

CHURN ANALYSIS - SUMMARY

6,418

Total_Customers

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

Monthly Charge Range

All

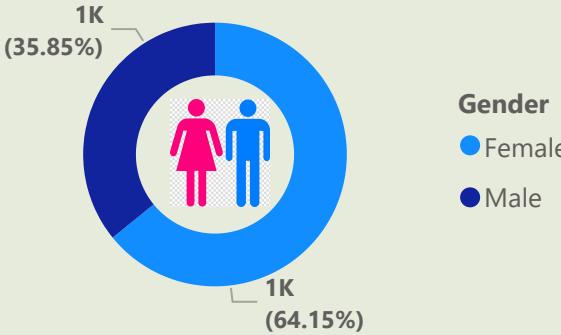
Married

All

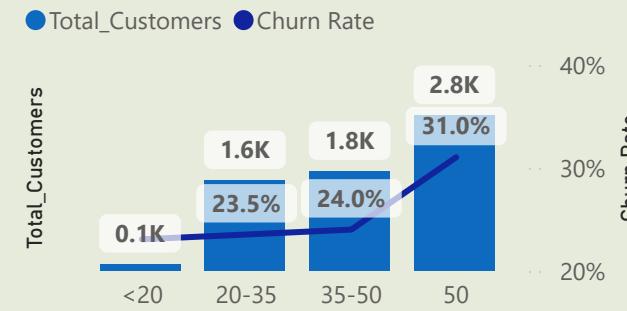
Churn Prediction



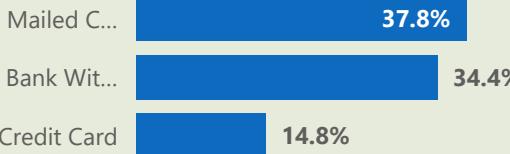
Total Churn by Gender



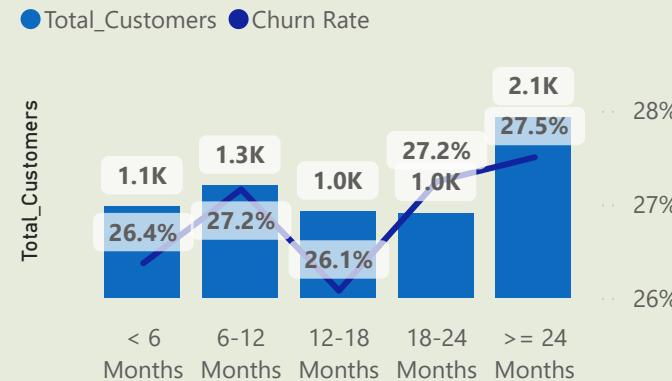
Total Customers and Churn Rate by Age Group



