

Overview

6687

Total customer

1796

Churned

26.86%

Churn Rate

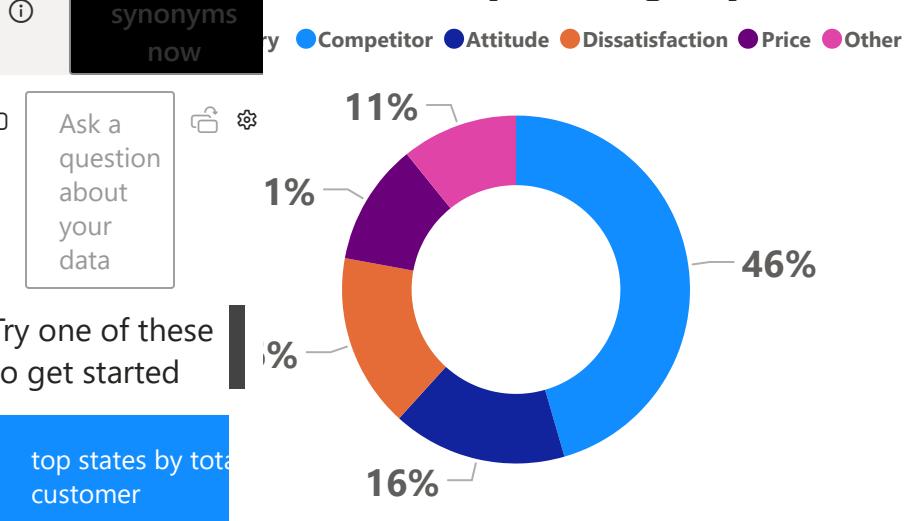
\$31

Avg of Monthly...

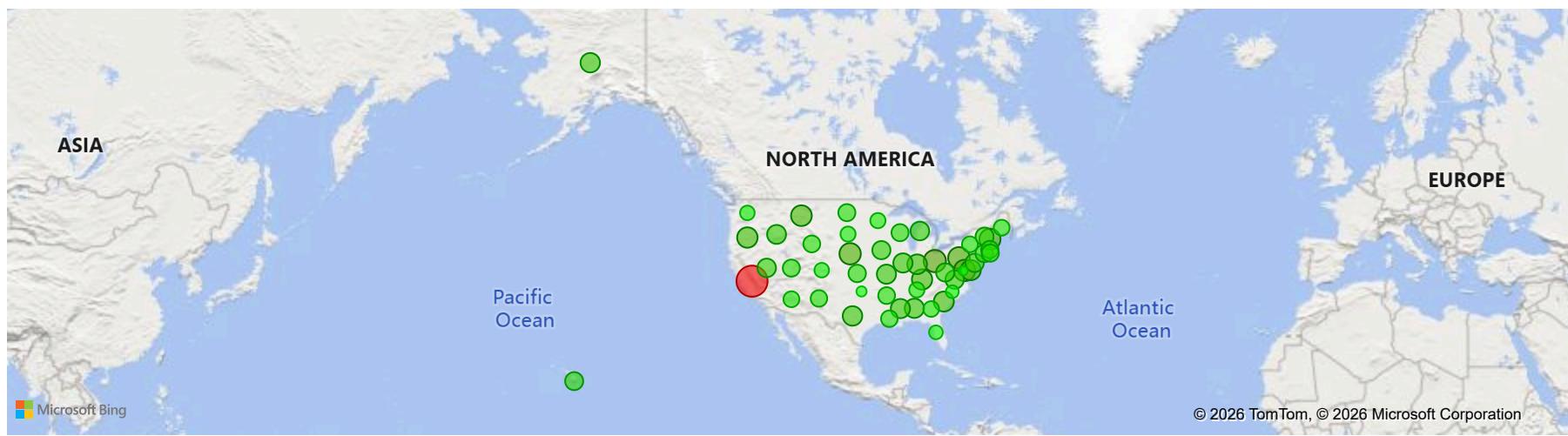
Churn reason

Competitor made better ...	303
Competitor had better d...	297
Attitude of support person	203
Don't know	123
Competitor offered more...	110
Competitor offered high...	95
Attitude of service provi...	84
Price too high	74
Product dissatisfaction	73
Network reliability	69

