

# Customer Churn Analysis

Overview

Age Groups

Payments & Contracts

Extra Charges

Insights

26.86 %

Churn Rate

6687

Count of Customer ID

1796

Churned

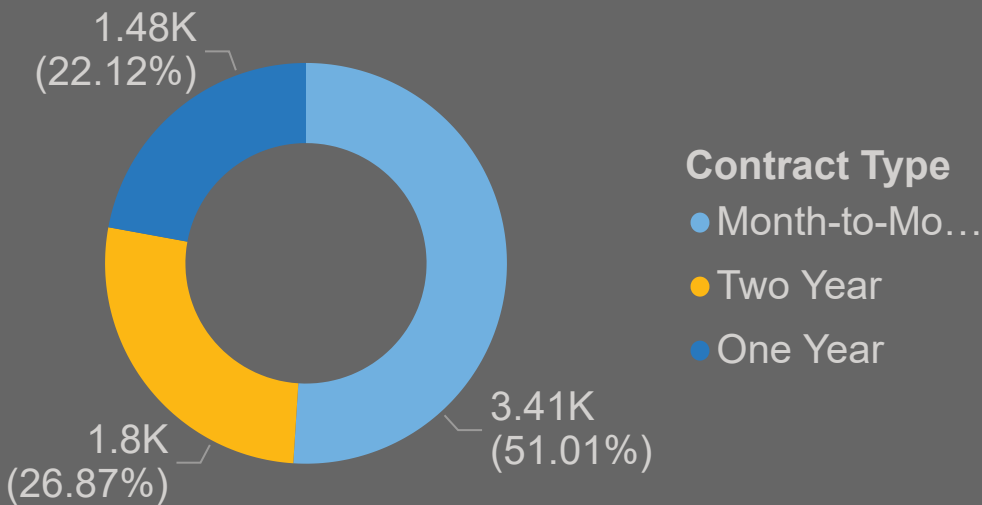
6123

Customer Service Calls

