

# CHURN ANALYSIS - SUMMARY

Prediction

Monthly Charge Range

All

Married

All

6K

Total Customer

411

New Joiners

2K

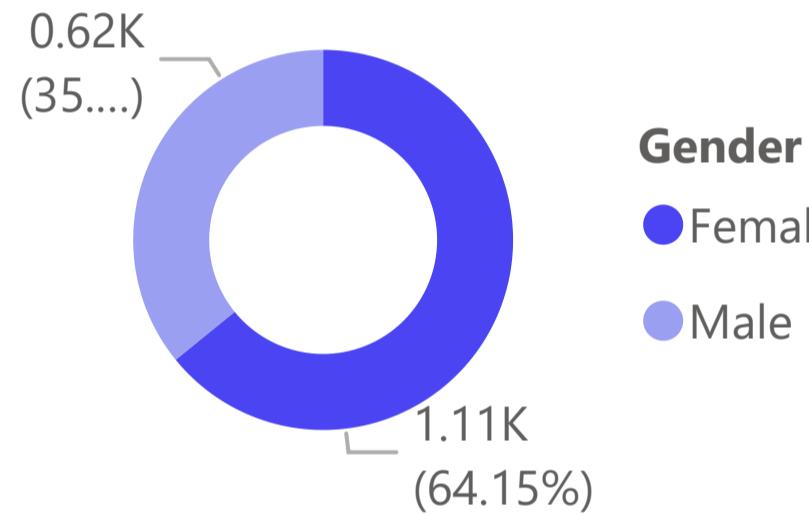
Total Churn

26.99%

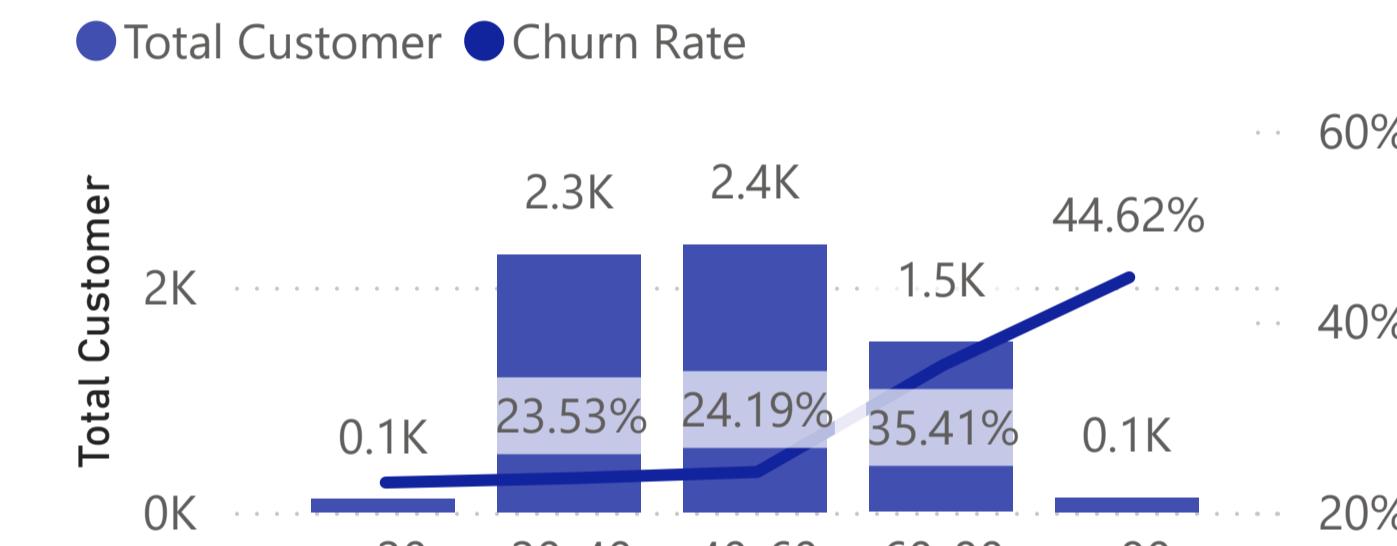
Churn Rate



## Total Churn by Gender

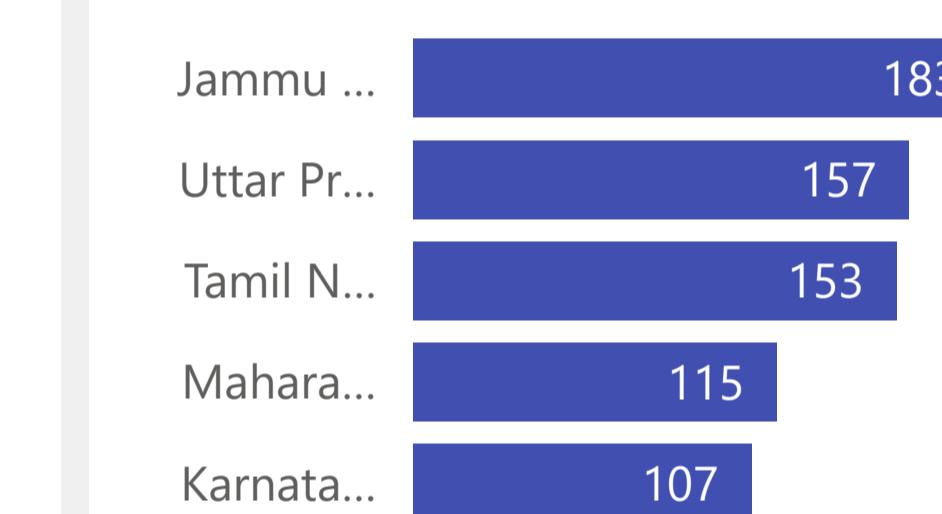


