

## Customer Churn Analysis

20%

Total Customers

6687

**Churn Count** 

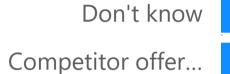
1796

**Churn Rate** 

26.86%

## **Customer Churn Summary by Churn Reason**







Attitude of supp...



Price too high

Product dissatisf...

Network reliability

Long distance ch...

Service dissatisfa...

Moved

Extra data charges

Limited range of ...

Poor expertise of...

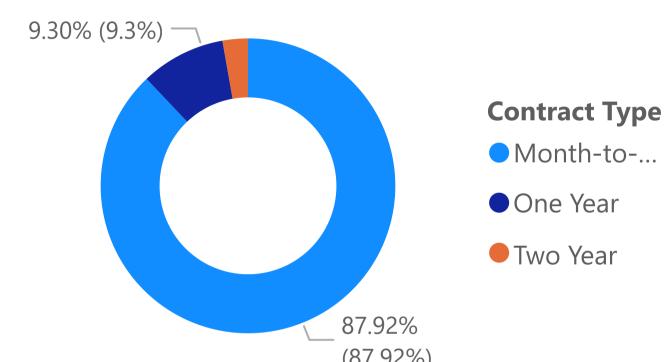
Lack of affordabl...

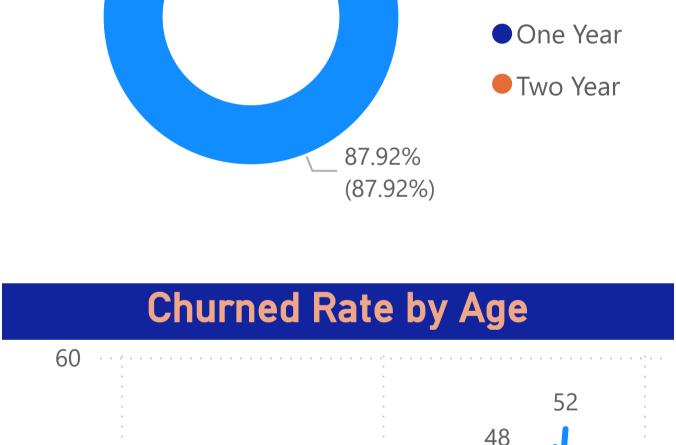
Lack of self-servi...

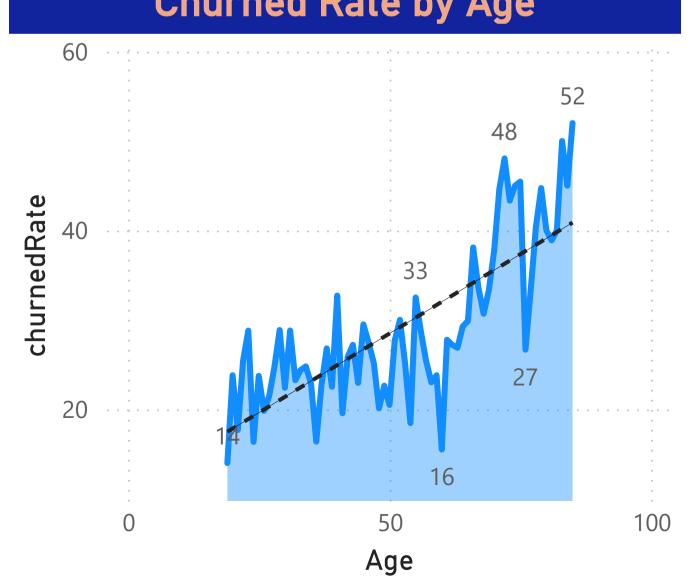
Poor expertise of...

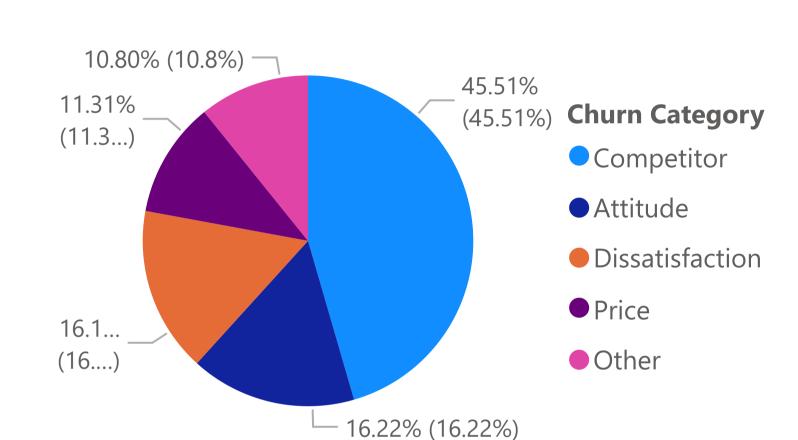
Deceased

10% 0% %GT Count of Customer ID % Grand Total of Churn by Contract Type









% Grand Total of Churn by Churn Category

