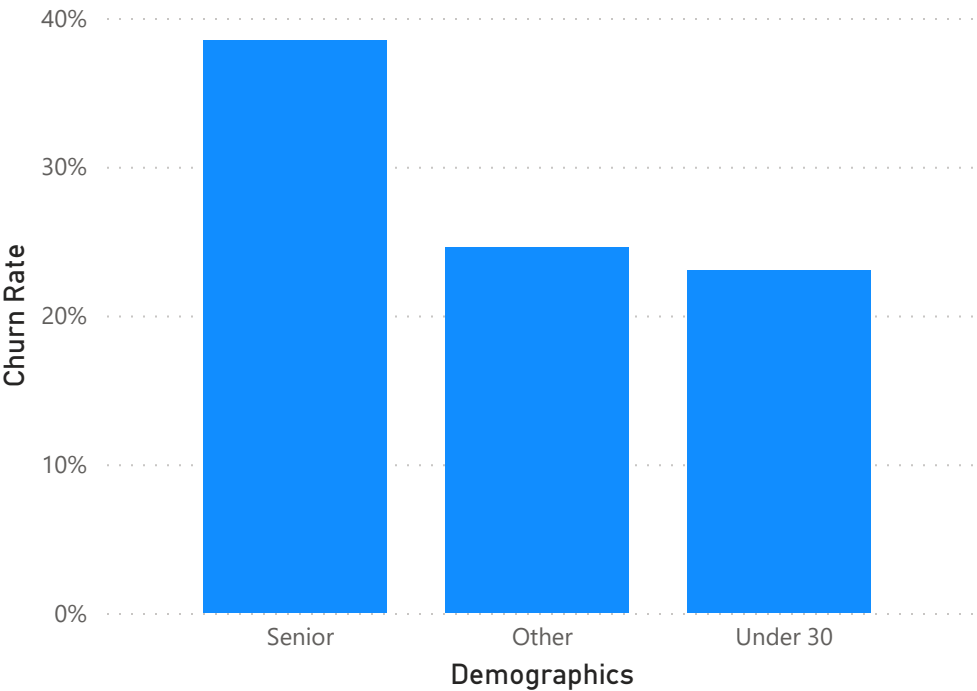
Demographics Churn Rate

Other	24.54%
Senior	38.46%
Under 30	23.00%
Total	26.86%

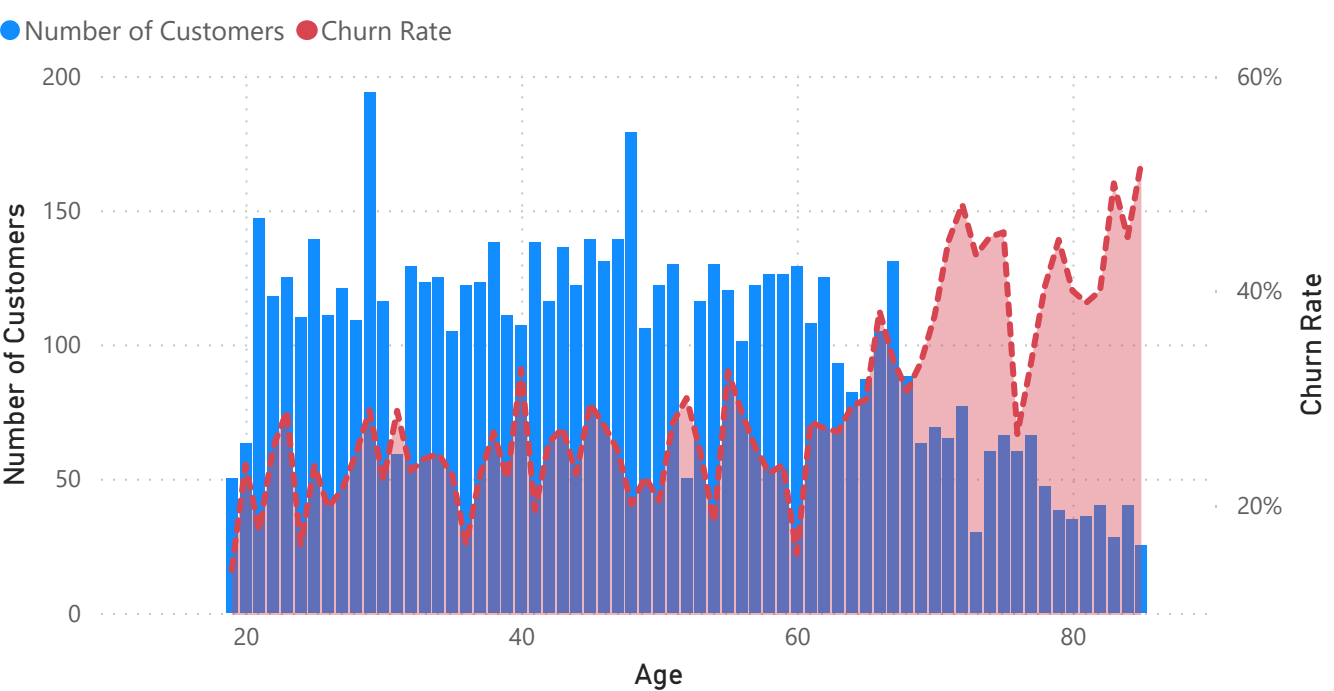