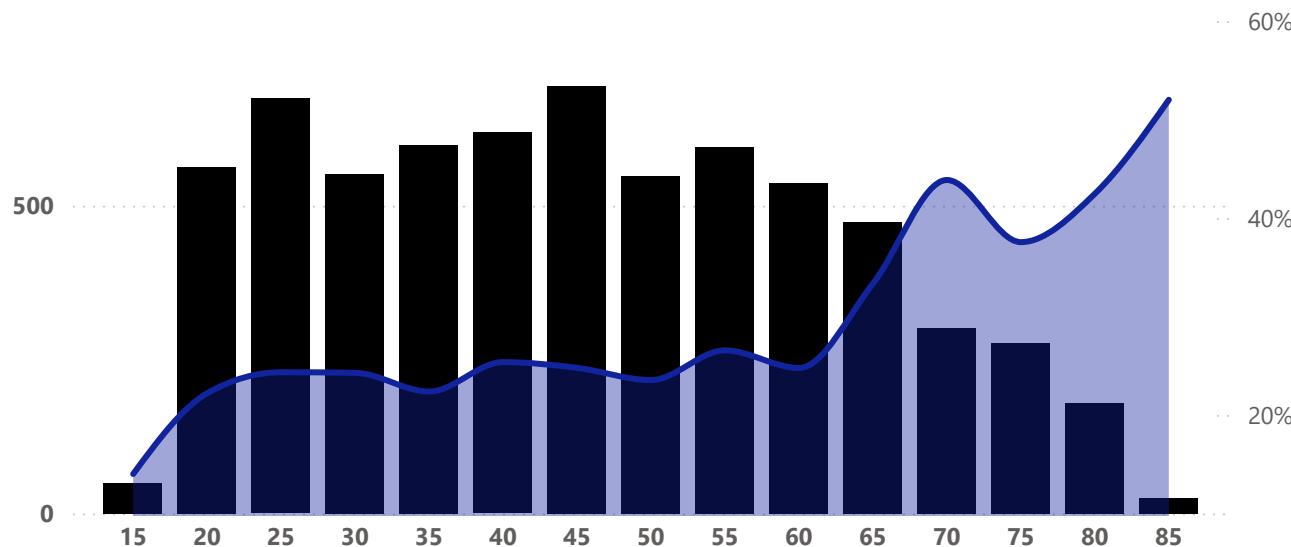
Churn by category



Churn Rate by State

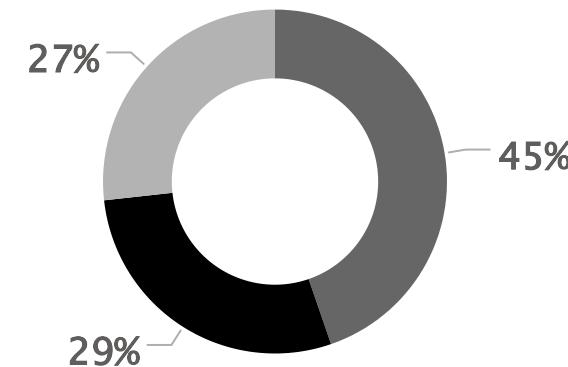


Total customer and Churn Rate by Age (bins)



