

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn\_Prediction

6,418

Total Customers

411

New Joiner

1,732

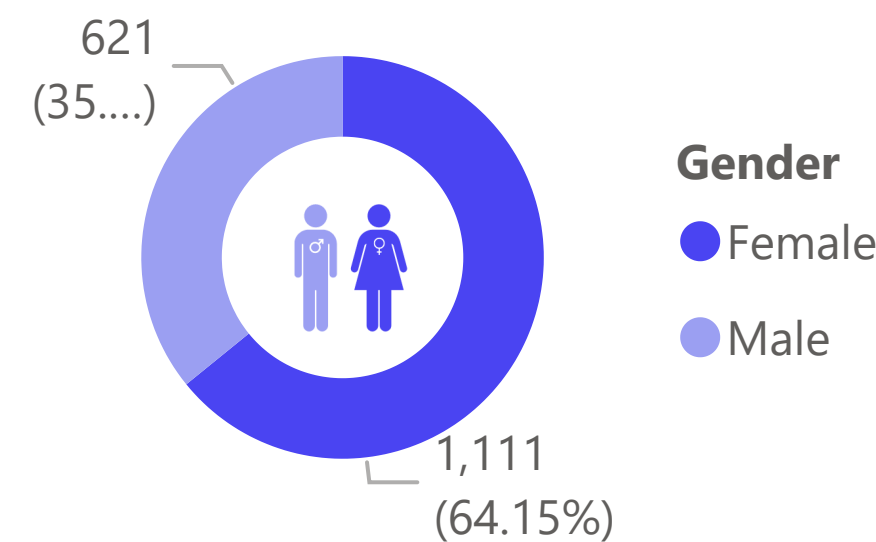
Total Churn

26.99%

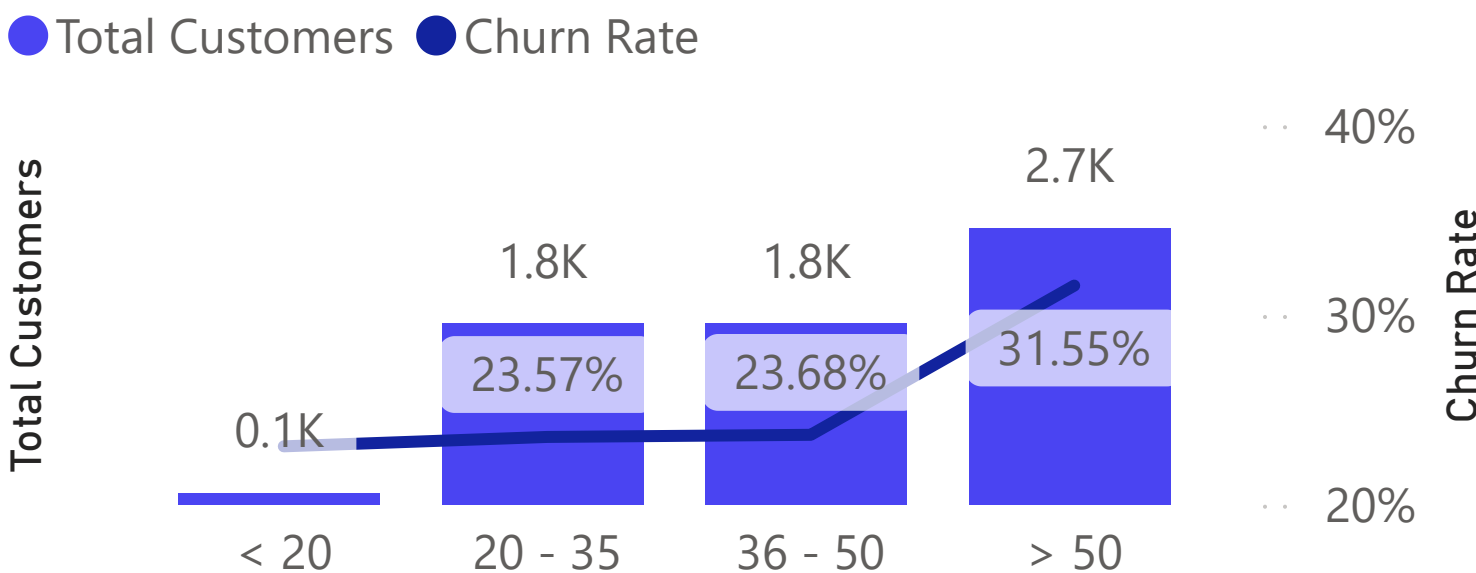
Churn Rate



## Total Churn by Gender

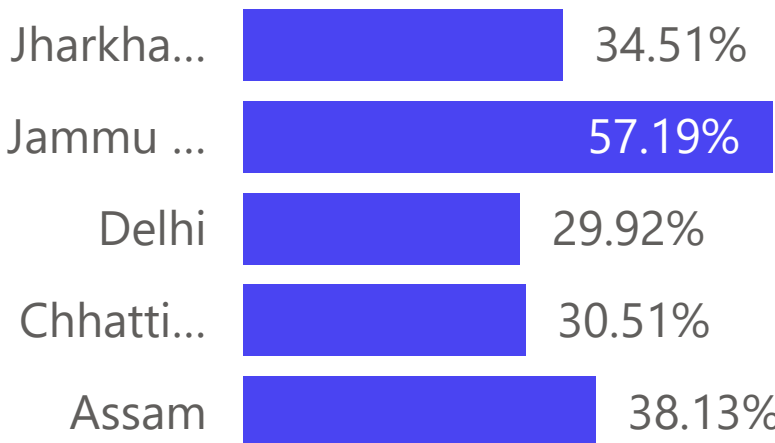


## Total Customers and Churn Rate by Age Group



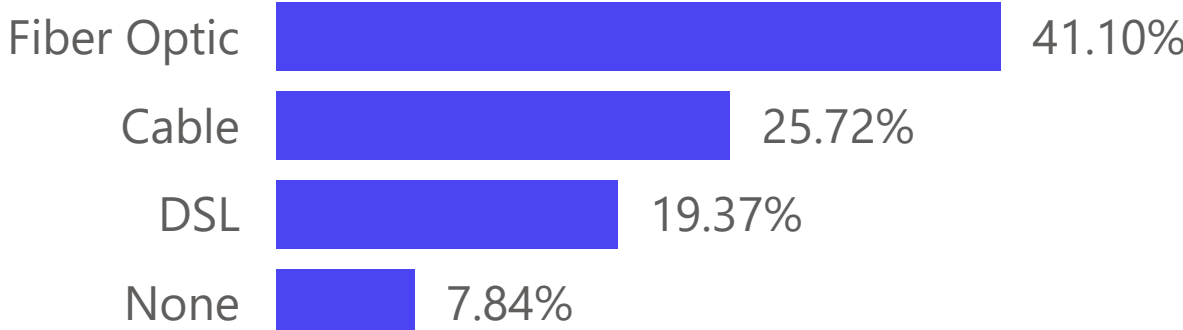
