

CHURN ANALYSIS - SUMMARY

Monthly Charge Range
All

Married
All

6418

Total Customers

411

New Joiners

1732

Total Churn

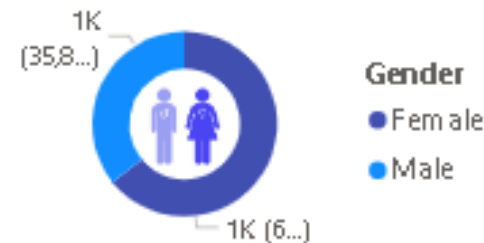
27,0 %

Churn Rate

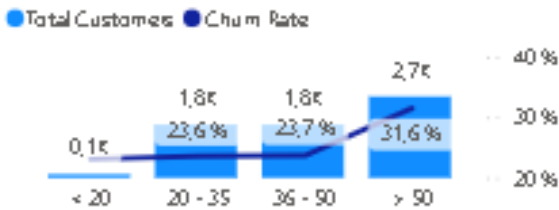


DEMOGRAPHIC

Total Churn by Gender

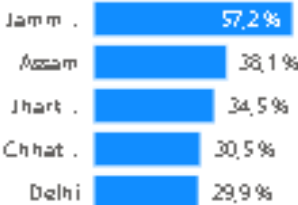


Total Customers and Churn Rate by Age Group



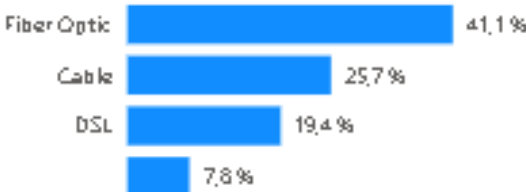
GEOGRAPHIC

Churn Rate by State



SERVICES USED

Churn Rate by Internet_Type

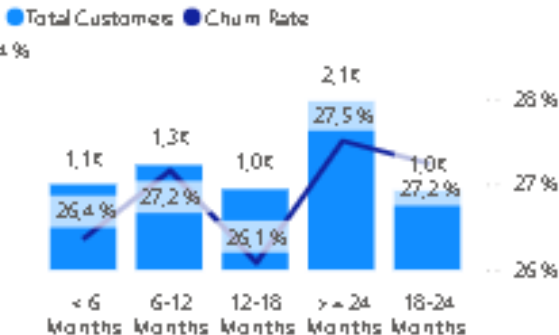


ACCOUNT INFO

Churn Rate by Payment_Method



Total Customers and Churn Rate by Tenure Group



Churn Rate by Contract



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn by Services

Services	No
Device_Protection_Plan	6,29% 64,7
Internet_Service	6,29% 6,29
Multiple_Lines	9,41% 45,38
Online_Backup	6,29% 65,58
Online_Security	6,29% 78,31
Paperless_Billing	25,40
Total	4,98% 45,06

Churn_Reason	Total Churn
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher	92
Total	1732