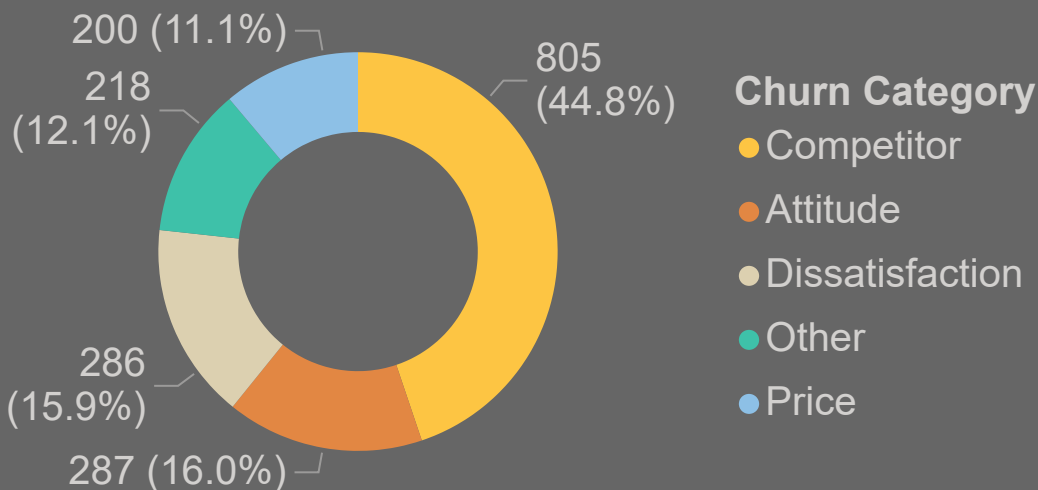
0.92

Avg Customer Service Calls

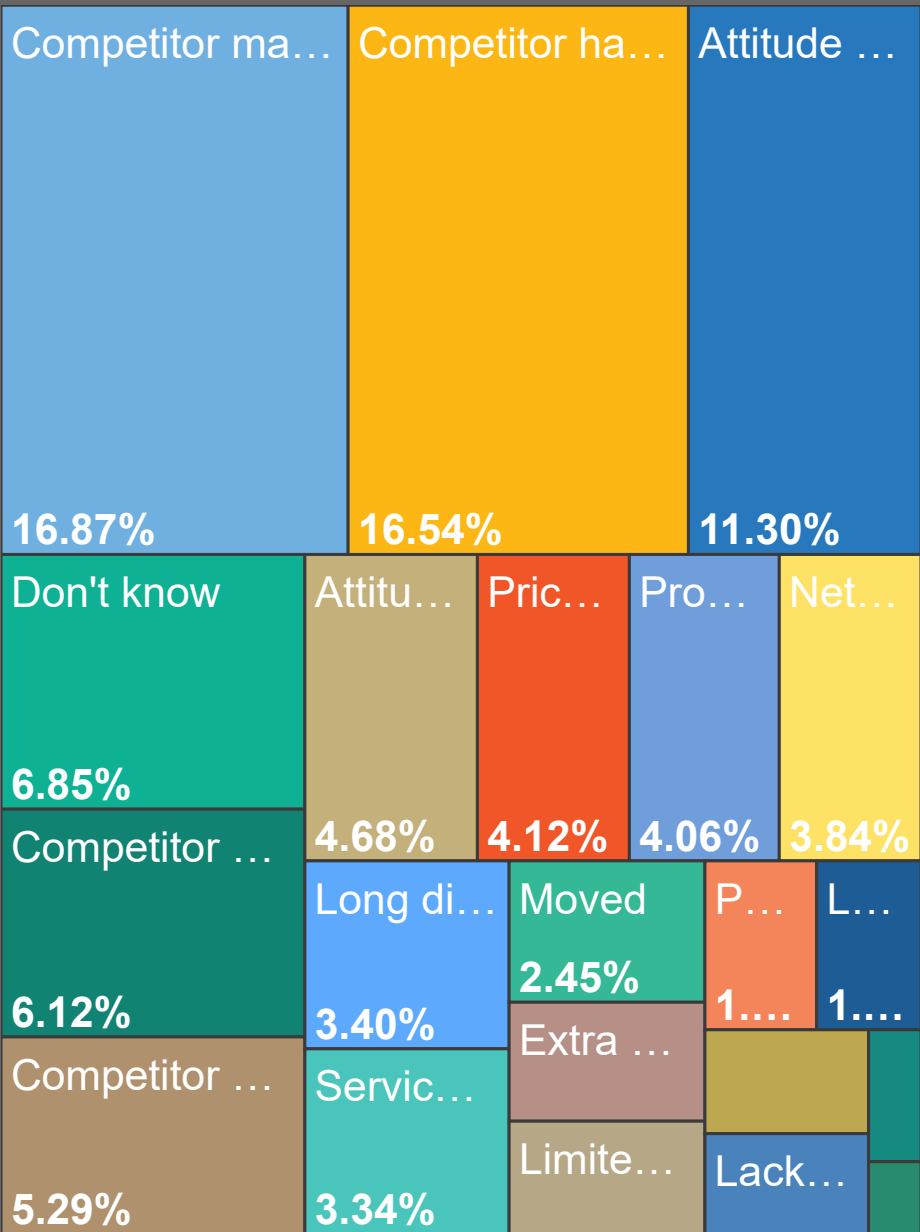
Count of Customers by Contract Type



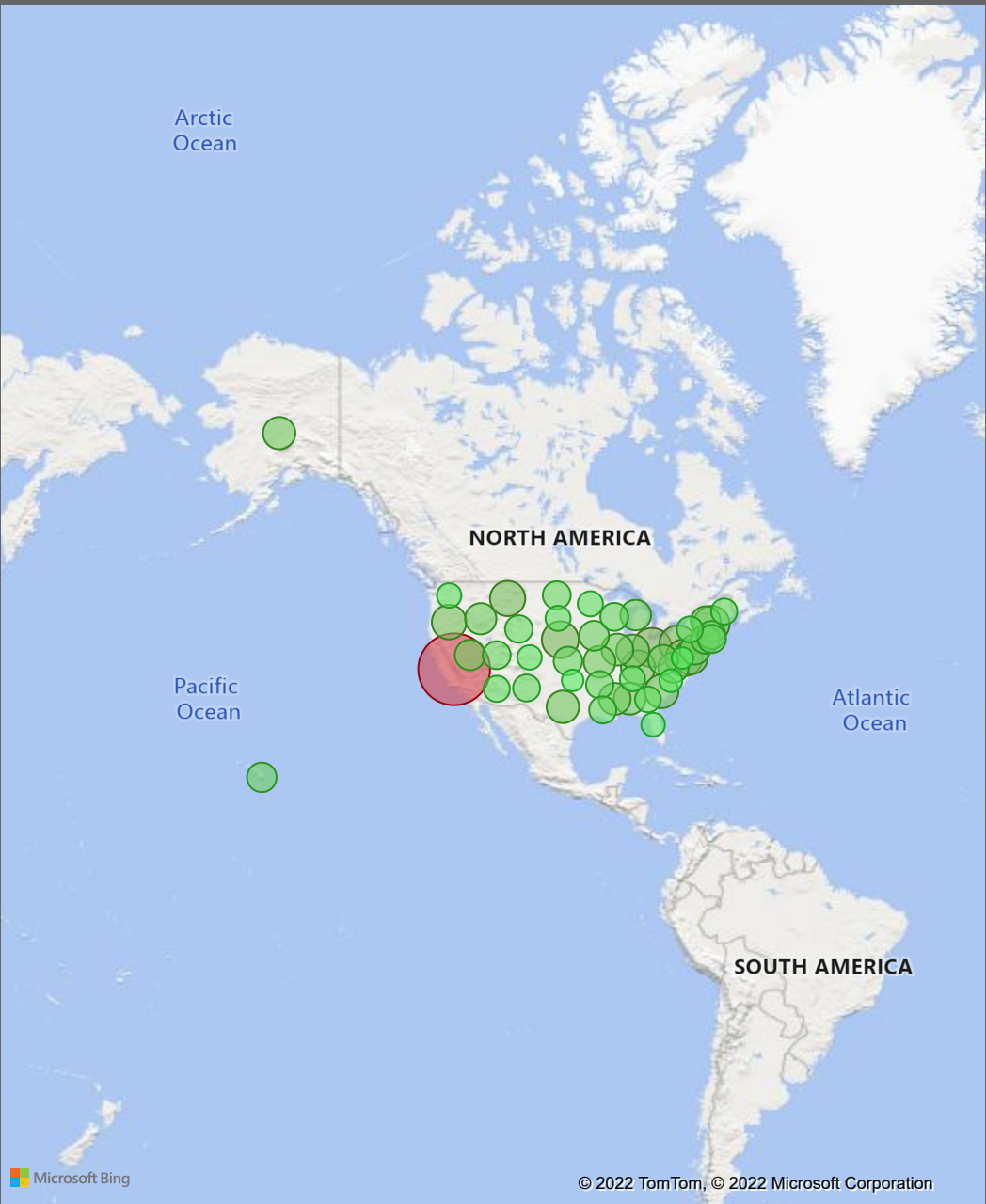
Count of Churn Label by Churn Category



