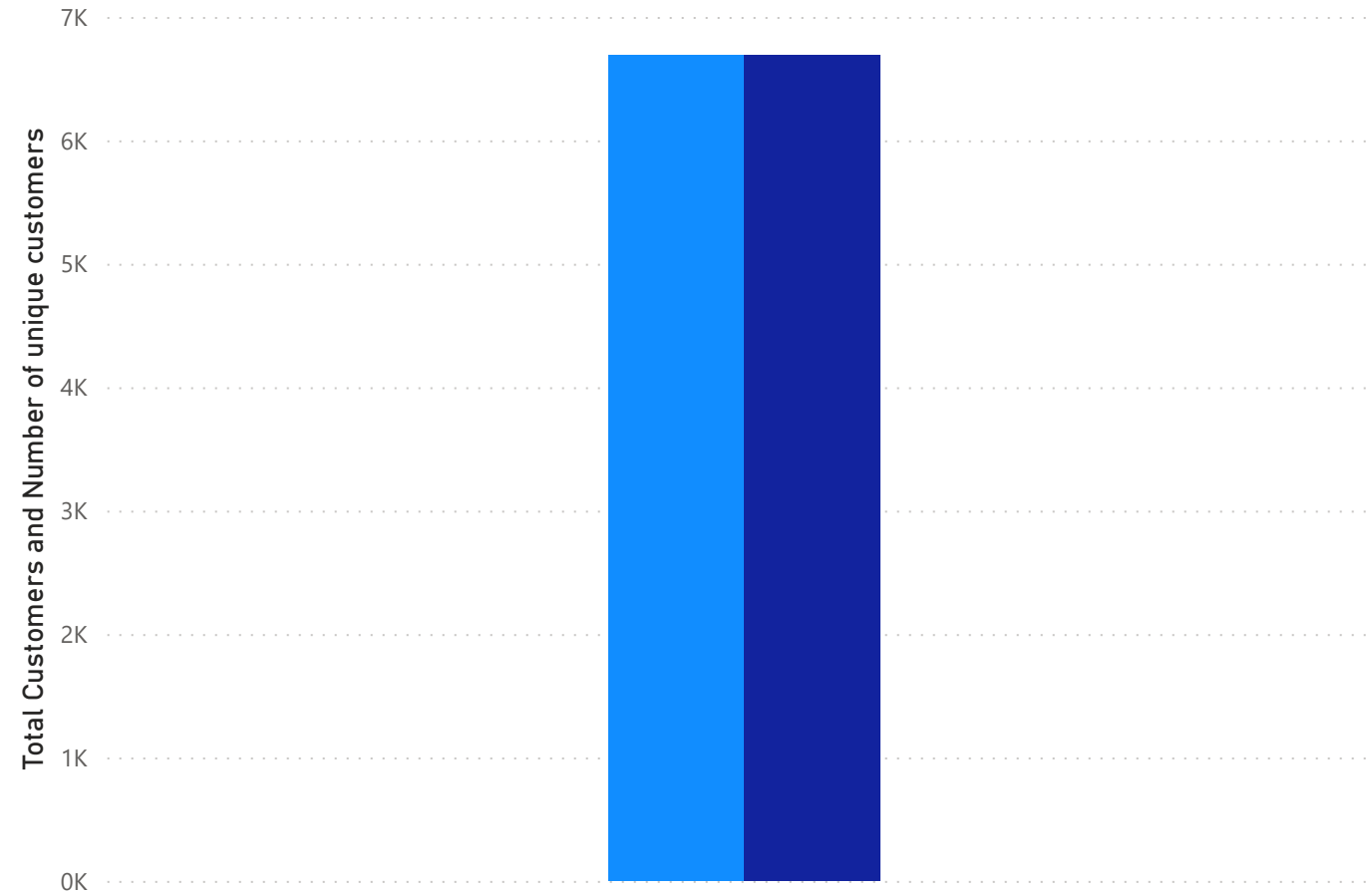


Duplicate Entries Check

● Total Customers ● Number of unique customers



6687

Total Customers

6687

Number of unique customers

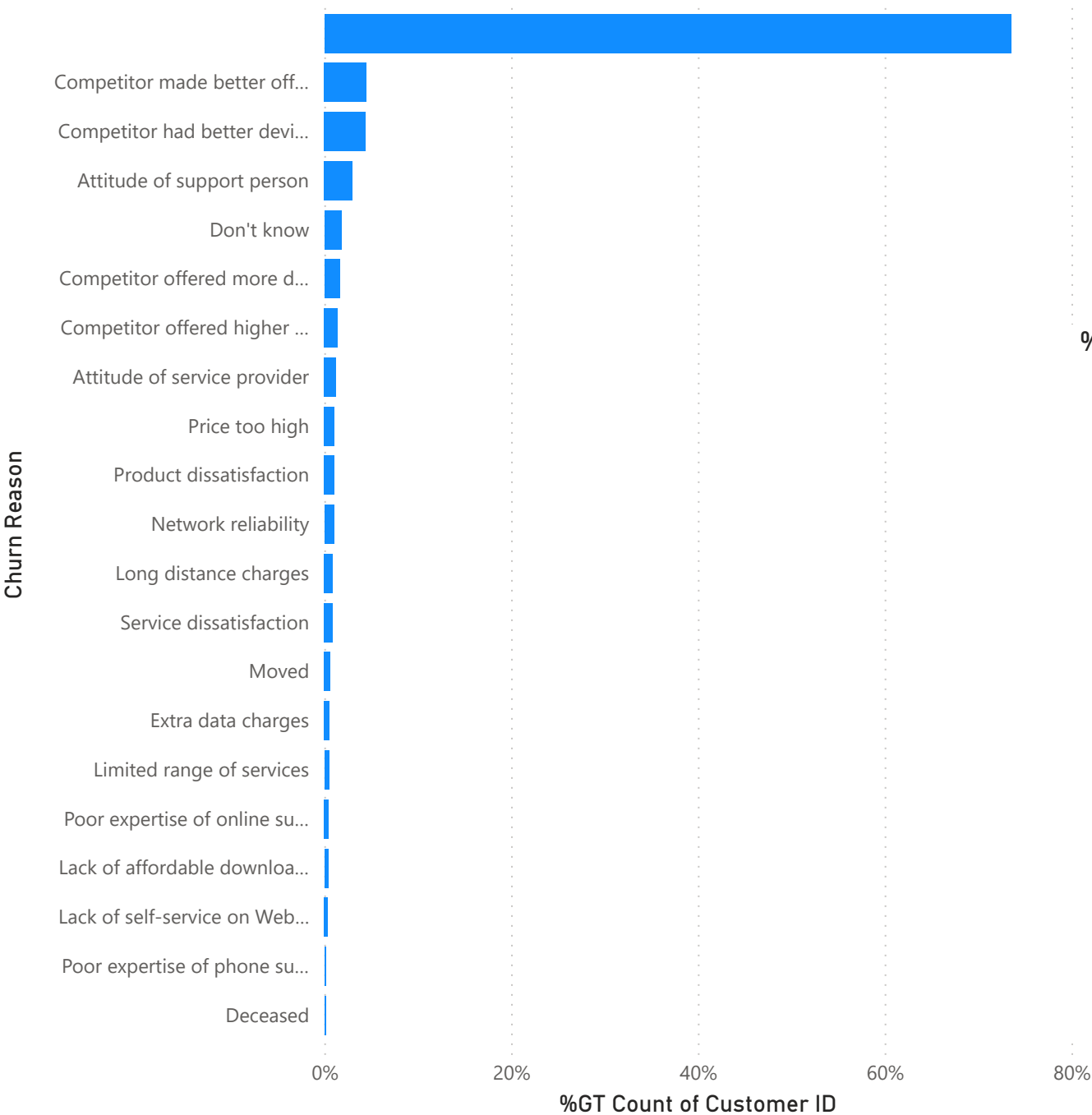
1796

Number of churned customers

26.86%

Churn rate

