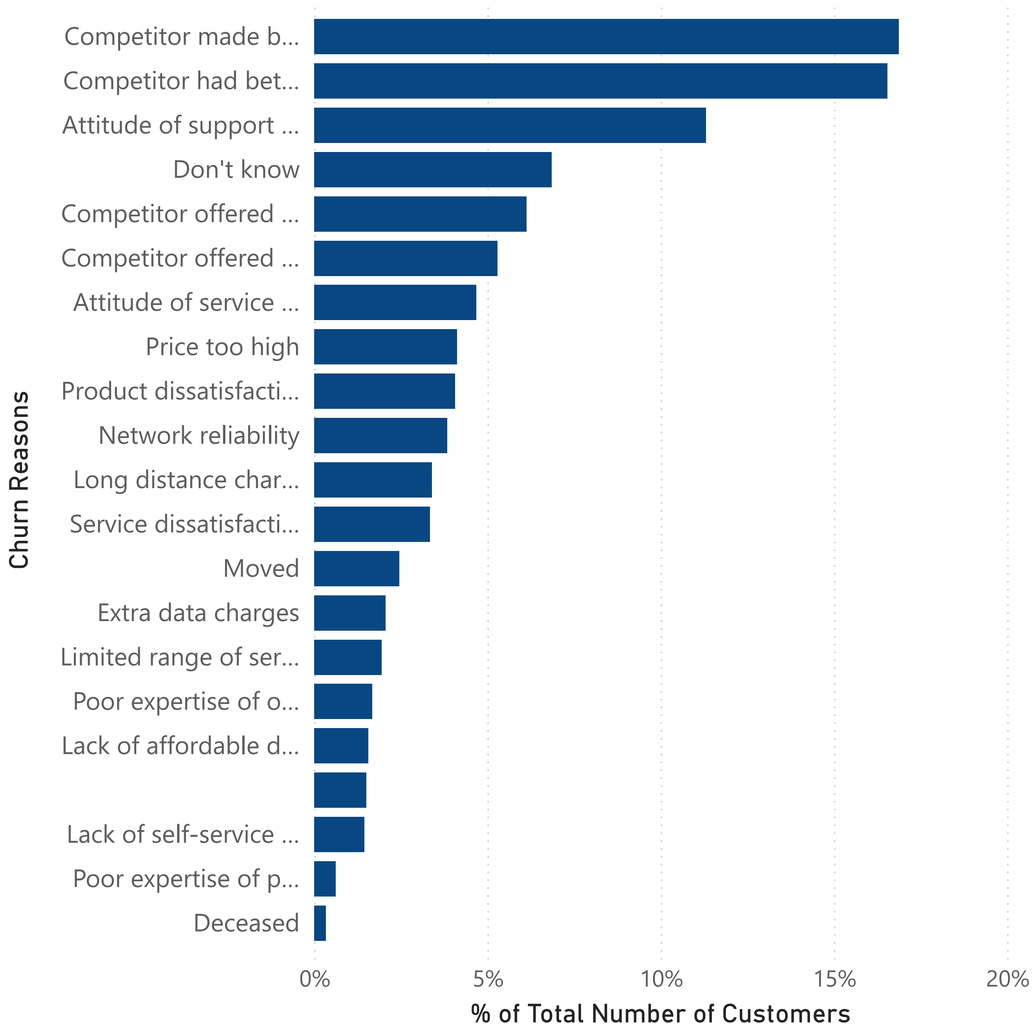
26.86 %
Churn Rate

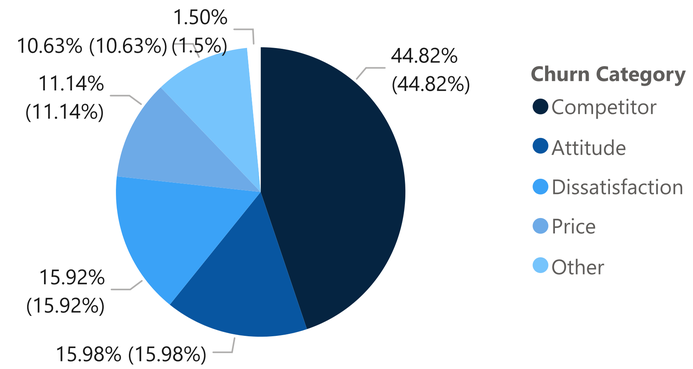
6687
Count of Customer ID

1796
Churned

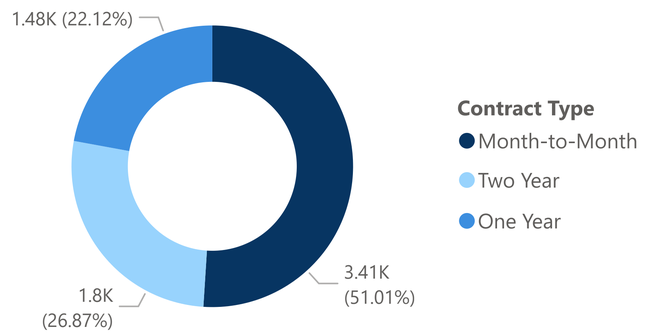
Churn Reasons



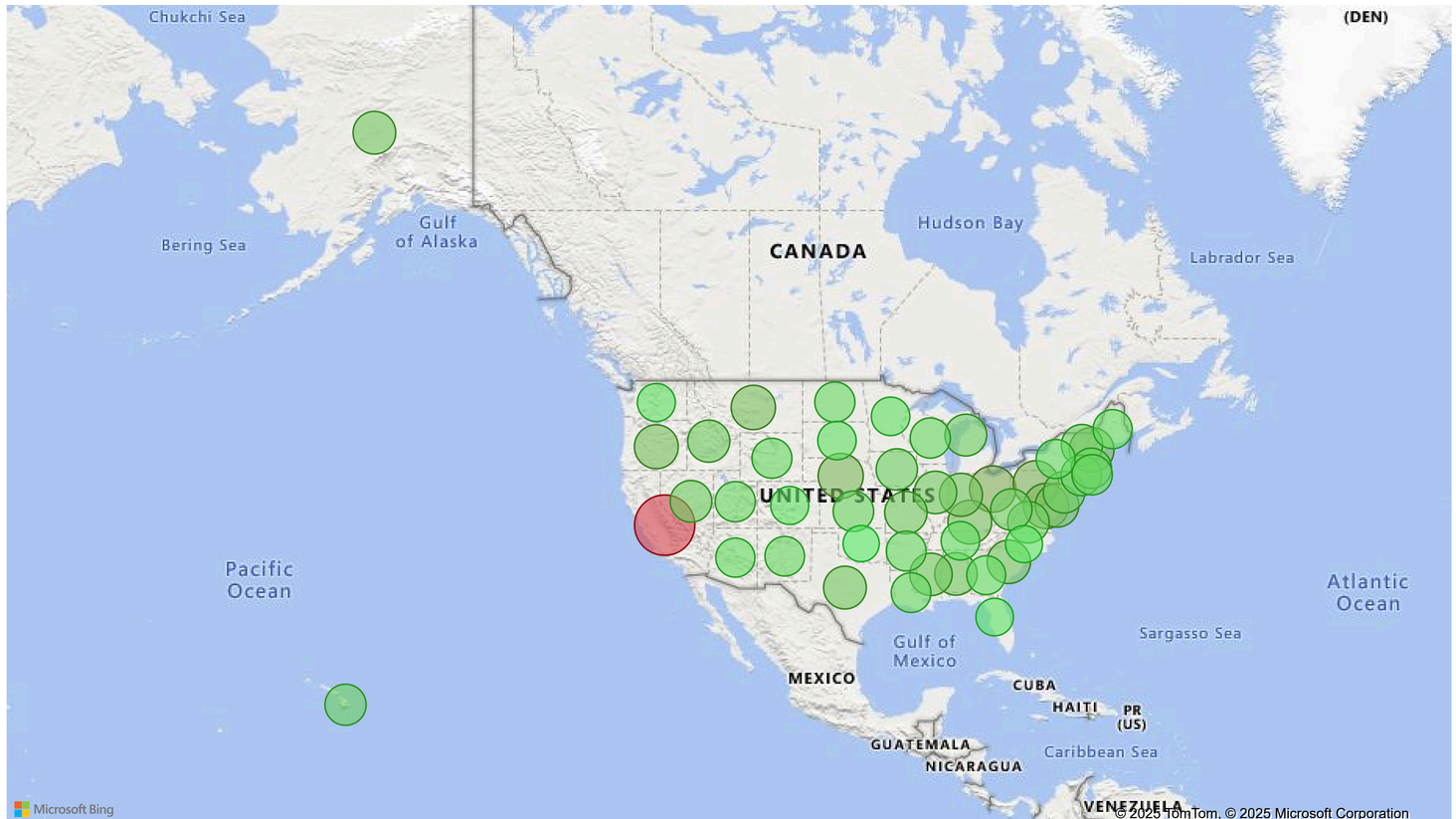
%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



