

Married

All

Monthly Charge Range

All

Churn Prediction

CHURN ANALYSIS - SUMMARY

Total Customers

42K

New Joiners

411

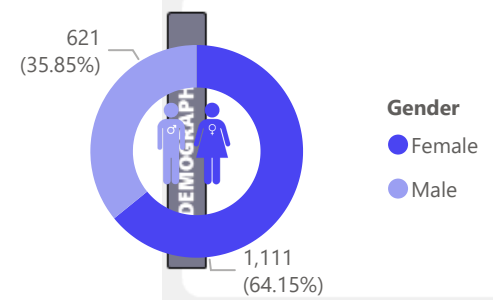
Total Churn

1.73K

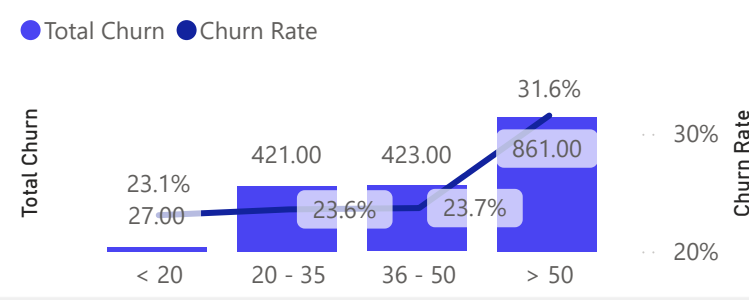
Churn Rate

27.0%

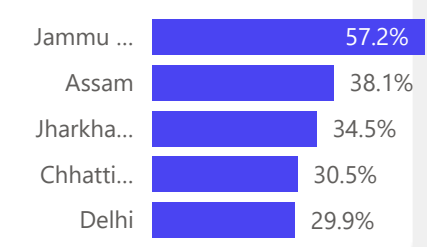
Total Churn by Gender



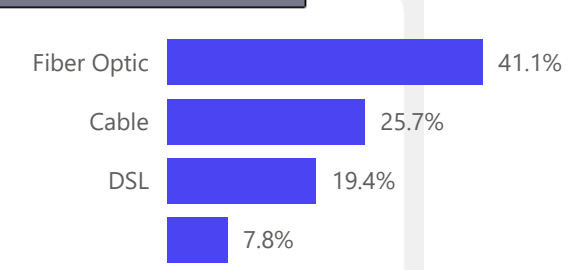
Total Churn and Churn Rate by Age Group



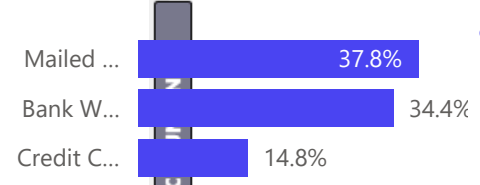
Churn Rate by State (Top 5)



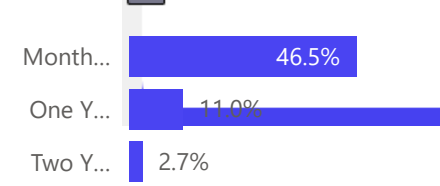
Churn Rate by Internet Type



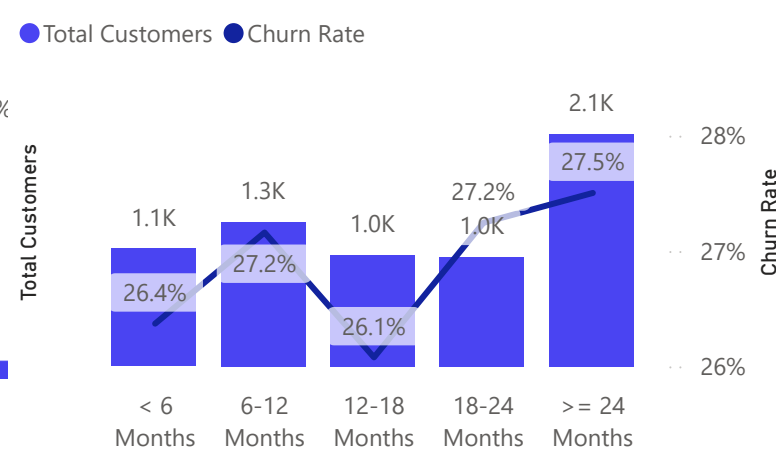
Churn Rate by Payment Method



Churn Rate by Contract

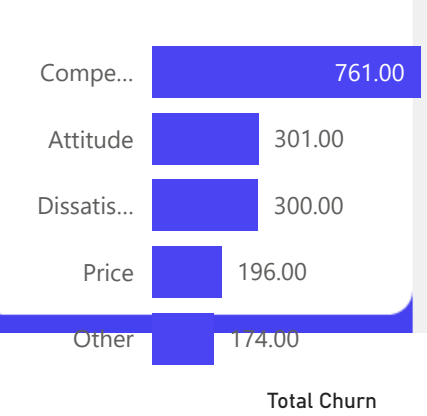


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	69.1%	30.9%
Internet_Service	6.3%	93.7%
Multiple_Lines	50.1%	49.9%
Online_Backup	70.0%	30.0%
Online_Security	83.6%	16.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	82.4%	17.6%
Streaming_Movies	52.0%	47.0%