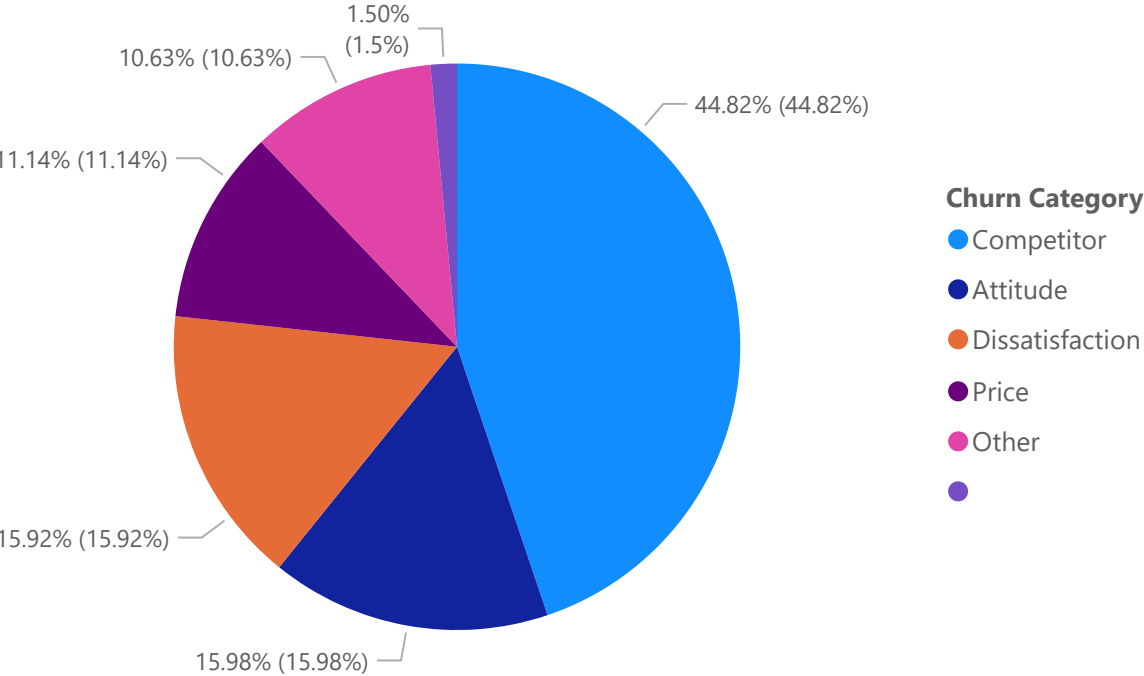
% of Customer count vs Churn Reason



Churn Category

- ☐ Attitude
- ☐ Competitor
- ☐ Dissatisfaction
- ☐ Other
- ☐ Price

%GT Count of Churn Label by Churn Category



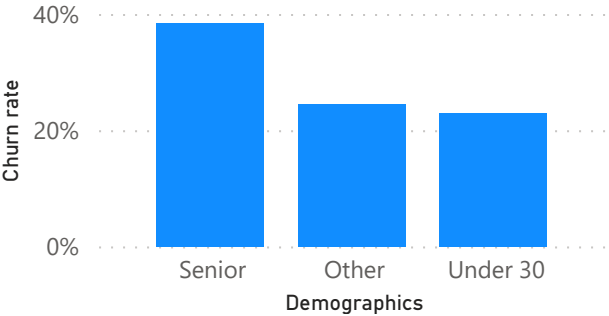
Churn by State



State	Total Customers	Number of churned customers
AK	104	30
AL	161	46
AR	110	27
AZ	128	30
CA	68	43
CO	132	29
CT	148	38
DC	108	21
DE	122	37
FL	127	27
GA	108	25
HI	106	28
IA	90	24
ID	147	41
IL	116	33
IN	143	42
KS	141	36
KY	118	36
LA	103	25
MA	131	33
MD	140	46
ME	124	29
MI	146	40
Total	6687	1796

