

CHURN ANALYSIS - SUMMARY

6418

Total Customers

1,732

Total Churn

411

New Joiners

Monthly Charge Range

All

Married

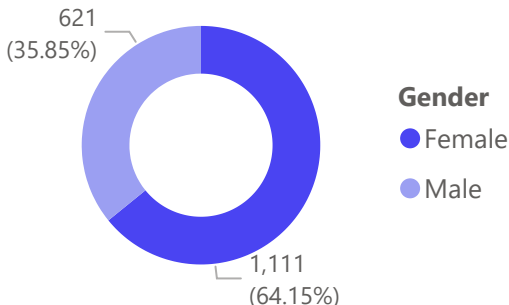
All

27.0%

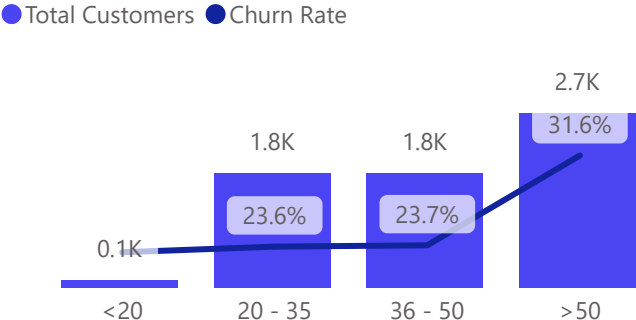
Churn Rate

PREDICTION

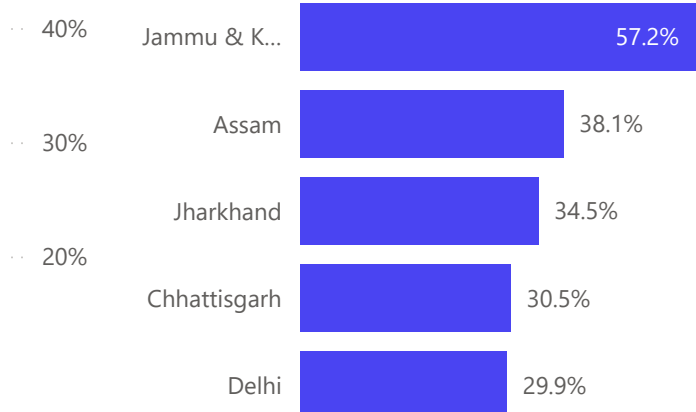
Total Churn by Gender



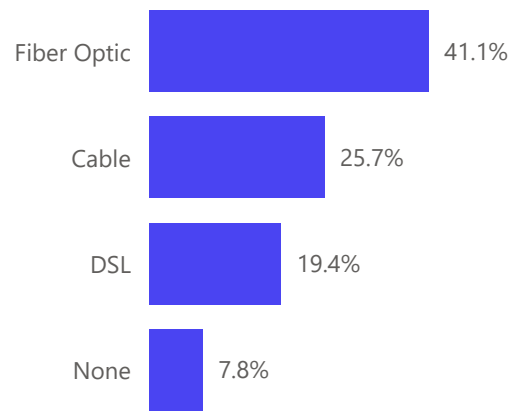
Total Customers and Churn Rate by Age Group



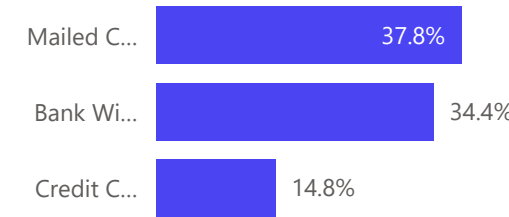
Churn Rate by State (Top5)