Churn Rate by State



Churn Demographics

Overview

Senior	Under 30	Churn Rate
No	Yes	23.00 %
No	No	24.54 %
Yes	No	38.46 %
Total		**26.86 %**

26.86 %

Churn Rate

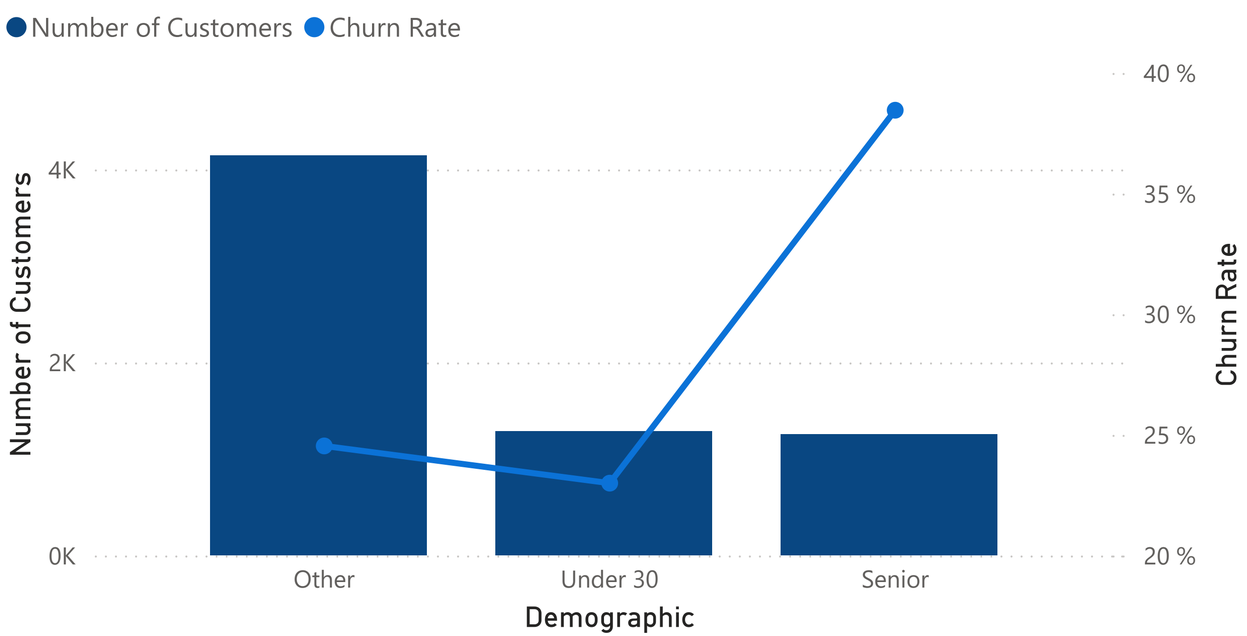
6687

Count of Customer ID

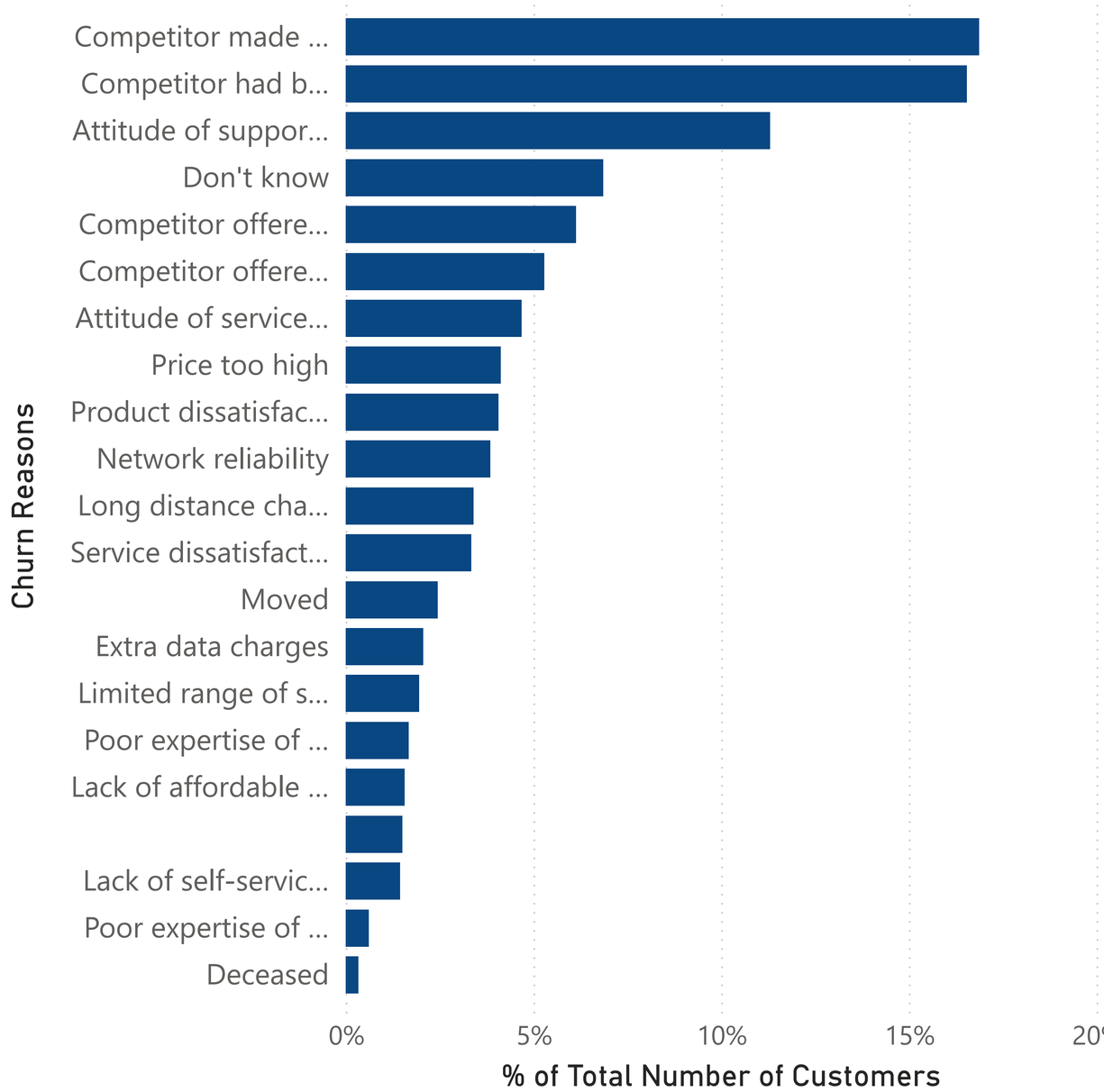
1796