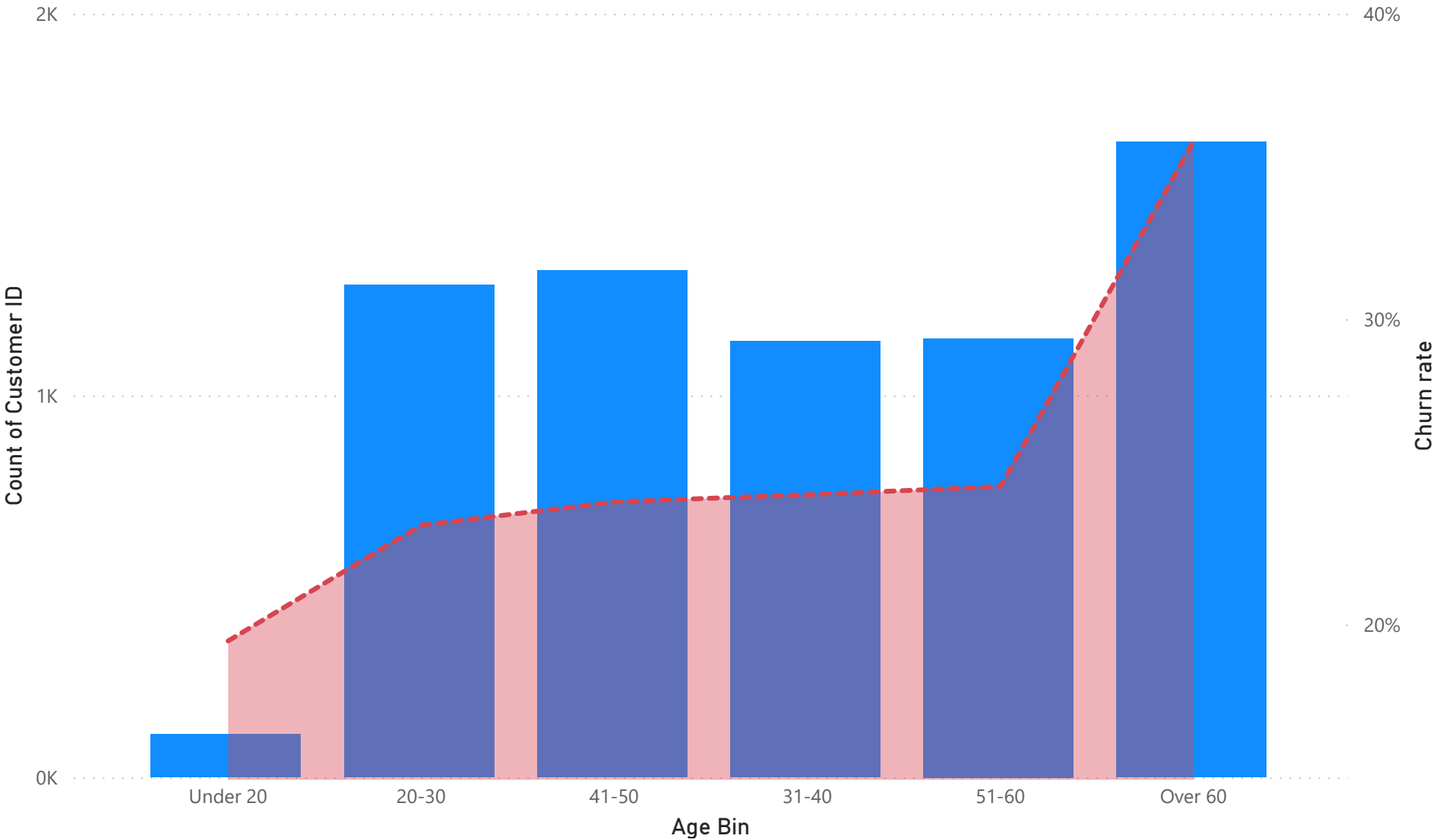
Demographics	Churn rate
Other	24.54%
Senior	38.46%
Under 30	23.00%
Total	26.86%