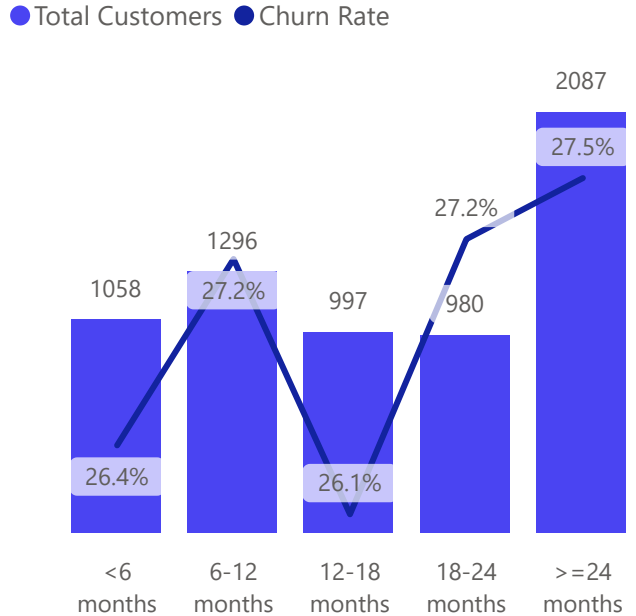
Churn Rate by Internet Type



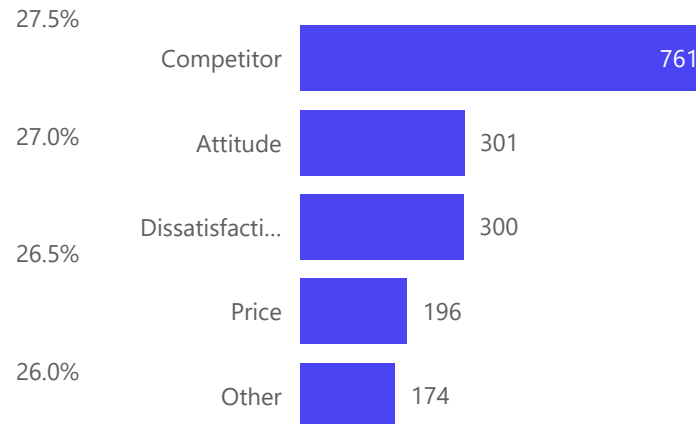
Churn Rate by Payment Method



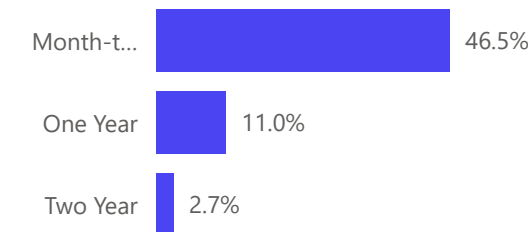
Total Customers and Churn Rate by Tenure Group



Total Churn by Churn Category



Churn Rate by Contract



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%

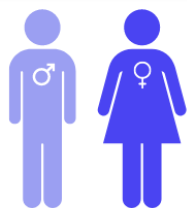
Churn_Reason ▼	Total Churn
Service dissatisfaction	61
Product dissatisfaction	71
Price too high	72
Poor expertise of phone support	12
Poor expertise of online support	30
Total	1,732

