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7,043

Total Customer

454

New Joiner

1869

Total Churn

26.54%

Churn Rate

Monthly Charge Status

All

Married

All

Total Customer by Gender

Gender	Count	Percentage
Male	3,555	50.48%
Female	3,488	49.52%

Total Customer and Churn Rate by Age Group

Age Group	Total Customer	Churn Rate
<20	0.1K	14.17%
20-35	1.9K	23.26%
35-50	2.0K	23.76%
>50	3.0K	30.92%

Churn Rate by City

City	Churn Rate
Boulder Creek	100.00%
Eldridge	100.00%
Johannesburg	100.00%
Riverbank	100.00%
Smith River	100.00%
South Lakeland	100.00%
Twain	100.00%
Wrightstown	100.00%
San Dimas	87.50%
Acampo	75.00%
Alpaugh	75.00%

Services	No	Yes
Device Protection Plan	5.9%	2.4%
Internet Service	0.5%	7.8%
Multiple Lines	4.5%	3.8%
Online Backup	6.0%	2.3%
Online Security	7.0%	1.3%
Paperless Billing	2.1%	6.2%
Phone Service	0.8%	7.6%
Premium Tech Support	7.0%	1.4%
Streaming Movies	4.7%	3.6%
Streaming Music	5.1%	3.2%
Streaming TV	4.7%	3.6%
Unlimited Data	1.6%	6.7%

Churn Rate by Payment Method

Payment Method	Churn Rate
Mailed Check	36.88%
Bank Withdrawing	34.00%
Credit Card	14.48%

Total Customer and Churn Rate by Tenure_Group

Tenure Group	Total Customer	Churn Rate
<6 months	1.4K	54.71%
6-12 months	0.7K	35.97%
12-18 months	0.6K	33.63%
18-24 months	0.5K	24.63%
>= 24 months	3.9K	14.29%

Total Churn by Churn Category

Churn Category	Total Churn
Competitor	841
Dissatisfaction	321
Attitude	314
Price	211
Other	182

Churn Rate by Internet Type

Internet Type	Churn Rate
Fiber Optic	40.72%
Cable	25.66%
DSL	18.58%
None	7.40%