Churn rate by Demographics



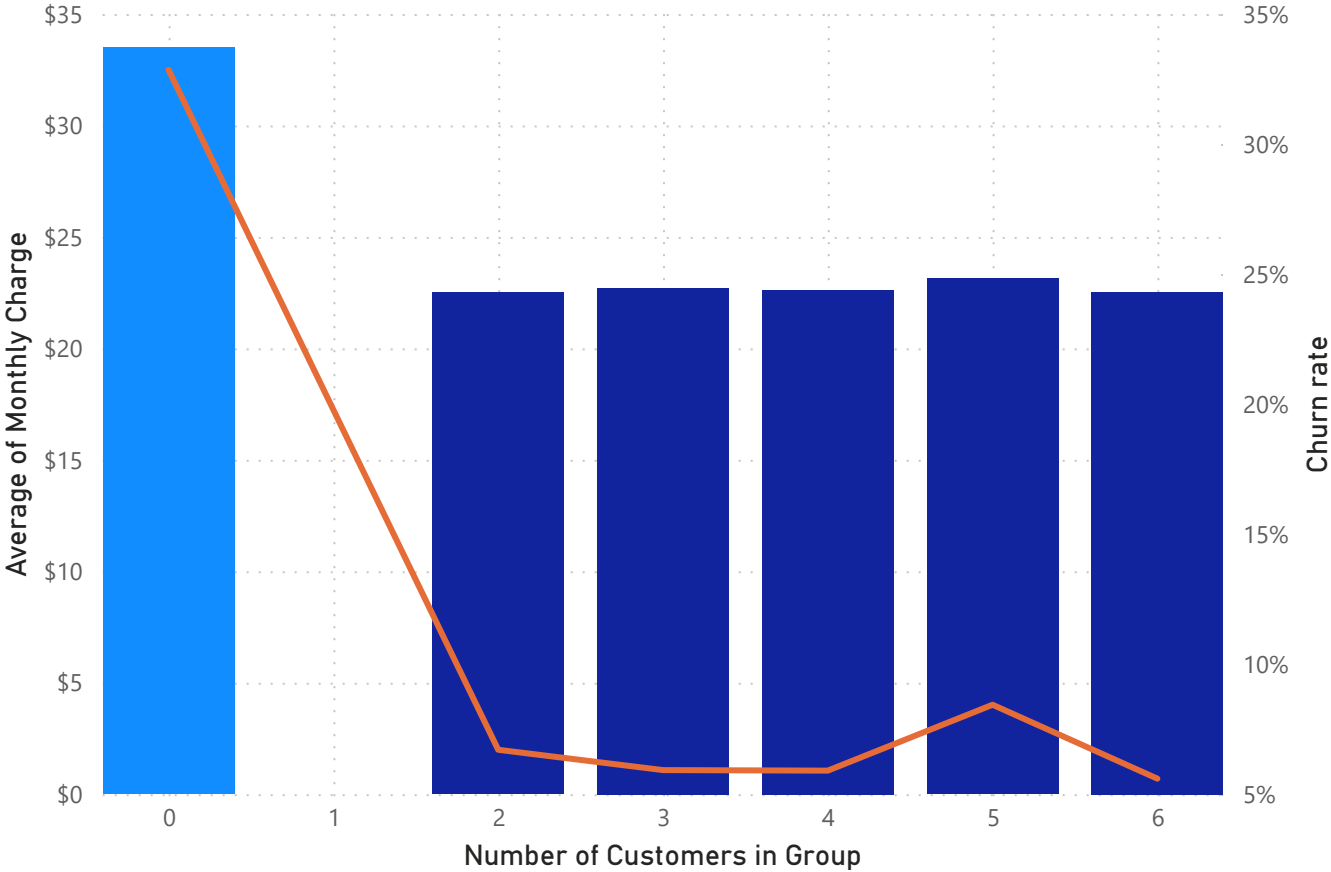
Count of Customer ID and Churn rate by Age Bin

Count of Customer ID Churn rate



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

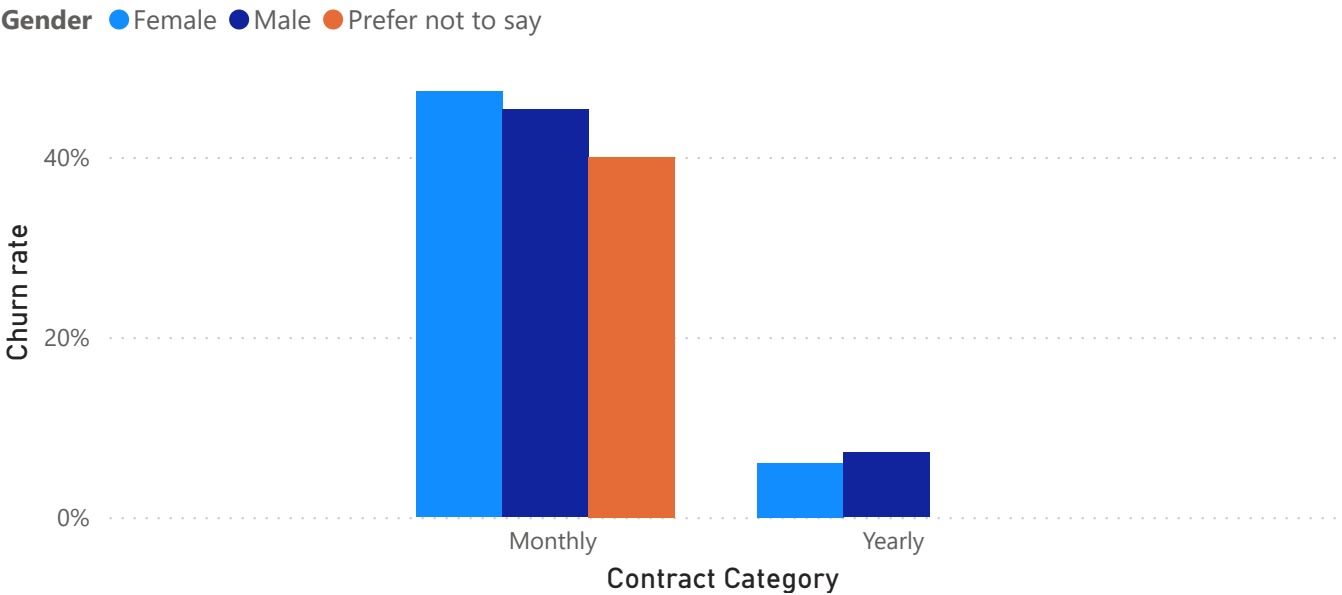
Group ● No ● Yes ● Churn rate



Customer Count & Churn Rateby Contract type

Monthly	
3411	46.29%
Count of Customer ID	Churn rate
Yearly	
3276	6.62%
Count of Customer ID	Churn rate

