

CHURN ANALYSIS - SUMMARY

Prediction

Monthly Charge Range

All

Married

All

6K

Total Customer

411

New Joiners

2K

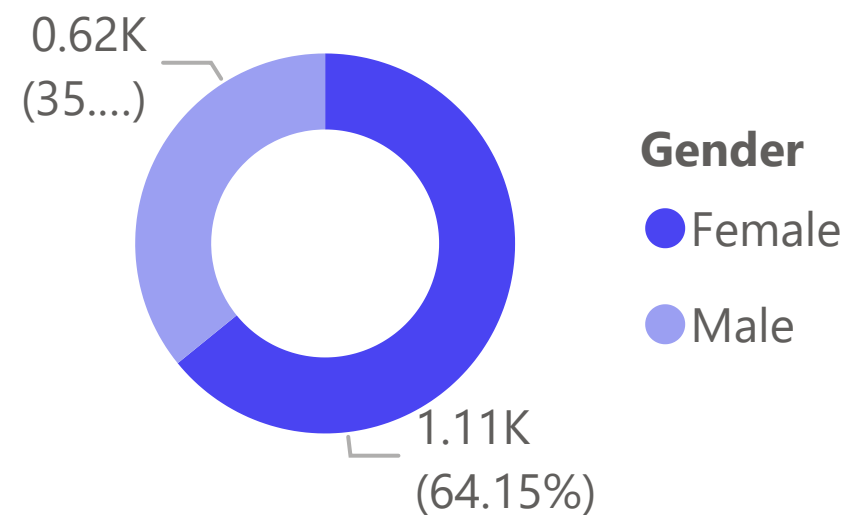
Total Churn

26.99%

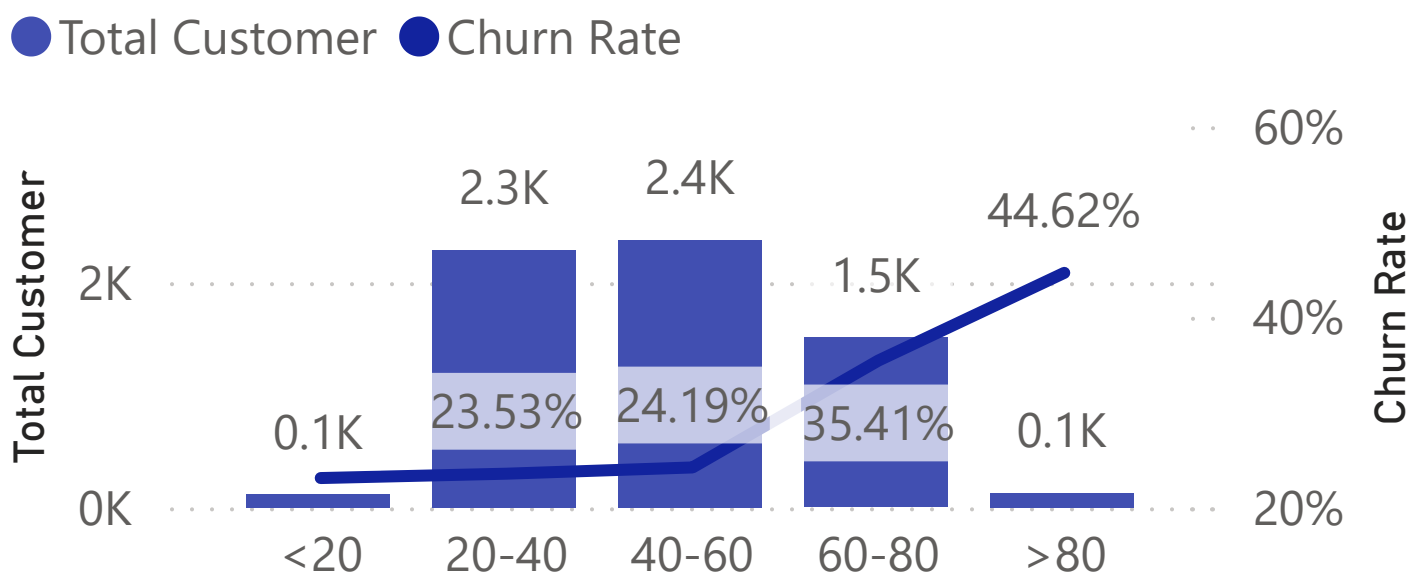
Churn Rate



Total Churn by Gender

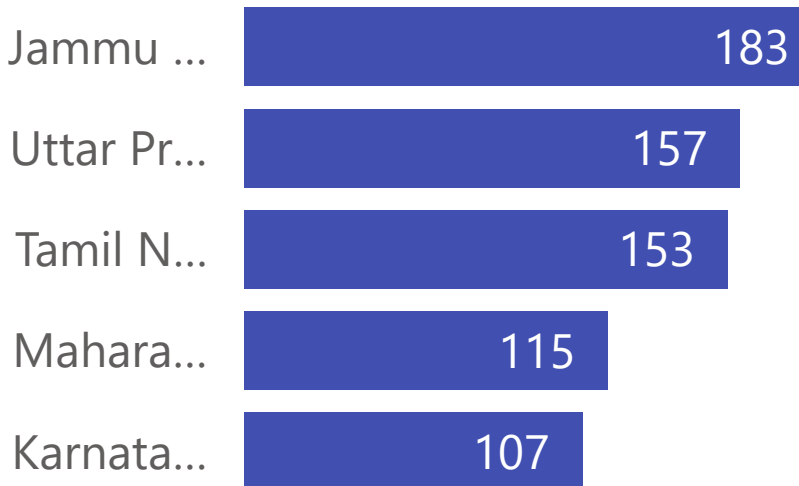


Total Customer and Churn Rate by Age Group



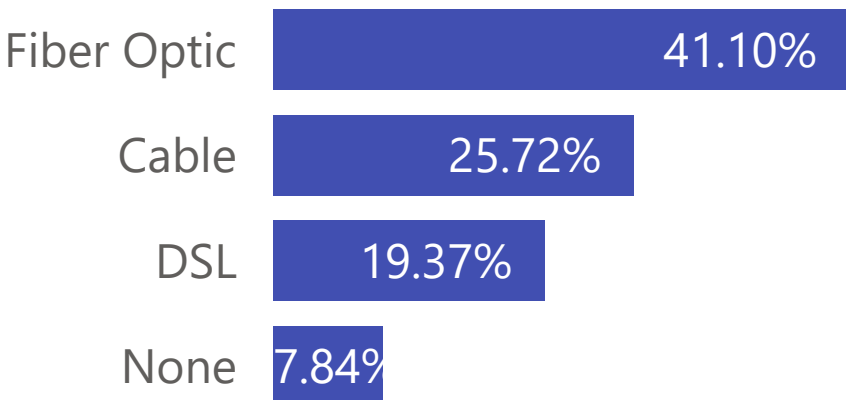
GEOGRAPHIC

Total Churn by State(Top 5)