Churn Rate by Demographics



Churn Rate by Demographics

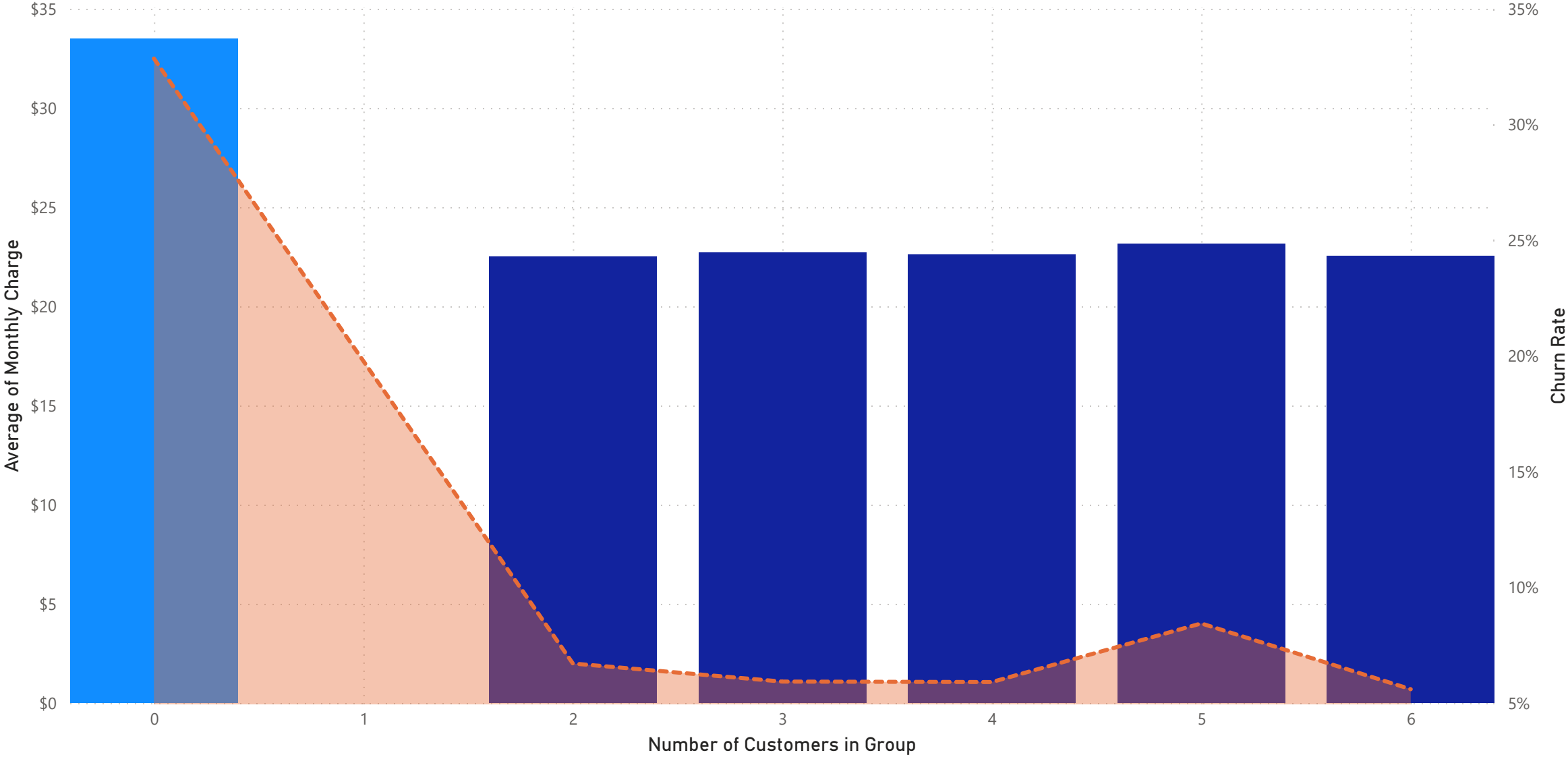


Number of Customers and Churn Rate by Age



