

CHURN ANALYSIS - SUMMARY

Monthly Charge Range
All

Married
All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

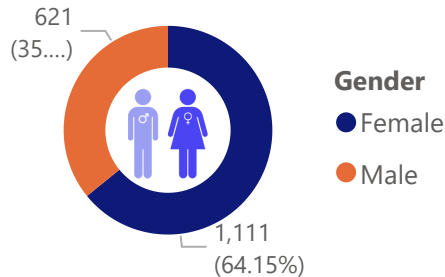
27.0%

Churn Rate

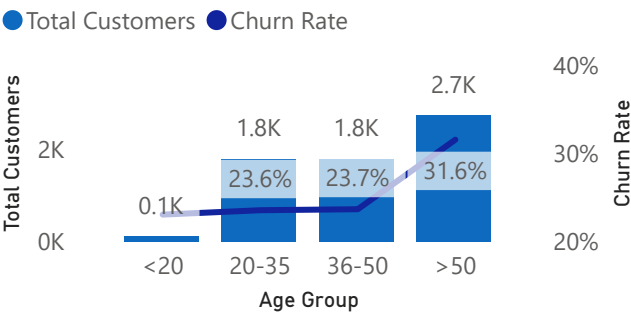


DEMOGRAPHIC

Total Churn by Gender

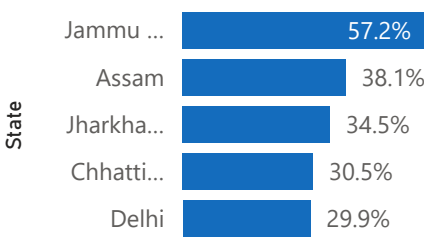


Total Customers and Churn Rate by Age Group



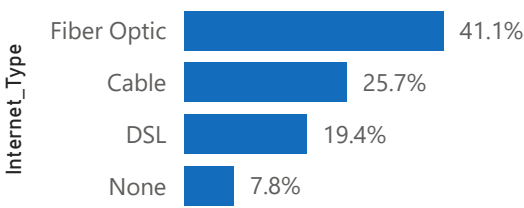
GEOGRAPHIC

Churn Rate by State



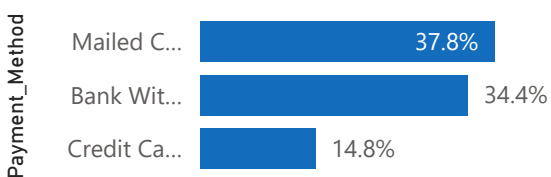
SERVICES USED

Churn Rate by Internet_Type

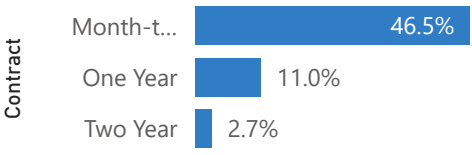


ACCOUNT INFO

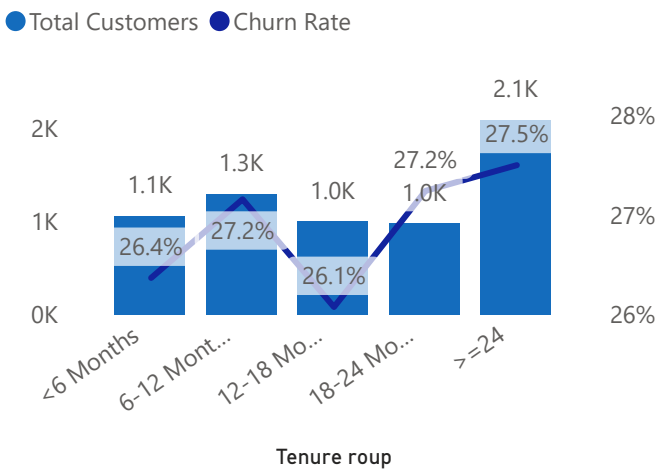
Churn Rate by Payment_Method



Churn Rate by Contract

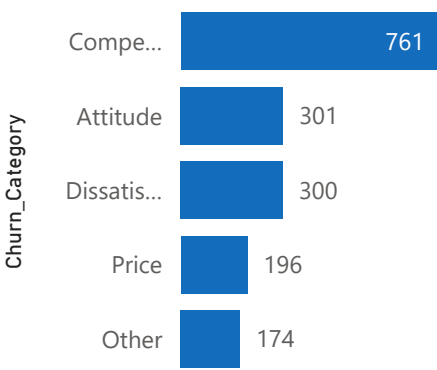


Total Customers and Churn Rate by Tenure group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn by Services

Services	No	Yes	Total
Device_Protection_Plan	71.02%	28.98%	1000
Internet_Service	6.29%	93.71%	1000
Multiple_Lines	54.79%	45.21%	1000
Online_Backup	71.88%	28.12%	1000
Online_Security	84.64%	15.36%	1000
Paperless_Billing	25.40%	74.60%	1000
Phone_Service	9.41%	90.59%	1000
Premium_Support	83.49%	16.51%	1000
Streaming_Movies	56.00%	44.00%	1000
Total	50.06%	49.94%	1000