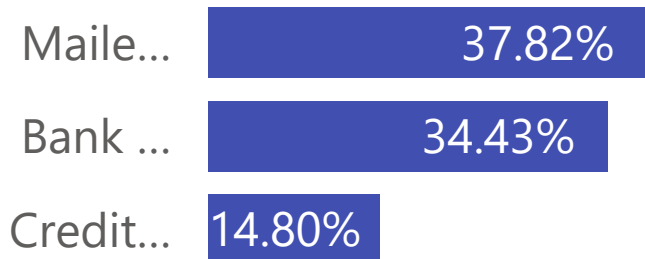


SERVICES USED

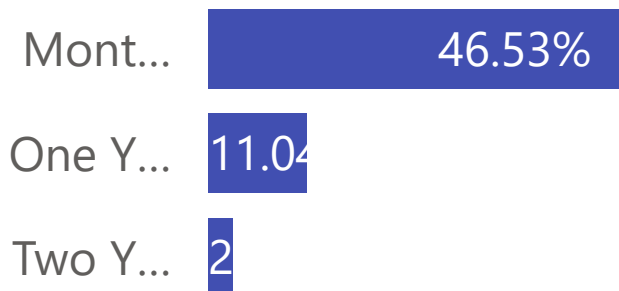
Churn Rate by Internet_Type



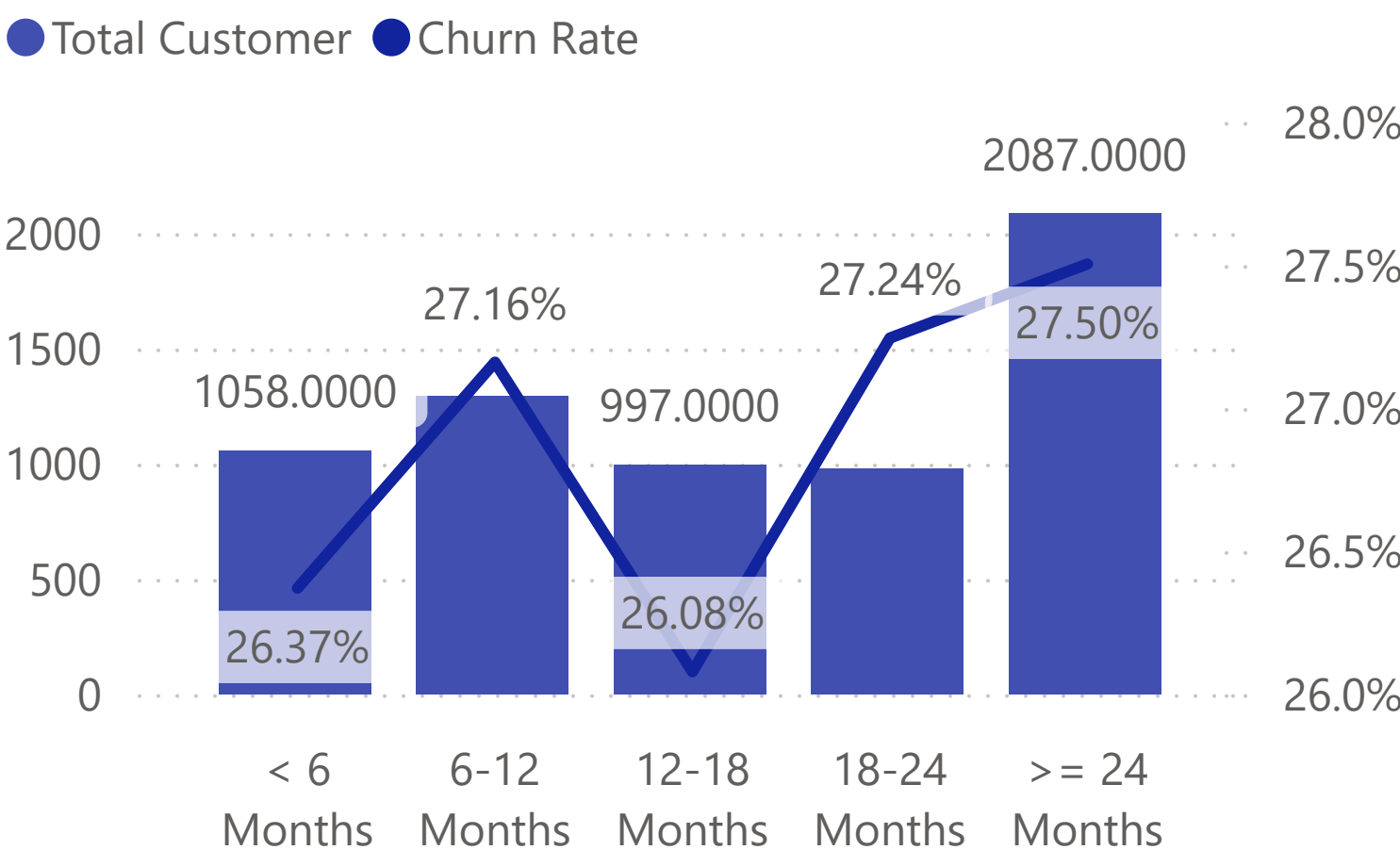
Churn Rate by Payment_Method



