

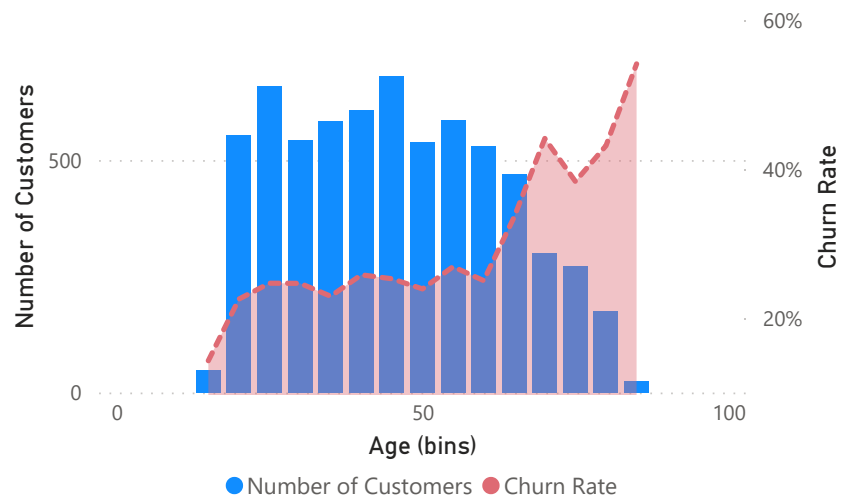
Demographics	Churn Rate
Older Adult (age 65 or above)	38.95%
Middle-Aged Adult (age 30-64)	24.98%
Young Adult (age 18-30)	23.36%
<b>Total</b>	<b>27.30%</b>

