CHURN ANALYSIS SUMMARY

Monthly Charge Range ▾ | All ▾

Married ▾ | All ▾

6,418	411	1,732	27.0%
Total Customers	New Joiners	Total Churn	Churn Rate

DEMOGRAPHIC

Total Churn by Gender

621 (35.85%)

1,111 (64....)

Gender
- ● Female
- ● Male
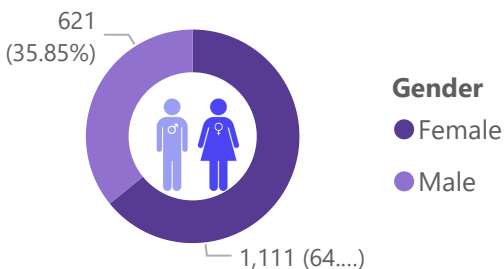
Churn Rate by Payment_Method

- Mailed C... — 37.8%
- Bank Wit... — 34.4%
- Credit C... — 14.8%

Churn Rate

ACCOUNTING

Churn Rate by Contract

- Month-t... — 46.5%
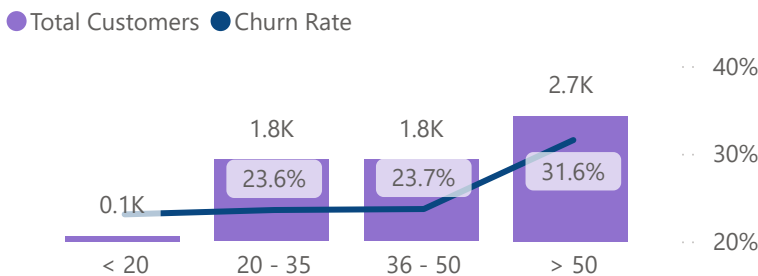- One Year — 11.0%
- Two Year — 2.7%
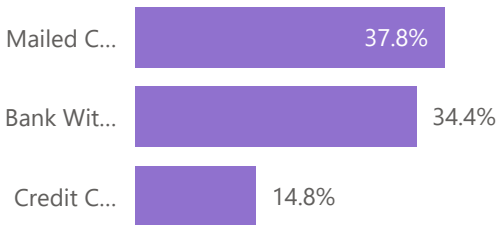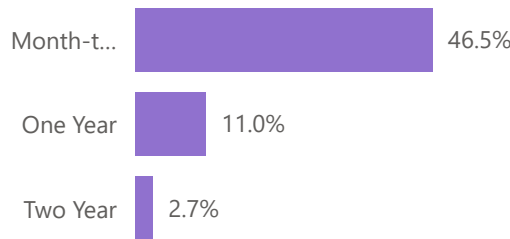
Total Customers and Churn Rate by Age Group

- ● Total Customers ● Churn Rate

< 20	20 - 35	36 - 50	> 50
0.1K	1.8K (23.6%)	1.8K (23.7%)	2.7K (31.6%)

40% / 30% / 20%

Total Customers and Churn Rate by Tenure Group

- ● Total Customers ● Churn Rate

Total Customers

< 6 Months	6-12 Months	12-18 Months	18-24 Months	>= 24 Months
1,058 (26.4%)	1,296 (27.2%)	997 (26.1%)	980 (27.2%)	2,087 (27.5%)

2,000 / 1,500 / 1,000 / 500 / 0

28.0% / 27.5% / 27.0% / 26.5% / 26.0%
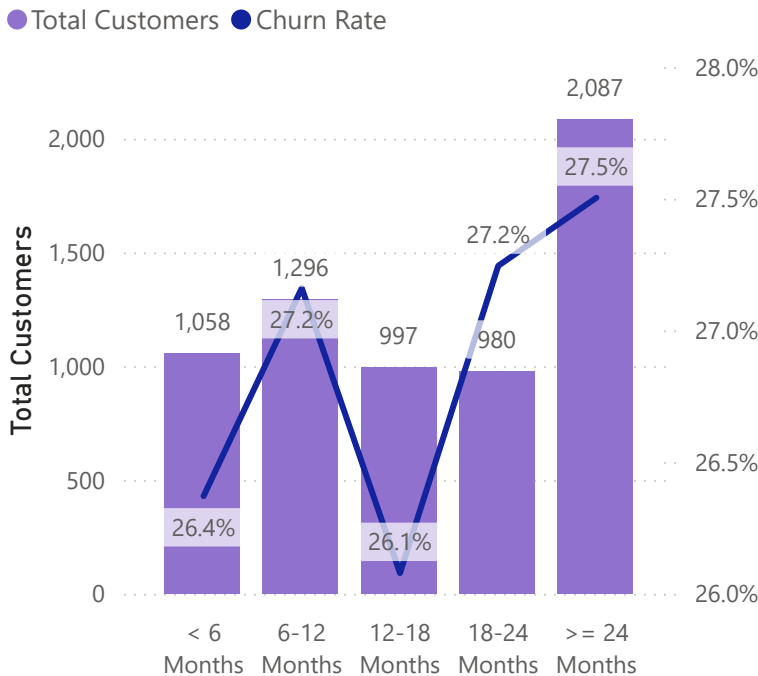
GEOGRAPHIC