Churned

Number of Customers and Churn Rate by Demographic

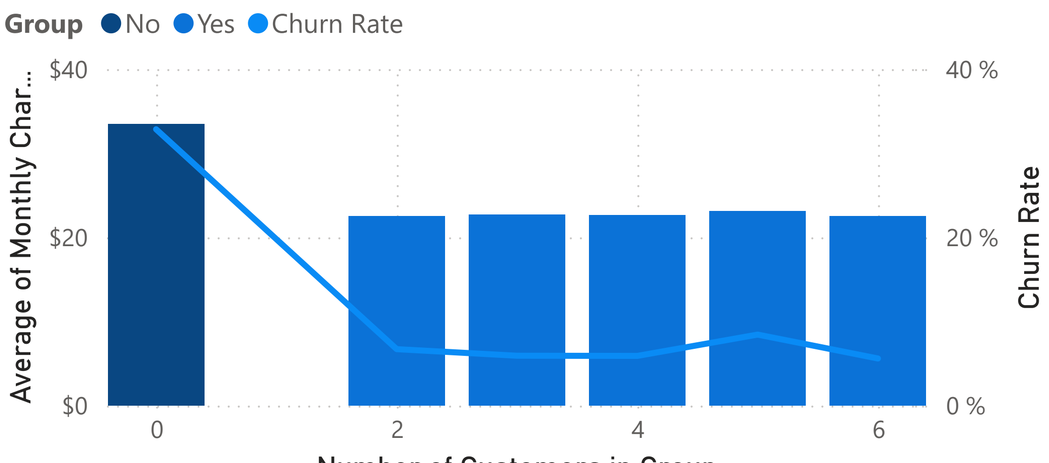


Churn Reasons

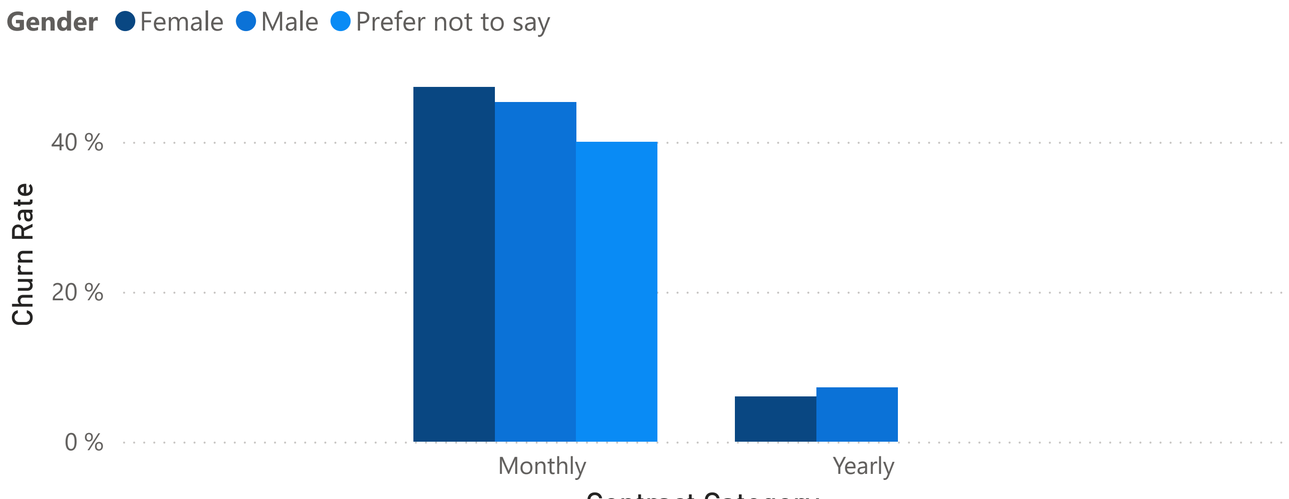


Groups and Categories

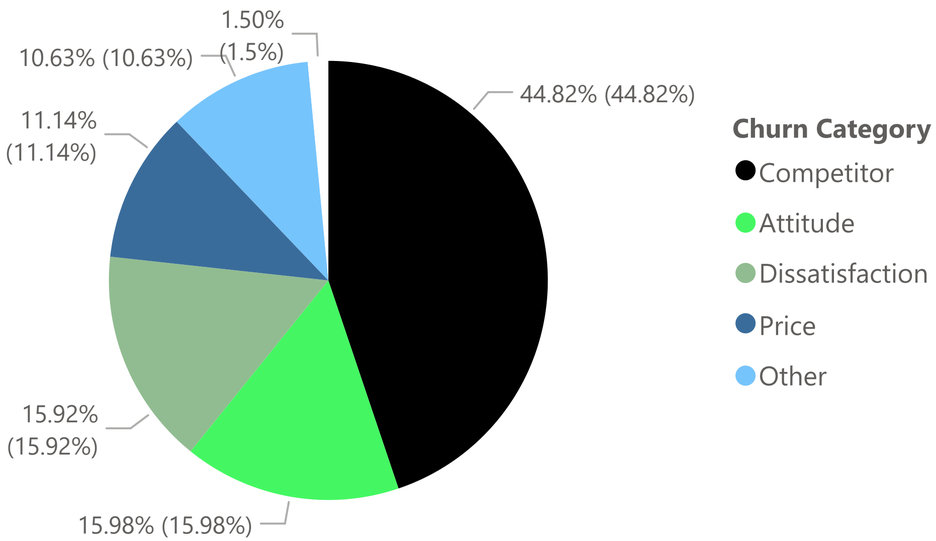
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender



Churn by category



Monthly

46.29 %

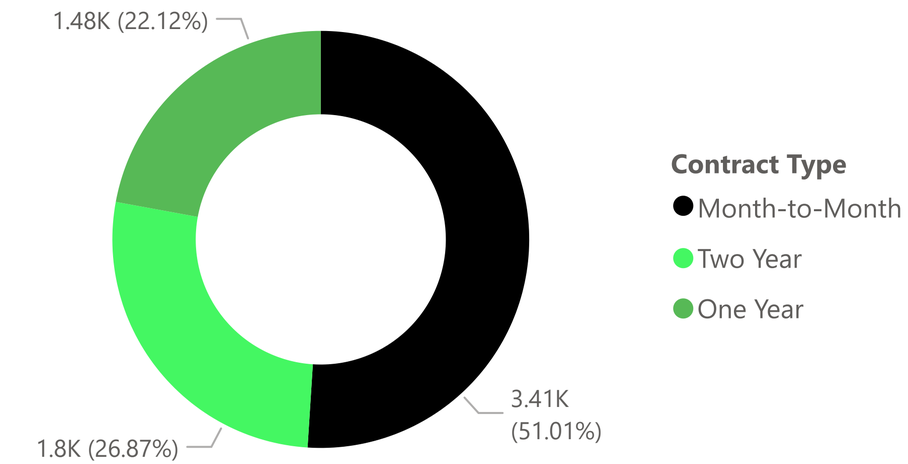
Churn Rate

Yearly

6.62 %

Churn Rate

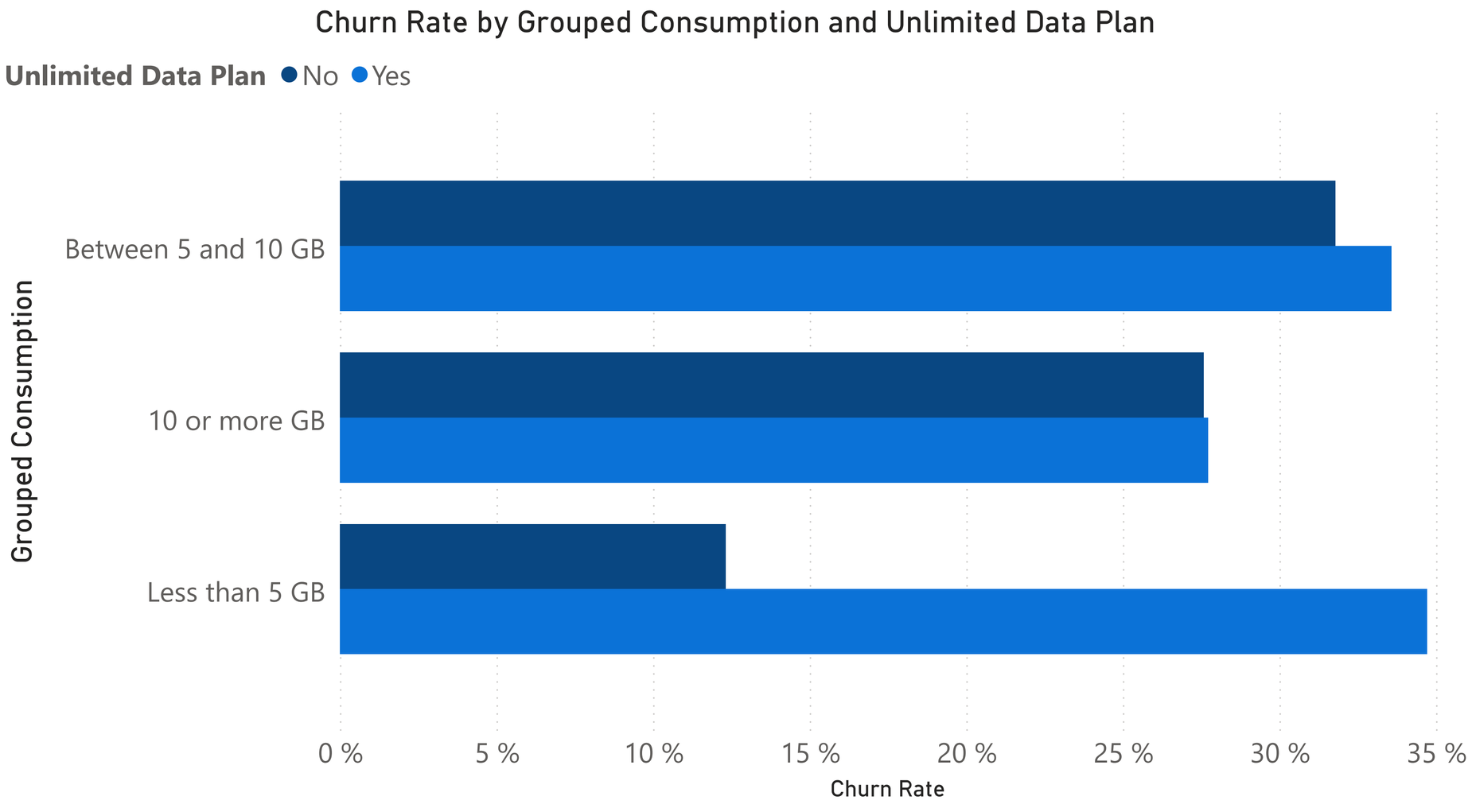
Customers by Contract type



Unlimited Plan

Overview

Churn Rate	Number of Customers	Unlimited Data Plan
32.11 %	4494	Yes
16.10 %	2193	No
26.86 %	**6687**	

