

ANALYSING CUSTOMER CHURN

OVERVIEW

27%

Churn Rate

6687

Total Customers

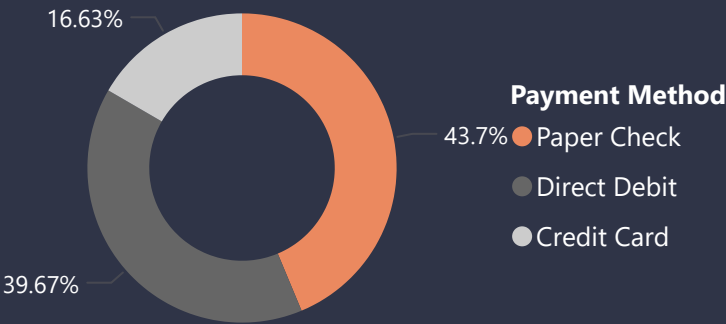
1796

Number Of Churned Customer

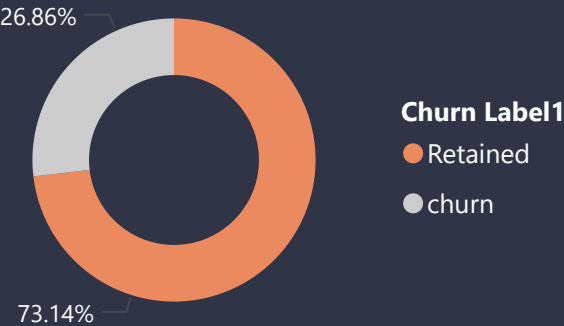
\$31

Avg Monthly Charged

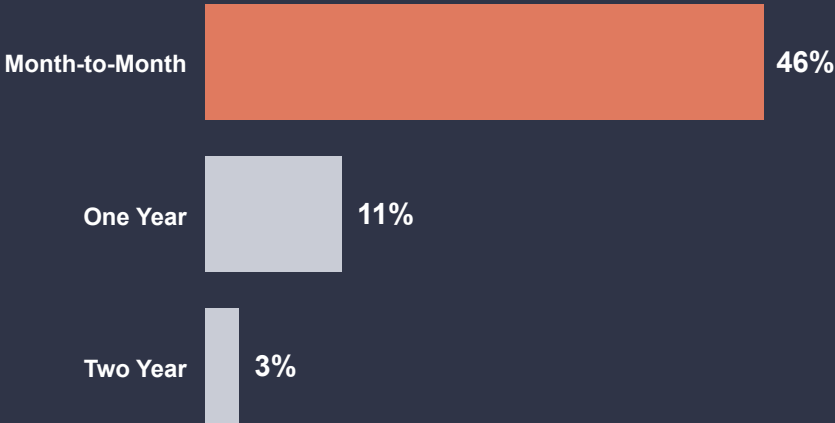
Churn Rate by Payment Method



Churn vs Active Customers



Churn Rate by Contract Type



State