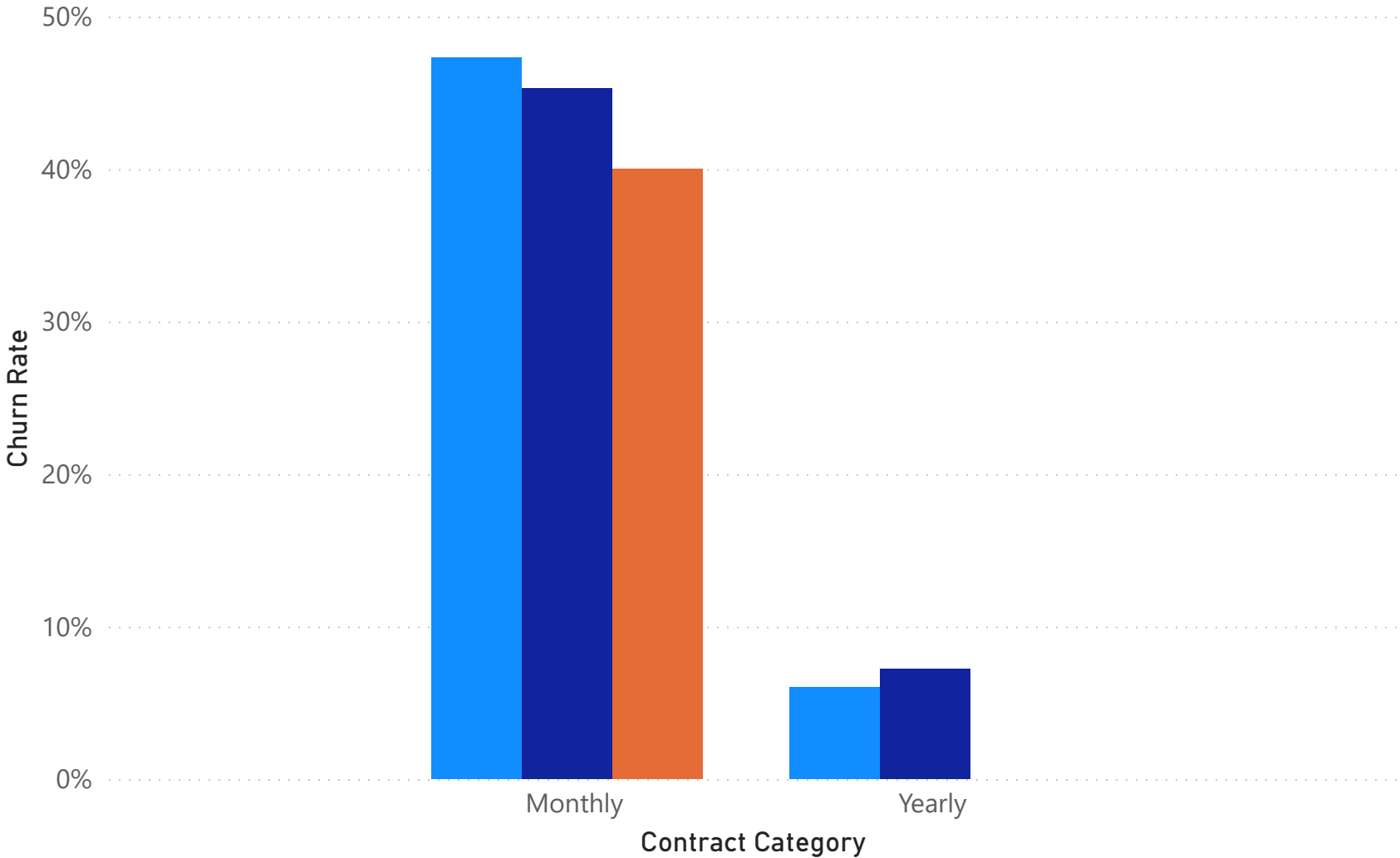
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Number of Customers in Group (groups) 2