## Total Customer and Churn Rate by Age Group



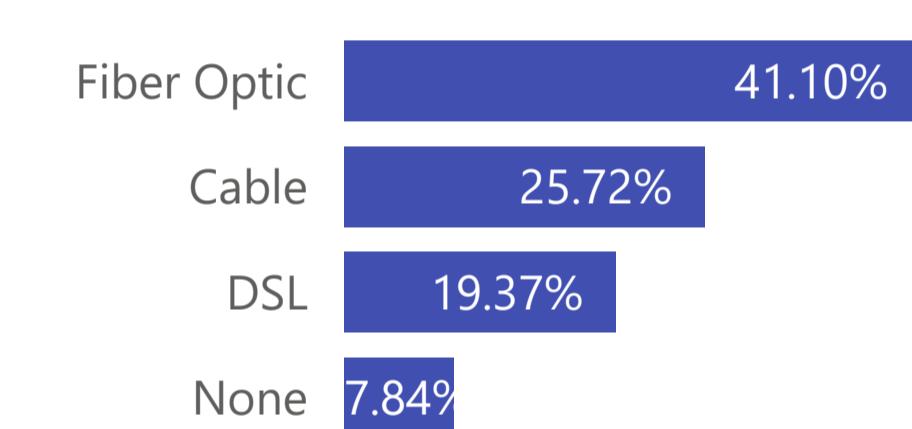
## GEOGRAPHIC

### Total Churn by State(Top 5)

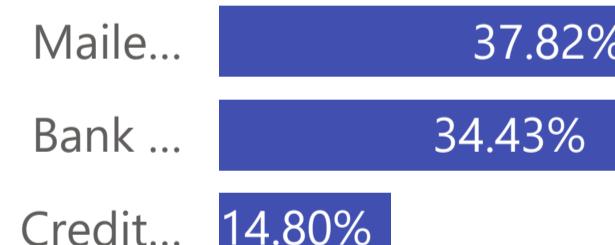


## SERVICES USED

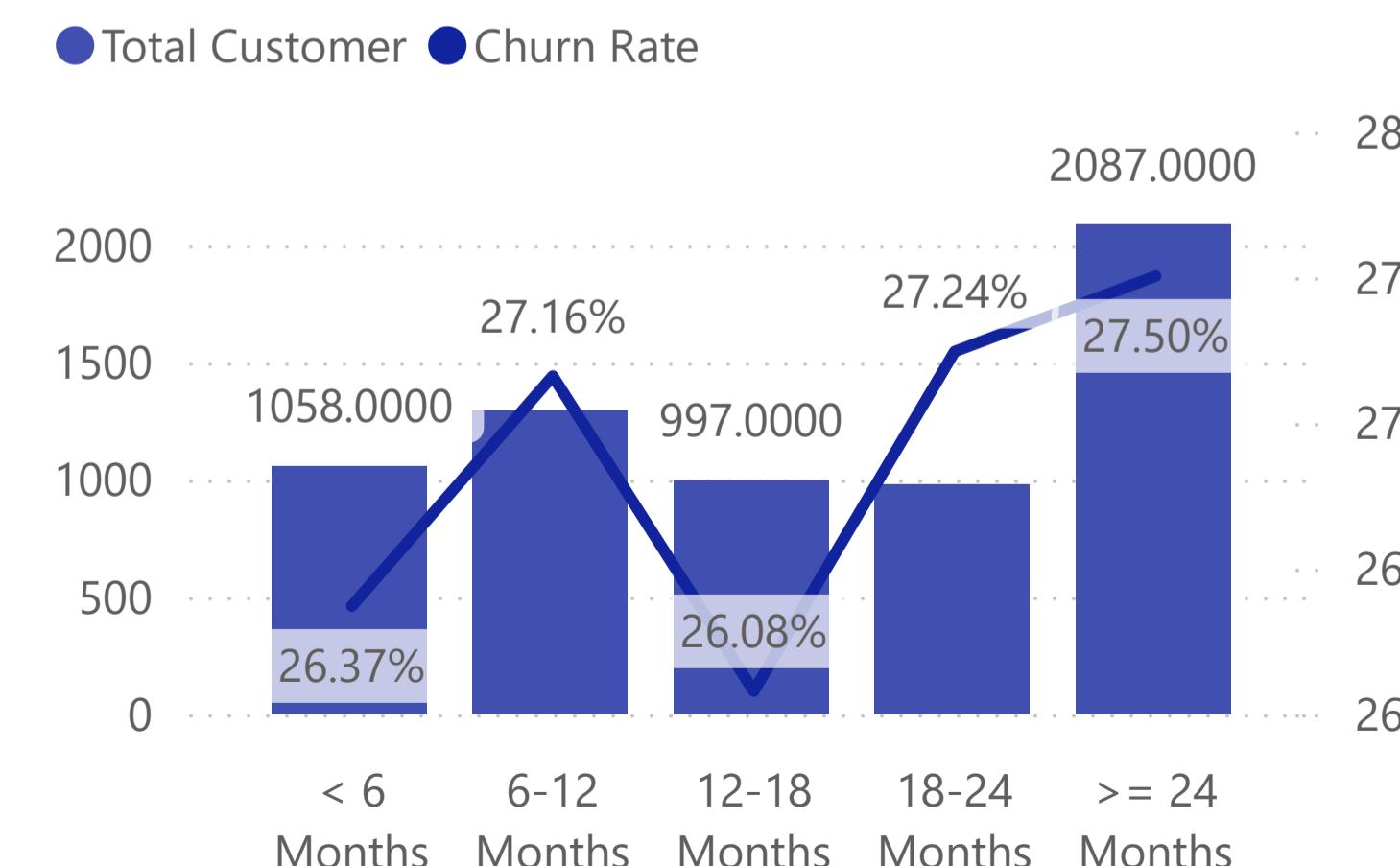
