

CHURN ANALYSIS - SUMMARY

Monthly charge ran...

Married

All

All

Churn Analyst

6418

Total Customers

411

New joiners

1732

Total churn

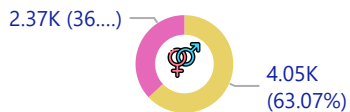
26.99%

Churn rate



DEMOGRAPHIC

Count of Gender by Gender



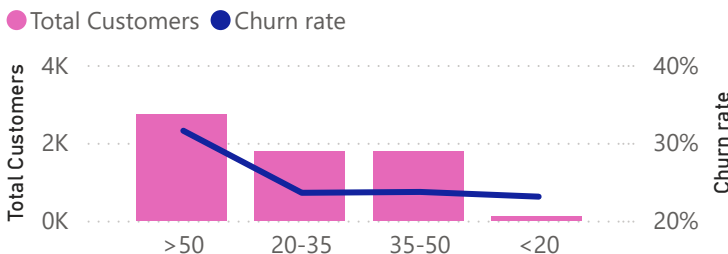
Gender
● Female
● Male

Count of Married by Married



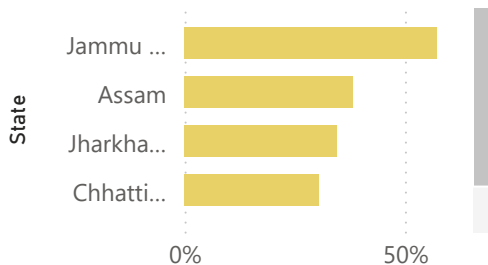
Married
● No
● Yes

Total Customers and Churn rate by AgeGr



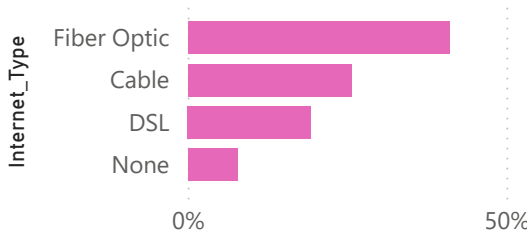
GEOGRAPHIC

Churn rate by State



SERVICES USED

Churn rate by Internet_Type

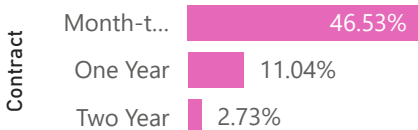


Count of Phone_Service by Phone_Service

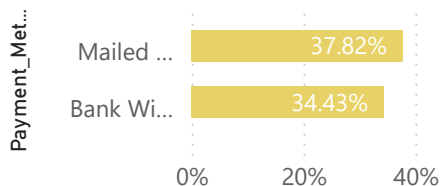


Phone_Service
● Yes
● No

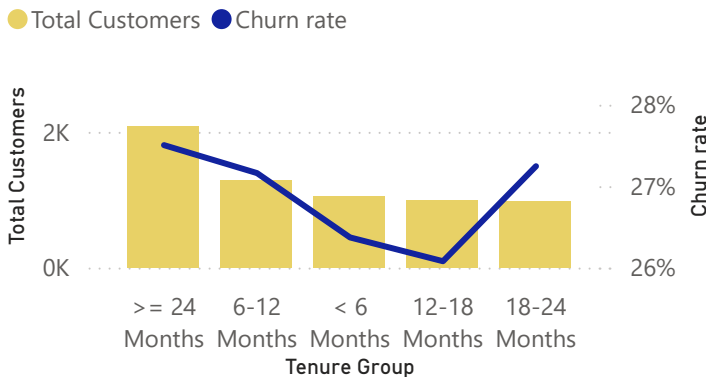
Churn rate by Contract



Churn rate by Payment_Method

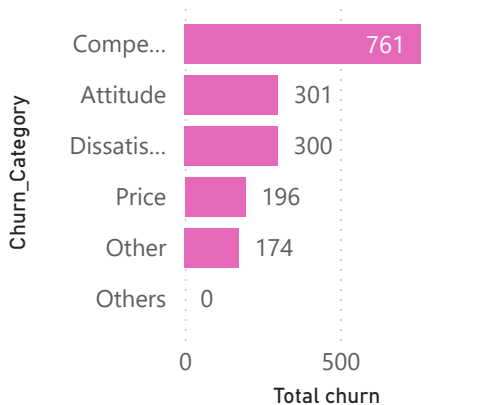


Total Customers and Churn rate by Tenure Group



CHURN DISTRIBUTION

Total churn by Churn_Category



| Service | No | Yes | Total |
|------------------------|--------|--------|-------|
| Device_Protection_Plan | 71.02% | 28.98% | 1 |
| Internet_Service | 6.29% | 93.71% | 1 |
| Multiple_Lines | 54.79% | 45.21% | 1 |
| Online_Backup | 71.88% | 28.12% | 1 |
| Online_Security | 84.64% | 15.36% | 1 |
| Paperless_Billing | 25.40% | 74.60% | 1 |
| Total | 50.06% | 49.94% | 1 |