Churn Rate by Contract

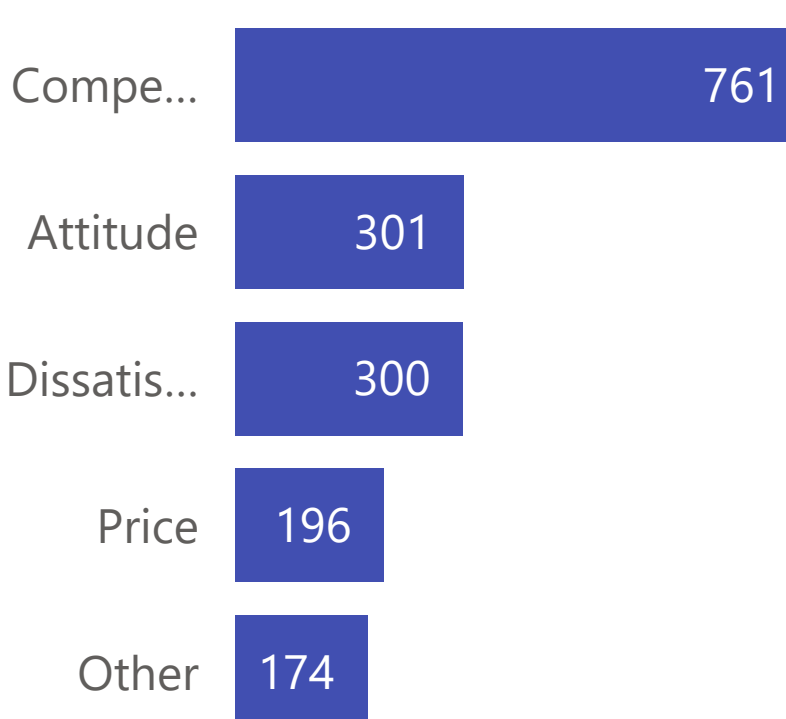


Total Customer and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn By Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%