☐ AK

☐ AL

☐ AR

Gender

☐ Female

☐ Male

☐ Prefer not to say

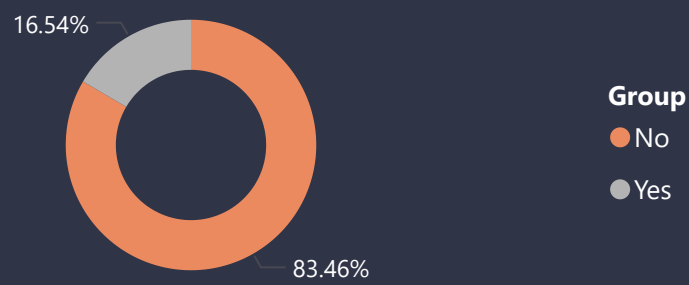
Contract Type

☐ Month-to-Month

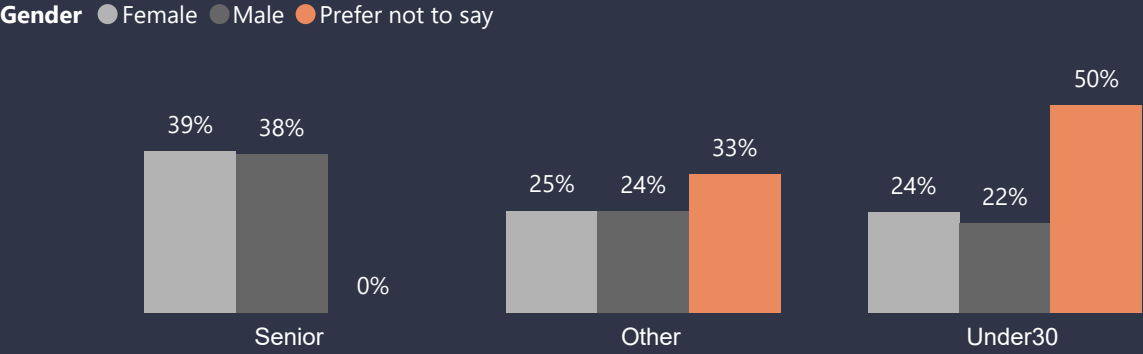
☐ One Year

☐ Two Year

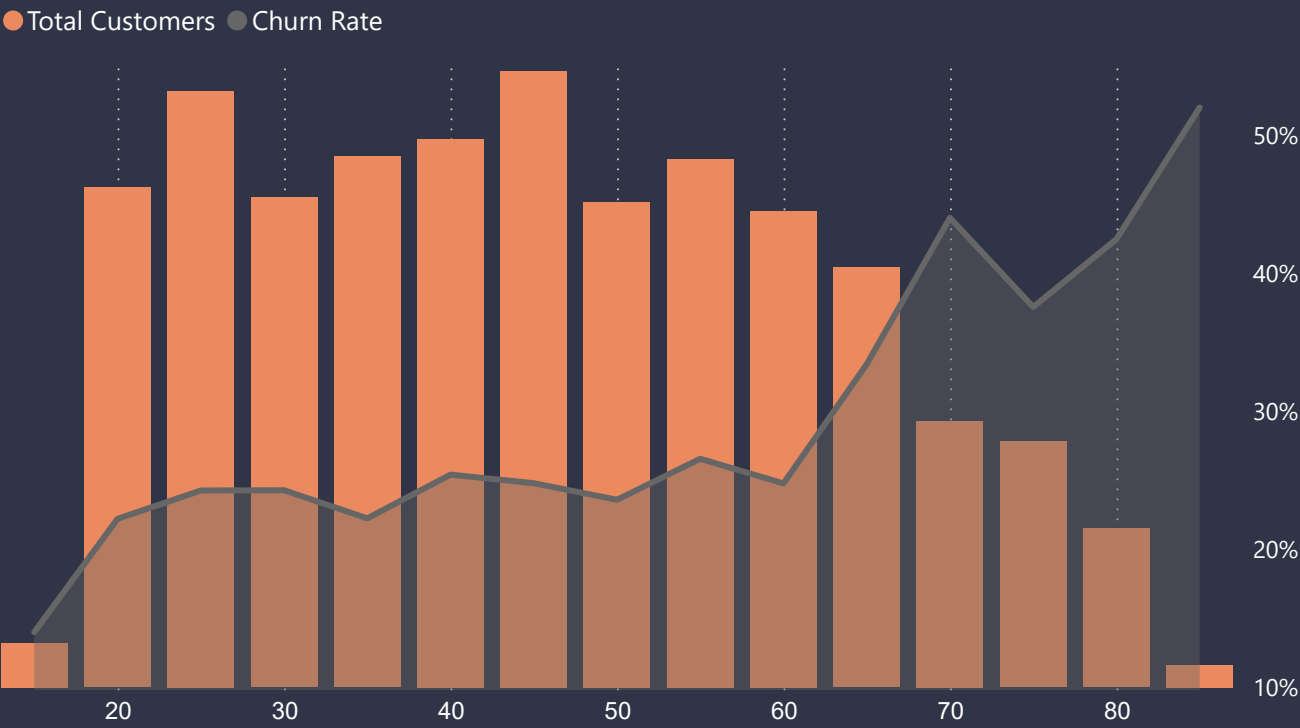
Churn Rate by Group



Churn Rate by Age segment and Gender



Total Customers and Churn Rate by Age (bins)