## GEOGRAPHIC

### Churn Rate by State(Top 5)

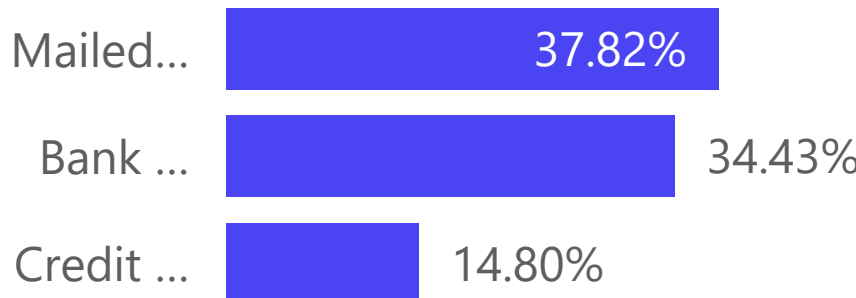


## SERVICES USED

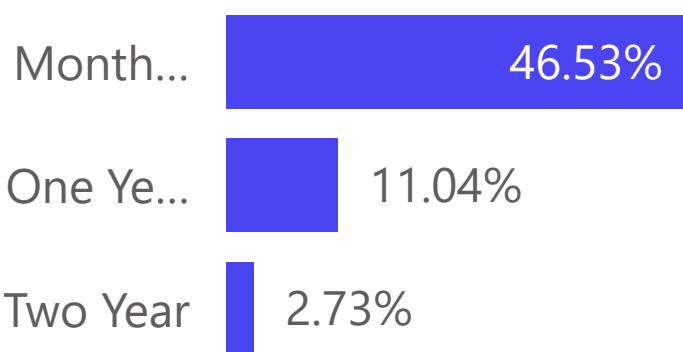
### Churn Rate by Internet Type



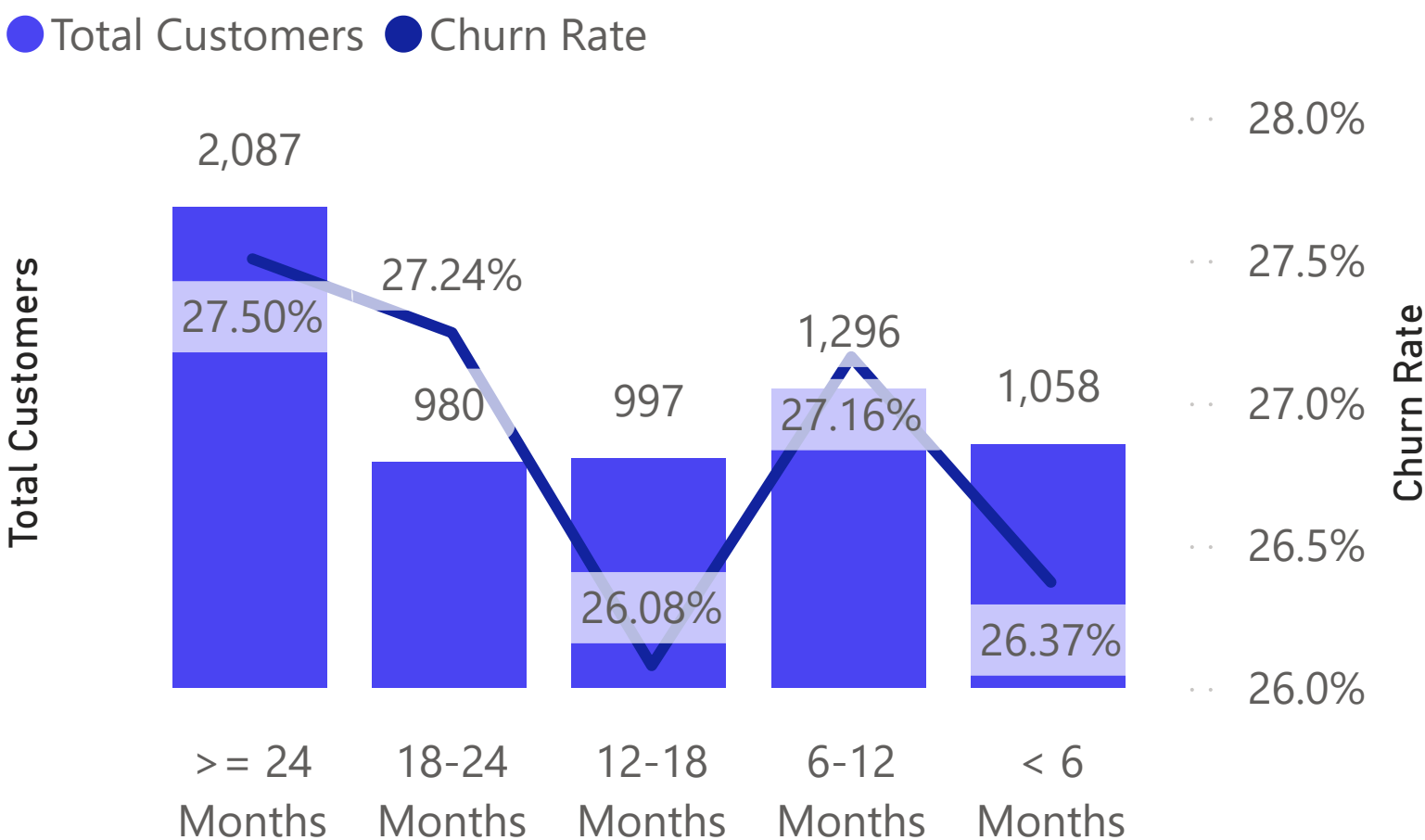
## Churn Rate by Payment Method



## Churn Rate by Contract

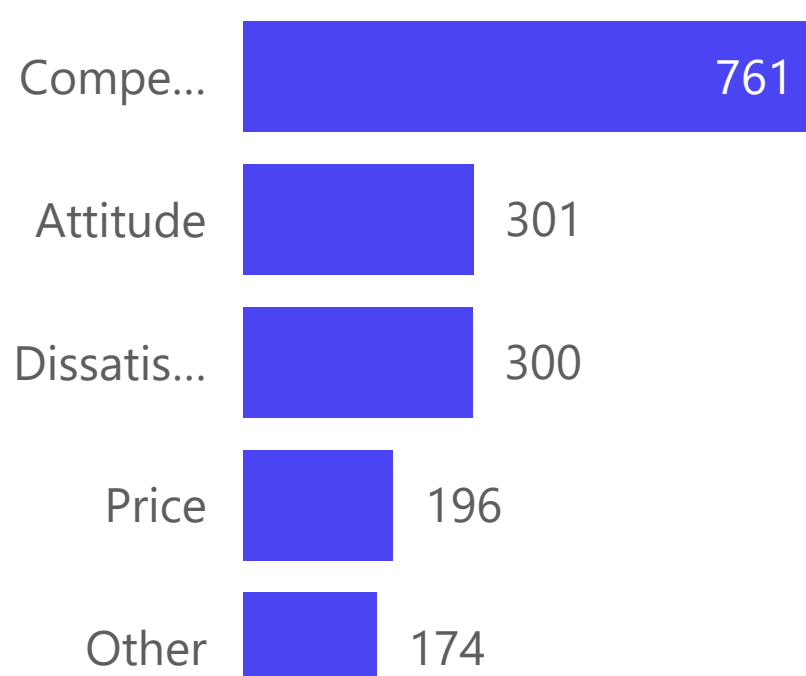