### Churn Rate by Internet\_Type



## Churn Rate by Payment\_Method

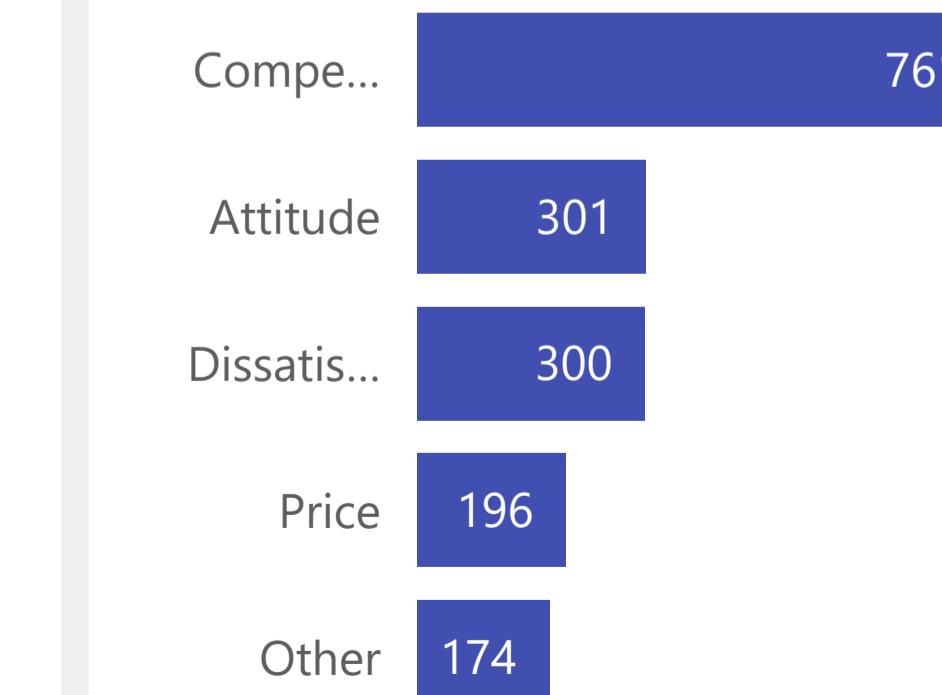


## Total Customer and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

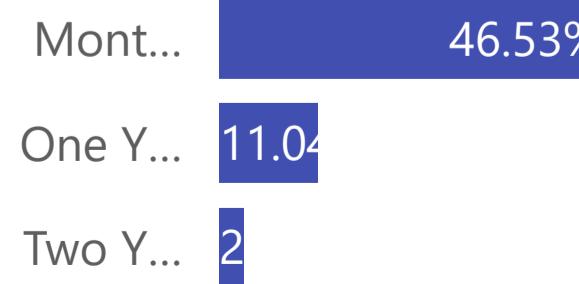
### Total Churn by Churn\_Category



## 