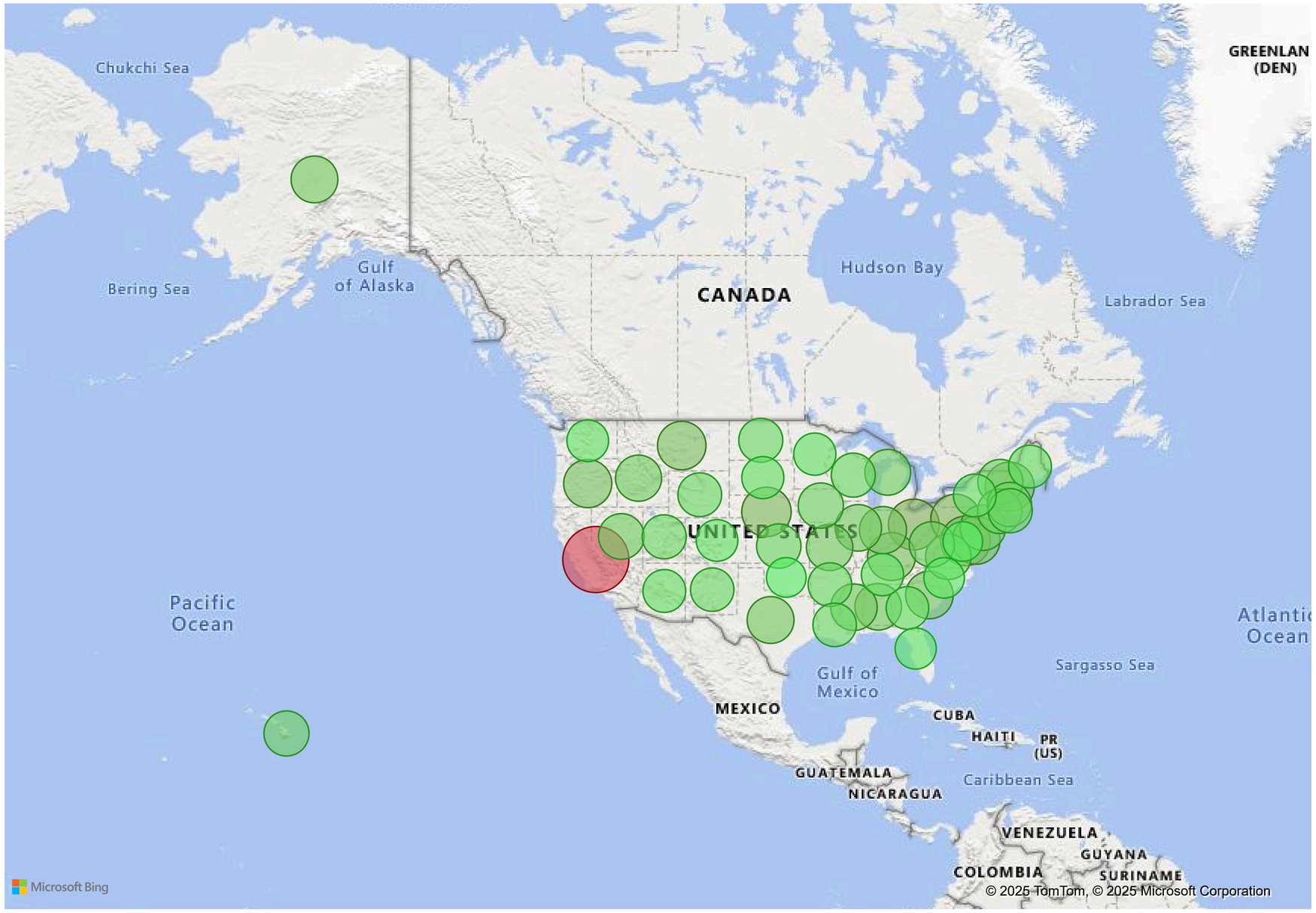


International Calls

Overview

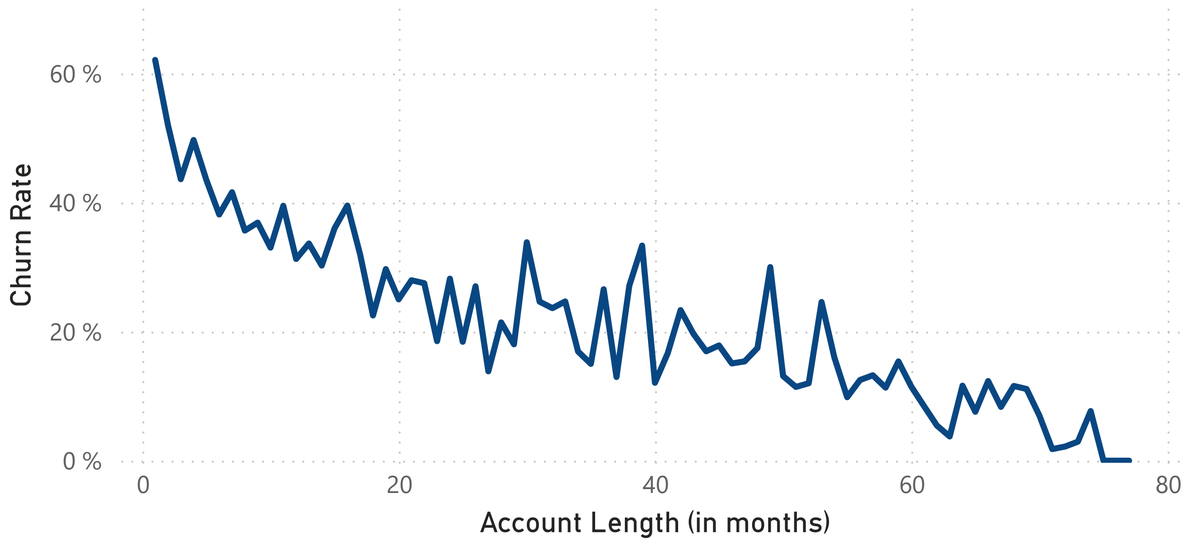
Intl Active	no	yes	**Total**
Yes	40.34 %	7.59 %	**34.31 %**
No	20.01 %	71.19 %	**22.21 %**
Total	**27.07 %**	**24.88 %**	**26.86 %**