Customer Churn Analysis

Churn Prediction

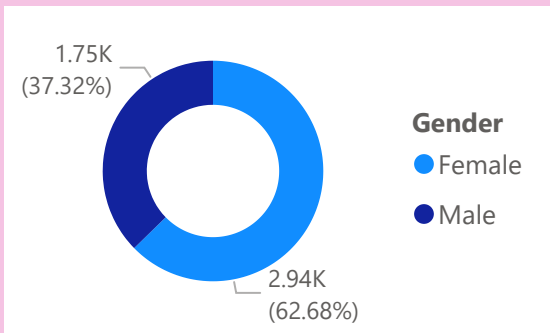
6418

Total Customers

26.99%

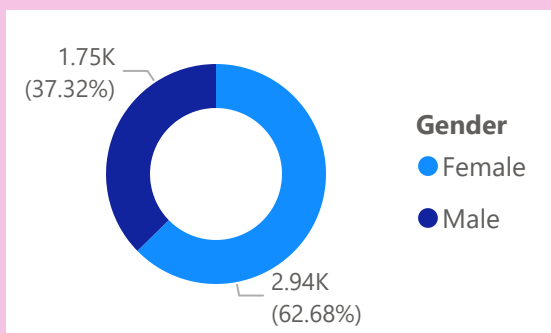
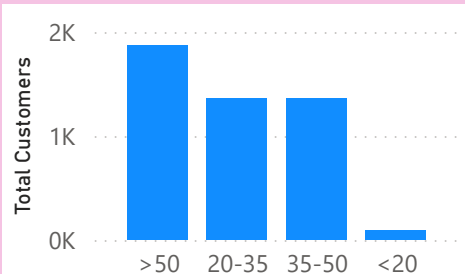
Churn rate

Demographics



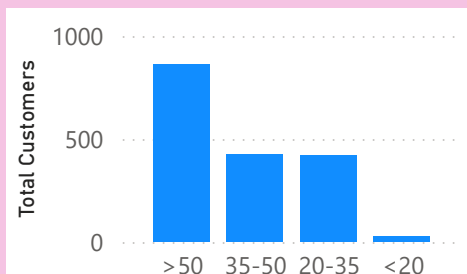
4686 50.06%

Total Customers Married

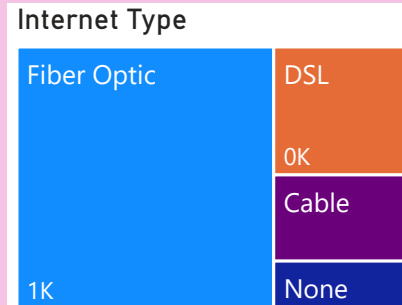
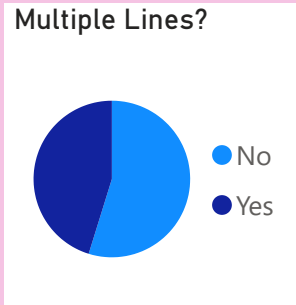
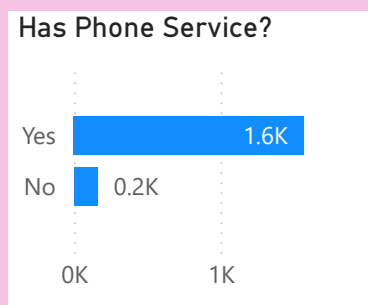
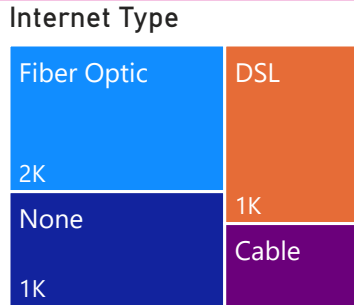
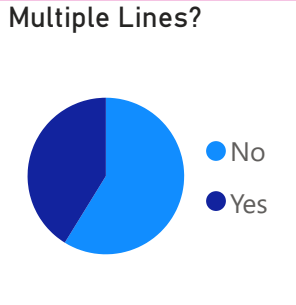
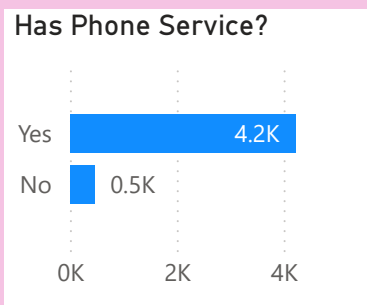