CHURN ANALYSIS - PREDICTION

SUMMARY

127

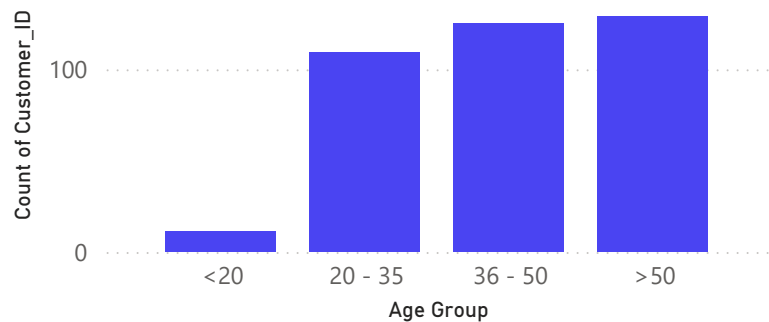
Male



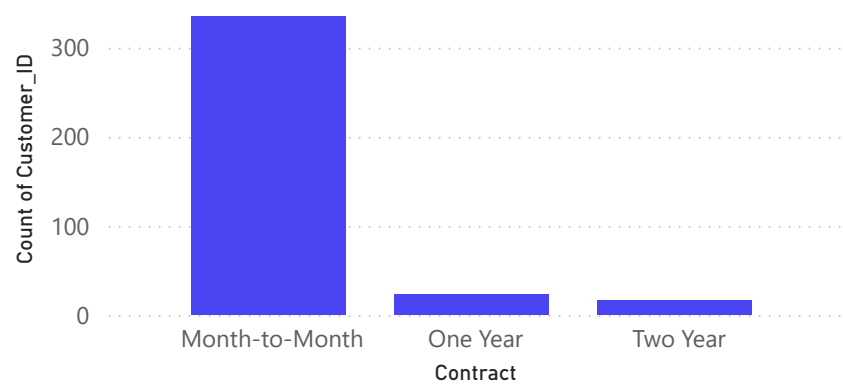
247

Female

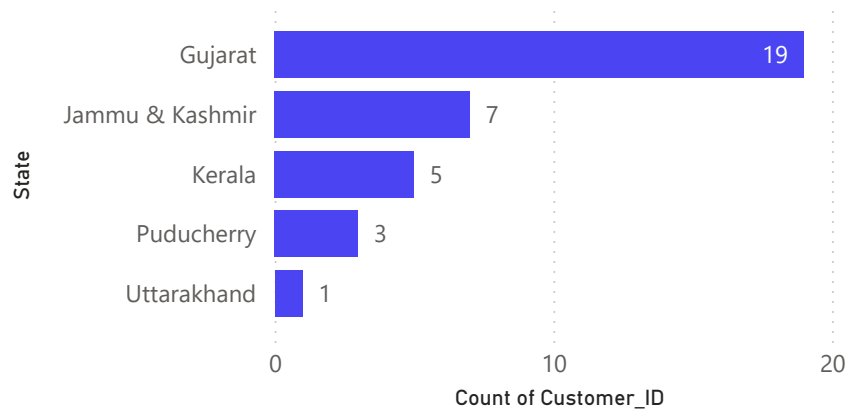
byAge Group



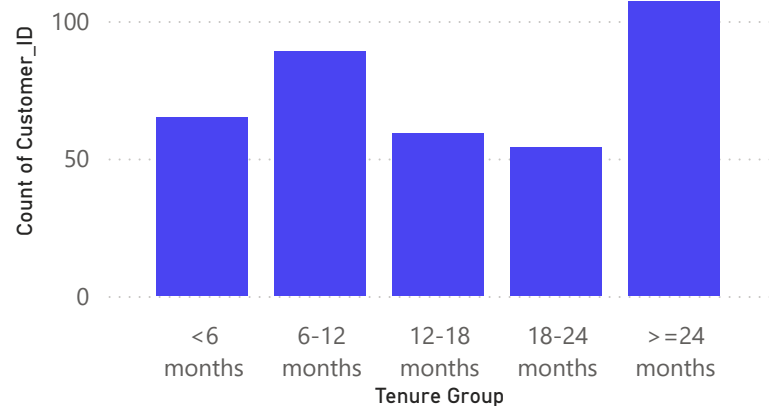
by Contract



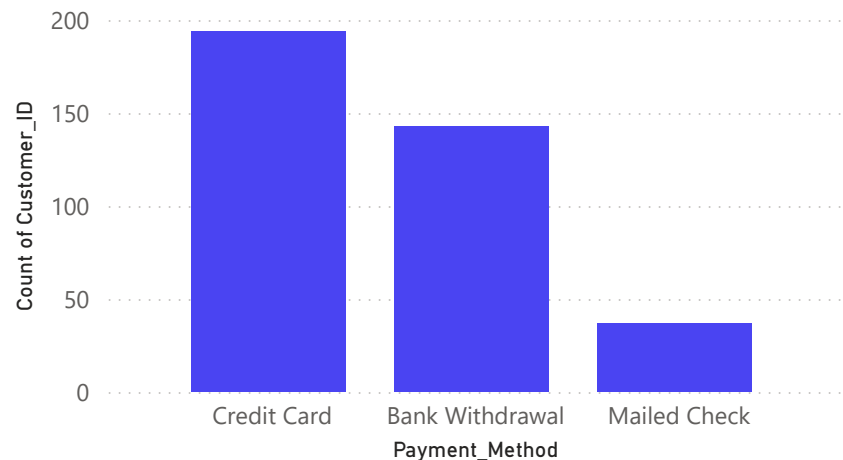
#by State



by Tenure Group



By Payment_Method



Customer_ID	Monthly_Charge	Total_Revenue	Number_of_Referrals
39623-HAR	74.60	387.58	2
21956-JHA	82.30	369.31	10
19811-MAH	89.85	348.30	10
19998-AND	85.70	346.27	0
71197-PUN	77.40	339.41	0
33472-HAR	73.85	336.35	0
35606-BIH	75.05	331.73	12
51214-MAH	73.60	324.52	12
78220-TAM	89.85	319.75	14
97828-MAH	92.00	313.60	0
66413-TAM	80.50	312.93	12
52279-TAM	80.70	310.61	15
78918-BIH	86.05	299.63	12
76410-KAR	84.00	282.11	14
Total	15,650.60	39,322.17	2710