CHURN ANALYSIS - SUMMARY

Married: Wszystkie

Monthly Charge Ran...: Wszystkie

Churn Prediction

6 418	411	27,0%	1 732
Total Customers	New Joiners	Churn Rate	Total Churn

DEMOGRAPHIC

Total Churn by Gender

621 (35,85%)

1 111 (64,...)

Gender
- Female
- Male
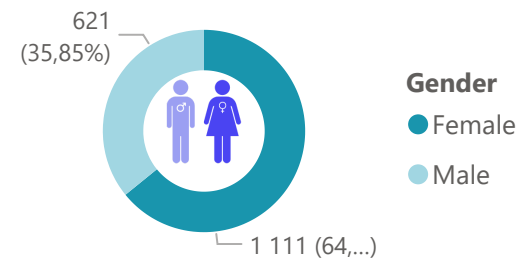
Total Churn and Churn Rate by Age Group

- Total Churn
- Churn Rate

Age Group	Total Churn	Churn Rate
<20	27	23,5%
20-35	388	24,0%
35-50	436	25,2%
50-65	430	
65-80	393	44,6%
>80	58	
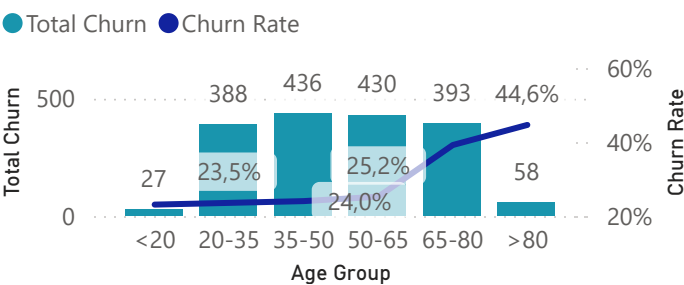
GEOGRAPHIC

Total Churn by State (TOP 5)

State	Total Churn
Jammu...	183
Uttar P...	157
Tamil ...	153
Mahar...	115
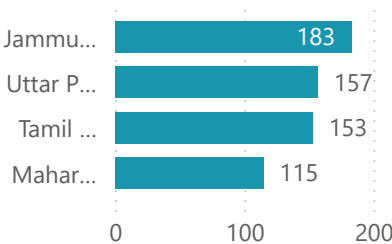
SERVICES USED

Total Churn by Internet Type

Internet_Type	Total Churn
Fiber Optic	1 136
DSL	291

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%
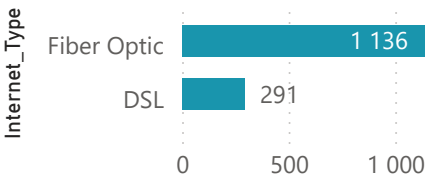
ACCOUNT INFO

Churn Rate by Payment Method

	Churn Rate
Mailed...	37,8%
Bank ...	34,4%
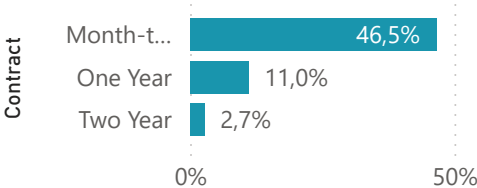
Total Churn and Total Customers by Tenure Group

- Total Churn
- Total Customers

Tenure Group	Total Churn	Total Customers
< 6 Mo...	279	1,1 tys.
6-12 M...	352	1,0 tys.
12-18 ...	260	1,0 tys.
>= 24 ...	574	2,1 tys.
18-24 ...	267	1,0 tys.

Churn Rate by Contract

Contract	Churn Rate
Month-t...	46,5%
One Year	11,0%
Two Year	2,7%
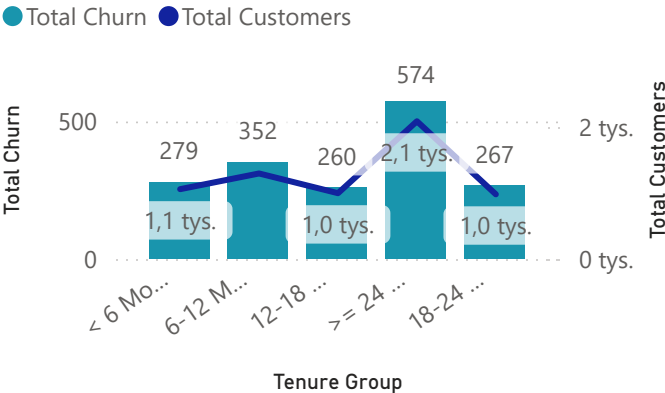
CHURN DISTRIBUTION

Total Churn by Churn Category

Churn_Category	Total Churn
Compe...	761
Attitude	301
Dissati...	300
Price	196
Other	174

CHURN ANALYSIS - PREDICTION

PREDICTED CHURNER PROFILE

247 Female   133 Male

by State

State	
Uttar Pra...	
Maharas...	
Tamil Na...	
Karnataka	
Andhra ...	
Bihar	
Haryana	
West Be...	
Telangana	
Gujarat	
Madhya ...	
Punjab	
Rajasthan	
Assam	
Odisha	
Jharkhand	
Delhi	
Jammu ...	