**6575**  
Number of Customers

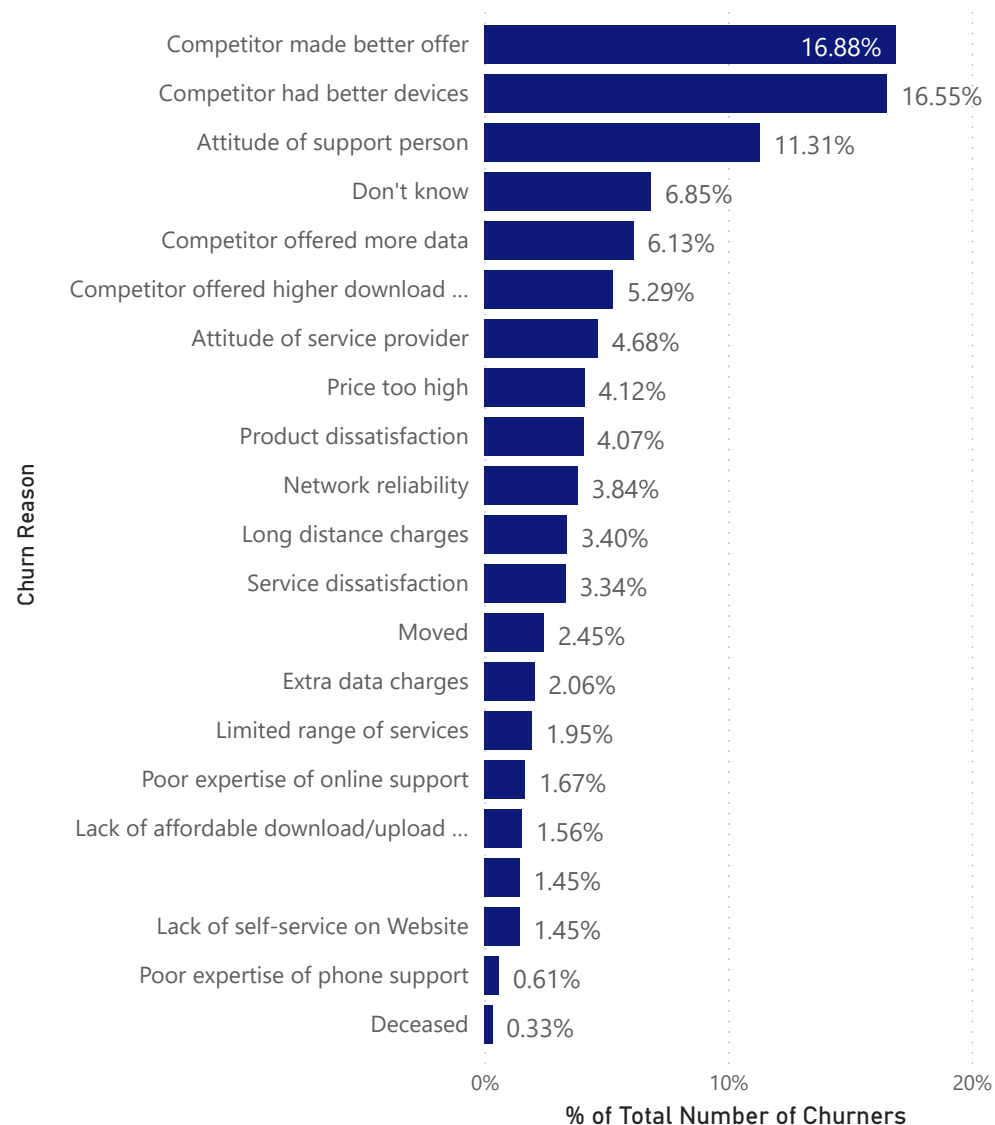
**1795**  
Number of Churners

**27.30%**  
Churn Rate

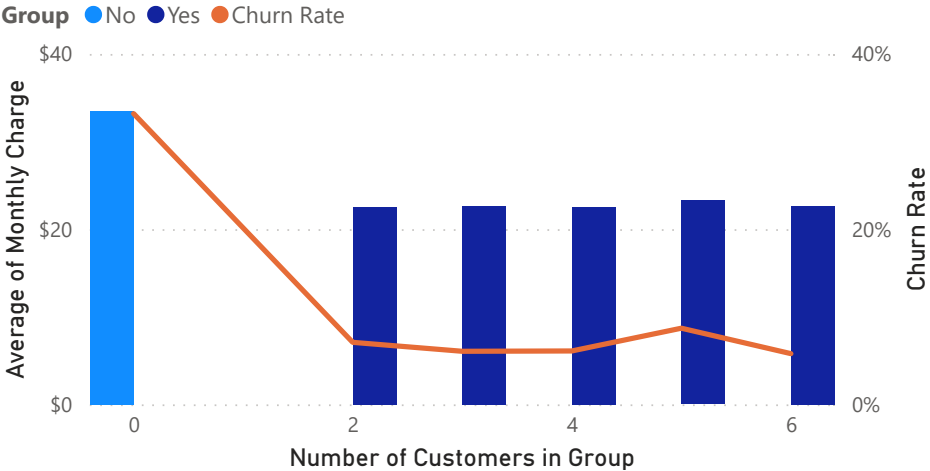
Number of Customers and Churn Rate by Age (bins)



