

Monthly Charge Status

All

Married

All

Churn Prediction

Total Customers

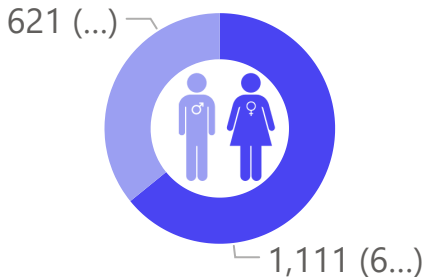
Total Churn

New Joiners

Churn Rate

CHURN ANALYSIS - SUMMARY

Total Churn by Gender



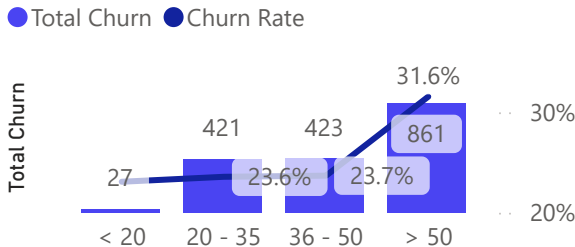
Gender

Female

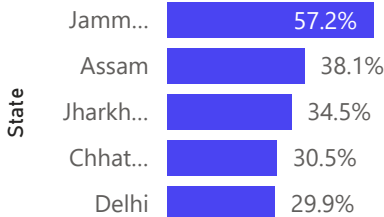
Male

DEMOGRAPHIC

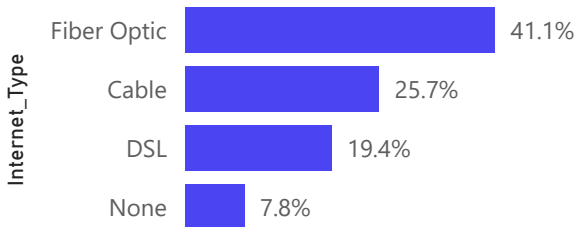
Total Churn and Churn Rate by Age Group



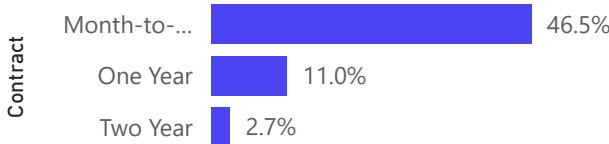
Churn Rate by State (Top 5)



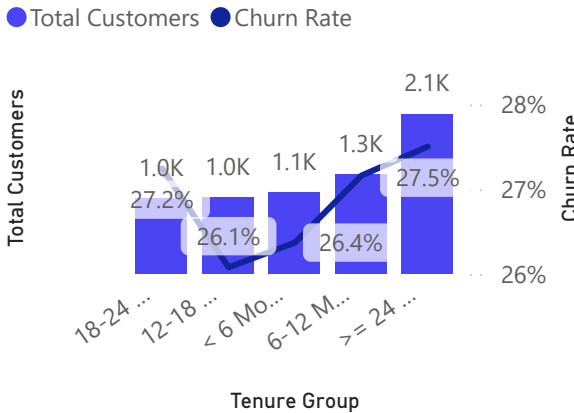
Churn Rate by Internet_Type



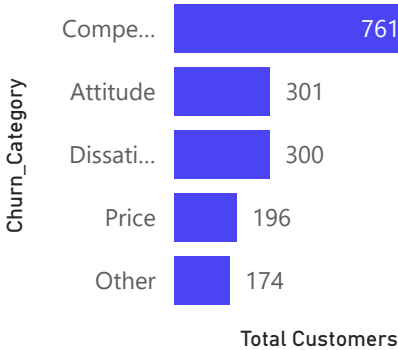
Churn Rate by Contract



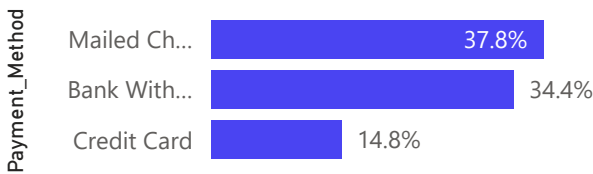
Total Customers and Churn Rate by Tenure Group



Total Customers by Churn_Category



Churn Rate by Payment_Method



Churn by Services

Services	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%

Churn_Reason ▼	Total Churn
Service dissatisfaction	61
Product dissatisfaction	71
Price too high	72
Poor expertise of phone support	12
Poor expertise of online support	30
Total	1,732