Number of Customers in Group (groups) 2 ● 0 ● Other ● Churn Rate



Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say



Monthly

46.29%
Churn Rate

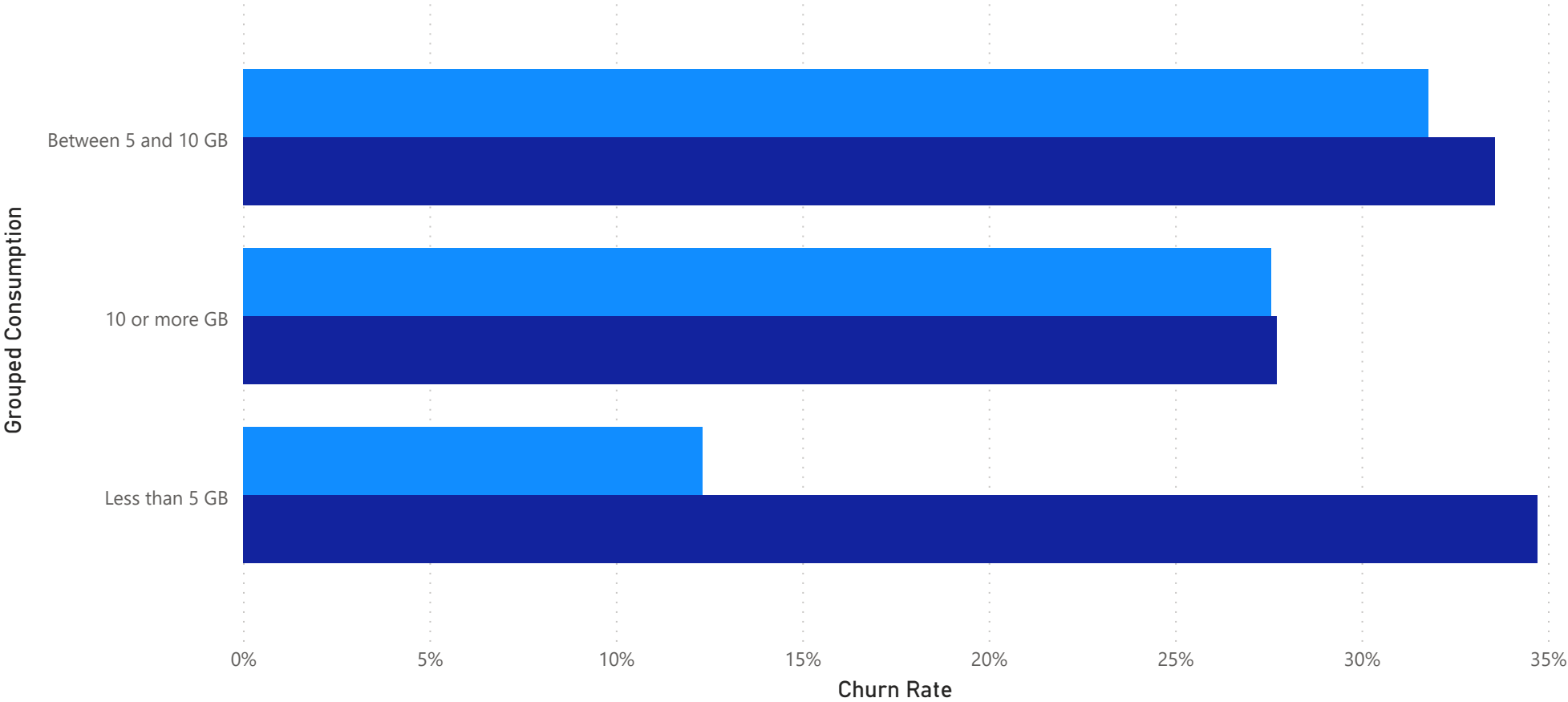
Yearly

6.62%
