

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

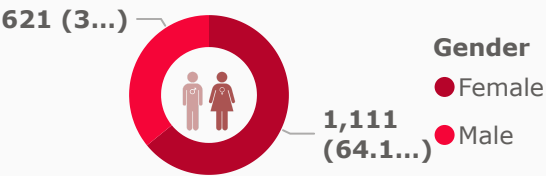
27.0%

Churn Rate

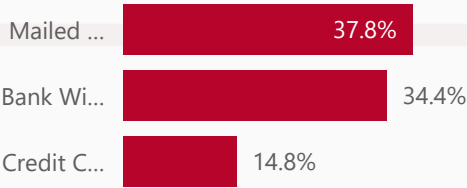


DEMOGRAPHIC

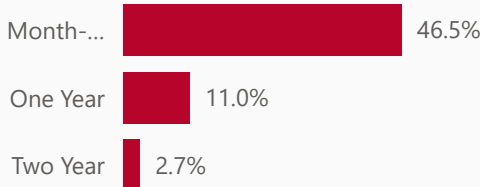
Total Churn by Gender



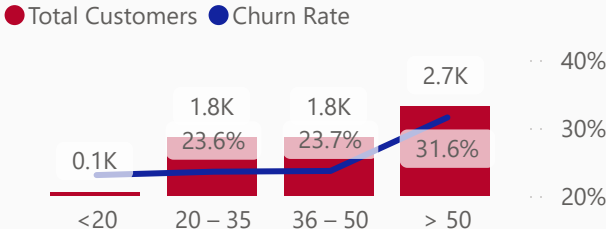
Churn Rate by Payment Method



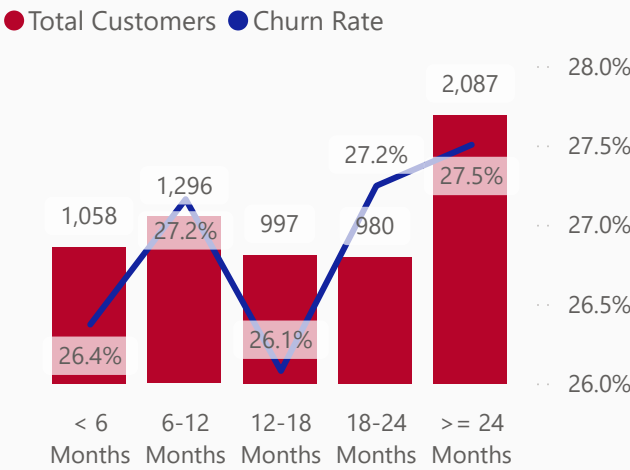
Churn Rate by Contract



Total Customers and Churn Rate by Age Group



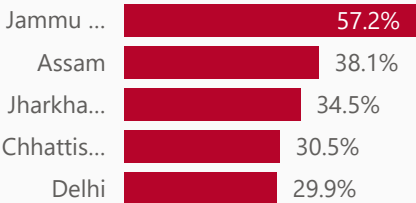
Total Customers and Churn Rate by Tenure Group



ACCOUNT INFO

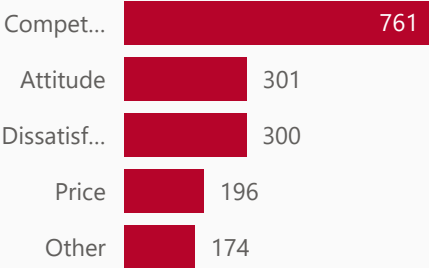
GEOGRAPHIC

Churn Rate by State (Top 5)



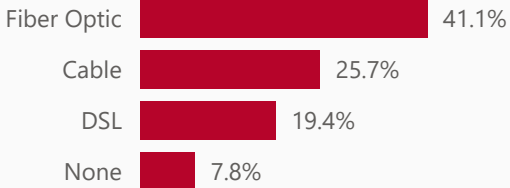
CHURN DISTRIBUTION

Total Churn by Churn Category



SERVICES USED

Churn Rate by Internet Type



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%
Streaming_TV	56.8%	43.2%

Churn_Reason

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

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

246

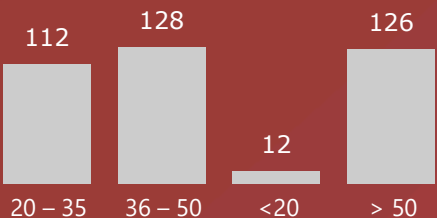
Female



132

Male

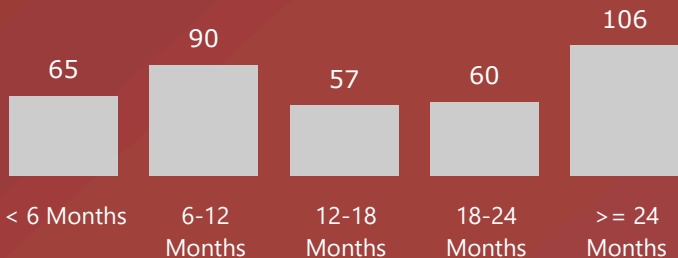
by Age Group



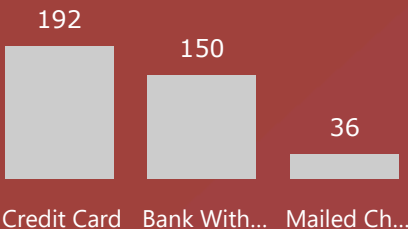
by Marital Status



by Tenure Group



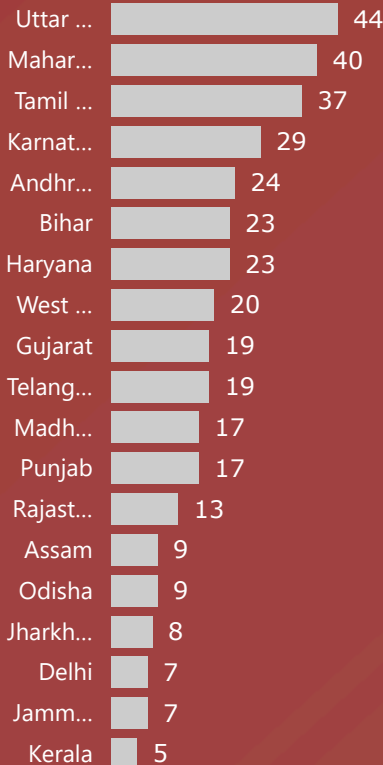
by Payment Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS :378

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Referrals
11751-TAM	24.30	38.45	0.00	
12056-WES	90.40	362.89	0.00	
12136-RAJ	19.90	31.73	0.00	
12257-ASS	19.55	29.75	0.00	
12340-DEL	62.80	104.99	0.00	
12469-AND	55.30	91.99	0.00	1
12490-TEL	74.75	236.76	38.84	
13058-MAD	46.10	138.13	0.00	1
13123-BIH	100.20	253.62	0.00	1
13666-UTT	95.40	344.18	0.00	1
13744-AND	19.65	33.50	0.00	
13823-TEL	24.50	46.40	0.00	
13946-HAR	19.65	43.32	0.00	
14567-TAM	20.35	64.44	0.00	
15349-UTT	50.15	90.02	0.00	
15591-KAR	20.40	66.31	0.00	
15803-UTT	19.15	41.52	0.00	
16032-AND	46.60	91.64	0.00	
16068-BIH	25.25	35.25	0.00	
16244-UTT	19.55	24.65	0.00	
16733-ODI	45.85	86.23	0.00	1
16764-WES	20.80	68.94	0.00	1
16931-BIH	19.30	27.96	0.00	
Total		42,603.54	100.24	275