

Married

Monthly Charge Range

All

All

# CHURN ANALYSIS

Prediction

Total Customers

6,418

Total Churn

1,732

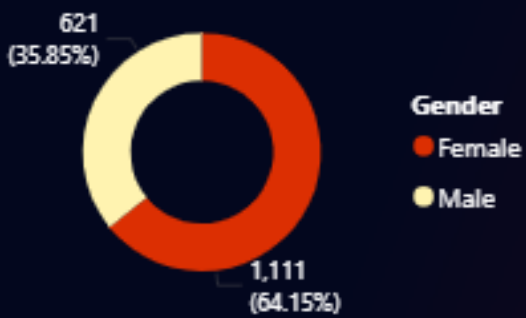
New joiners

411

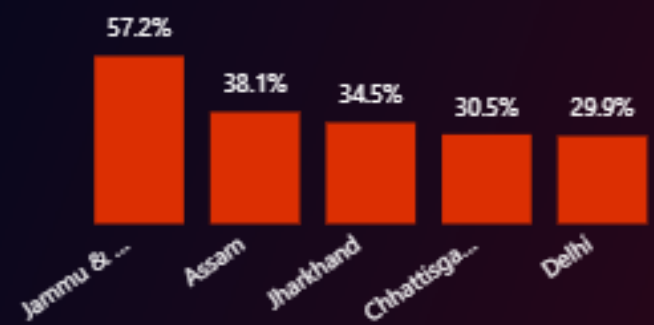
Churn Rate

27.0%

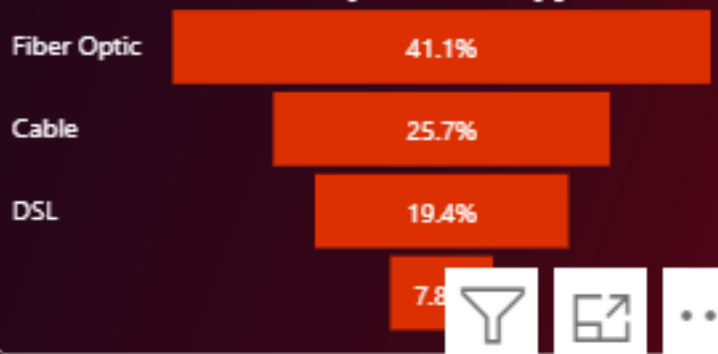
Total Churn by Gender



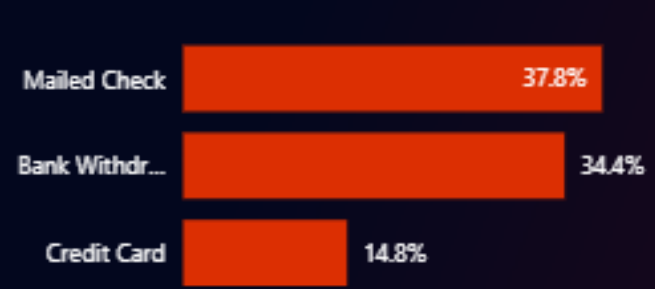
Churn Rate by State



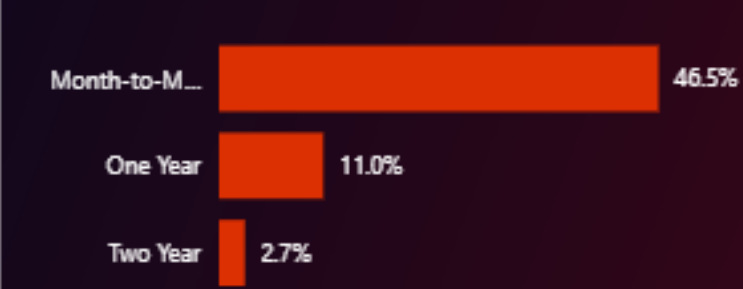
Churn Rate by Internet Type



Churn Rate by Payment Methods



Churn Rate by Contract



Types of Services

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%

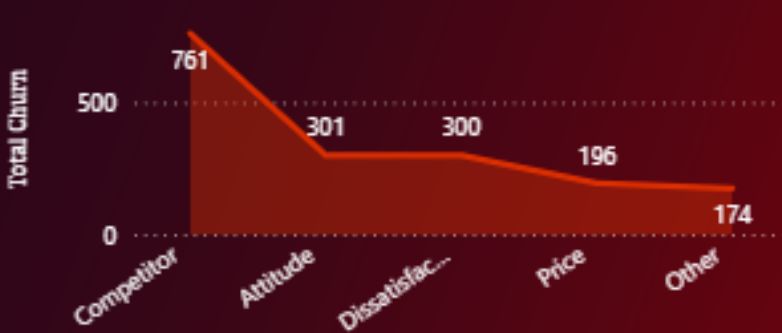
Churn Rate by Age group



Churn Rate by Tenure Group



Total Churn by Churn Category



## Churn Analysis Prediction

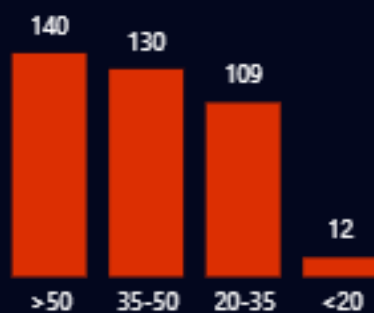
Males

135

Females

256

Age Group



Marital Status



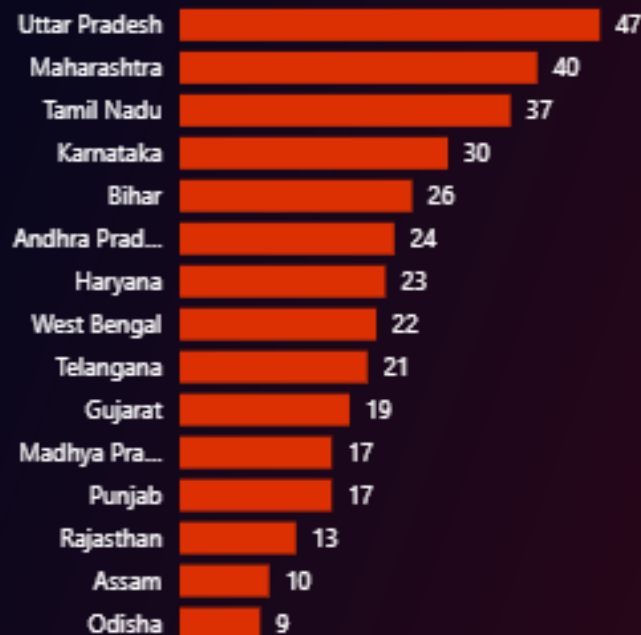
