

Customer Churn Analysis

1796

Churned Customer

6687

Total Customer

26.86%

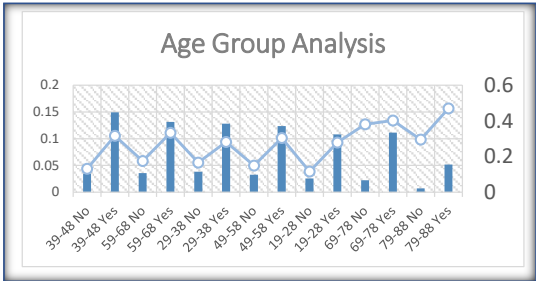
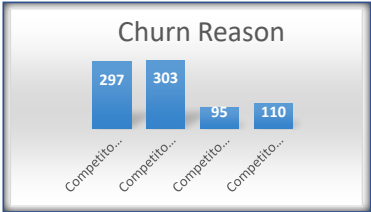
Churn Rate

31.03\$

Avg Monthly

1084\$

ARPU(Revenue per



Churn Category

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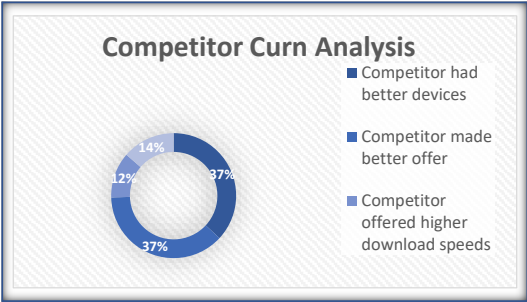
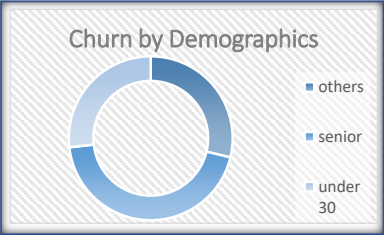
Attitude

Competitor

Dissatisfaction

Other

Price



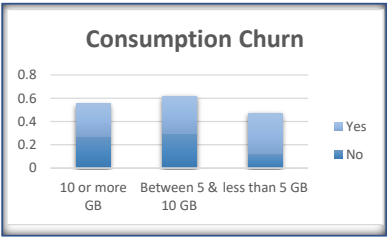
Gender

Female

Male

Prefer not to say

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Churn Rate by State											
CA	OH	PA	MD	NE	NH	MT	OR	KY	DE		
Churn Rate	63%	35%	33%	33%	33%	32%	31%	31%	31%	31%	31%