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn Category



## Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming Music	61.1%	38.9%

Churn\_Reason

Total C

▲  
Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

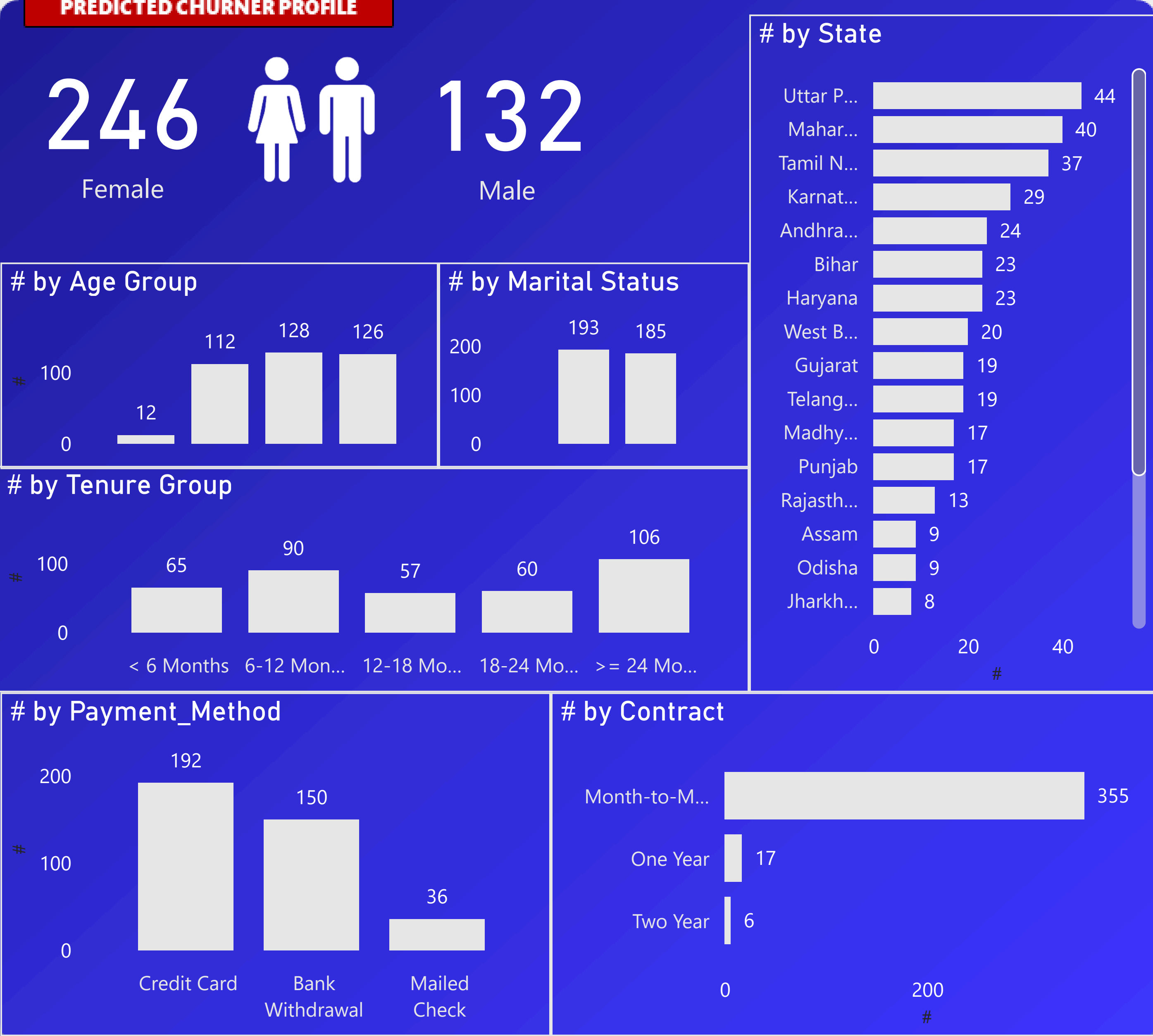
**Total**

1

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNER:378

Customer_ID	Total_Revenue	Total_Refunds	Number_of_Referrals	Monthly_Charge
11751-TAM	38.45	0.00	5	24.30
12056-WES	362.89	0.00	2	90.40
12136-RAJ	31.73	0.00	2	19.90
12257-ASS	29.75	0.00	9	19.55
12340-DEL	104.99	0.00	0	62.80
12469-AND	91.99	0.00	11	55.30
12490-TEL	236.76	38.84	9	74.75
13058-MAD	138.13	0.00	13	46.10
13123-BIH	253.62	0.00	13	100.20
13666-UTT	344.18	0.00	15	95.40
13744-AND	33.50	0.00	8	19.65
13823-TEL	46.40	0.00	1	24.50
13946-HAR	43.32	0.00	1	19.65
14567-TAM	64.44	0.00	1	20.35
15349-UTT	90.02	0.00	9	50.15
15591-KAR	66.31	0.00	3	20.40
15803-UTT	41.52	0.00	6	19.15
16032-AND	91.64	0.00	8	46.60
16068-BIH	35.25	0.00	4	25.25
16244-UTT	24.65	0.00	5	19.55
16733-ODI	86.22	0.00	10	45.85