Churn by Demographics

● senior ● other ● under 30



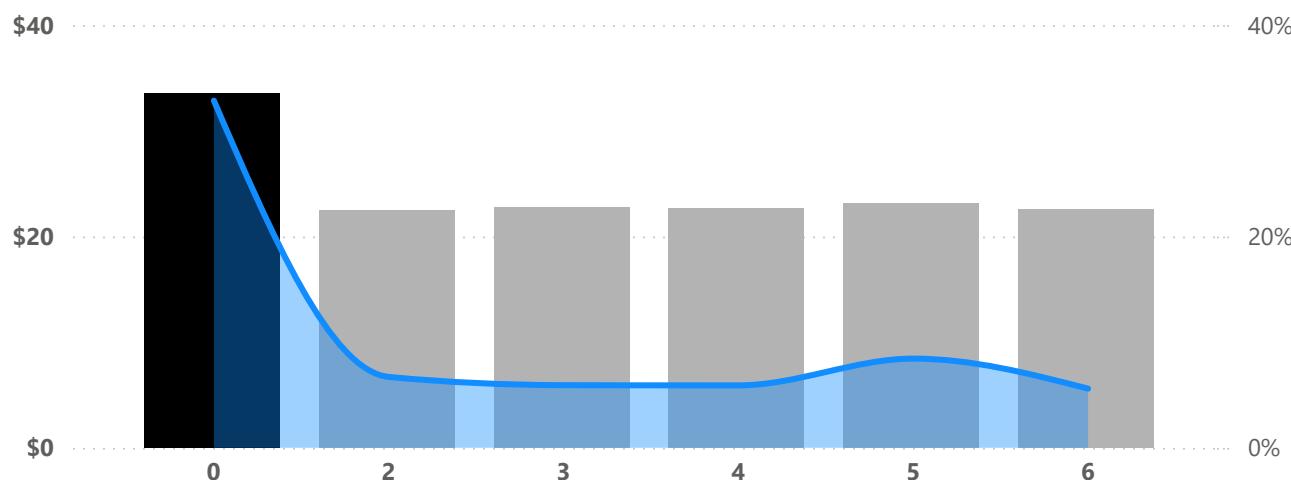
monthly

46.29%

yearly

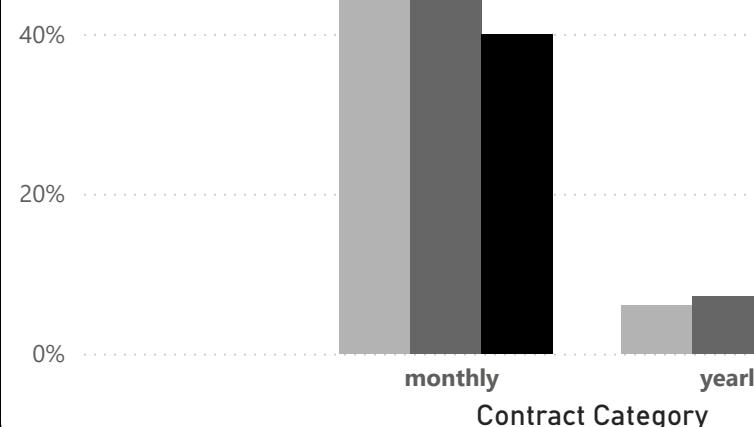
6.62%

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

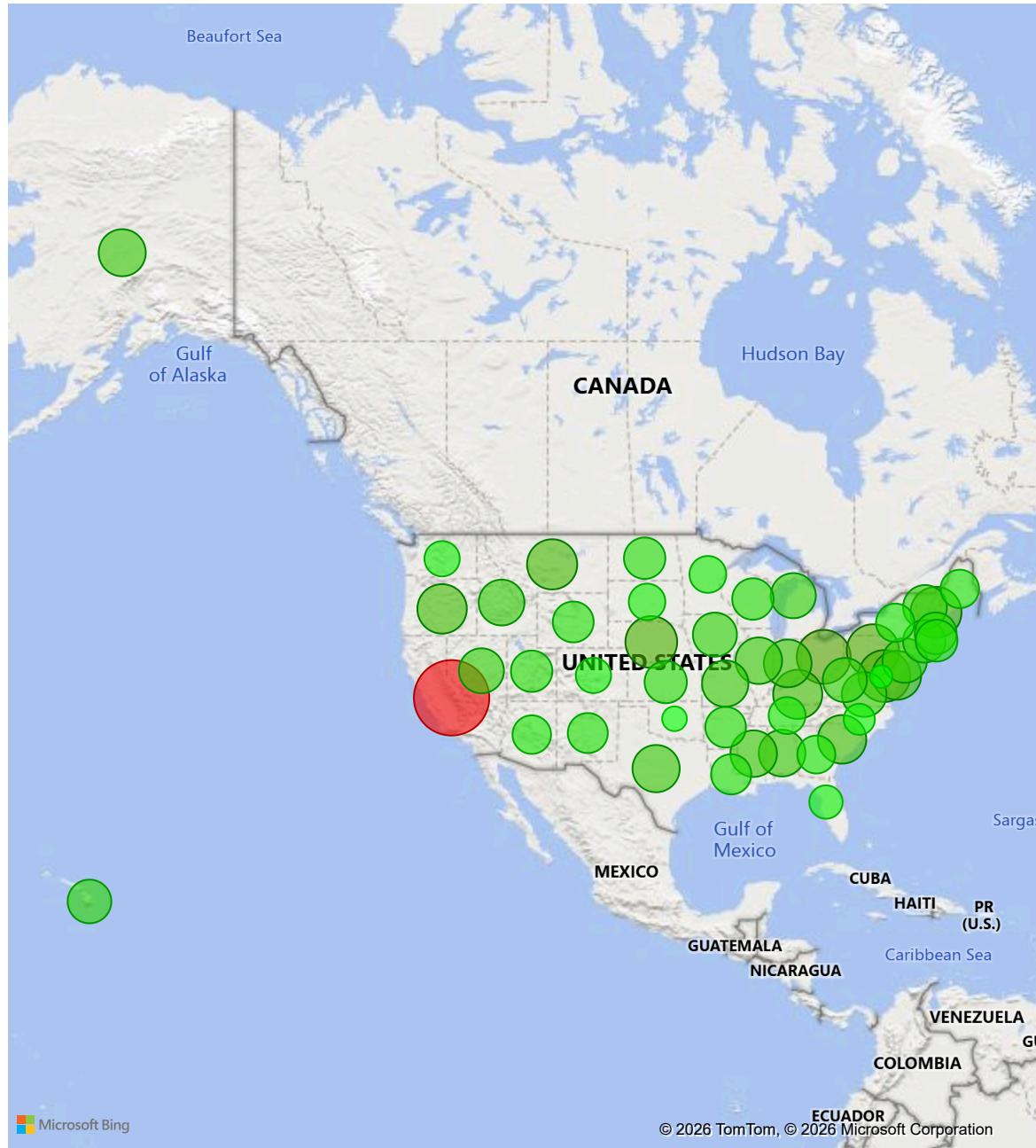


Churn Rate by Contract Category and Gender

● Female ● Male ● Prefer not to say