1732 49.02%

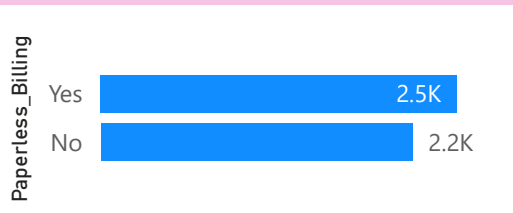
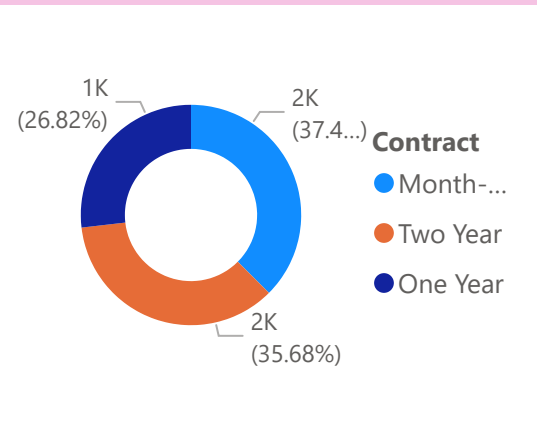
Total Customers Married



Services



Account

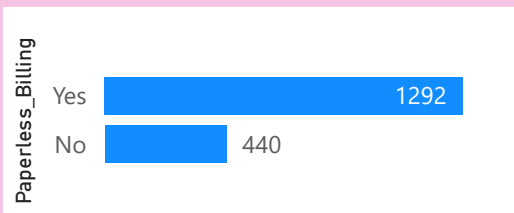
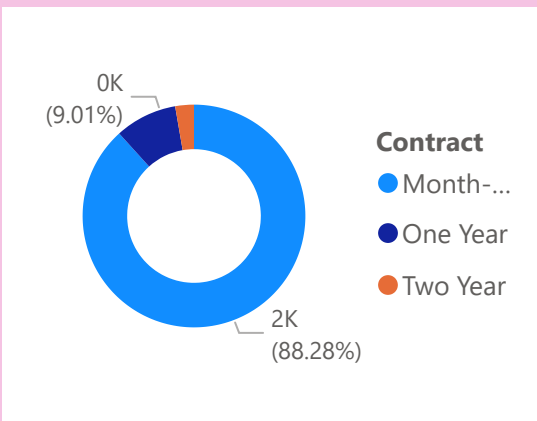


Avg of Monthly Charge 60.16

Total Monthly Charge 281.91K

33.25% 36.73% 36.47% 33.50% 37.26% 36.77% 33.91% 15.36% 28.12% 28.98% 16.51% 44.00% 43.24% 38.86%

Online Security Online Backup Device Protection Premium Support Streaming Movies Streaming TV Sstreaming Music Online Security Online Backup Device Protection Premium Support Streaming Movies Streaming TV Sstreaming Music