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 Rate by Contract



DEMOGRAPHIC

ACCOUNT INFO

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
<b>Total</b>	<b>1732</b>

# CHURN ANALYSIS - PREDICTION



## PREDICTED CHURNER PROFILE

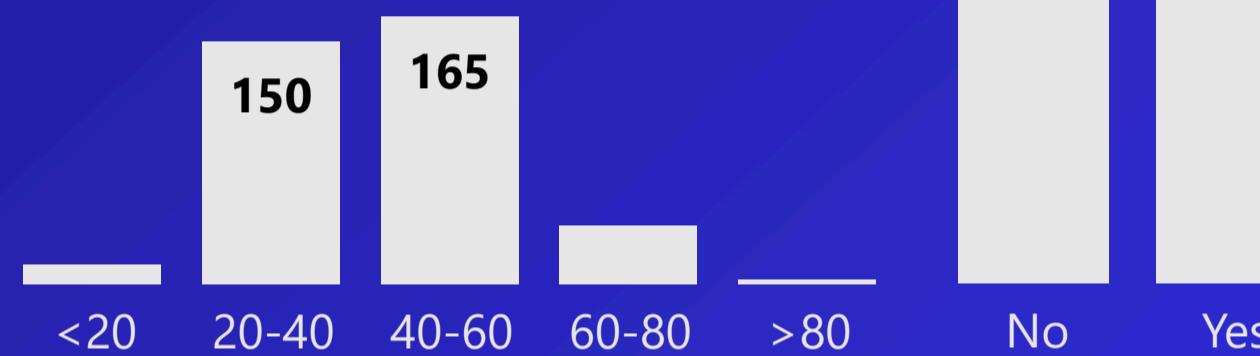
**233**

Female