Churn Reasons



Churn Rate by State



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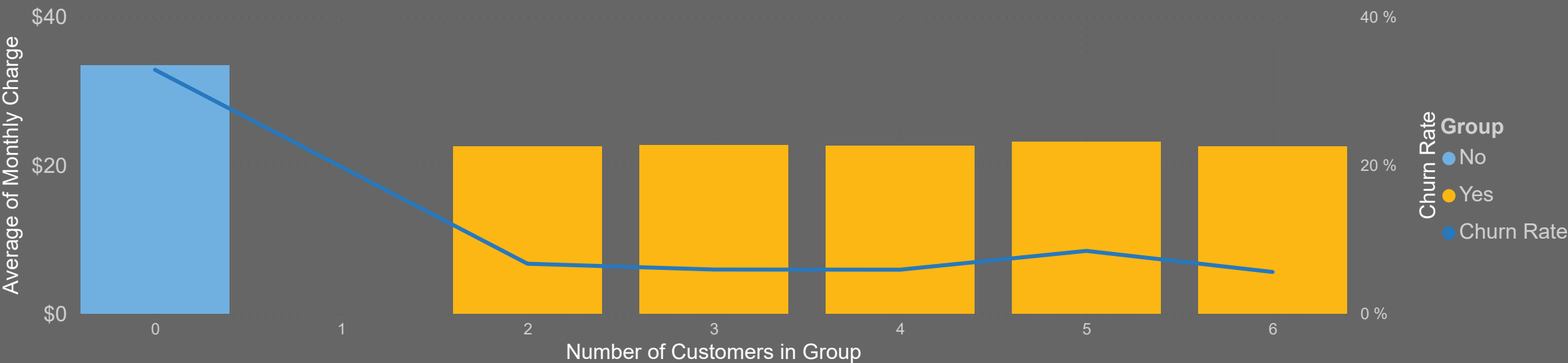
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Customer Service Calls