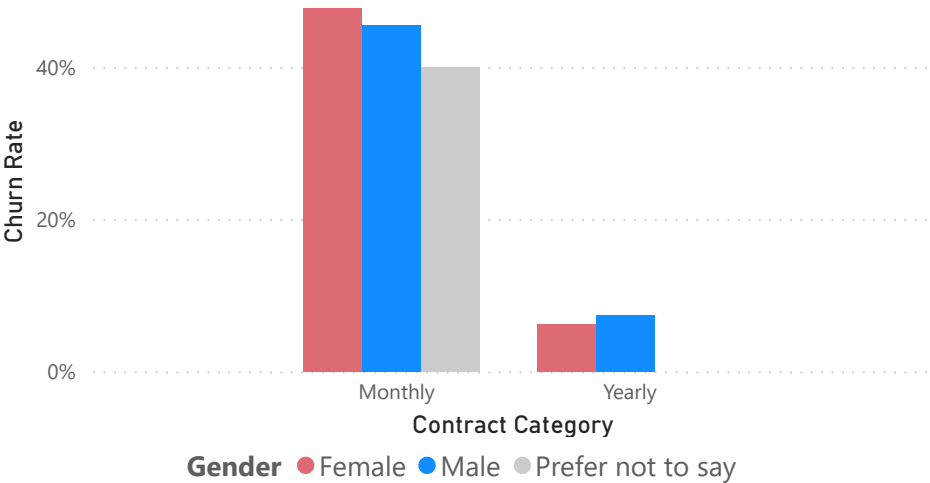
Churn Reasons



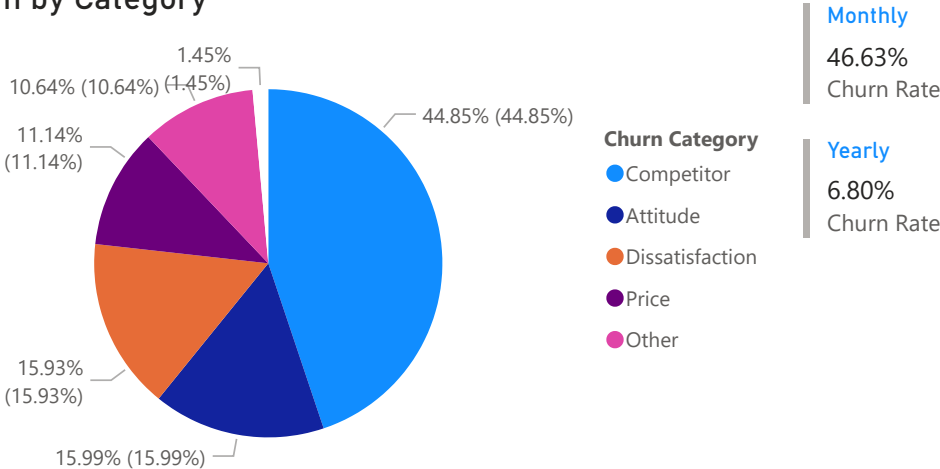
Average of Monthly Charge and Churn Rate by Number of Customers in Group



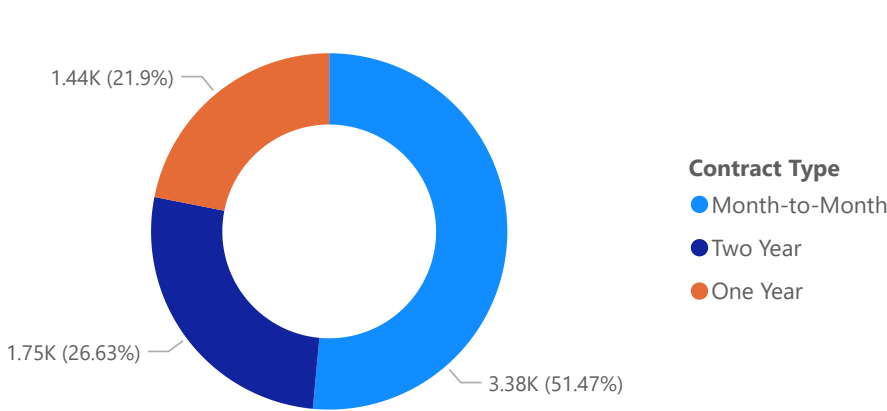
Churn Rate by Contract Category and Gender