Churn rate by Contract Category and Gender

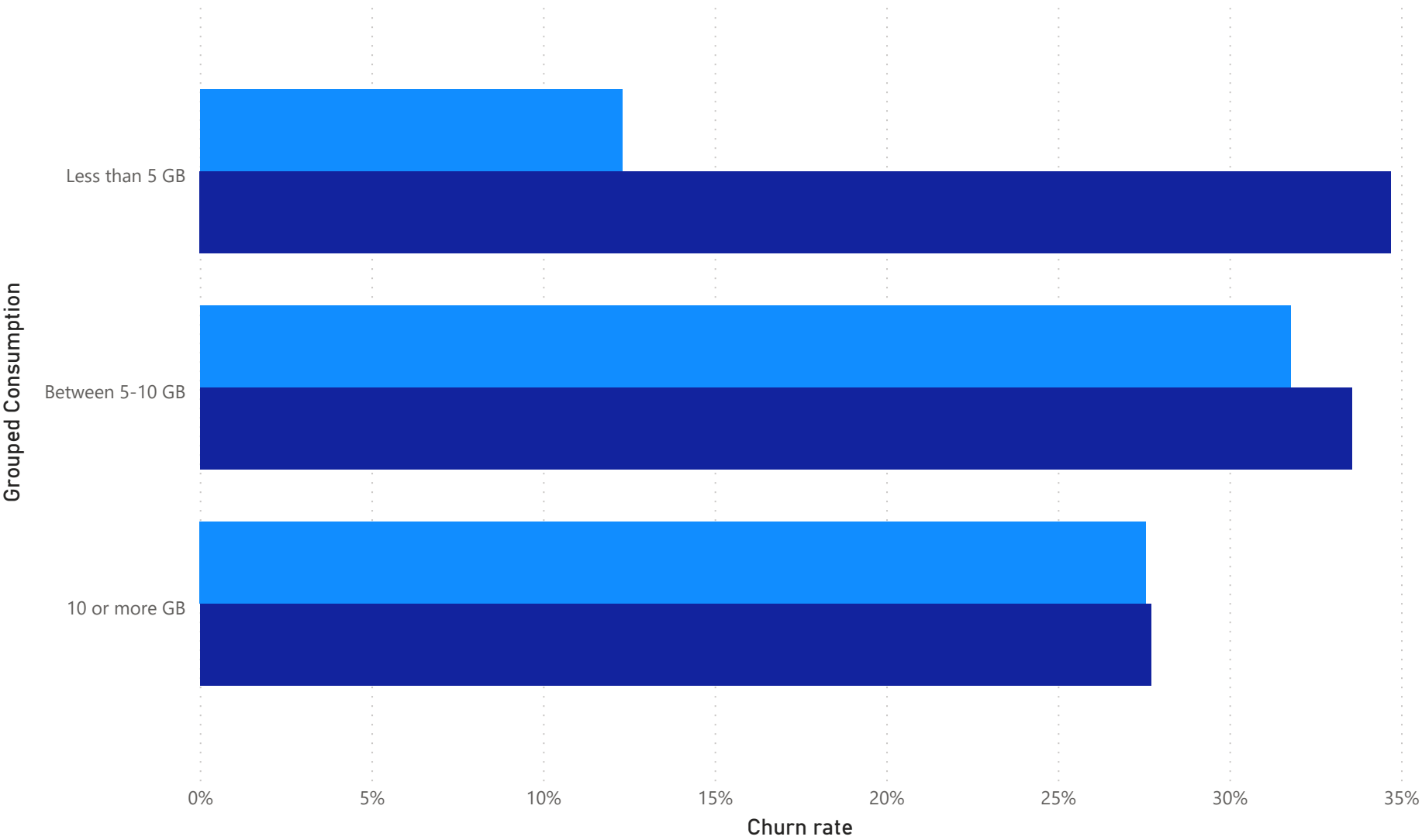


Churn rate for Unlimited Data Plan

Unlimited Data Plan	Total Customers	Churn rate
Yes	4494	32.11%
No	2193	16.10%
Total	6687	26.86%