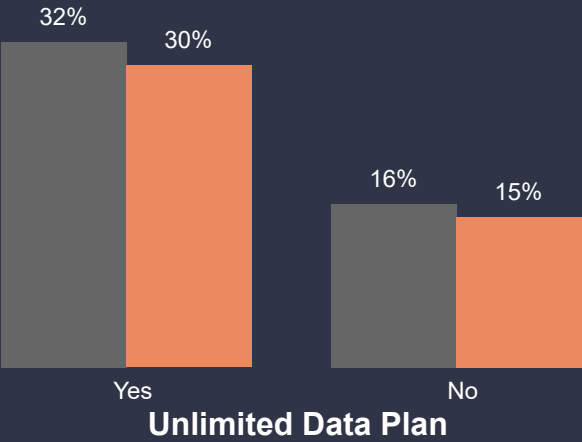
Churn Rate by State



Churn Rate by Unlimited Data Plan and Intl Plan

Intl Plan ● no ● yes

Churn Rate



Average of Local Mins and Average of Intl Mins by Churn Label

● Average of Local Mins ● Average of Intl Mins

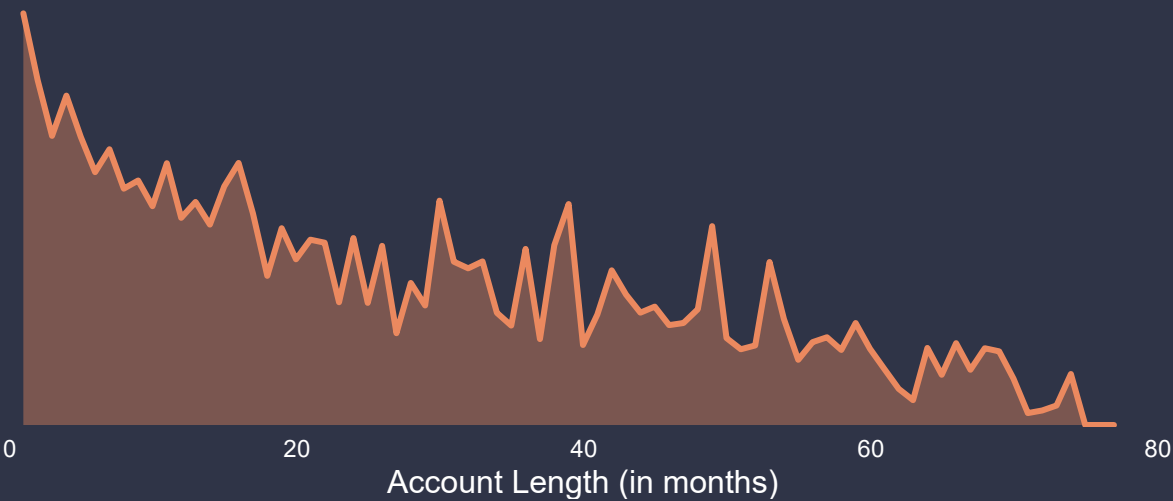
Average of Local Mins & Intl Mins

Churn Label



Churn Rate by Account Length (in months)

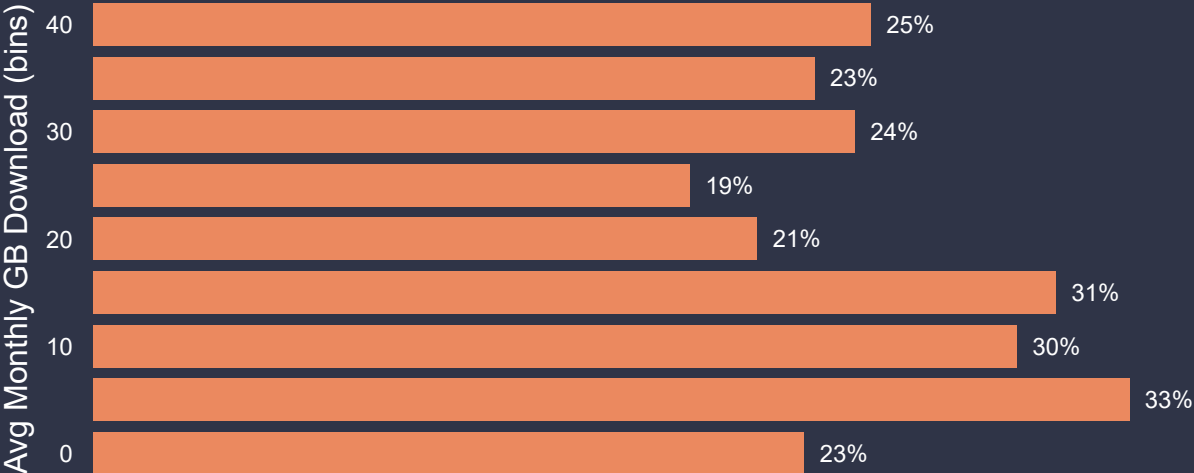
Churn Rate



Churn Rate and Monthly Charge by Avg Monthly GB Download (bins)