Churn_Reason	Total
Service dissatisfaction	
Product dissatisfaction	
Price too high	
Poor expertise of phone support	
Poor expertise of online support	
Network reliability	
Moved	
Total	1,

CHURN ANALYSIS - PREDICTION

SUMMARY

PREDICTED CHURNER PROFILE

Female

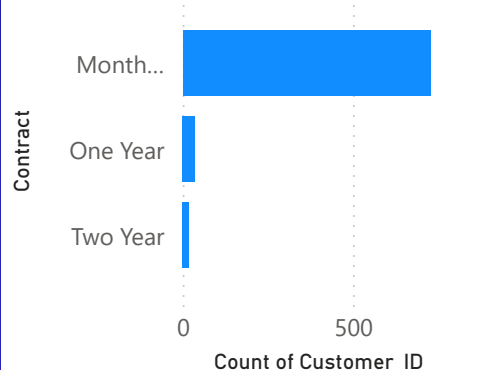
512



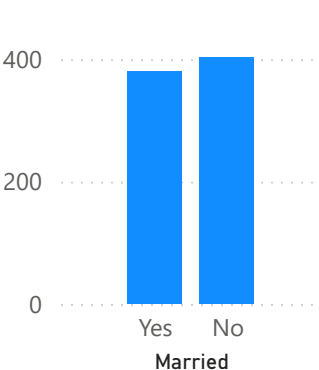
Male

270

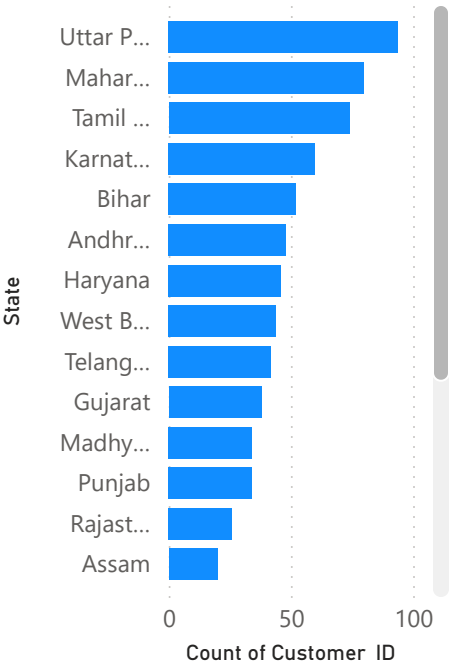
by Contract



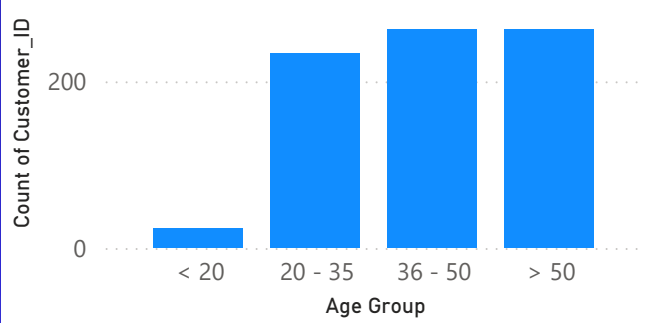
by Marital Status



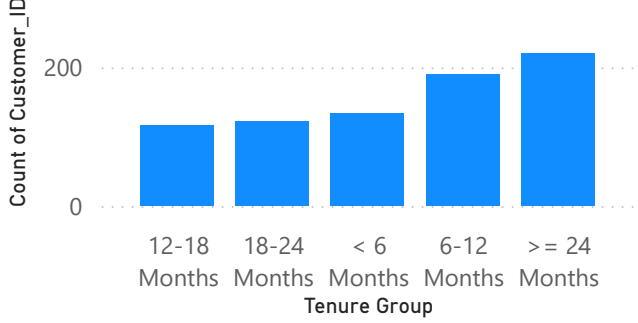
by State



by Age Group



by Tanure Group



CUSTOMERS AT RISK

Count of Predicted Churner

782

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5