Churn Rate

Unlimited Data Plan	Churn Rate	Number of Customers
No	16.10%	2193
Yes	32.11%	4494
Total	26.86%	6687

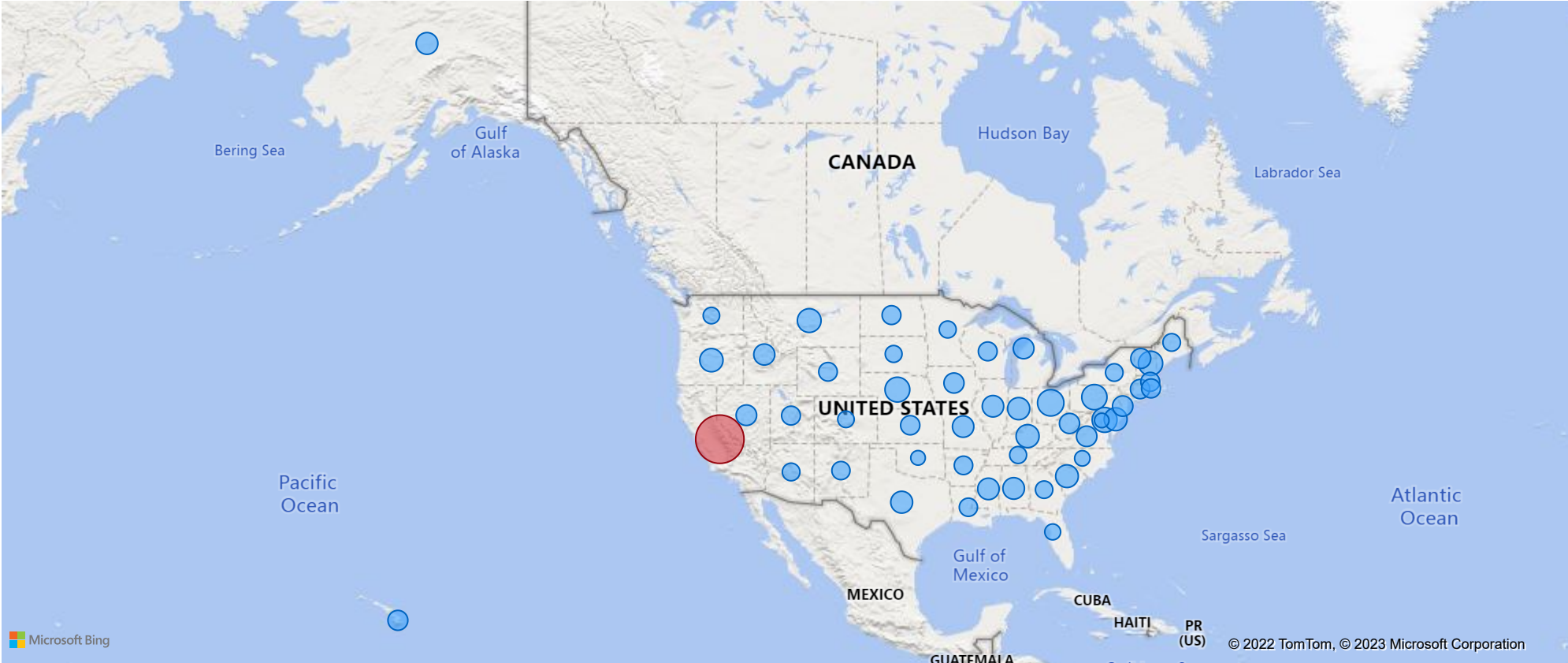
Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