Avg of Monthly Charge 73.10

Total Monthly Charge 126.61K

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

244

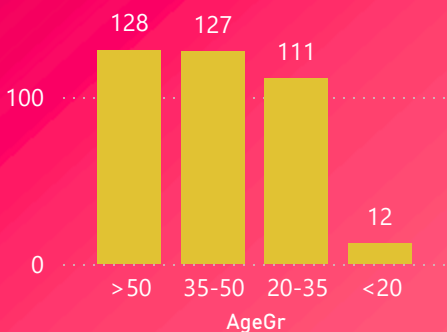
Female



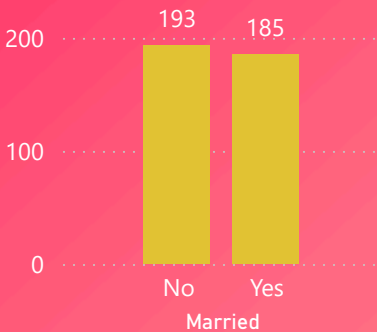
134

Male

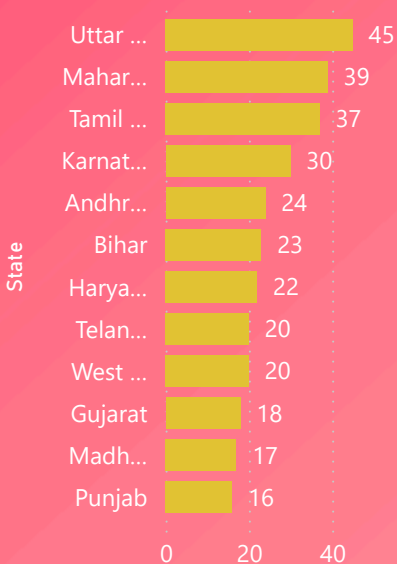
by AgeGr



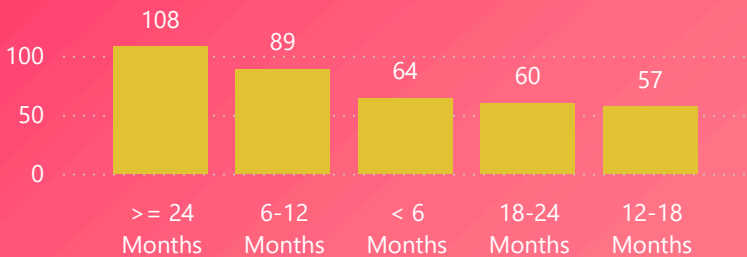
by Married



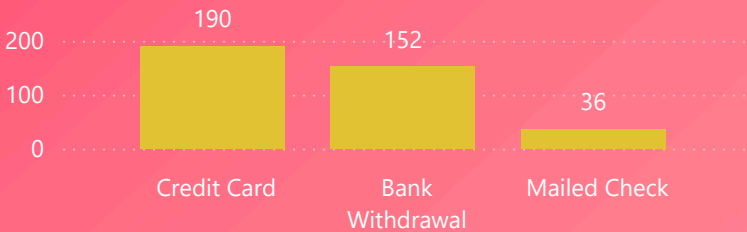
by State



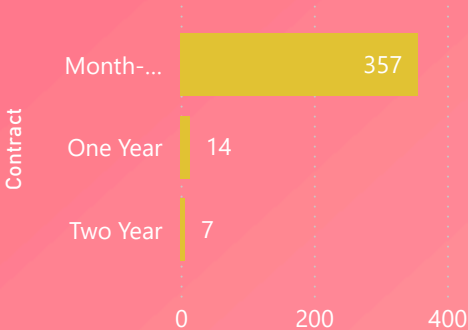
by Tenure Group



by Payment_Method



by Contract

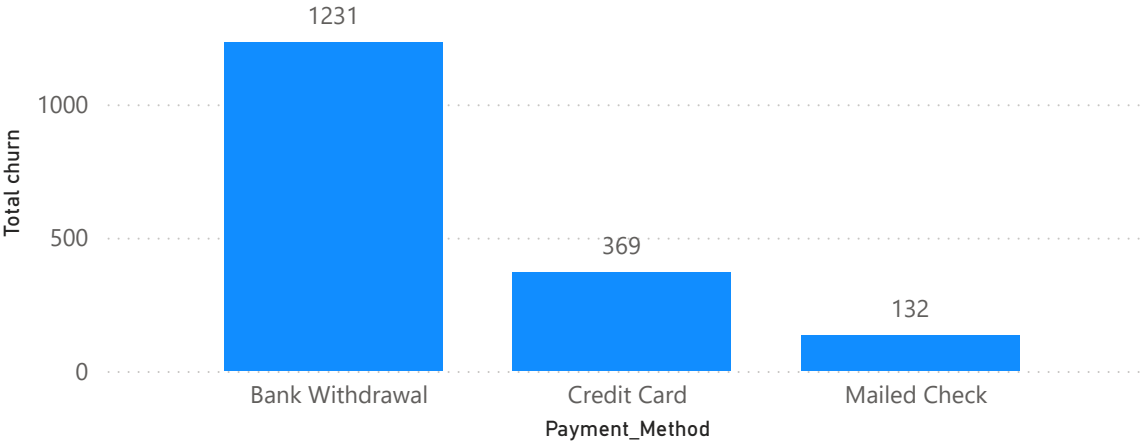


CUSTOMERS AT RISK

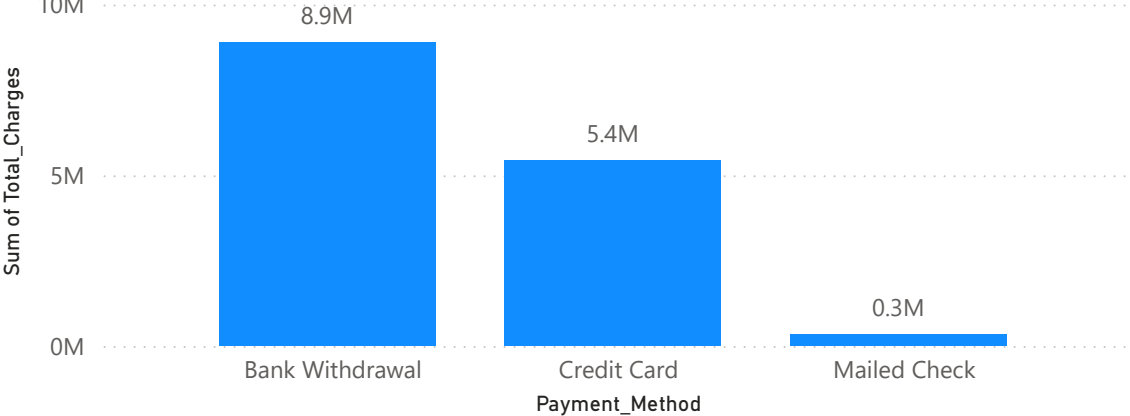
COUNT OF PREDICTED CHURNERS : 378

| Customer_ID | Sum of Monthly_Charge | Sum of Total_Revenue | Sum of Total_R |
|-------------|-----------------------|----------------------|----------------|
| 11751-TAM | 24.30 | 38.45 | |
| 12056-WES | 90.40 | 362.89 | |
| 12136-RAJ | 19.90 | 31.73 | |