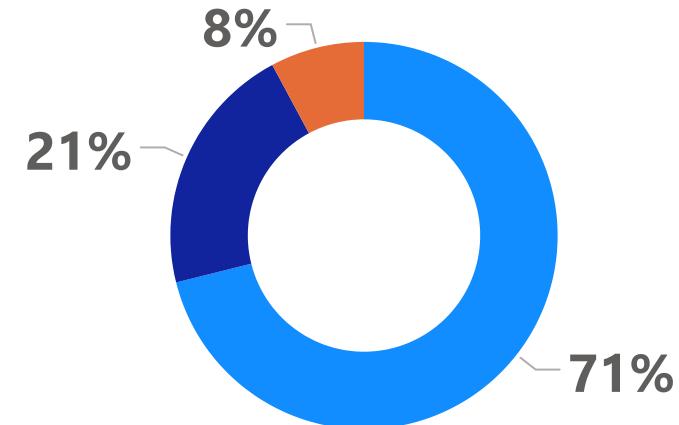


Churn Rate



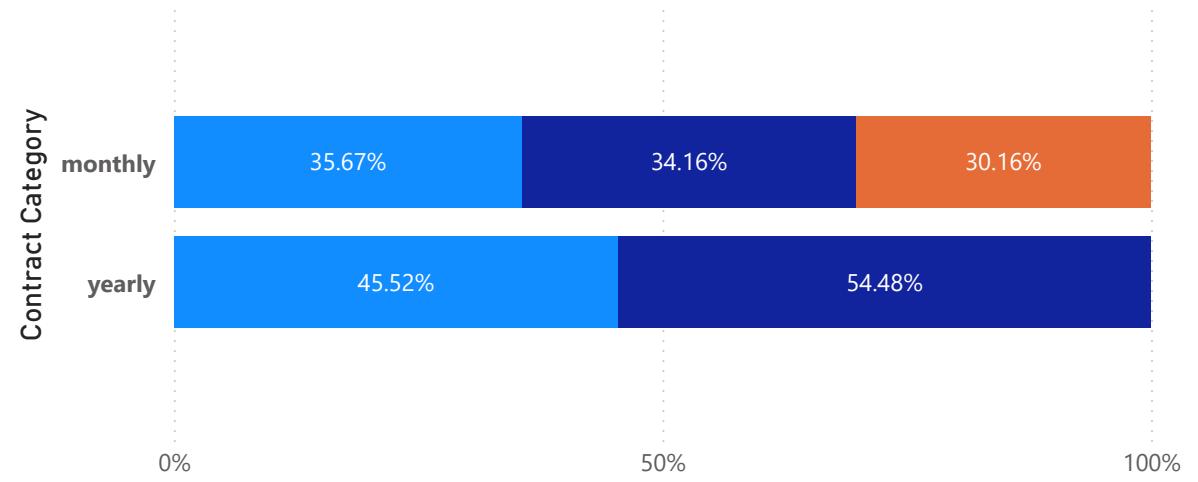
Number of Churn by Payment Method

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

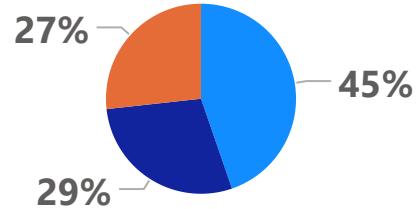
33.64
Average of Extra International Charges

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