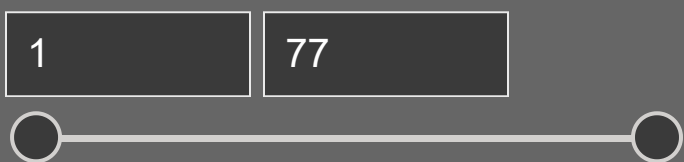
0.92

Avg Customer Service Calls

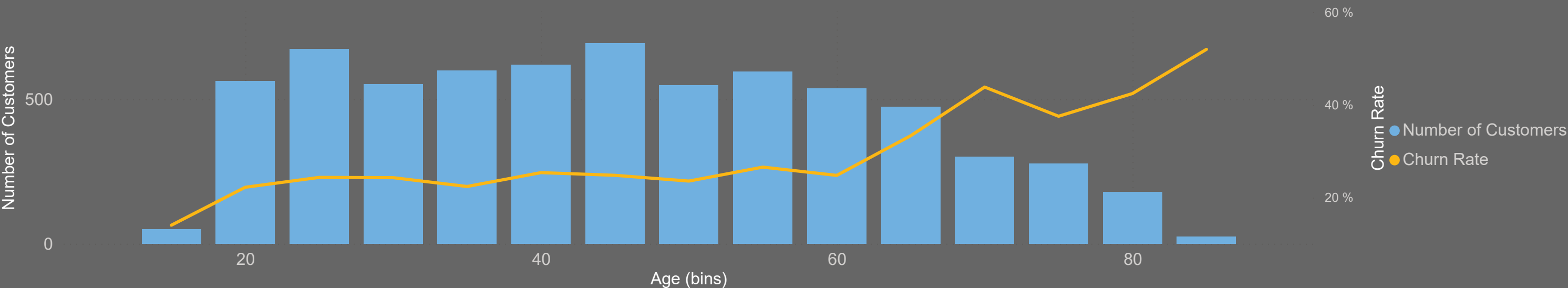
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Account Length (in months)



Number of Customers and Churn Rate by Age (bins)