Churn Rate by State

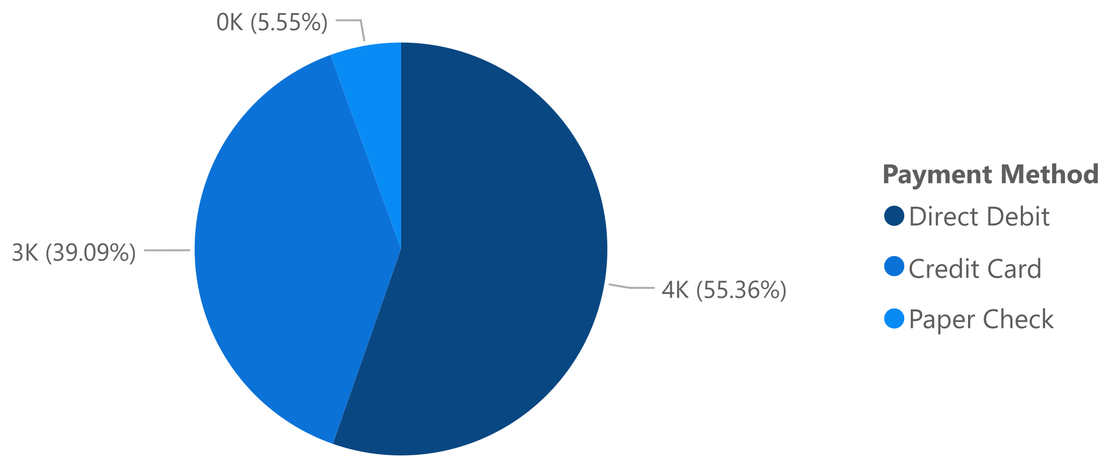


Contract Type

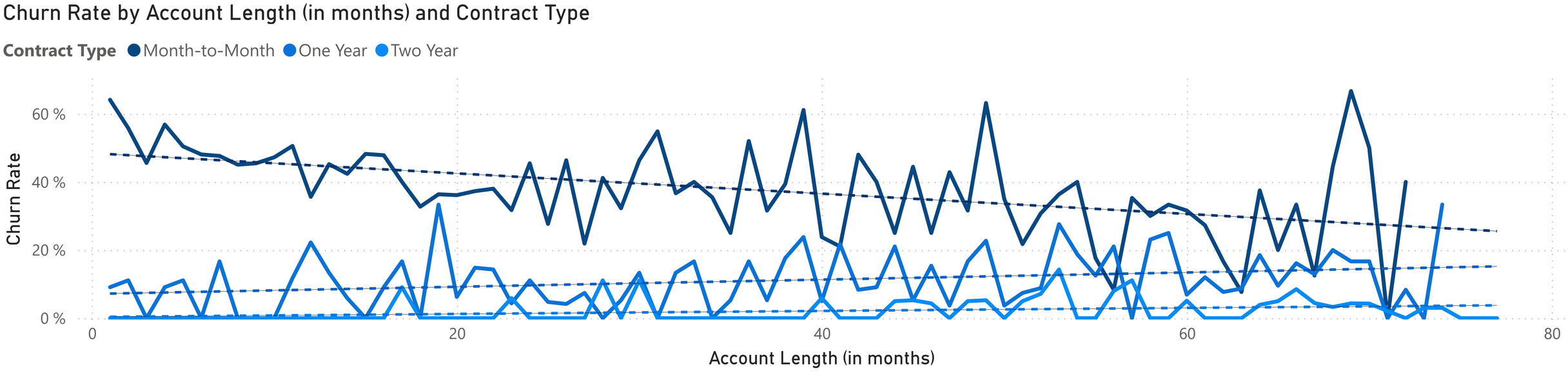
Churn Rate by Account Length (in months)



Number of Customers and Churn Rate by Payment Method



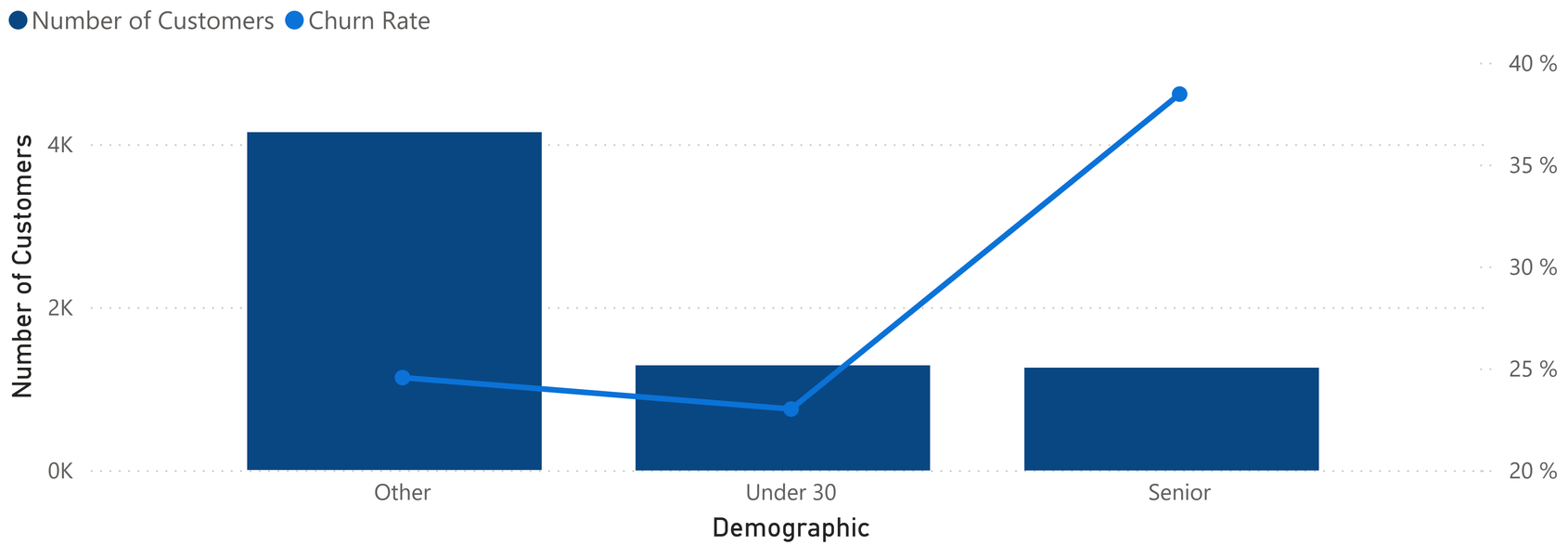
Churn Rate by Account Length (in months) and Contract Type



Age Groups

Overview

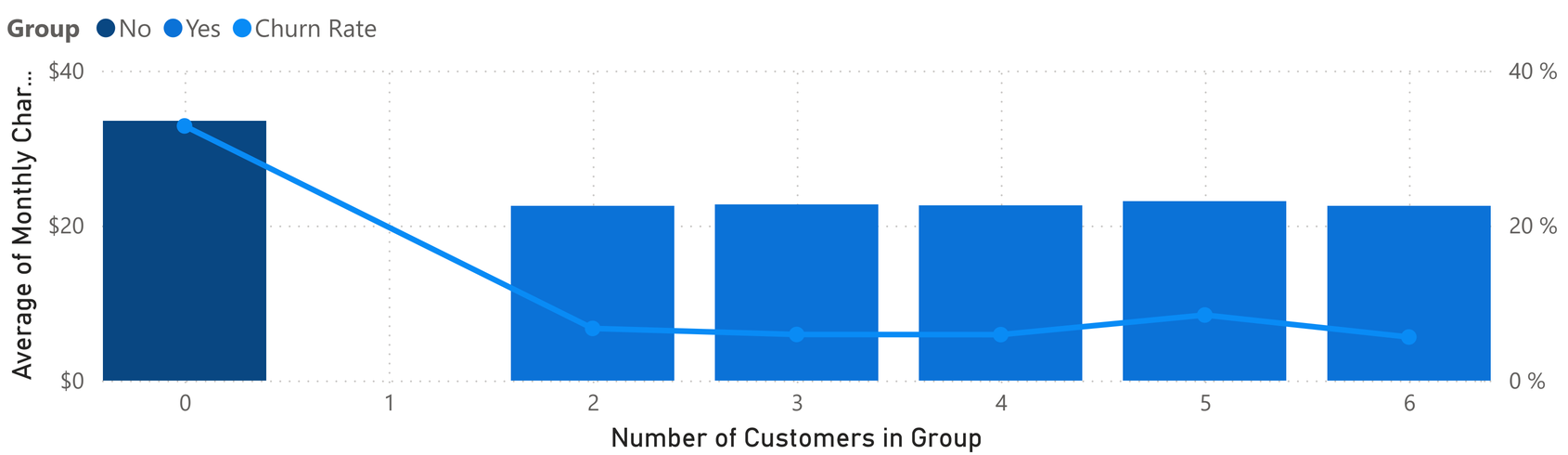
Number of Customers and Churn Rate by Demographic



Account Length (in months)