Churn rate by Grouped Consumption and Unlimited Data Plan

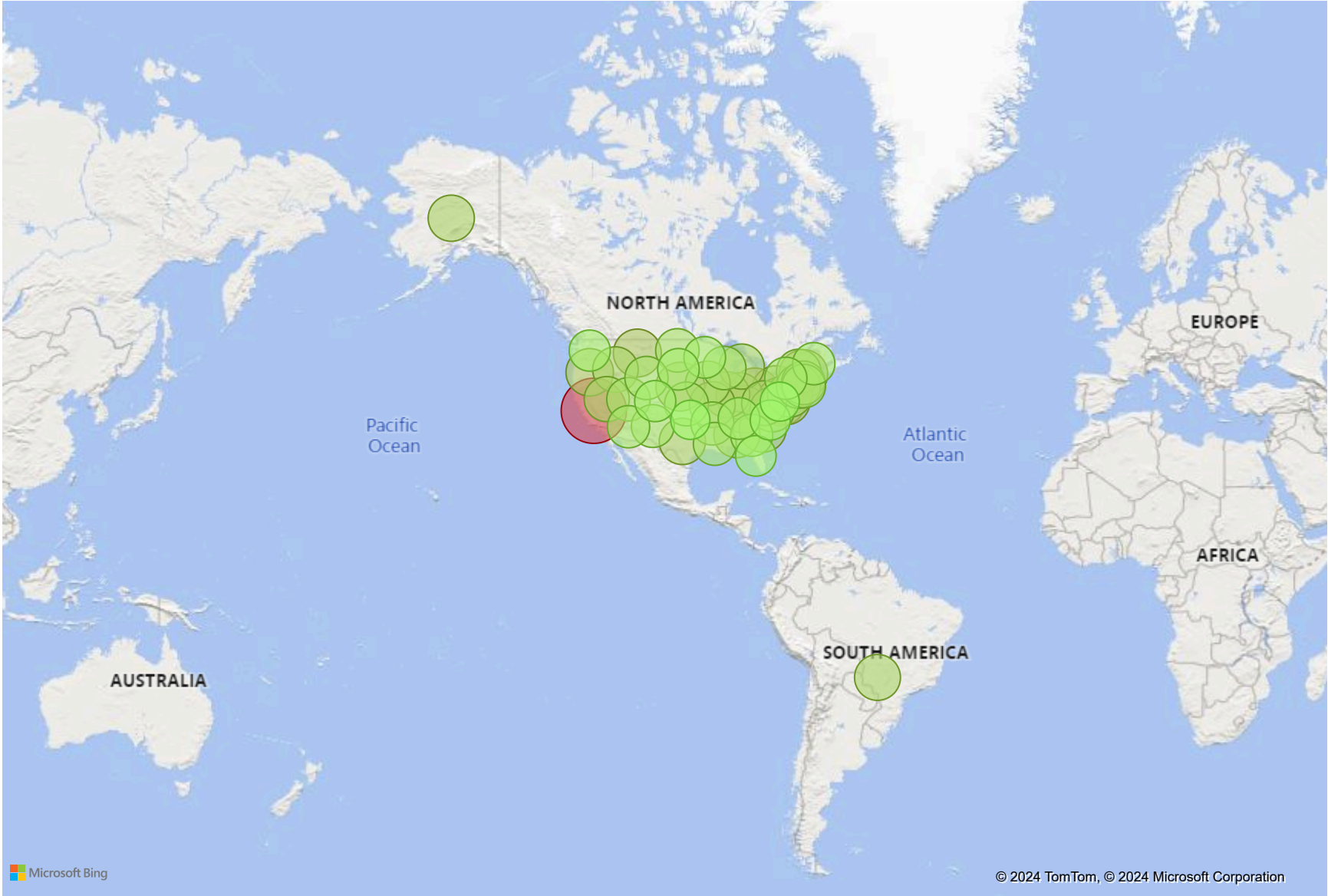
Unlimited Data Plan ● No ● Yes



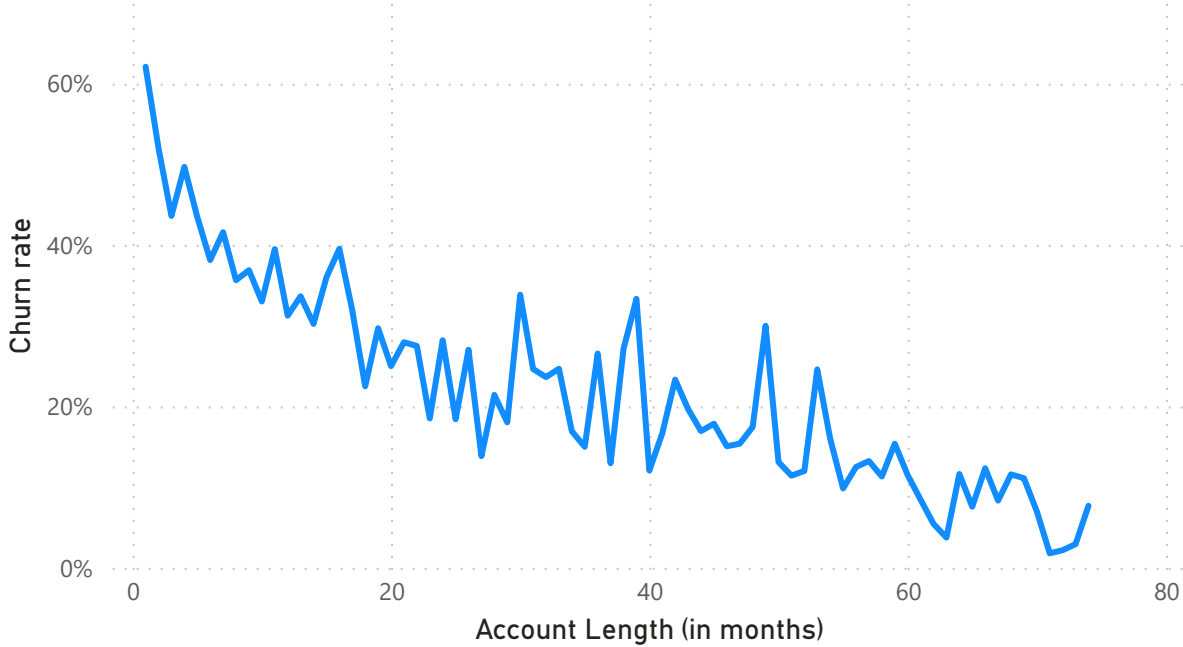
Churn rate by International Plan Activity

Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%