Churn by Category



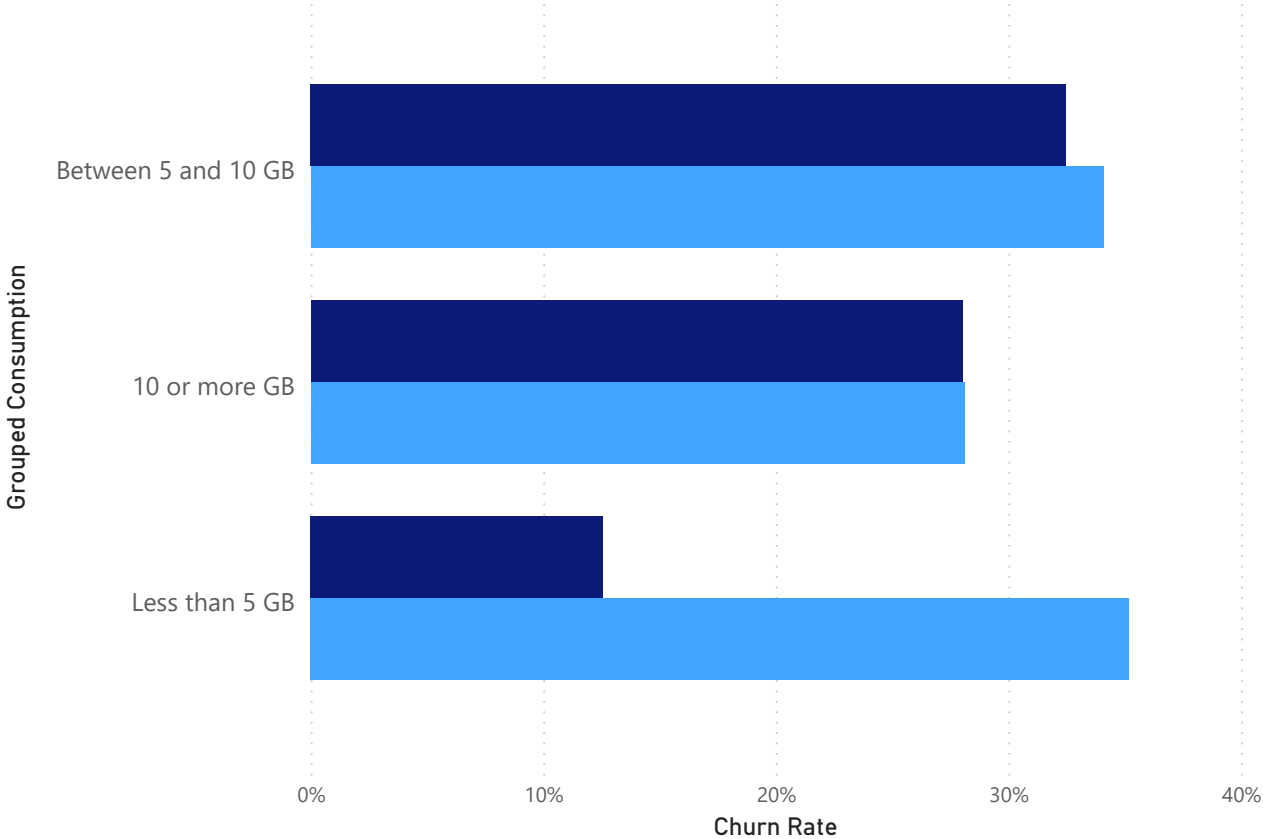
Customers by Contract Type



Churn Rate	Number of Customers	Unlimited Data Plan
32.58%	4426	Yes
16.43%	2149	No
<b>27.30%</b>	<b>6575</b>	