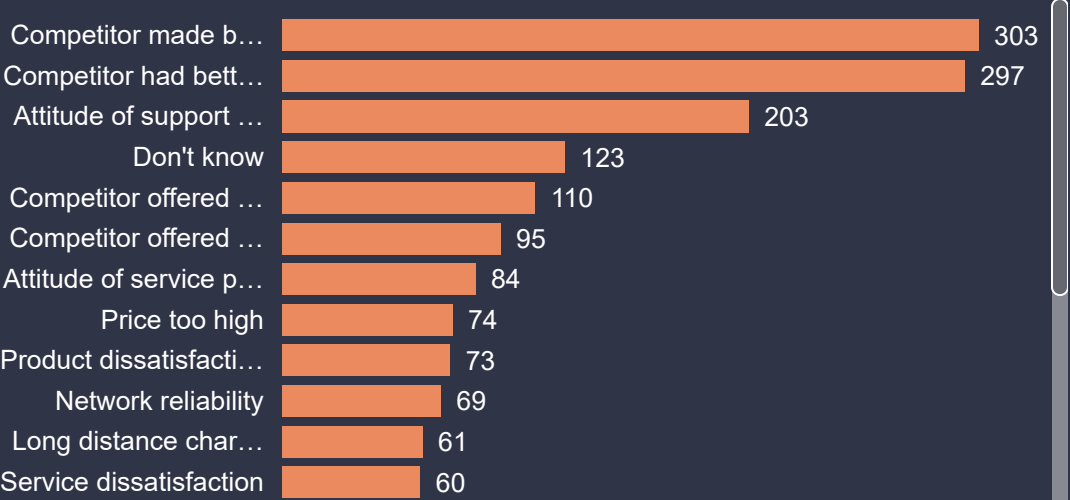
Avg Monthly GB Download (bins)

Churn Rate



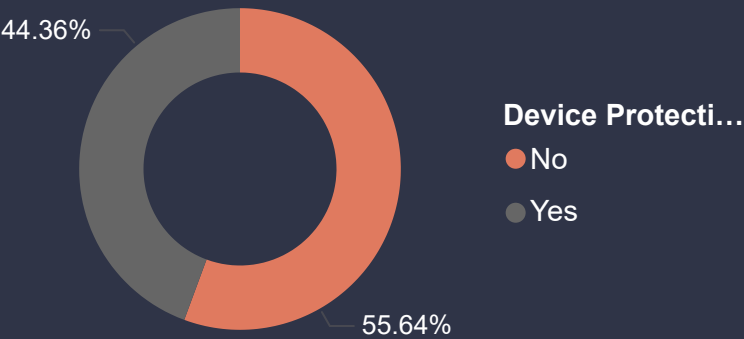
Number Of Churned Customer by Churn Reason

Churn Reason



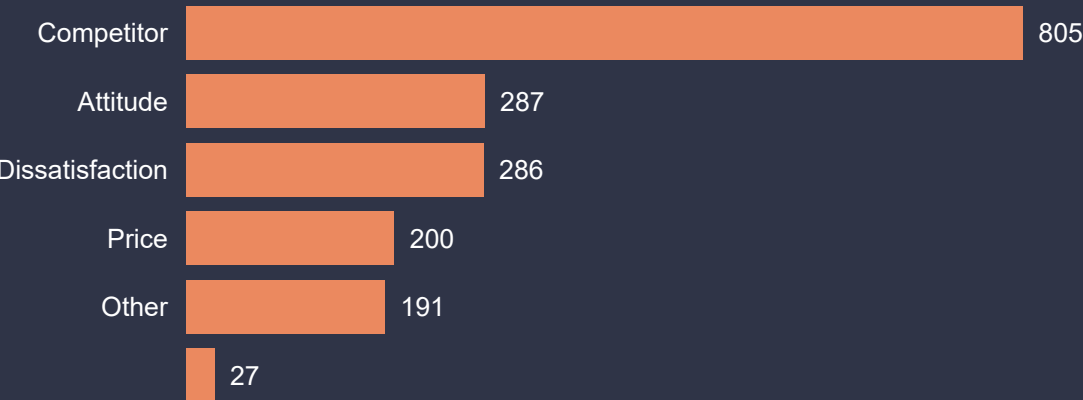
Number Of Churned Customer

Churn Rate by Device Protection & Online Backup



Number Of Churned Customer by Churn Category

Churn Category



Number Of Churned Customer

State

☐ WI

☐ WV

☐ WY

Gender

☐ Female

☐ Male

☐ Prefer not to say

Contract Type

☐ Month-to-Month

☐ One Year

☐ Two Year

0.92

Avg Customer...

3.37

Avg Extra Data...

33.64

Avg of Extra...

6K

Total Customer...