

**27%**

Churn Rate

**6687**

Total Customers

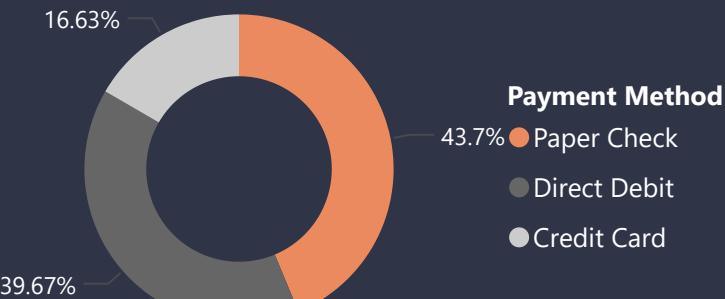
**1796**

Number Of Churned Customer

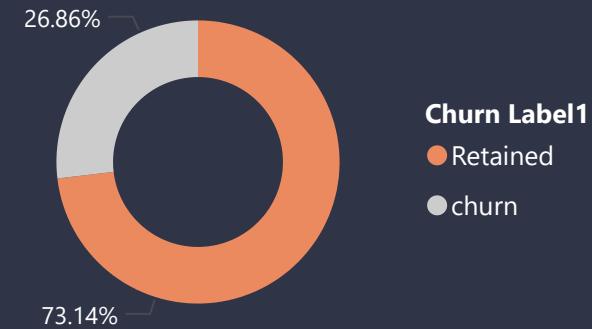
**\$31**

Avg Monthly Charged

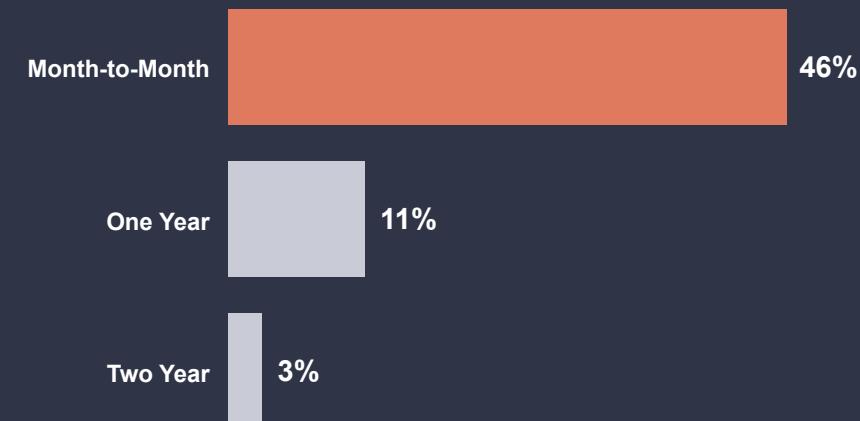
### Churn Rate by Payment Method



### Churn vs Active Customers



### Churn Rate by Contract Type



#### State

- AK
- AL
- AR