1 77

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



Payment and Contract

Overview

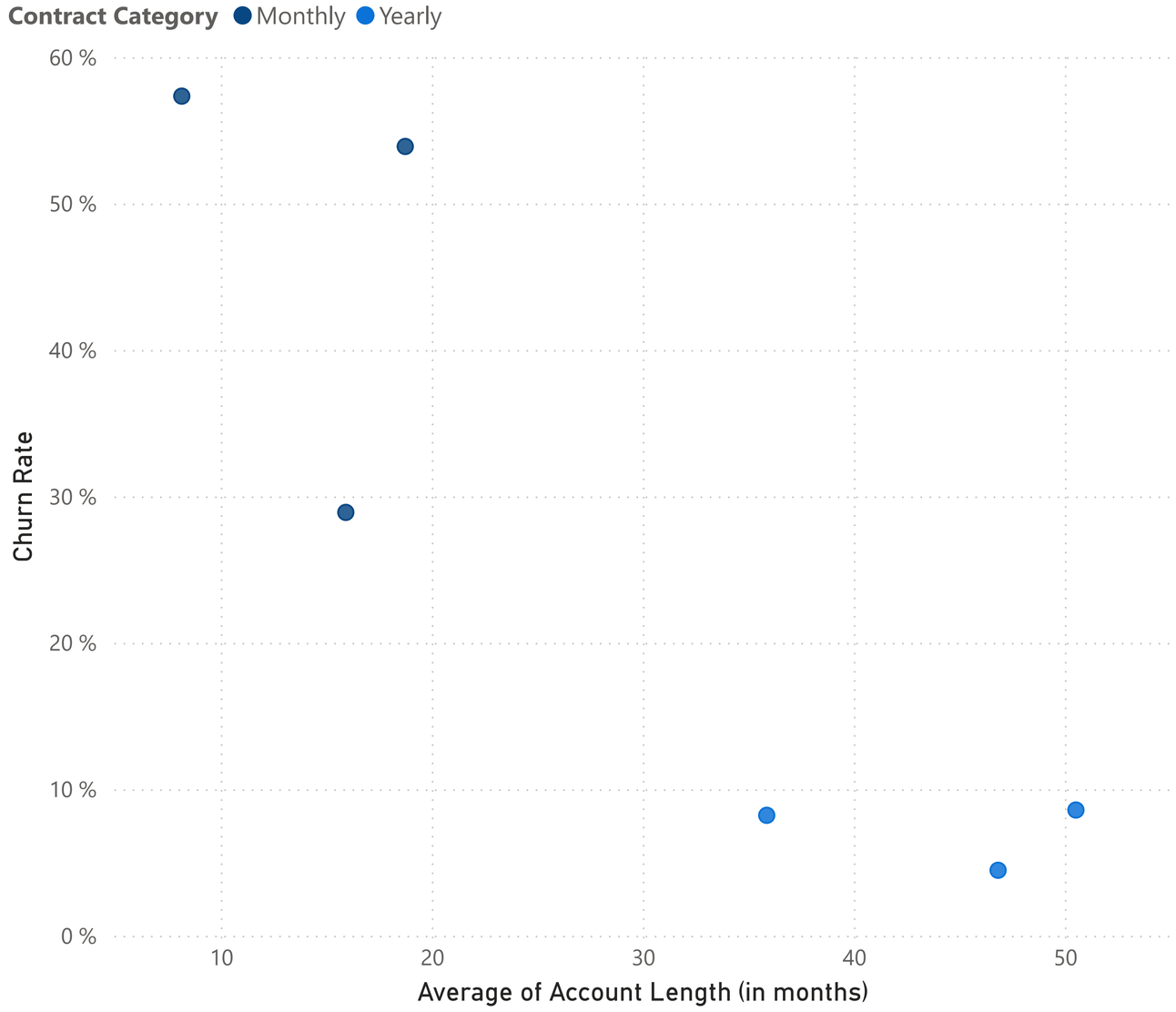
6123

Customer Service Calls

0.92

Avg Customer Service Calls

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



Contract Category, Payment Method

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

