

CHURN ANALYSIS - SUMMARY

Married
Wszystkie

Monthly Charge Ran...
Wszystkie

6 418

Total Customers

411

New Joiners

27,0%

Churn Rate

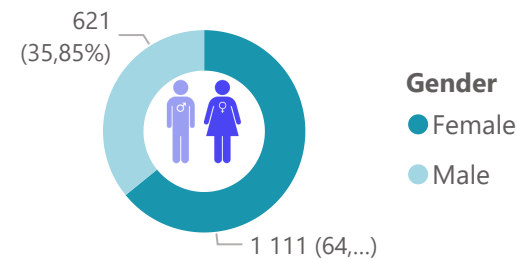
1 732

Total Churn

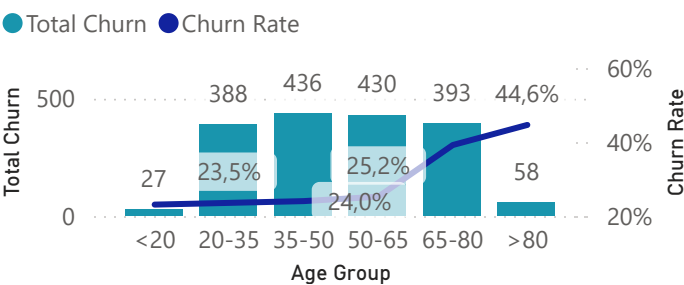


DEMOGRAPHIC

Total Churn by Gender

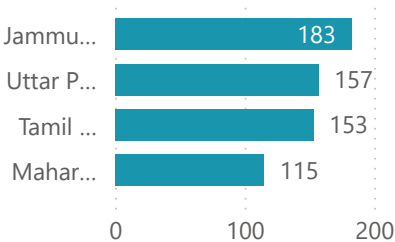


Total Churn and Churn Rate by Age Group



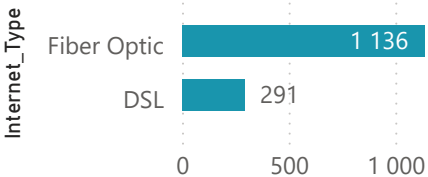
GEOGRAPHIC

Total Churn by State (TOP 5)

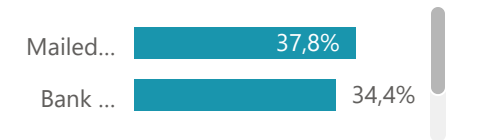


SERVICES USED

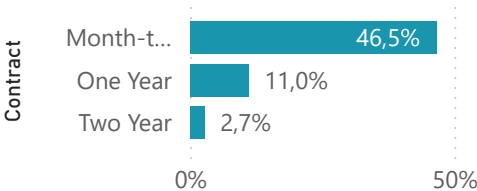
Total Churn by Internet Type



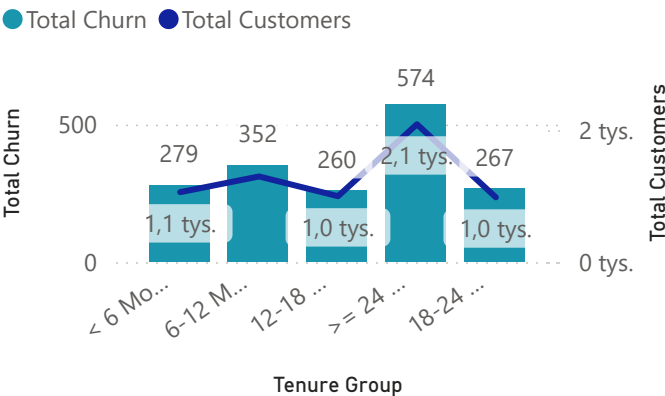
Churn Rate by Payment Method



Churn Rate by Contract

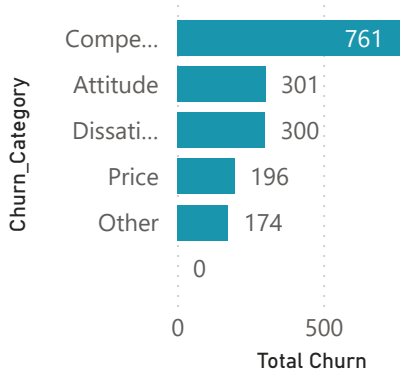


Total Churn and Total Customers by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Services	No	Yes
Device_Protection_Plan	69,07%	30,93%
Internet_Service	6,29%	93,71%
Multiple_Lines	50,10%	49,90%
Online_Backup	69,99%	30,01%
Online_Security	83,61%	16,39%
Paperless_Billing	25,40%	74,60%
Phone_Service	9,41%	90,59%
Premium_Support	82,38%	17,62%
Streaming_Movies	53,05%	46,95%
Streaming_Music	58,53%	41,47%
Streaming_TV	53,85%	46,15%

ACCOUNT INFO

Churn Reason ▲	Total Churn
	0
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5
Don't know	124
Extra data charges	34
Suma	1 732