Churn Rate by Grouped Consumption and Unlimited Data Plan

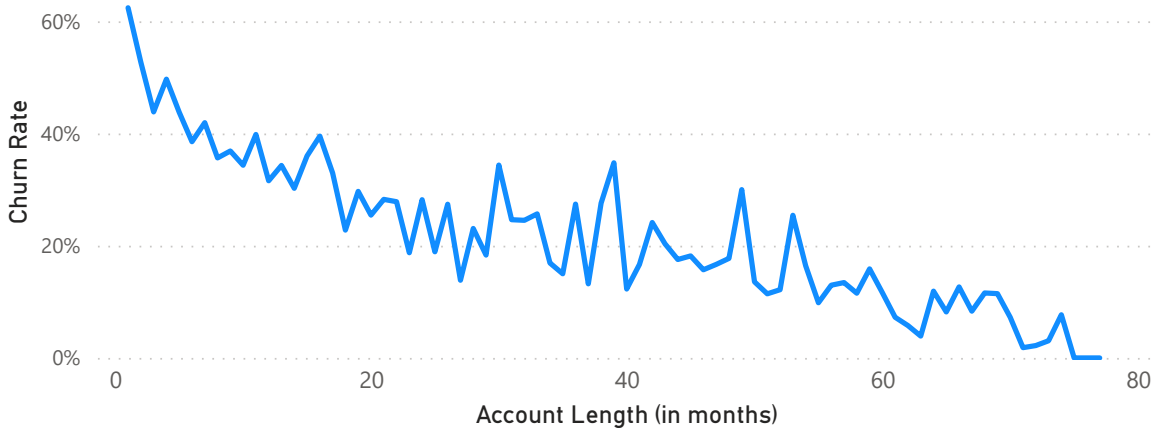
Unlimited Data Plan    ● No    ● Yes



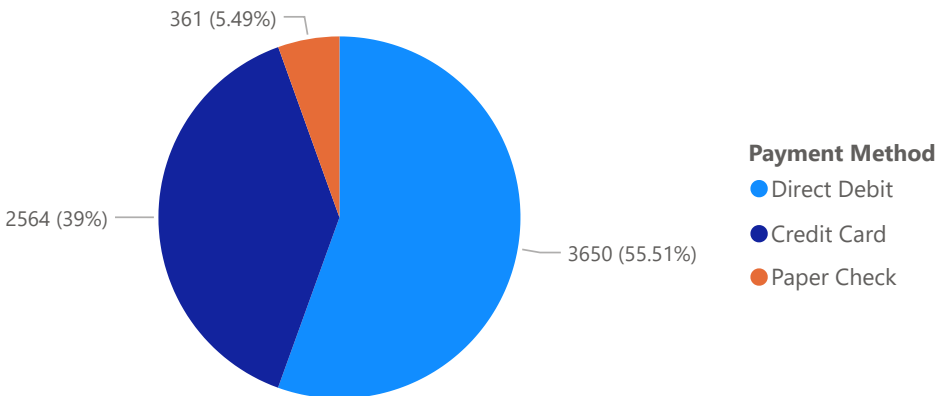
Intl Active	no	yes	Total
No	20.33%	71.59%	22.55%
Yes	41.05%	7.73%	34.90%
Total	27.52%	25.23%	27.30%



Churn Rate by Account Length (in months)