#### Gender

- Female
- Male
- Preferred

#### Contract Type

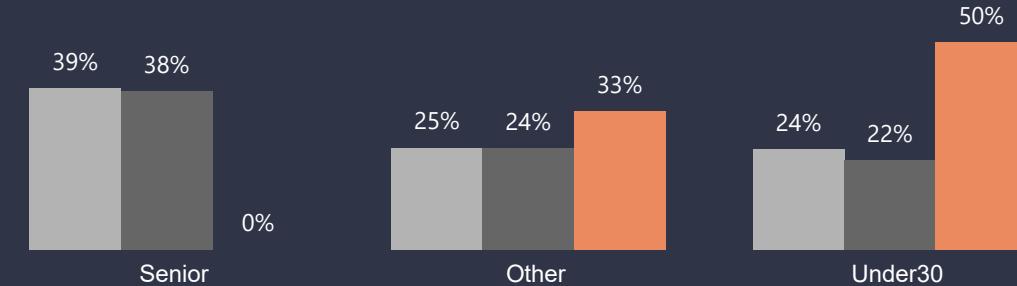
- Month-to-Month
- One Year
- Two Year

## Churn Rate by Group



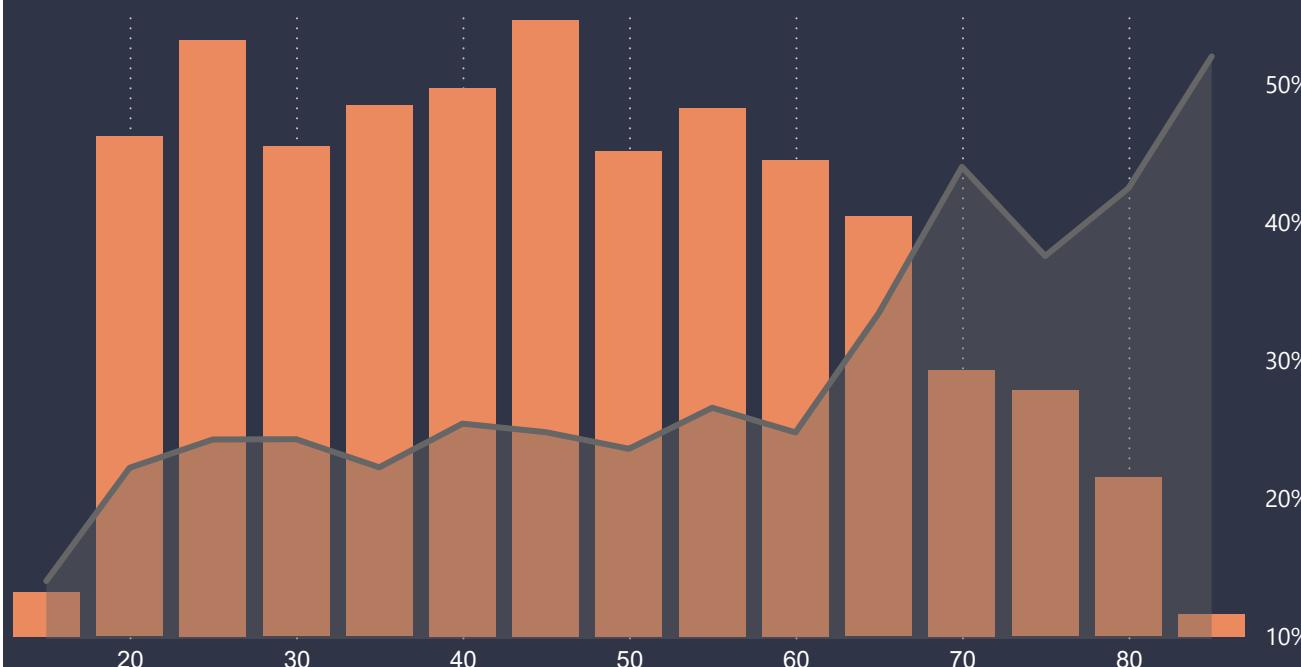
## Churn Rate by Age segment and Gender

Gender ● Female ● Male ● Prefer not to say

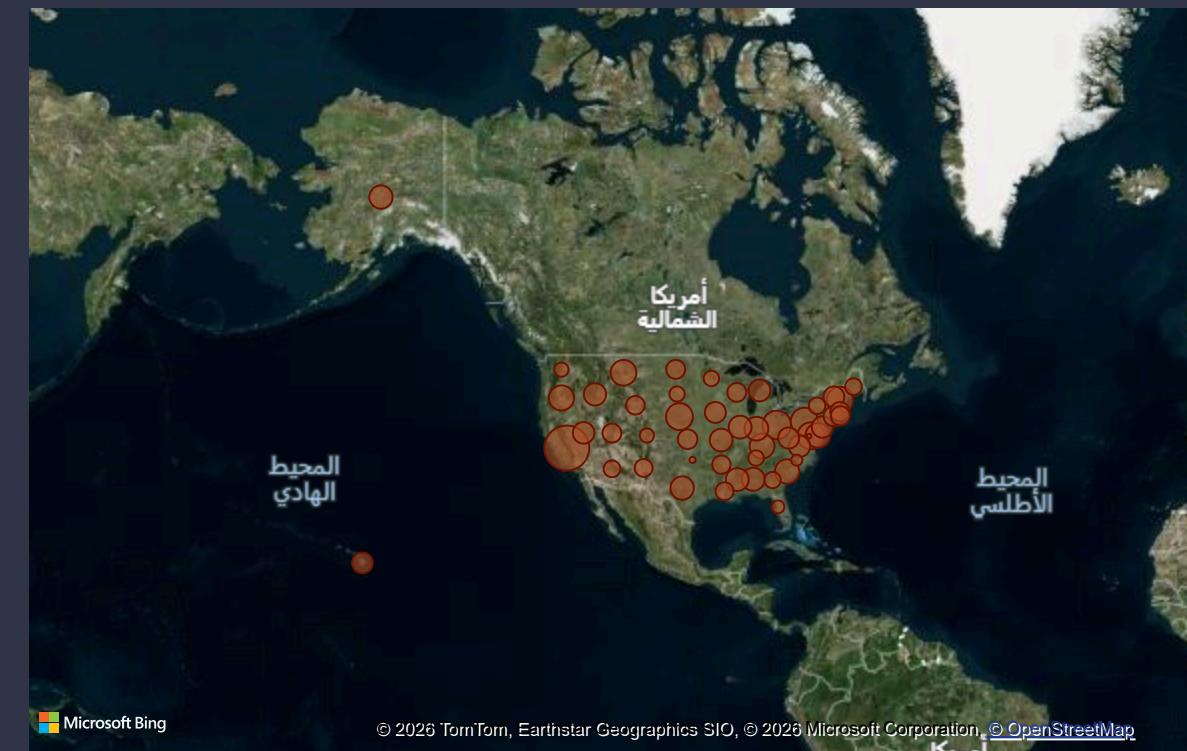


