

# Overview

6687

Total customer

1796

Churned

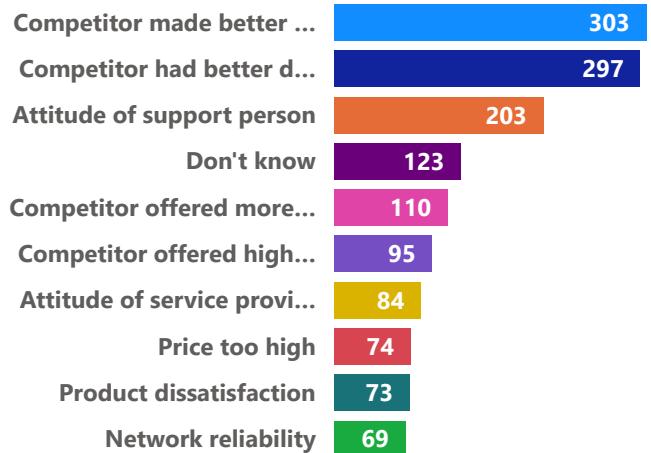
26.86%

Churn Rate

\$31

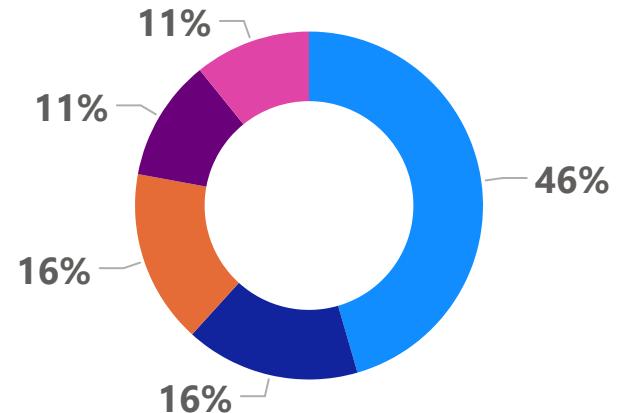
Avg of Monthly...