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
Total	1732

CHURN ANALYSIS - PREDICTION



PREDICTED CHURNER PROFILE

233

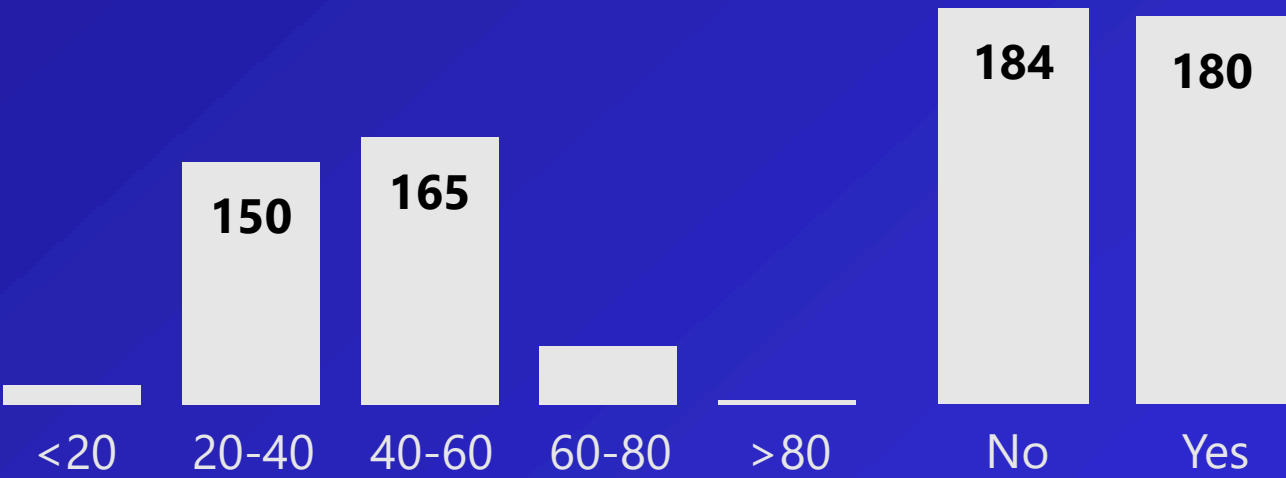
Female

131

Male

by Married Status

by Age Group



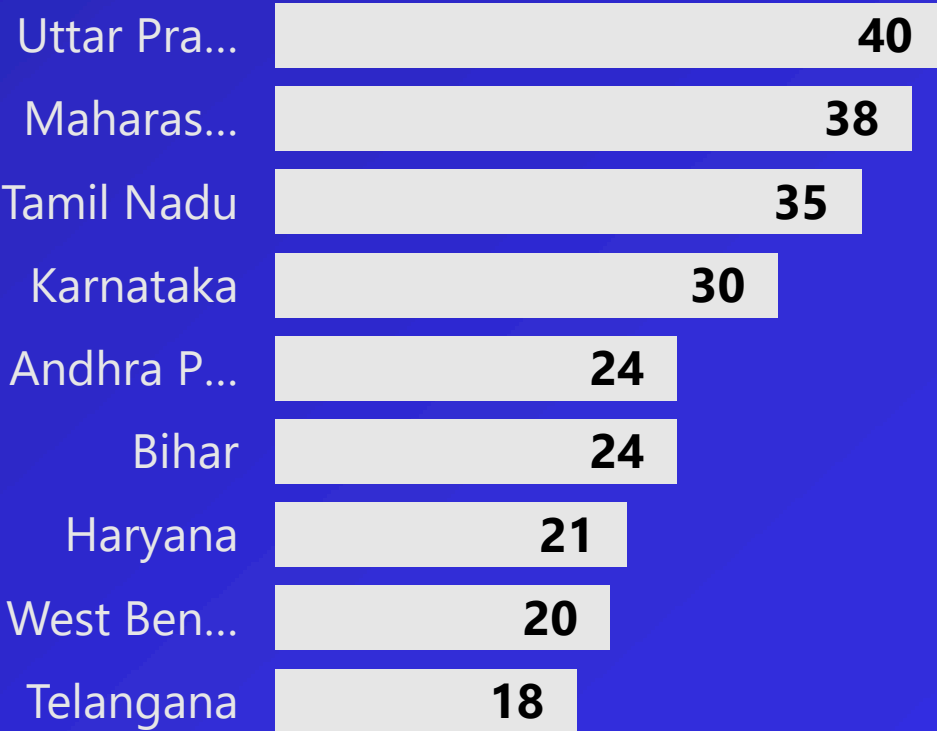
by Tenure



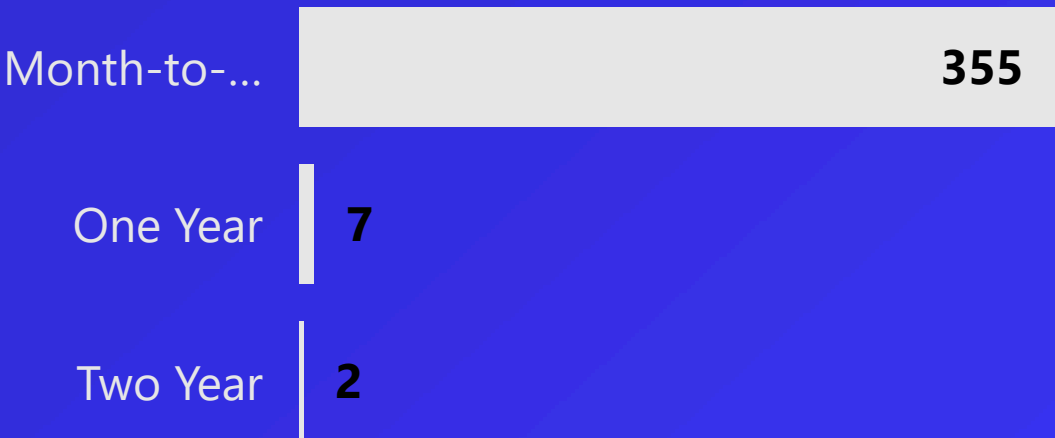
by Payment Method



by State



by Contract



COUNT OF
PREDICTED
CHURNERS :364

CUSTOMERS AT RISK

Customer_ID	Sum of Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refund
11751-TAM	24.30	38.45	0
12056-WES	90.40	362.89	0
12136-RAJ	19.90	31.73	0
12257-ASS	19.55	29.75	0
12340-DEL	62.80	104.99	0
12469-AND	55.30	91.99	0
12490-TEL	74.75	236.76	38
13058-MAD	46.10	138.13	0
13123-BIH	100.20	253.62	0
13666-UTT	95.40	344.18	0
13744-AND	19.65	33.50	0
13823-TEL	24.50	46.40	0
13946-HAR	19.65	43.32	0
14567-TAM	20.35	64.44	0
15349-UTT	50.15	90.02	0
15591-KAR	20.40	66.31	0
15803-UTT	19.15	41.52	0
16032-AND	46.60	91.64	0
16068-BIH	25.25	35.25	0
16244-UTT	19.55	24.65	0
16733-ODI	45.85	86.23	0
16764-WES	20.80	68.94	0
16831-BIH	18.30	27.06	0