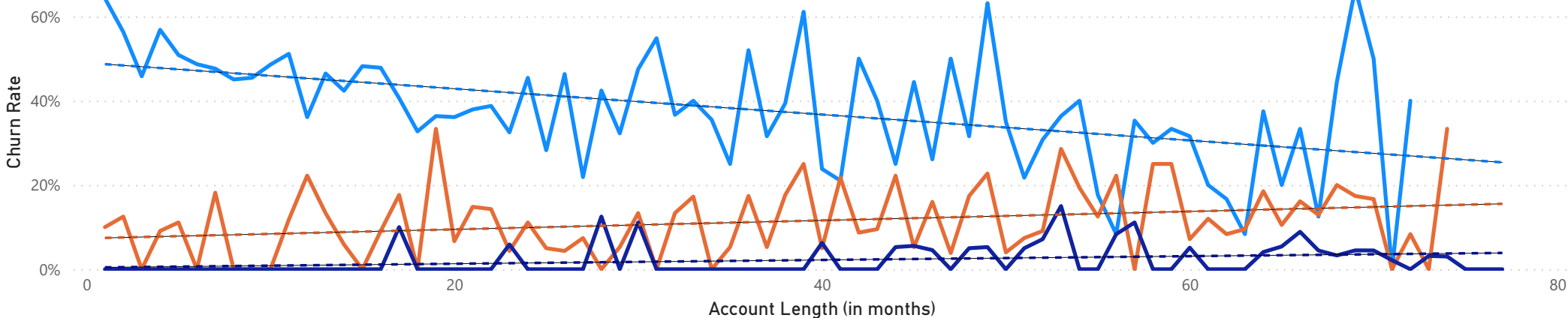


Number of Customers by Payment Method



Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



27.30%

Churn Rate

6575

Number of Customers

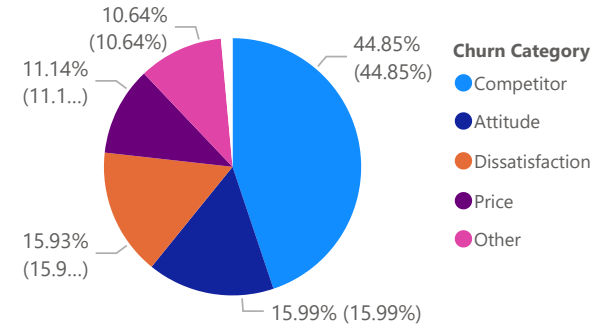
1795

Number of Churners

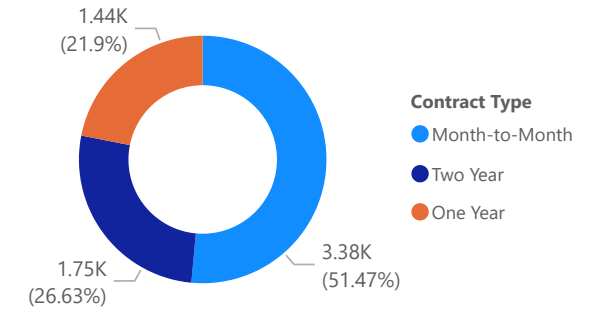
### Churn Reasons



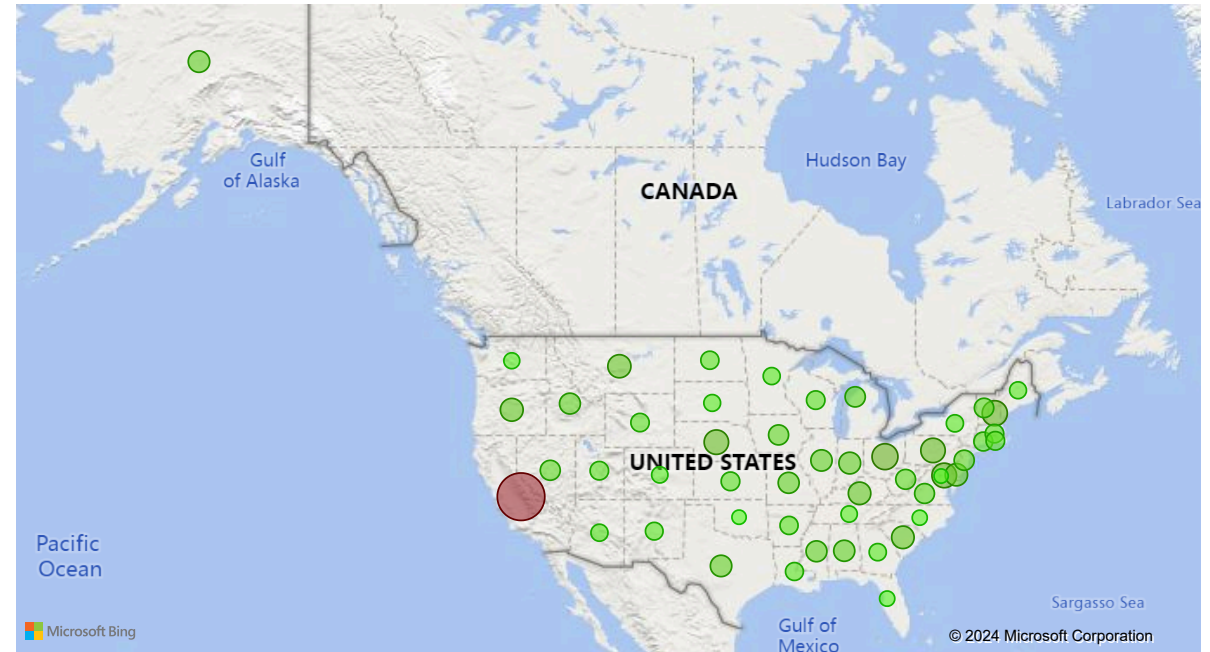