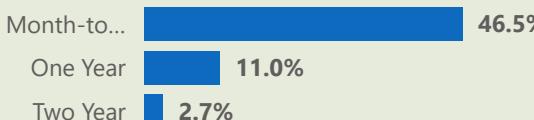
Churn Rate by Payment_Method



Total Customers and Churn Rate by TenureGroup1

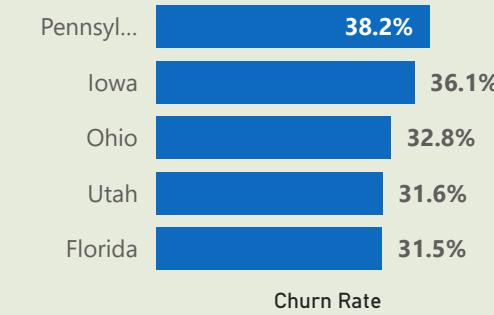


Churn Rate by Contract



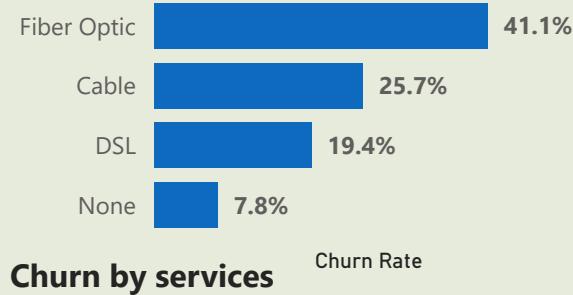
Geographic

Top 5 Churn Rate by State



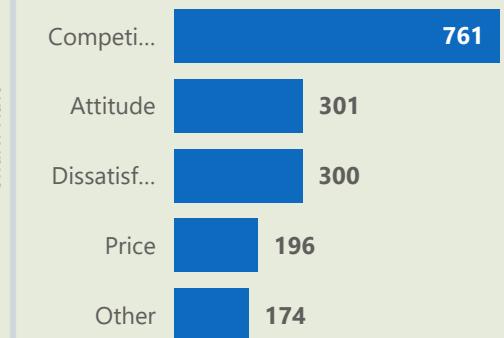
Services Used

Churn Rate by Internet_Type



Churn Distribution

Total Churn by Churn_Category



Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Deceased	5

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

241

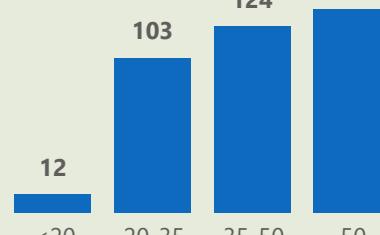


Female

133

Male

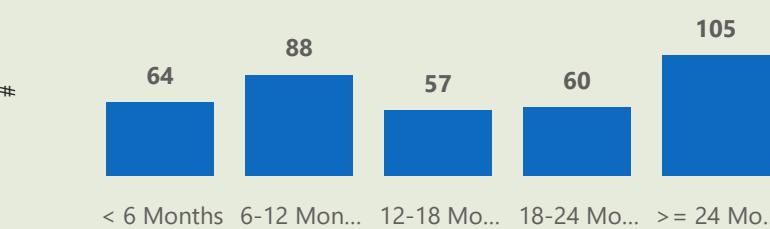
by Age Group



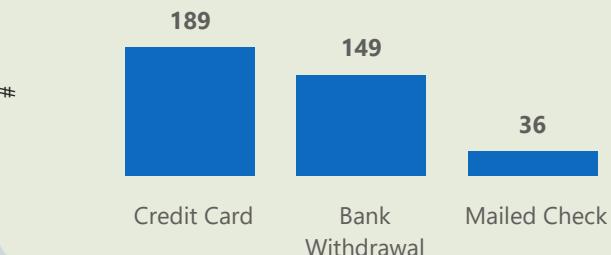
by Marital Status



by TenureGroup1



by Payment_Method



by State

New Ha...	14
Maine	13
Virginia	13
Minnes...	12
Louisiana	11
Maryland	11
Massac...	11
Missouri	11
Texas	11
Wiscon...	11
Delaware	10
Illinois	10
New York	10
North D...	10
Nebraska	9
Nevada	9
Tennessee...	9
Alaska	8
Arkansas	8
Connec...	8

AT RISK CUSTOMERS

COUNT OF PREDICTED CHURNER : 374

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
11751-VER	24.30	38.45	0.00	5
12056-MAS	90.40	362.89	0.00	2
12136-COL	19.90	31.73	0.00	2
12257-MAI	19.55	29.75	0.00	9
12340-PEN	62.80	104.99	0.00	0
12469-MAR	55.30	91.99	0.00	11
12490-TEN	74.75	236.76	38.84	9
13058-COL	46.10	138.13	0.00	13
13123-OKL	100.20	253.62	0.00	13
13666-ARI	95.40	344.18	0.00	15
13744-ARK	19.65	33.50	0.00	8
13823-CON	24.50	46.40	0.00	1
13946-KEN	19.65	43.32	0.00	1
14567-ORE	20.35	64.44	0.00	1
15349-TEX	50.15	90.02	0.00	9
15591-GEO	20.40	66.31	0.00	3
15803-WYO	19.15	41.52	0.00	6
16032-COL	46.60	91.64	0.00	8
16068-HAW	25.25	35.25	0.00	4
16244-TEX	19.55	24.65	0.00	5
16733-TEX	45.85	86.23	0.00	10
16764-KAN	20.80	68.94	0.00	15
16931-ALA	19.30	27.96	0.00	8
17154-NEB	18.80	62.37	0.00	13
17250-MIN	49.25	178.50	0.00	12