Churn Rate by State

- Jammu & ... — 57.2%
- Assam — 38.1%
- Jharkhand — 34.5%
- Chhattisga... — 30.5%
- Delhi — 29.9%

CHURN DISTRIBUTION

Total Churn by Churn_Category

- Competitor — 761
- Attitude — 301
- Dissatisfac... — 300
- Price — 196
- Other — 174
- Others — 0
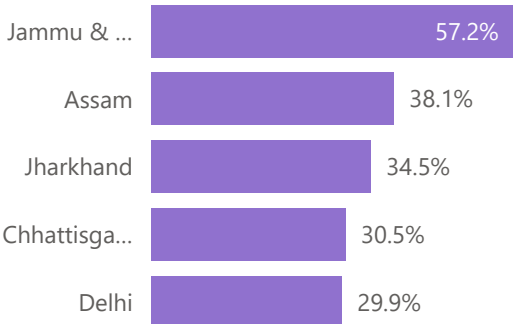
SERVICES USED

Churn Rate by Internet_Type

- Fiber Optic — 41.1%
- Cable — 25.7%
- DSL — 19.4%
- None — 7.8%
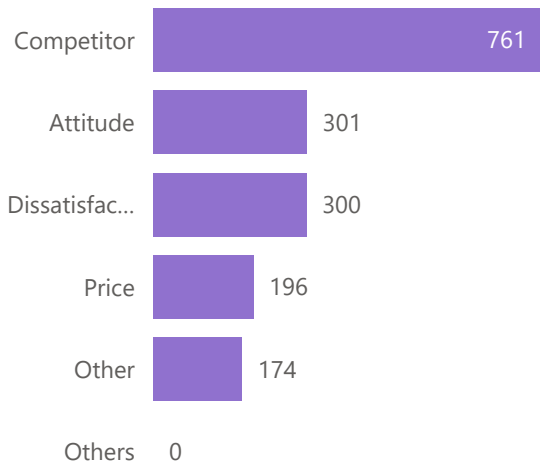
Churn by Services

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%
Online_Backup	71.9%	28.1%
Multiple_Lines	54.8%	45.2%
Internet_Service	6.3%	93.7%
Device_Protection_Plan	71.0%	29.0%

Churn_Reason	Total
Service dissatisfaction	
Product dissatisfaction	
Price too high	
Poor expertise of phone support	
Poor expertise of online support	
Others	
Network reliability	
Moved	
Total	