Churn_Reason

Total



Service dissatisfaction

Product dissatisfaction

Price too high

Poor expertise of phone support

Poor expertise of online support

Others

Network reliability

Moved

Total

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

246

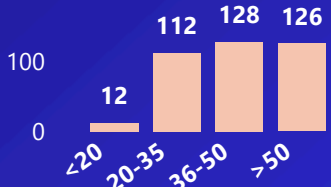
Female



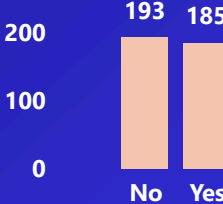
132

Male

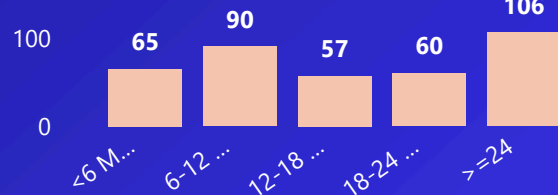
Count of Customer ID by Age Group



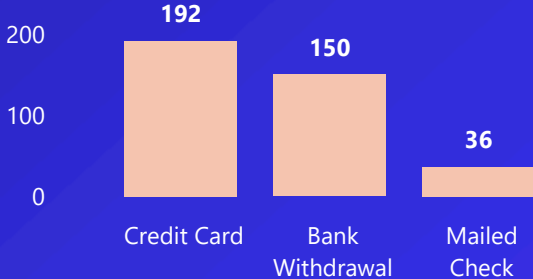
Count of Customer ID by Married



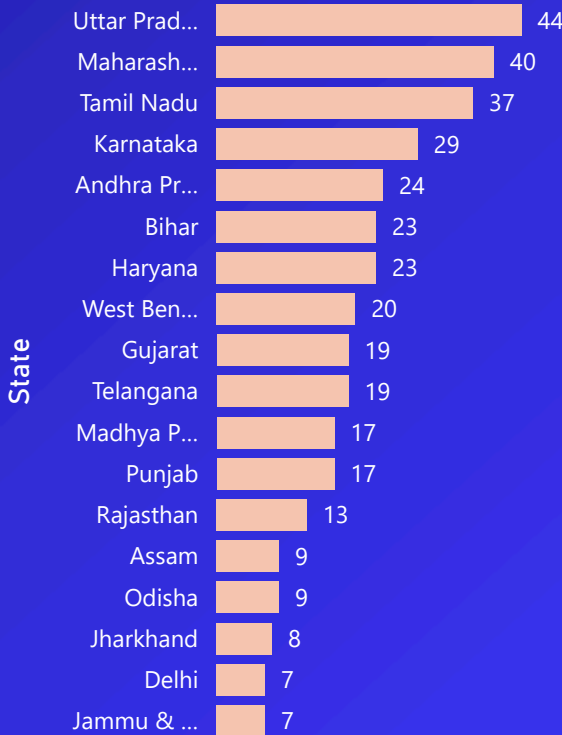
Count of Married by Tenure rroup



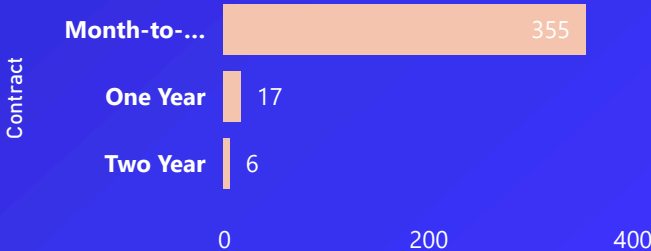
Count of Customer ID by Payment Method



Count of Customer ID by State



Count of Customer ID by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
99996-HAR	53.55	69.61	0.00	2
99862-BIH	74.00	97.70	0.00	12
99855-MAH	69.70	166.54	0.00	5
99488-KAR	24.40	24.40	0.00	10
99475-KAR	51.55	143.42	0.00	11
98788-TAM	20.05	52.95	0.00	4
98767-WES	20.05	31.15	0.00	14
98334-MAD	20.20	161.38	0.00	15
98301-WES	53.45	144.68	0.00	4
97828-MAH	92.00	313.60	0.00	0
97615-MAH	20.20	61.30	0.00	11
97497-RAJ	49.90	56.25	0.00	9
97427-JAM	20.35	50.21	0.00	9
96967-CHH	89.35	94.71	0.00	5
96430-PUN	48.75	75.01	0.00	0
95991-MAD	50.25	236.87	0.00	0
95822-AND	19.20	37.09	0.00	3
95748-UTT	25.40	58.13	0.00	5
95735-PUN	19.25	90.71	0.00	10
95594-TAM	44.00	59.66	0.00	4
94609-HAR	19.65	151.67	0.00	1
94305-KAR	19.75	25.07	0.00	5
94243-TAM	19.90	27.66	0.00	5
94124-MAH	79.95	249.85	0.00	9
94070-JAM	90.10	114.43	0.00	8
93700-MAH	50.70	88.75	0.00	8