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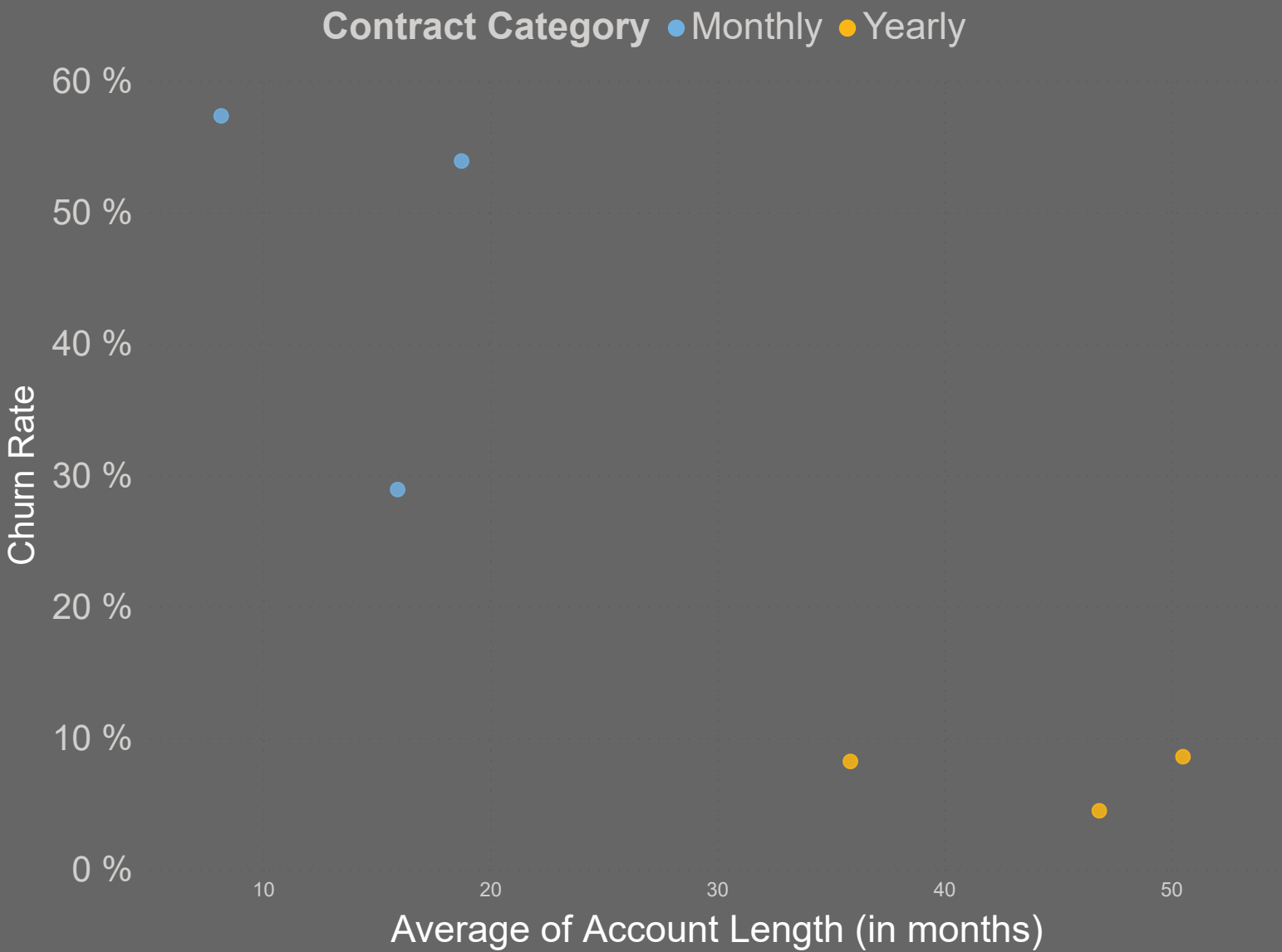
6123

Customer Service Calls

0.92

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category



0.92

Avg Customer Service Calls

6123

Customer Service Calls

Contract Category, Pay...