CHURN ANALYSIS -PREDICTIONS

243 Female
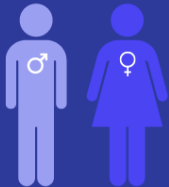
133 Male

Summary
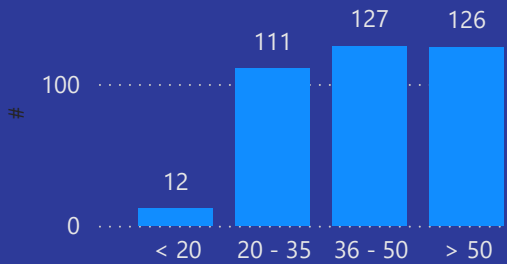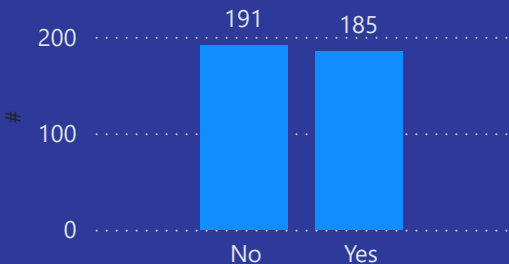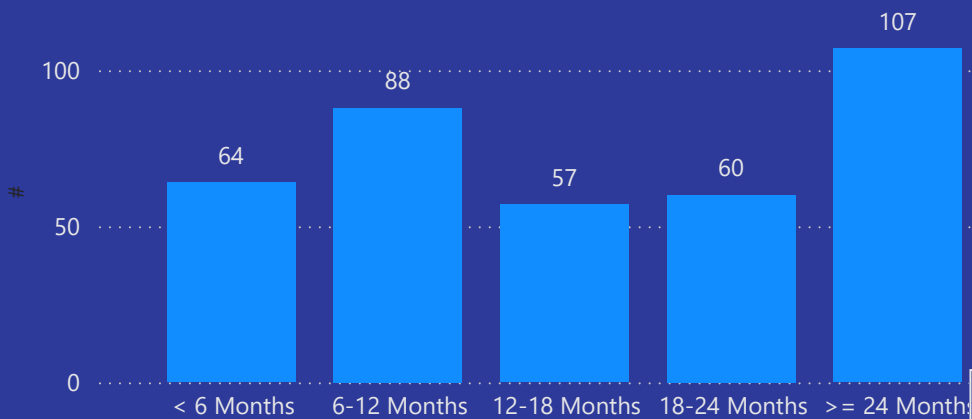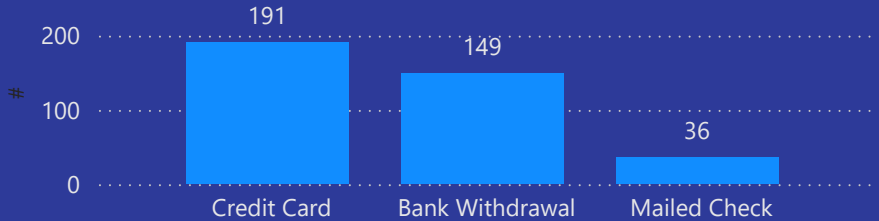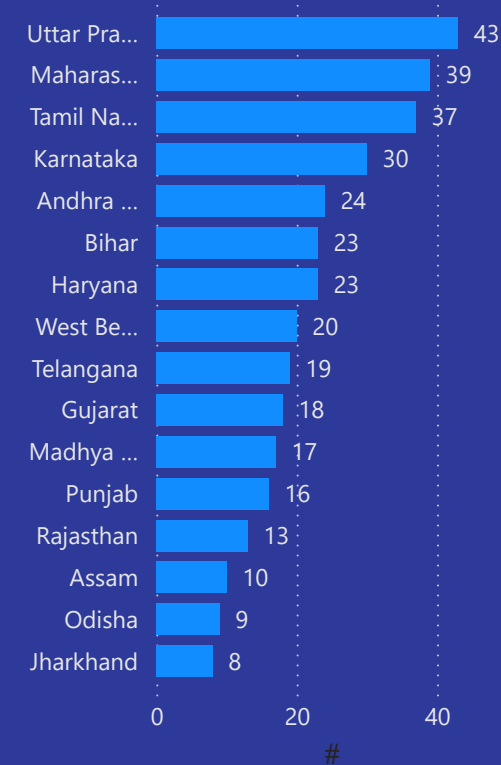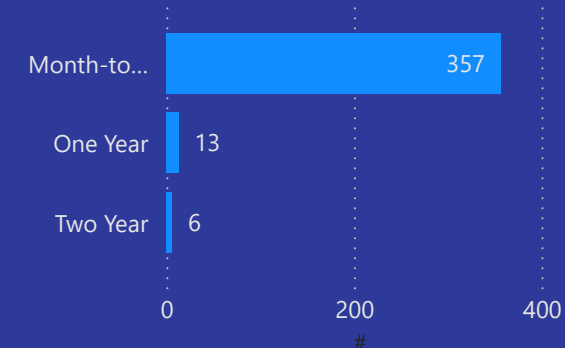
COUNT OF PREDICTED CHURNERS : 376

by Age Group

Age Group	#
< 20	12
20 - 35	111
36 - 50	127
> 50	126

by Marital Status

Marital Status	#
No	191
Yes	185

by State

State	#
Uttar Pra...	43
Maharas...	39
Tamil Na...	37
Karnataka	30
Andhra ...	24
Bihar	23
Haryana	23
West Be...	20
Telangana	19
Gujarat	18
Madhya ...	17
Punjab	16
Rajasthan	13
Assam	10
Odisha	9
Jharkhand	8

by Tenure Group

Tenure Group	#
< 6 Months	64
6-12 Months	88
12-18 Months	57
18-24 Months	60
>= 24 Months	107

by Contract

Contract	#
Month-to...	357
One Year	13
Two Year	6

by Payment_Method

Payment_Method	#
Credit Card	191
Bank Withdrawal	149
Mailed Check	36

Customer_ID	Total_Revenue	Total_Refunds	Number_of_Referrals	Monthly_
11751-TAM	38.45	0.00	5	
12056-WES	362.89	0.00	2	
12136-RAJ	31.73	0.00	2	
12257-ASS	29.75	0.00	9	
12340-DEL	104.99	0.00	0	
12469-AND	91.99	0.00	11	
12490-TEL	236.76	38.84	9	
13058-MAD	138.13	0.00	13	
13123-BIH	253.62	0.00	13	
13666-UTT	344.18	0.00	15	
13744-AND	33.50	0.00	8	
13823-TEL	46.40	0.00	1	
13946-HAR	43.32	0.00	1	
14567-TAM	64.44	0.00	1	
15349-UTT	90.02	0.00	9	
15591-KAR	66.31	0.00	3	
15803-UTT	41.52	0.00	6	
16032-AND	91.64	0.00	8	
16068-BIH	35.25	0.00	4	
16244-UTT	24.65	0.00	5	
16733-ODI	86.23	0.00	10	
16764-WES	68.94	0.00	15	
16931-BIH	27.96	0.00	8	
17154-HAR	62.37	0.00	13	
17250-HAR	178.50	0.00	12	