## Churn reason

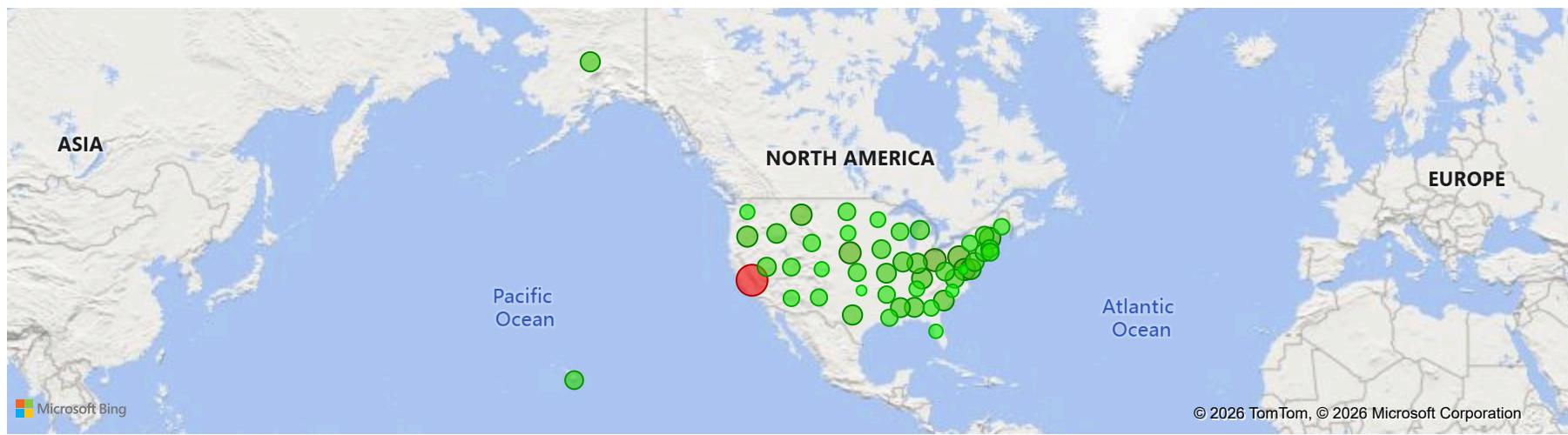


## Churn by category

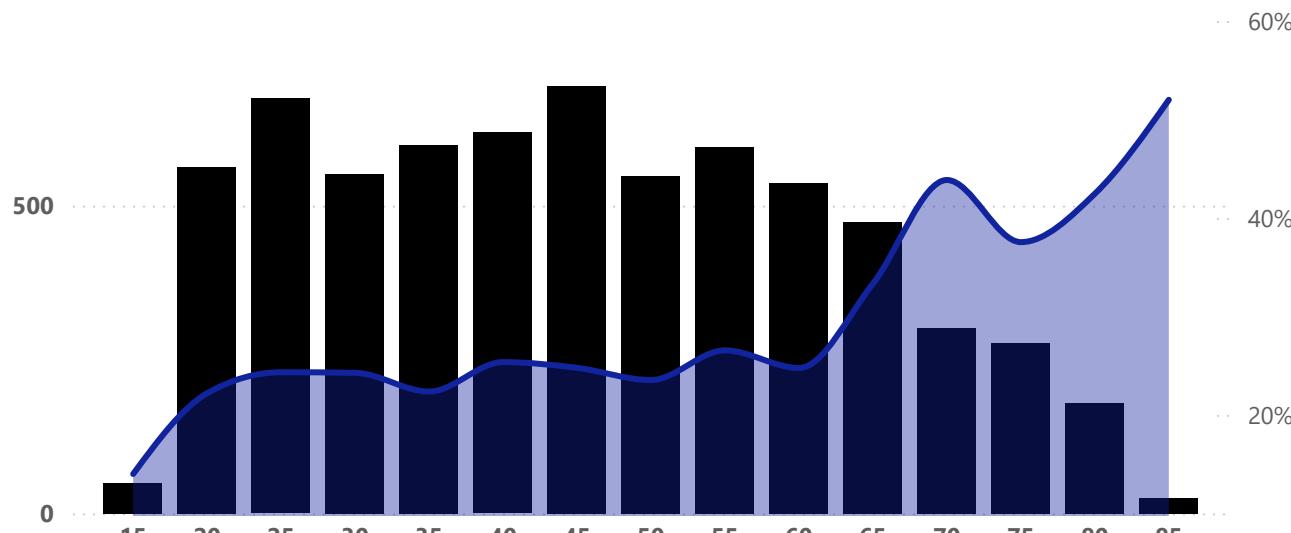
Churn Category ● Competitor ● Attitude ● Dissatisfaction ● Price ● Other