### Churn by Category

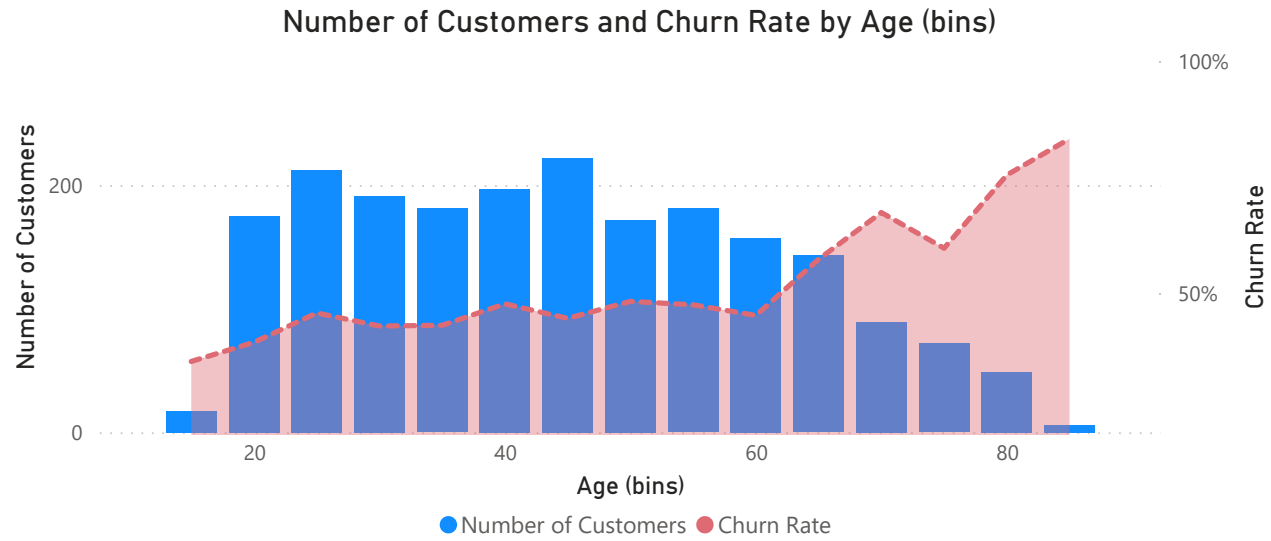


### Customers by Contract Type



### Churn Rate by State





Account Length (in months)

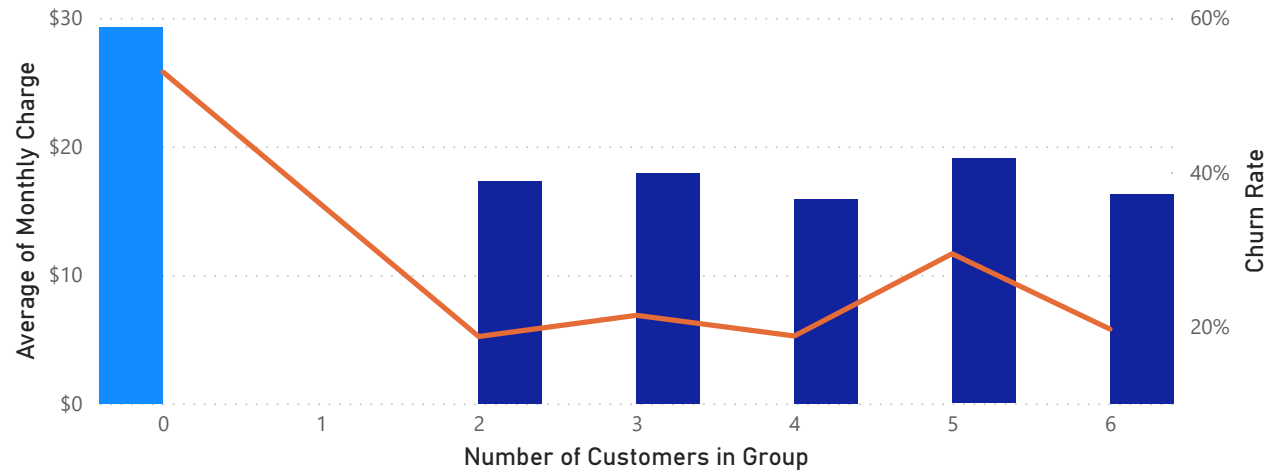
1

12



### Average of Monthly Charge and Churn Rate by Number of Customers in Group

Group: No (Blue), Yes (Dark Blue), Churn Rate (Orange)