| 12257-ASS | 19.55 | 29.75 | |
| 12340-DEL | 62.80 | 104.99 | |
| 12469-AND | 55.30 | 91.99 | |
| 12490-TEL | 74.75 | 236.76 | |
| 13058-MAD | 46.10 | 138.13 | |
| 13123-BIH | 100.20 | 253.62 | |
| 13666-UTT | 95.40 | 344.18 | |
| 13744-AND | 19.65 | 33.50 | |
| 13823-TEL | 24.50 | 46.40 | |
| 13946-HAR | 19.65 | 43.32 | |
| 14567-TAM | 20.35 | 64.44 | |
| 15349-UTT | 50.15 | 90.02 | |
| 15591-KAR | 20.40 | 66.31 | |
| 15803-UTT | 19.15 | 41.52 | |
| 16032-AND | 46.60 | 91.64 | |
| 16068-BIH | 25.25 | 35.25 | |
| 16244-UTT | 19.55 | 24.65 | |
| 16733-ODI | 45.85 | 86.23 | |
| 16764-WES | 20.80 | 68.94 | |
| 16931-BIH | 19.30 | 27.96 | |
| Total | 16,092.55 | 43,026.77 | |

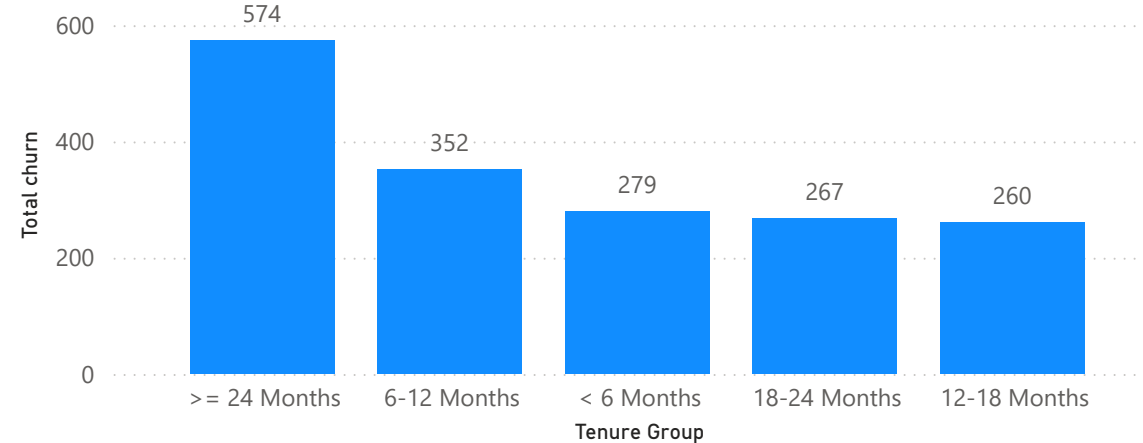
Churn customers in each Payment_Method



Sum of Total_Charges by Payment_Method



Churn customers in each tenure



Sum of Total_Charges by Tenure Group