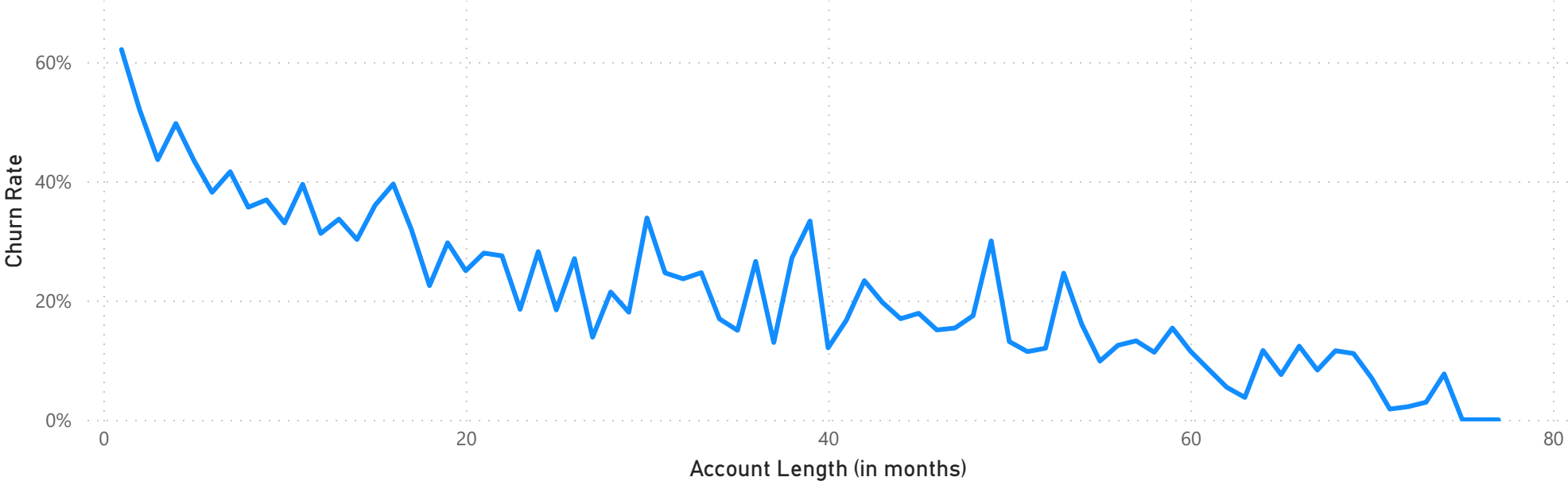


Intl Plan	No	Yes	Total
no	20.01%	40.34%	27.07%
yes	71.19%	7.59%	24.88%
Total	22.21%	34.31%	26.86%

Churn Rate by State



Churn Rate by Account Length (in months)



Number of Customers by Payment Method

