

CHURN ANALYSIS - SUMMARY

Monthly Charge Ran...
All

Married
All

Churn Prediction

6418

Total Customers

411

New Joiners

1732

Total Churn

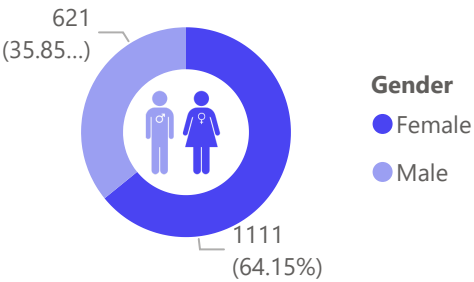
0.27

Churn Rate

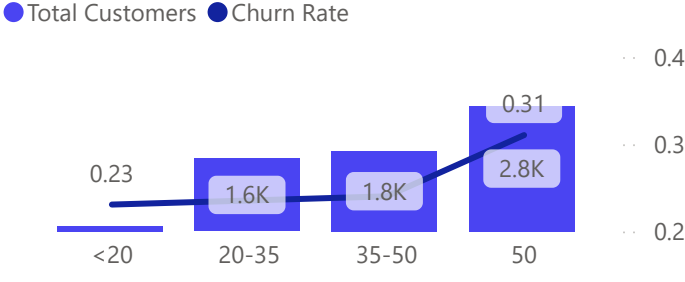


DEMOGRAPHIC

Total Churn by Gender

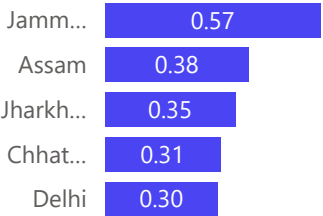


Total Customers and Churn Rate by Age Group



GEOGRAPHIC

Churn Rate by State (Top 5)



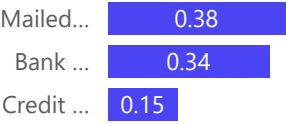
SERVICES USED

Churn Rate by Internet Type

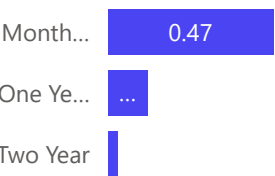


ACCOUNT INFO

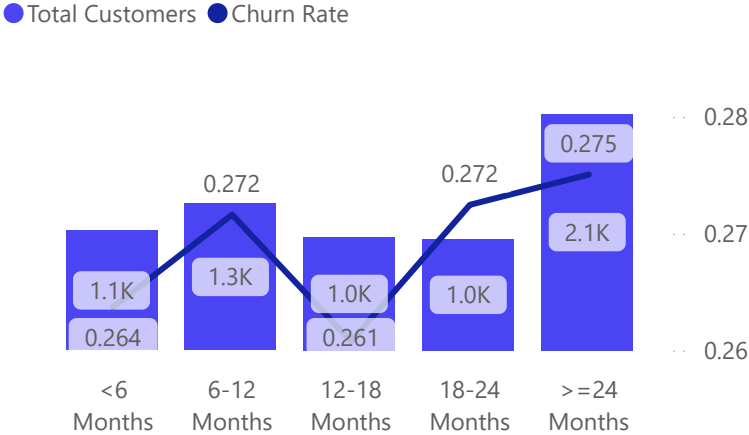
Churn Rate by Payment Method



Churn Rate by Contract

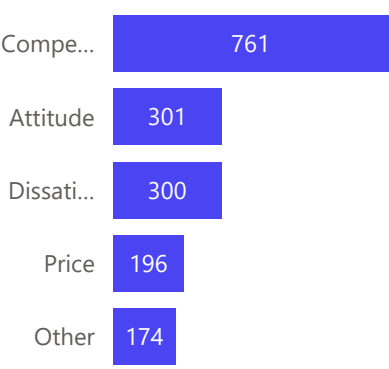


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn By Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Married	50.98%	49.02%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%

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 download speeds	92
Price too high	72
Total	1732

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

246

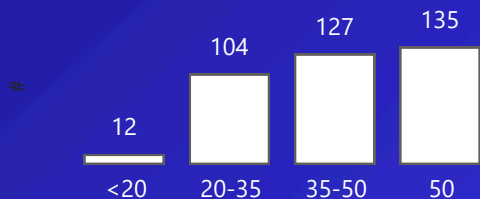
Female



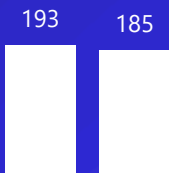
132

Male

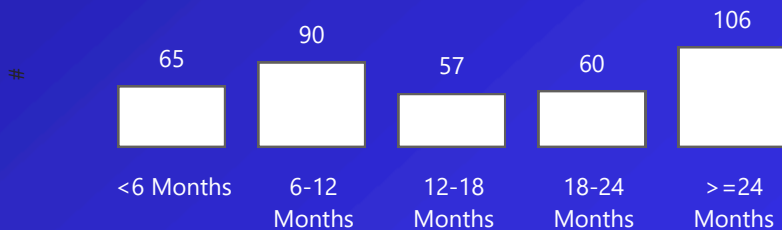
by Age Group



by Marital Status



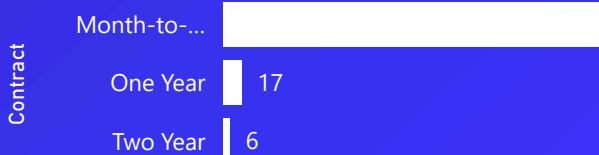
by Tenure Group



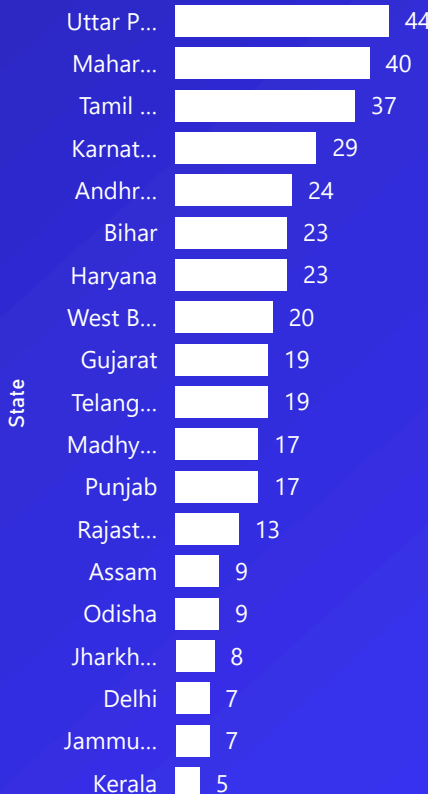
by Payment_Method



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_Refer
79700-KER	456.10	0.00	
28281-KAR	402.69	0.00	
39623-HAR	387.58	0.00	
21956-JHA	369.31	0.00	
12056-WES	362.89	0.00	
26448-BIH	361.07	0.00	
84789-PUN	356.58	0.00	
19747-WES	356.05	0.00	
19811-MAH	348.30	0.00	
19998-AND	346.27	0.00	
13666-UTT	344.18	0.00	
71197-PUN	339.41	0.00	
51214-MAH	324.52	0.00	
78220-TAM	319.75	0.00	
74804-WES	314.31	0.00	
97828-MAH	313.60	0.00	
66412-TAM	312.02	0.00	
Total	42,603.54	100.24	27