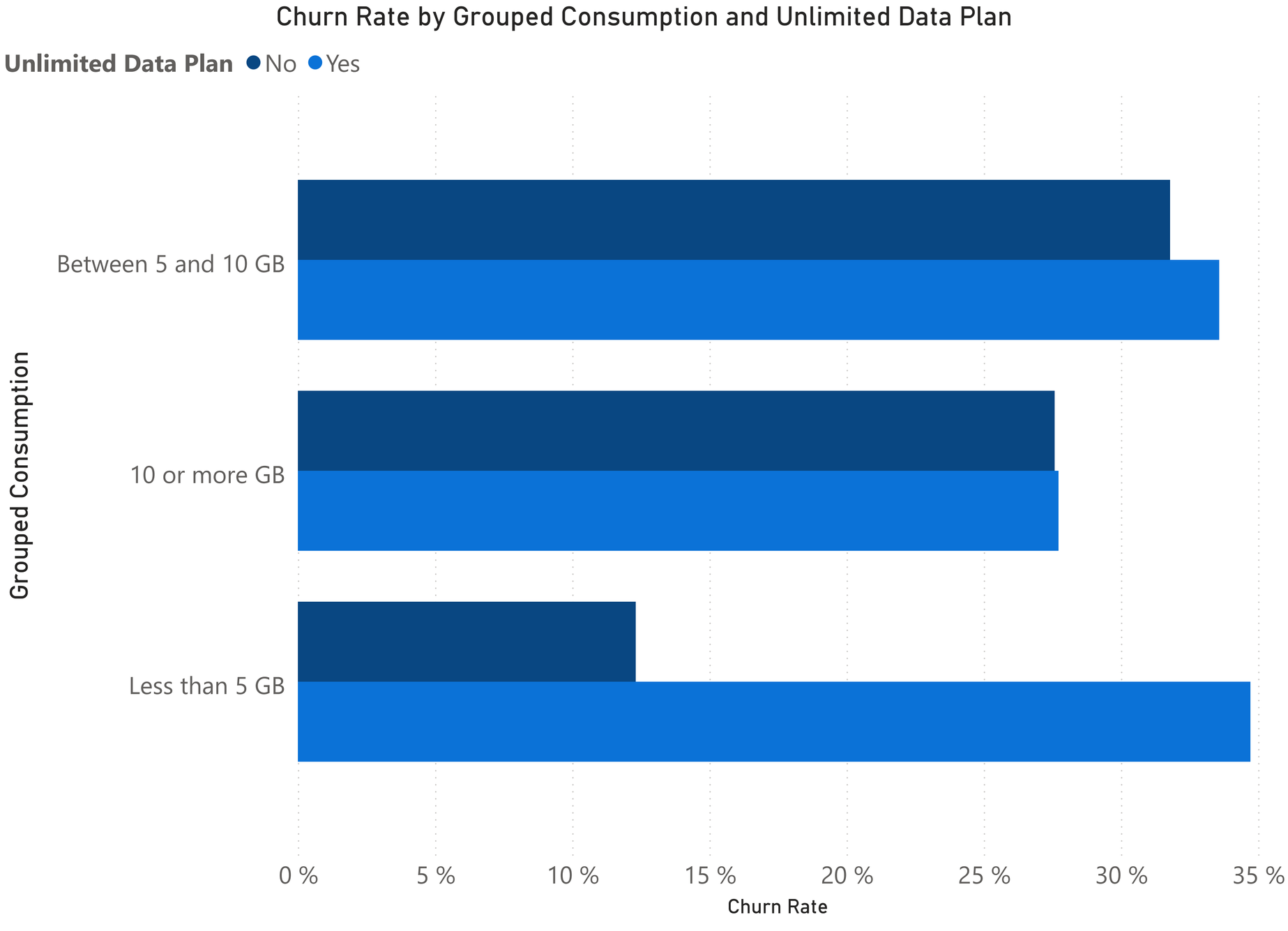
Overview

33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges



Overview

6123

Customer Service Calls

33.64

Avg Extra International Charges

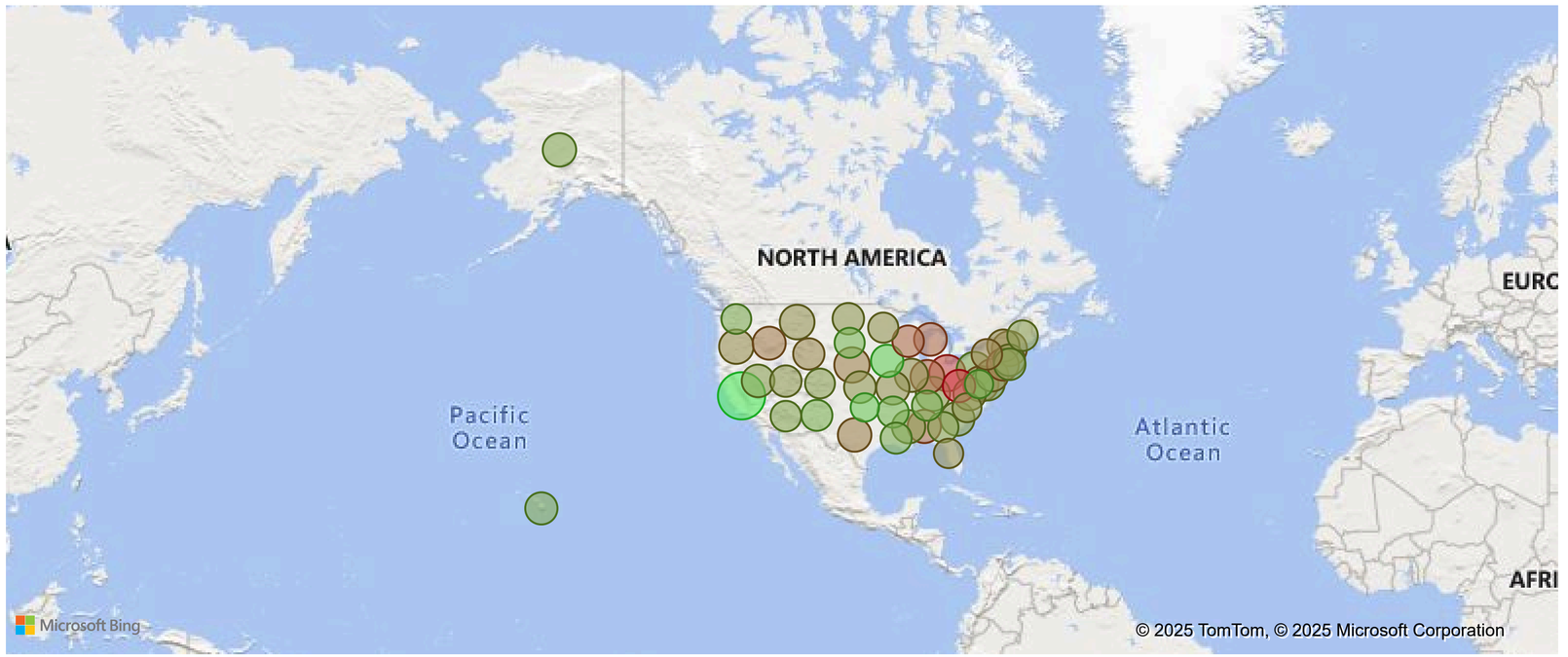
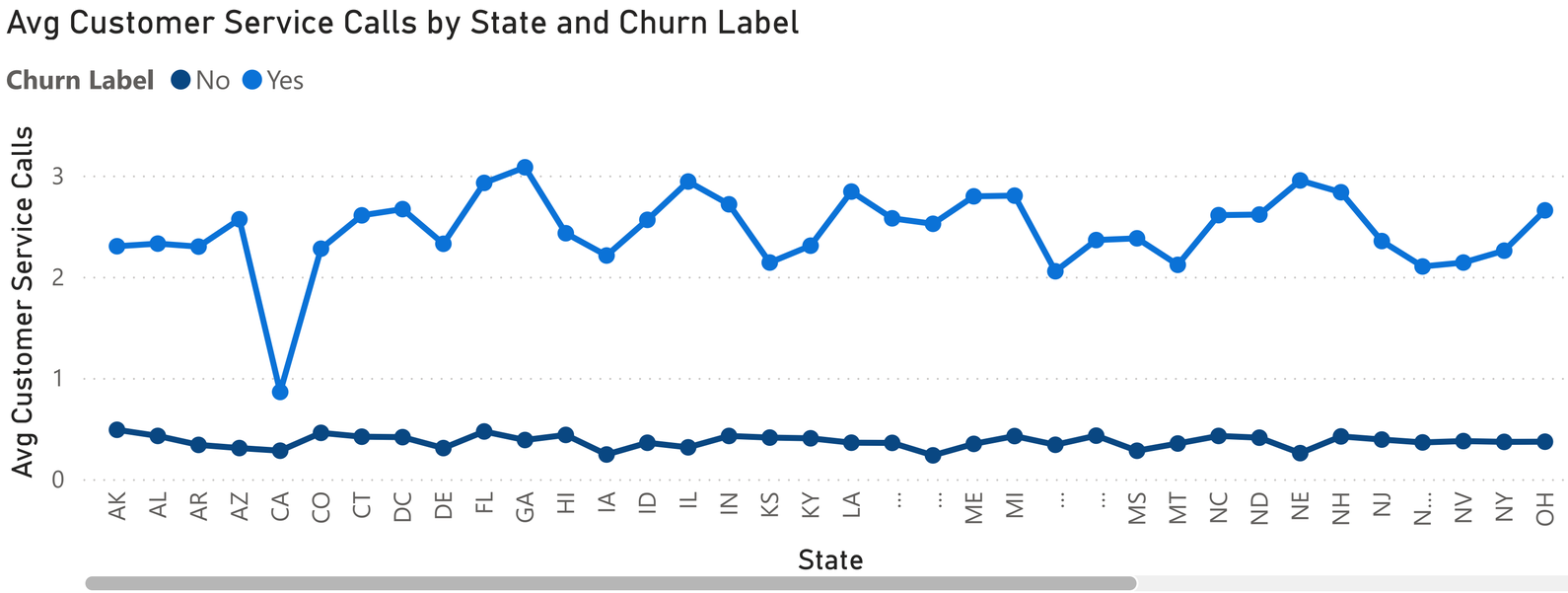
0.92

Avg Customer Service Calls

3.37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label