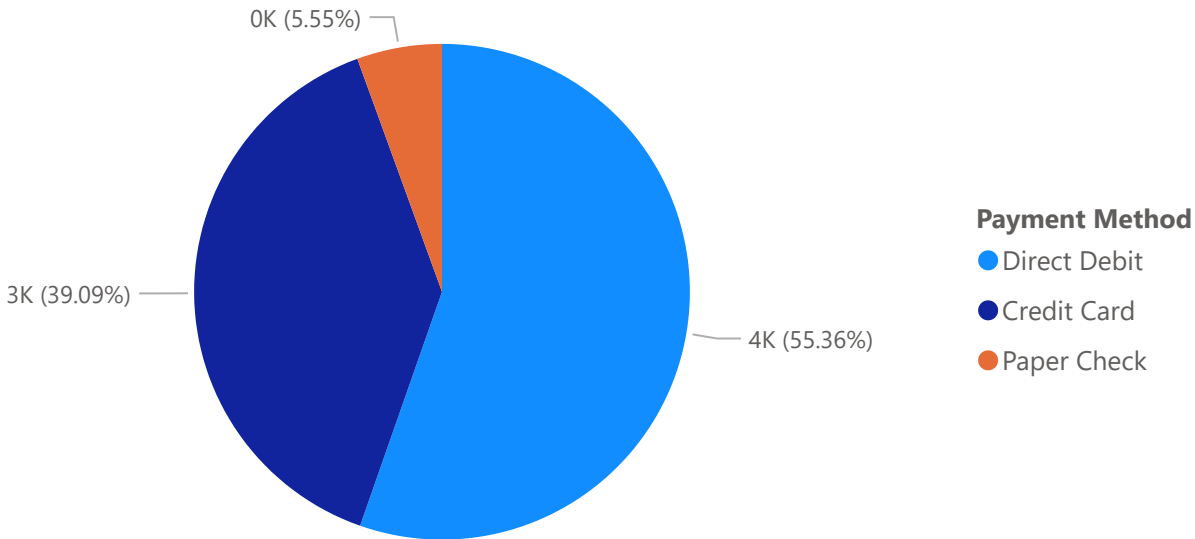
Churn rate by State



Churn rate by Account Length (in months)



Total Customers by Payment Method



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

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