## Churn Rate by State

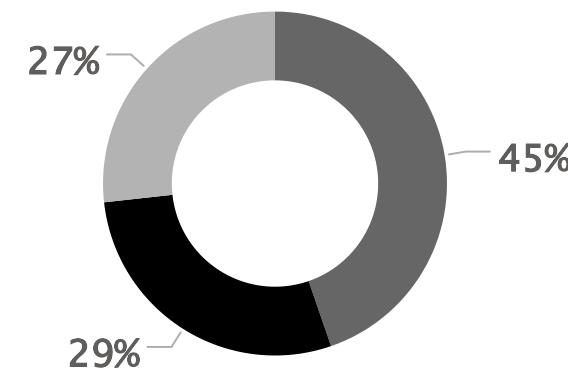


### Total customer and Churn Rate by Age (bins)



### Churn by Demographics

● senior ● other ● under 30



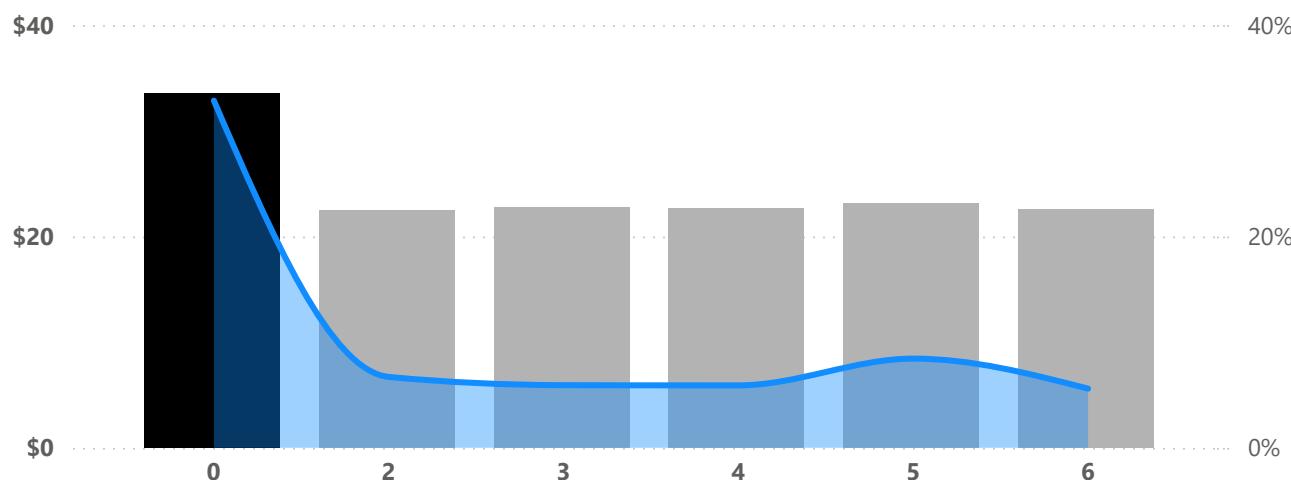
monthly

46.29%

yearly

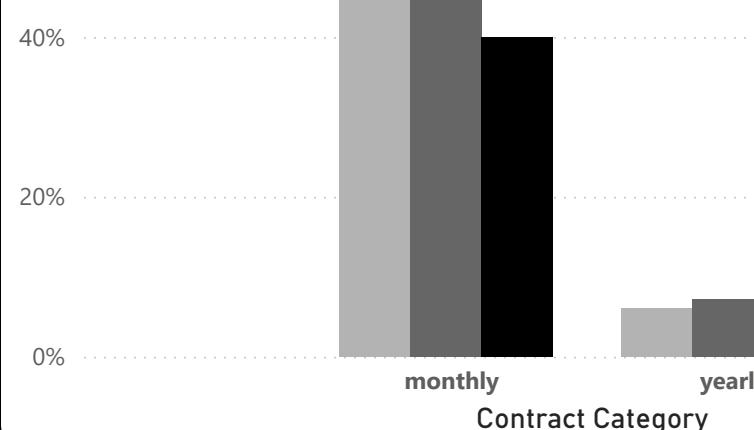
6.62%

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

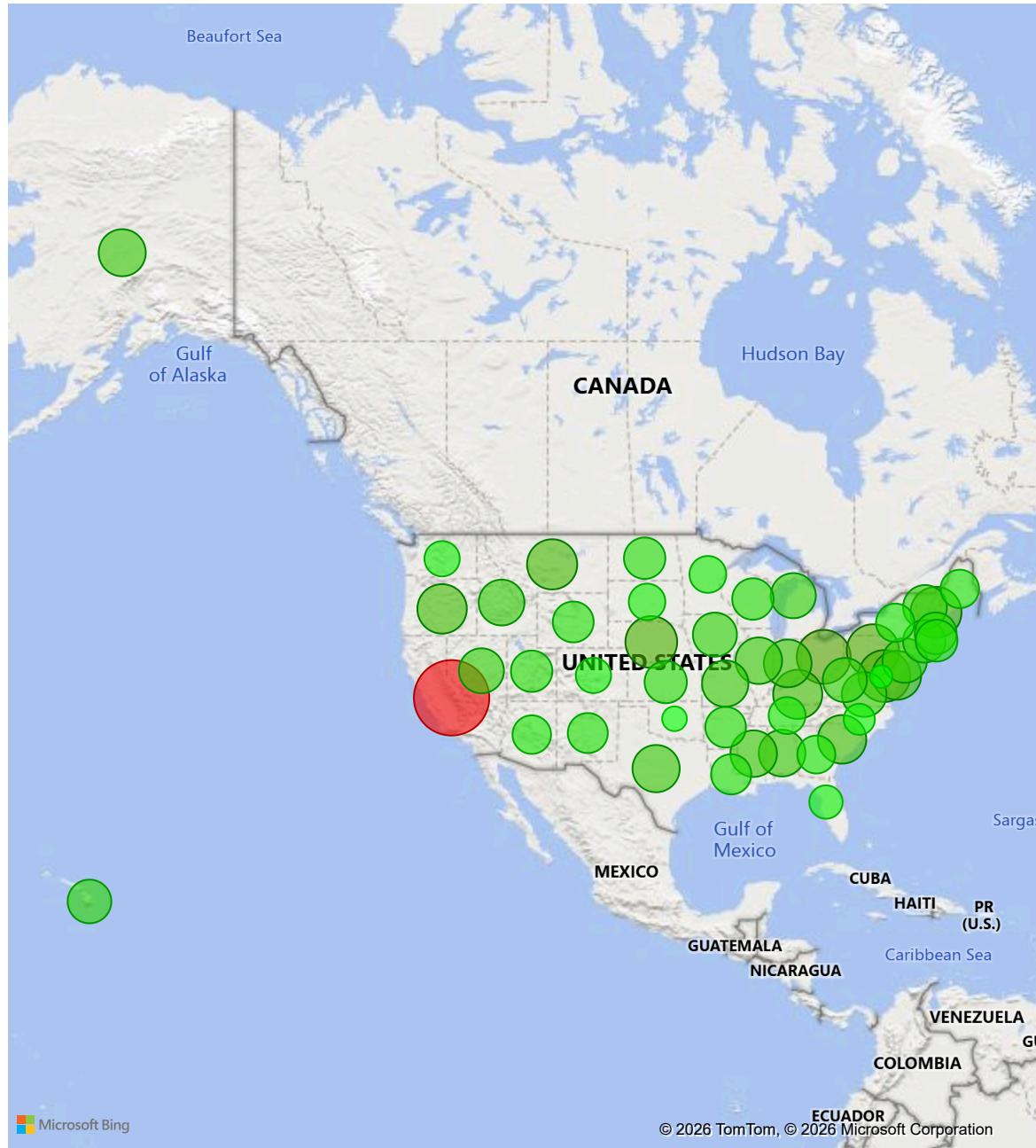


### Churn Rate by Contract Category and Gender

● Female ● Male ● Prefer not to say

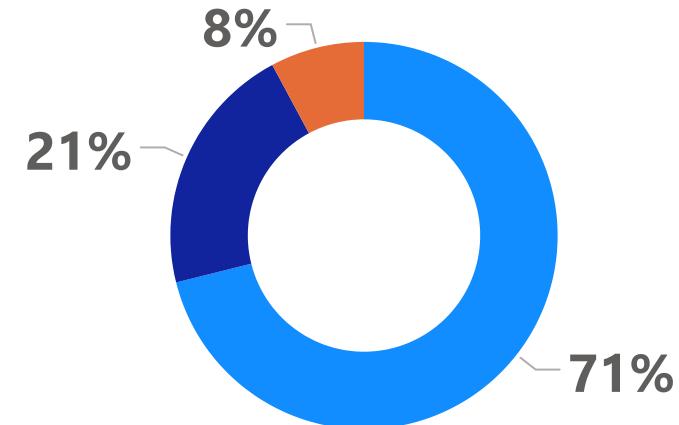


## Churn Rate



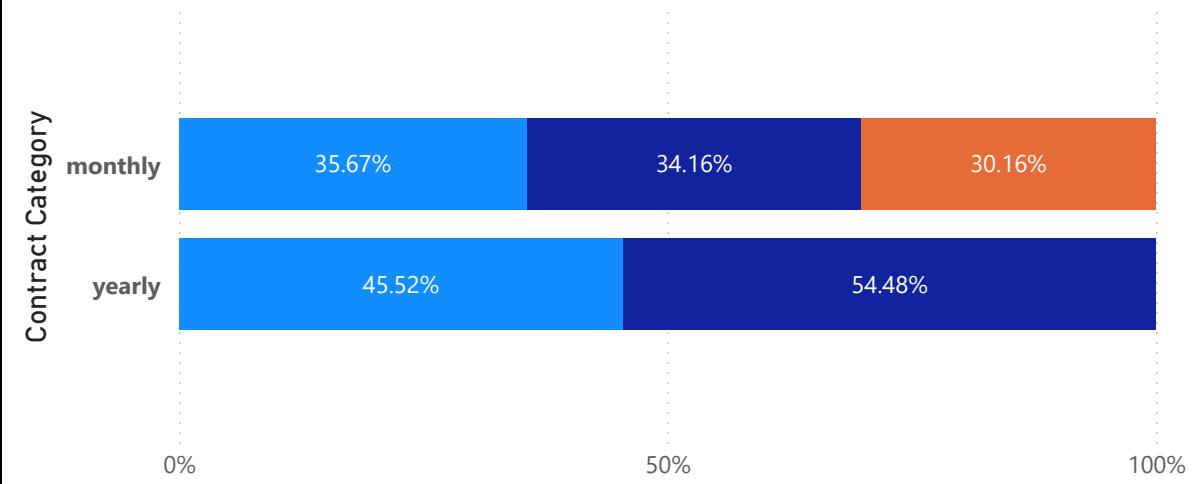
## Number of Churn by Payment Method

Payment Method ● Direct Debit ● Credit Card ● Paper Check



## Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say



**6K**  
Customer Service Calls

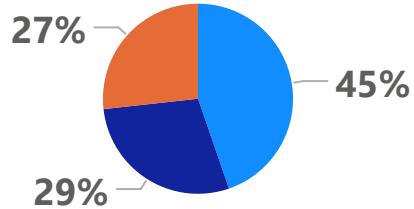
**33.64**  
Average of Extra International Charges

**3.37**  
Average of Extra Data Charges

**0.84**  
Average of Number of Customers in...

### Churn Rate by Demographics

senior other under 30



- ^  monthly
  - Credit Card
  - Direct Debit
  - Paper Check
- ^  yearly
  - Credit Card
  - Direct Debit
  - Paper Check

### Avg of Monthly Charge and Churn Rate by Number of Customers in Group Group