Tenure Group



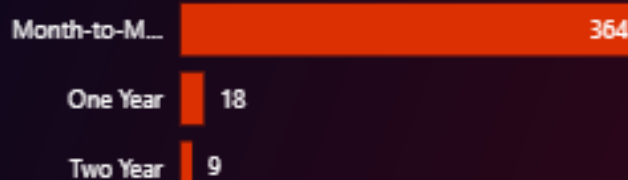
Payment Method



States



Contract Type



Count Predicted Churner: 391

Customer_ID	Sum of Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Referrals
79700-KER	107.95	456.10	0.00	5
84789-PUN	107.95	356.58	0.00	9
13123-BIH	100.20	253.62	0.00	13
23632-HAR	97.10	262.85	0.00	2
26902-TEL	95.85	98.55	0.00	7
25733-HAR	95.50	257.85	0.00	8
13666-UTT	95.40	344.18	0.00	15
76419-KAR	94.90	282.11	0.00	14
97828-MAH	92.00	313.60	0.00	0
25517-RAJ	91.45	280.27	0.00	4
92494-MAH	91.15	272.06	0.00	11
34713-KER	90.75	229.09	0.00	1
83994-DEL	90.70	253.82	0.00	8
12056-WES	90.40	362.89	0.00	2
94070-JAM	90.10	114.43	0.00	8
19811-MAH	89.85	348.30	0.00	10
78220-TAM	89.85	319.75	0.00	14
96967-CHH	89.35	94.71	0.00	5
37131-MAH	89.25	105.89	0.00	6
78918-BIH	86.05	299.63	0.00	12
10008-AND	85.70	346.27	0.00	0
Total	16,594.65	44,970.57	100.24	2821