48.06%

Churn Rate

6092

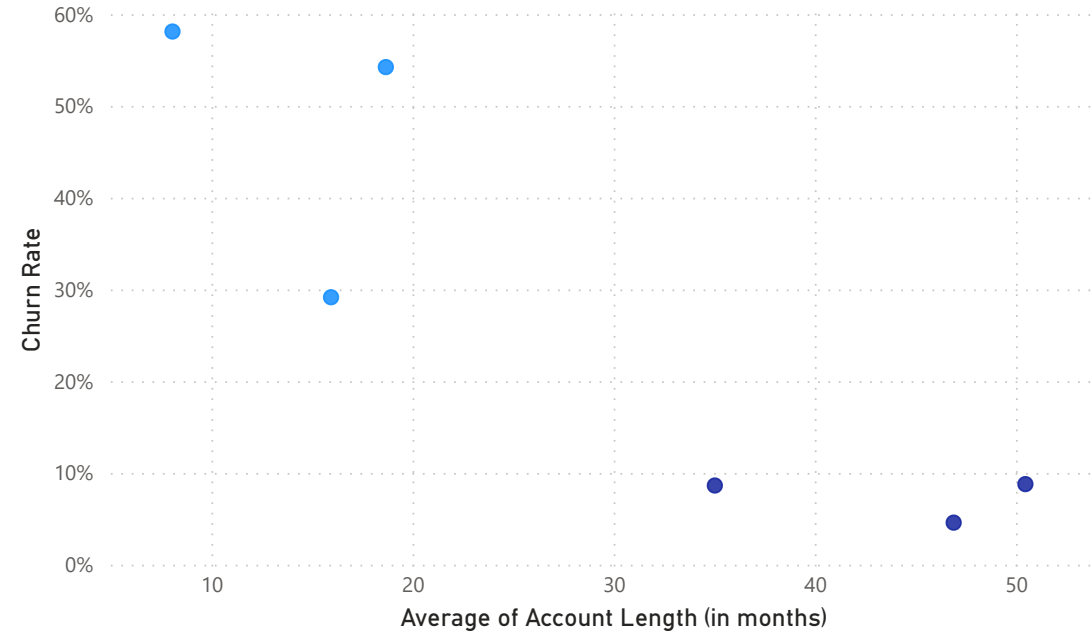
Customer Service Calls

0.93

Average of Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



Contract Category, Payment Method

- ^ ☐ Monthly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check
- ^ ☐ Yearly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check



33.52

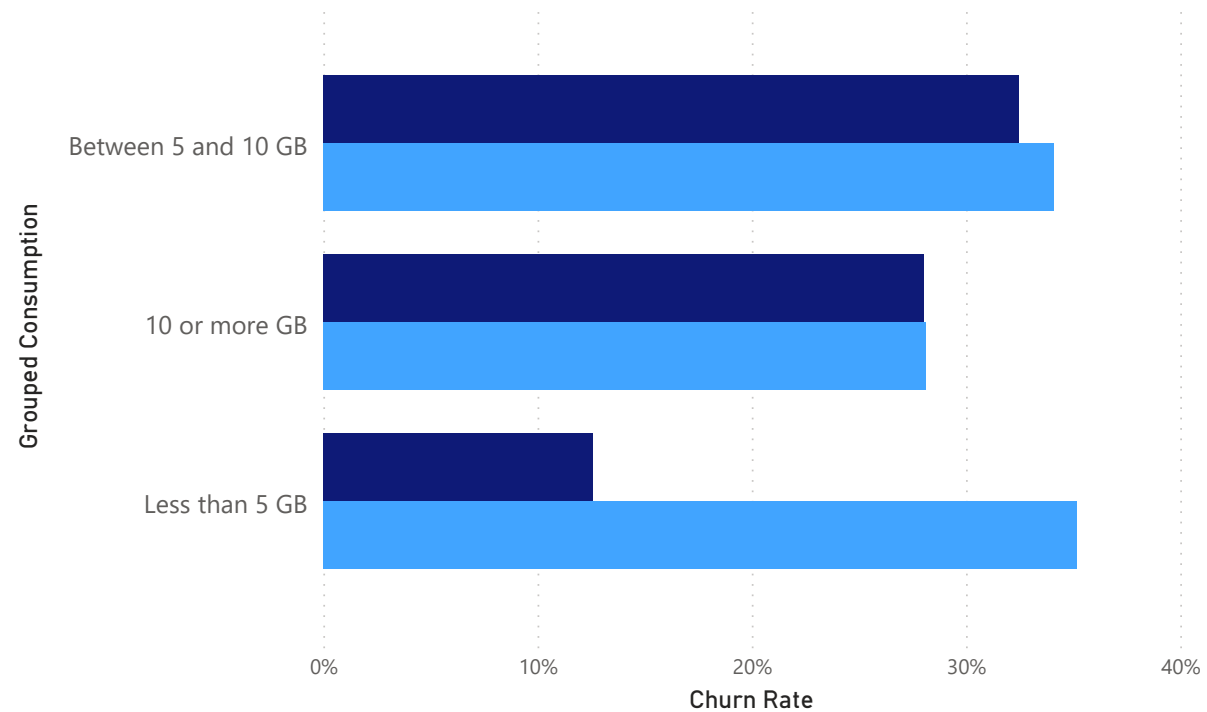
Avg Extra International Charges

3.37

Avg Extra Data Charges

### Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



6092

Customer Service Calls

33.52

Avg Extra International Charges

0.93

Average of Customer Service Calls

3.37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