- ^ ☐ Monthly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check
- ^ ☐ Yearly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check

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Avg Customer Service Calls

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

Grouped Consumption

Between 5 and 10 GB

10 or more GB

Less than 5 GB

0 %

5 %

10 %

15 %

20 %

25 %

30 %

35 %

Churn Rate

33.64

Avg Extra International  
Charges

3.37

Avg Extra Data Charges

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Avg Customer Service Calls

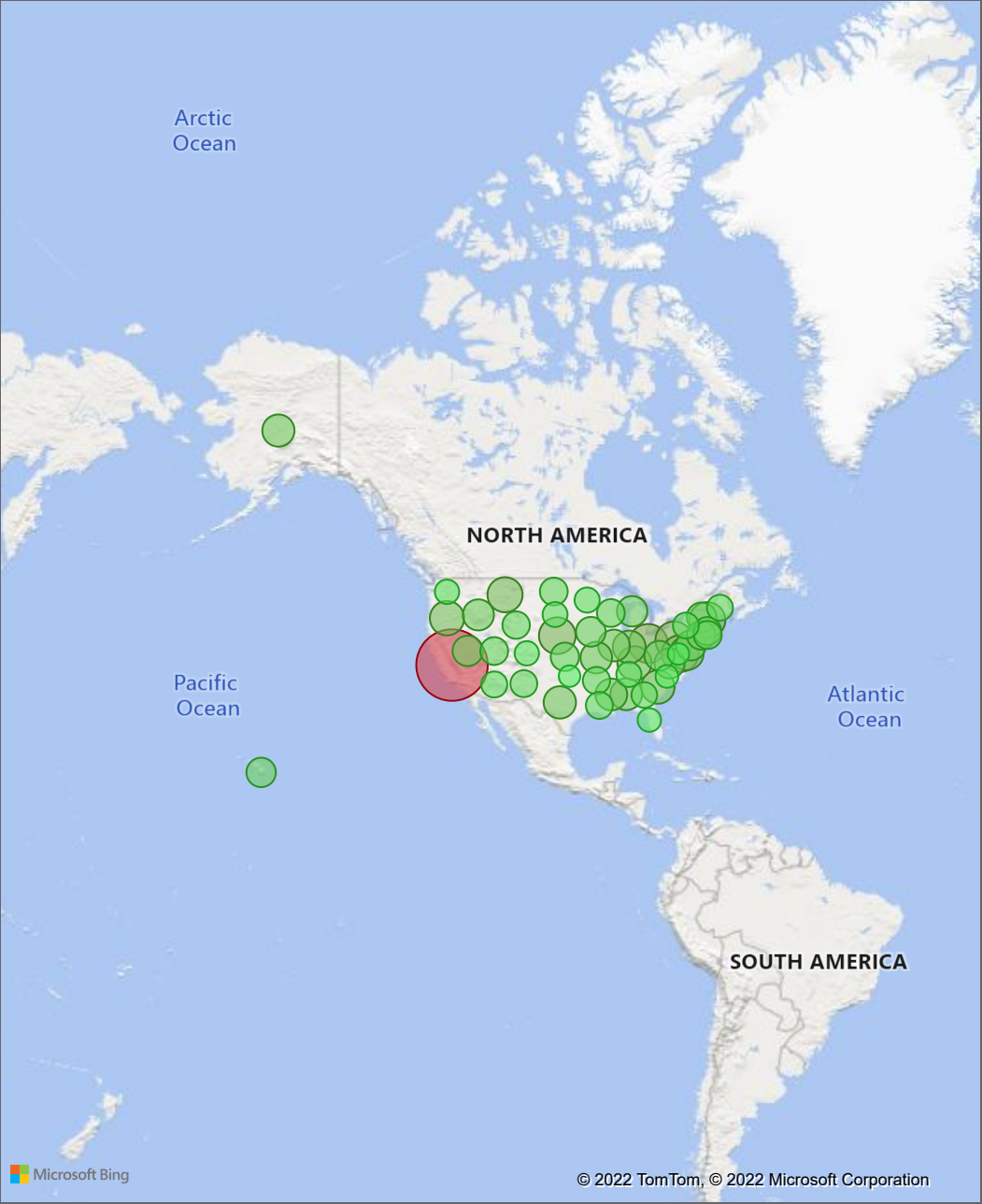
33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