**131**

Male  
by Married Status

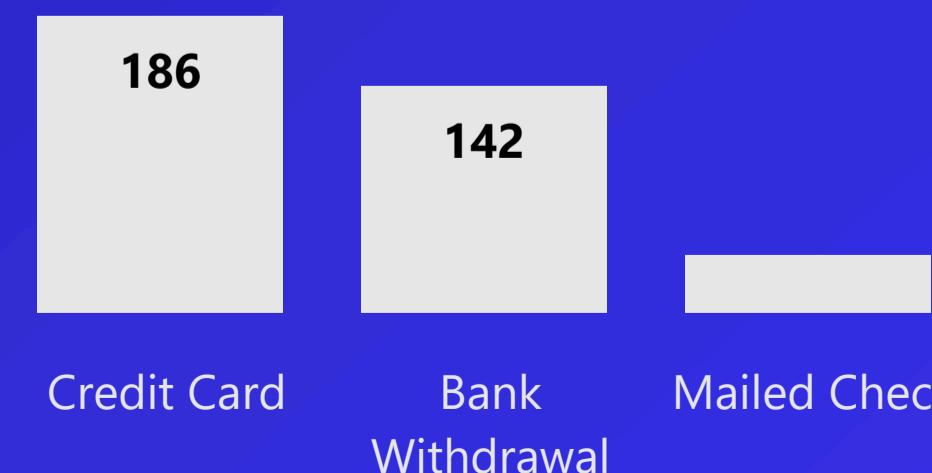
by Age Group



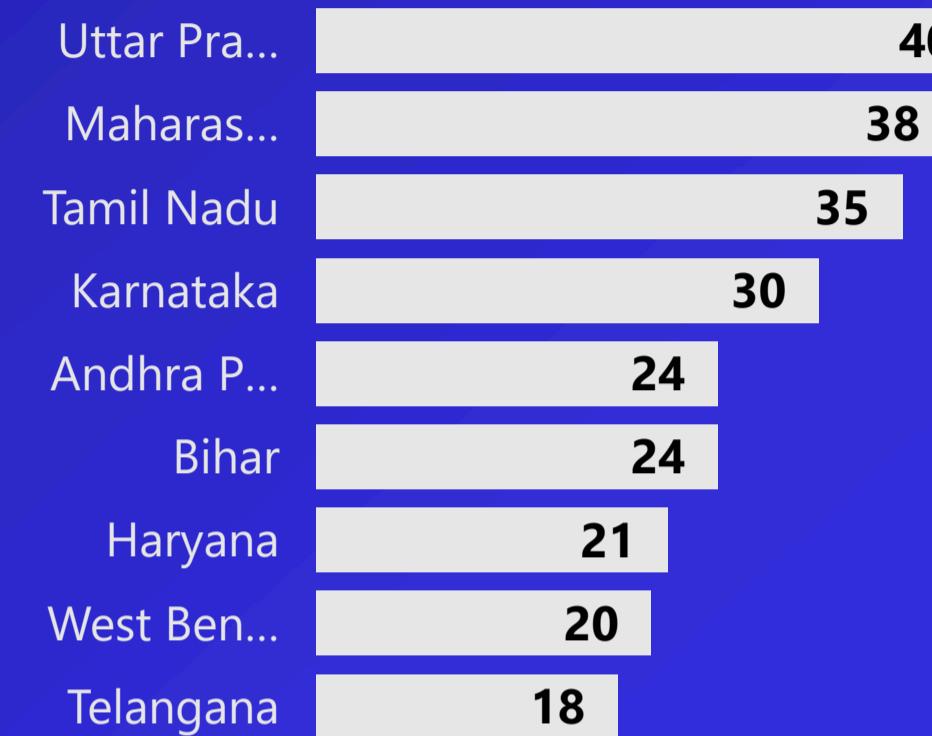
by Tenure



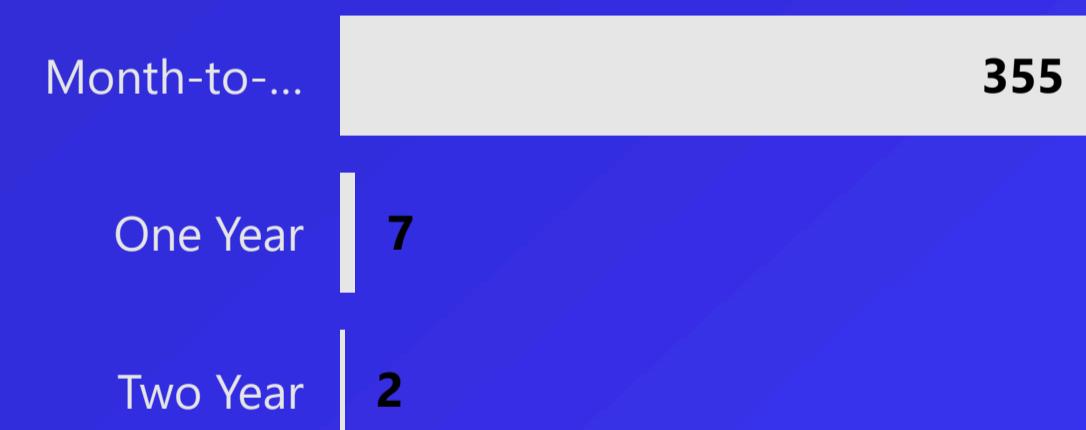
by Payment Method



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
16921-BIH	10.20	27.00	0