by Age Group

65-80, 50-65, 35-50, 20-35, >80, <20

by Marriage

No, Yes

by Tenure Group

< 6 Months, 6-12 Months, 12-18 Months, >= 24 Months, 18-24 Months
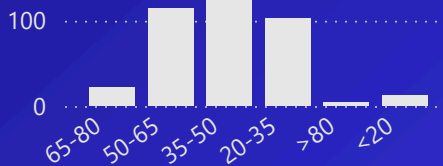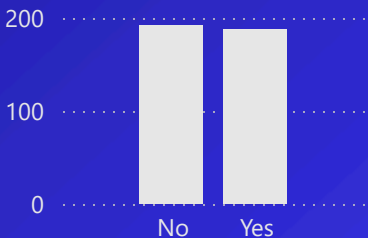
Tenure Group

by Payment Method

Credit Card, Bank Withdrawal, Mailed Check

by Contract

Month-t..., One Year, Two Year
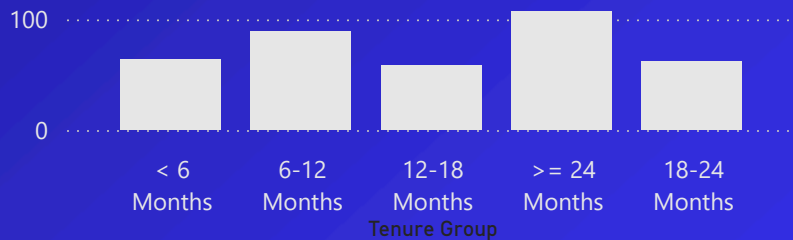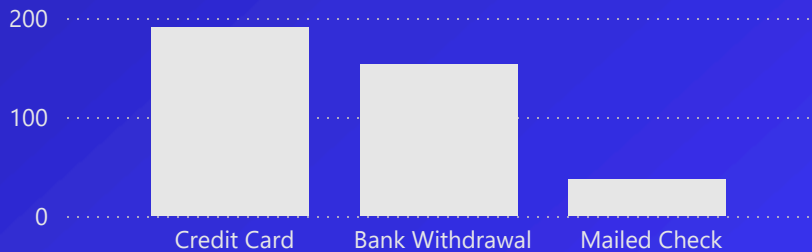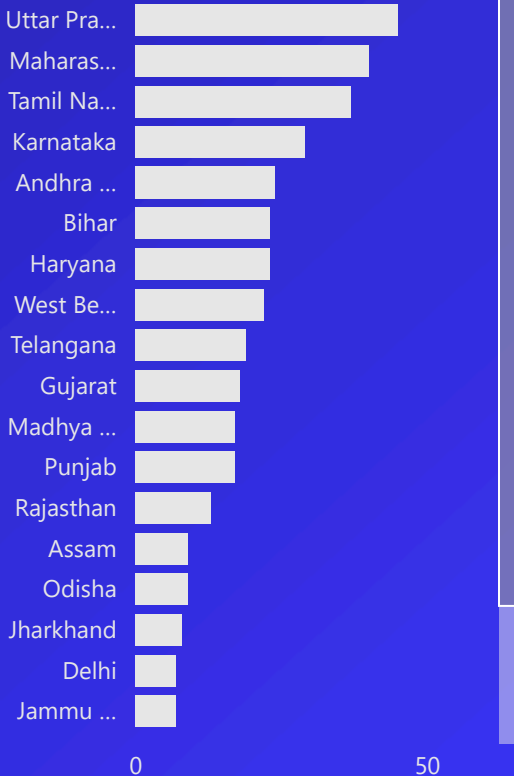
CUSTOMERS AT RISK

COUNT OF PREDICTER CHURNERS : 380

Customer_ID	Monthly_Charge	Number_of_Referrals	Total_Refunds	Total_Revenue
11751-TAM	24.3	5	0.0	38.45
12056-WES	90.4	2	0.0	362.89
12136-RAJ	19.9	2	0.0	31.73
12257-ASS	19.55	9	0.0	29.75
12340-DEL	62.8	0	0.0	104.99
12469-AND	55.3	11	0.0	91.99
12490-TEL	74.75	9	38.84	236.76
13058-MAD	46.1	13	0.0	138.13
13123-BIH	100.2	13	0.0	253.62
13666-UTT	95.4	15	0.0	344.18
13744-AND	19.65	8	0.0	33.5
13823-TEL	24.5	1	0.0	46.4
13946-HAR	19.65	1	0.0	43.32
14567-TAM	20.35	1	0.0	64.44
15349-UTT	50.15	9	0.0	90.02
15591-KAR	20.4	3	0.0	66.31
15803-UTT	19.15	6	0.0	41.52
16032-AND	46.6	8	0.0	91.64
16068-BIH	25.25	4	0.0	35.25
16244-UTT	19.55	5	0.0	24.65
16733-ODI	45.85	10	0.0	86.23