## Total Customers and Churn Rate by Age (bins)

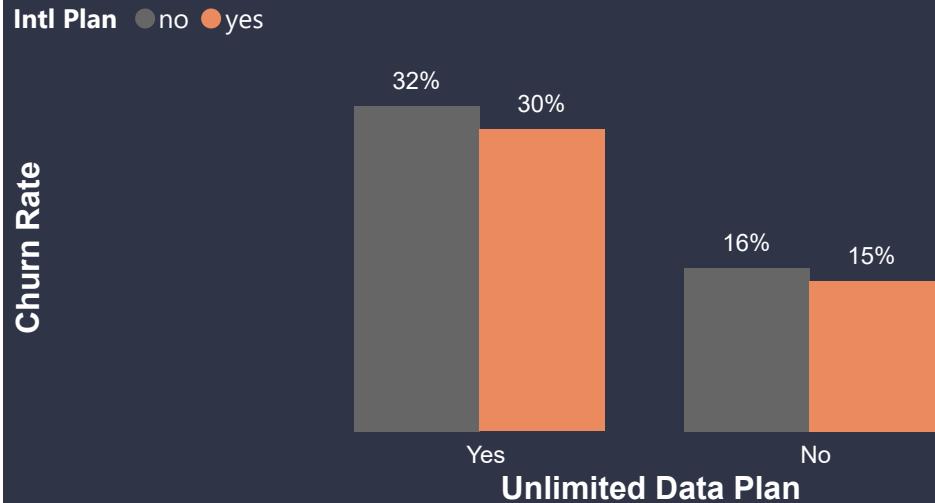
● Total Customers ● Churn Rate



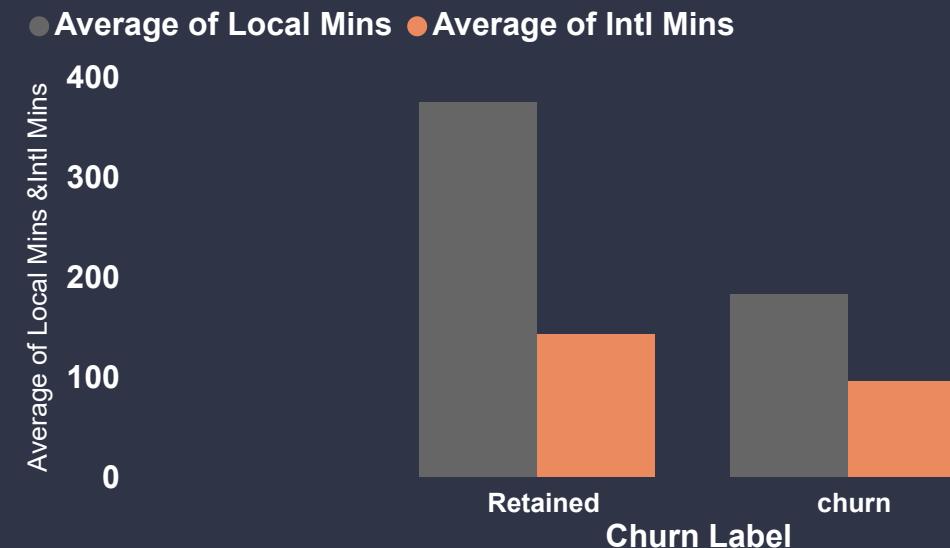
## Churn Rate by State



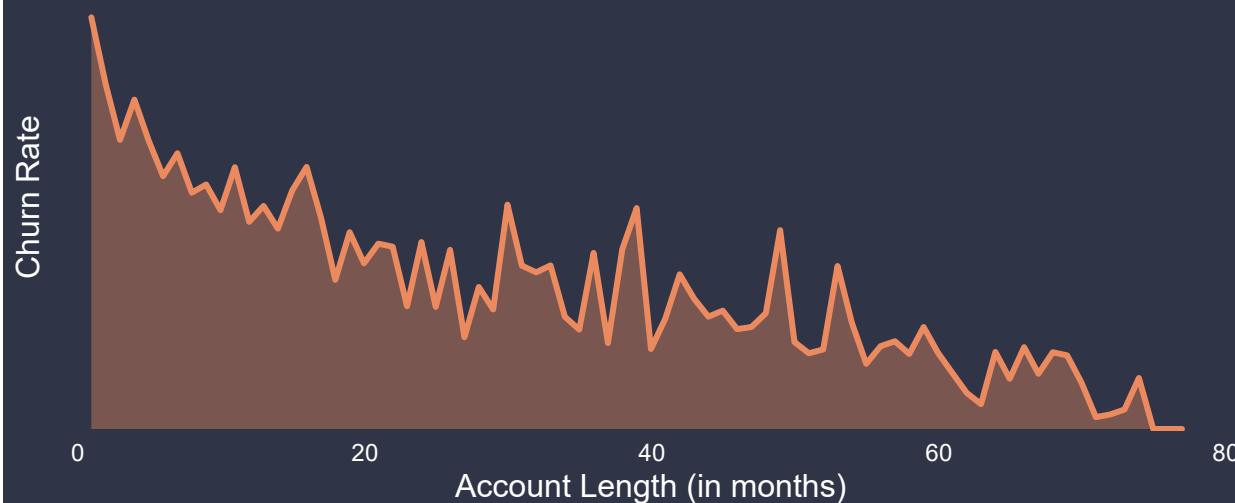
## Churn Rate by Unlimited Data Plan and Intl Plan



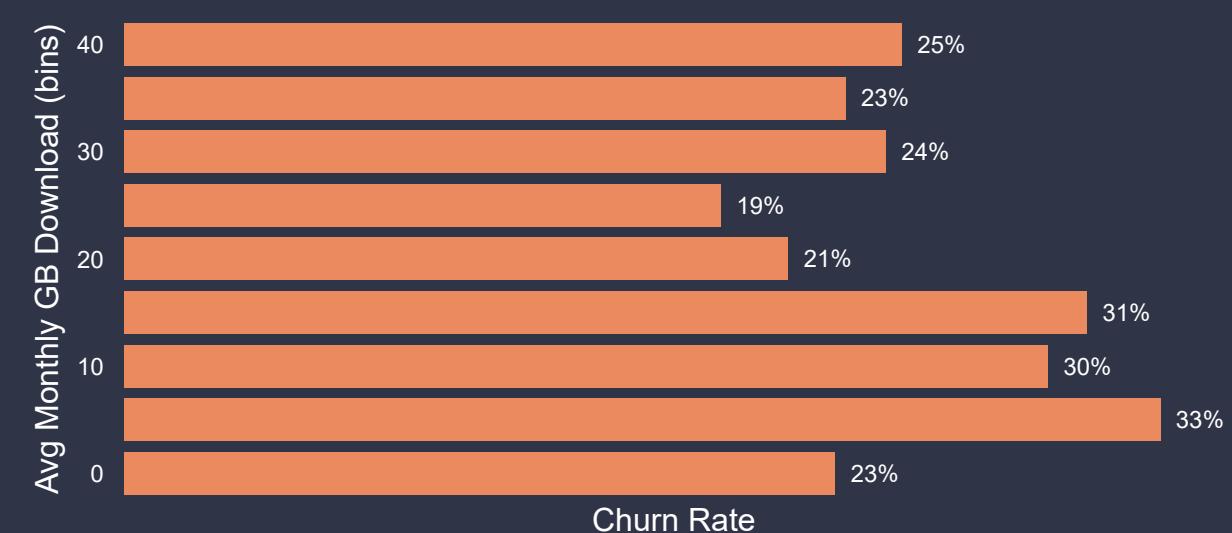
## Average of Local Mins and Average of Intl Mins by Churn Label



## Churn Rate by Account Length (in months)



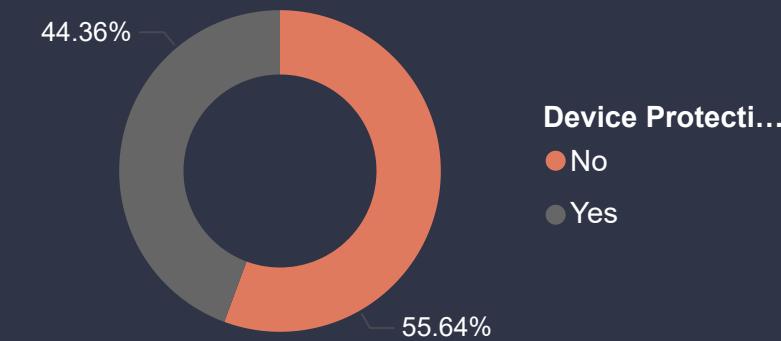
## Churn Rate and Monthly Charge by Avg Monthly GB Download (bins)



## Number Of Churned Customer by Churn Reason



## Churn Rate by Device Protection & Online Backup



0.92

Avg Customer...

3.37

Avg Extra Data...

33.64

Avg of Extra...

## Number Of Churned Customer by Churn Category



6K

Total Customer...