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

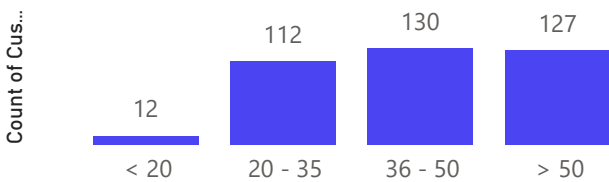
249

Female

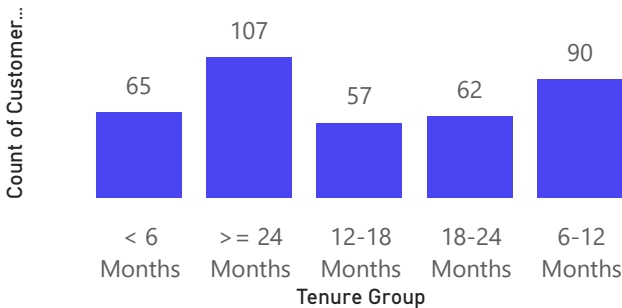
132

Male

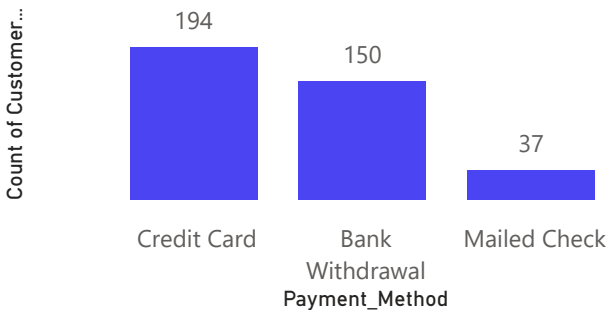
by Age Group



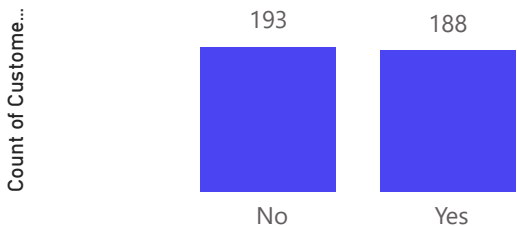
by Tenure Group



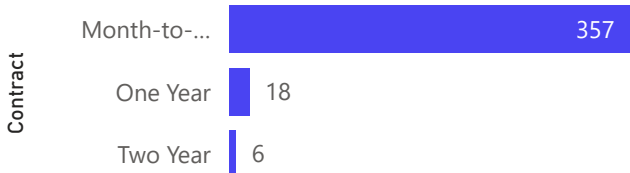
by Payment Method



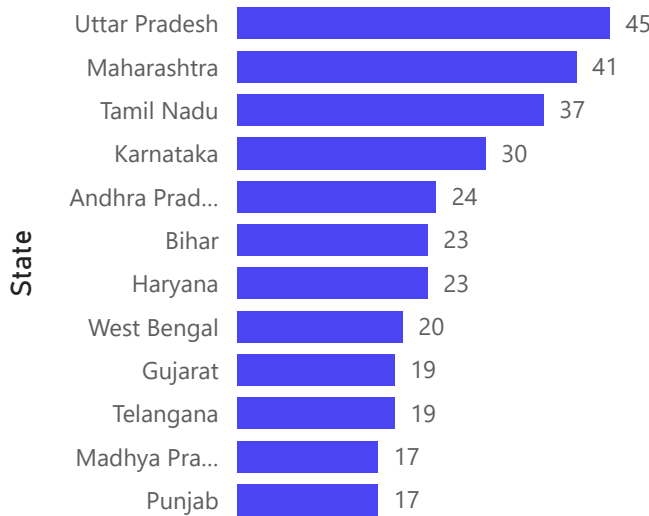
by Marital Status



by Contract



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

Title Predicted Churners

Customer_ID	Total_Refunds	Total_Revenue	Number_of_Referrals	Monthly_Charge
11751-TAM	0.00	38.45	5	24.30
12056-WES	0.00	362.89	2	90.40
12136-RAJ	0.00	31.73	2	19.90
12257-ASS	0.00	29.75	9	19.55
12340-DEL	0.00	104.99	0	62.80
12469-AND	0.00	91.99	11	55.30
12490-TEL	38.84	236.76	9	74.75
13058-MAD	0.00	138.13	13	46.10
13123-BIH	0.00	253.62	13	100.20
13666-UTT	0.00	344.18	15	95.40
13744-AND	0.00	33.50	8	19.65
13823-TEL	0.00	46.40	1	24.50
13946-HAR	0.00	43.32	1	19.65
14567-TAM	0.00	64.44	1	20.35
15349-UTT	0.00	90.02	9	50.15
15591-KAR	0.00	66.31	3	20.40

Total