

Telecom Customer Churn Insights

Monthly Charge Sta...
All

Married
All

Churn Prediction

26.99%

Churn Rate

6418

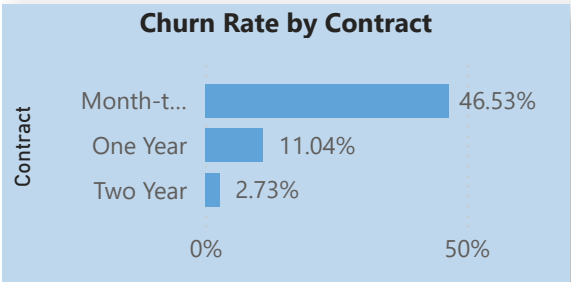
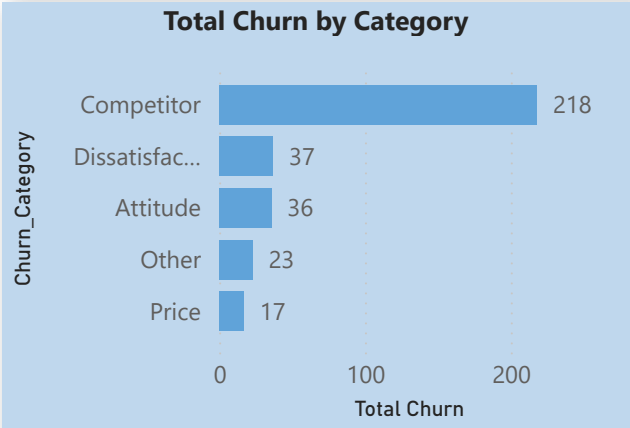
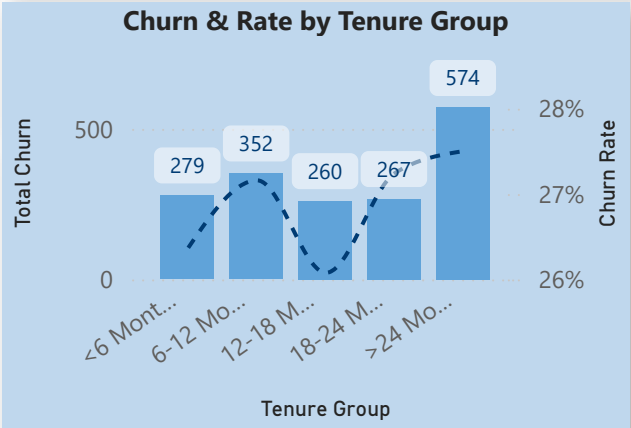
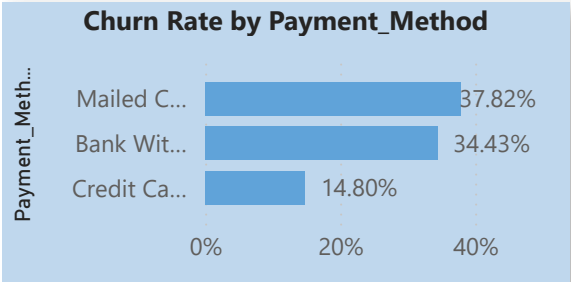
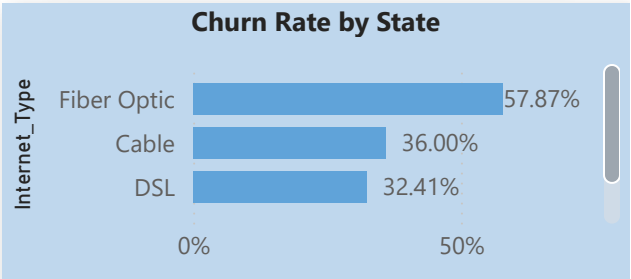
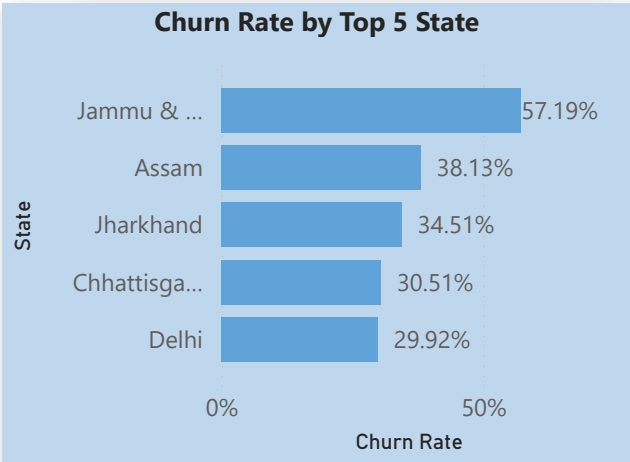
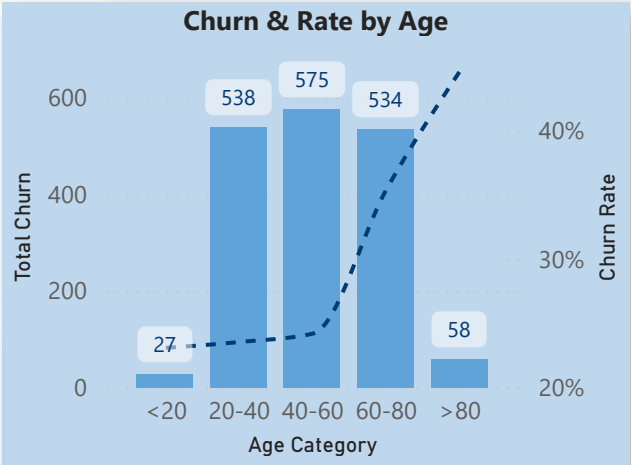
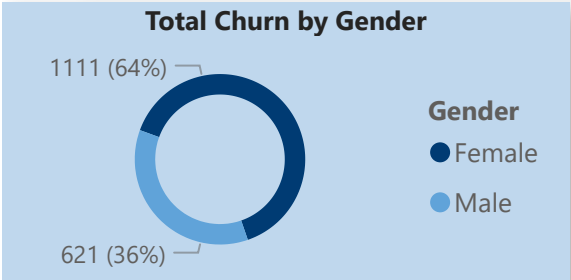
Total Customers

411

New Joiners

1732

Total Churn



Churn By Services		
Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%
Streaming_TV	56.76%	43.24%
Unlimited_Data	19.92%	80.08%

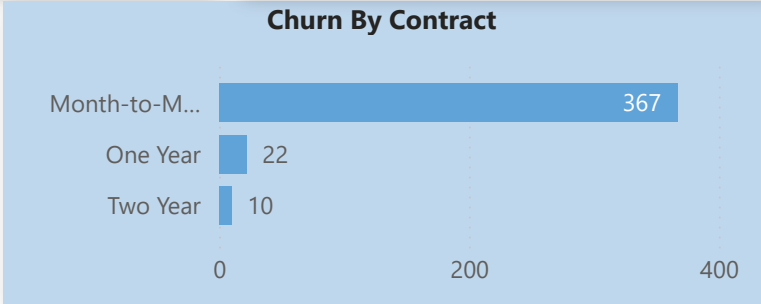
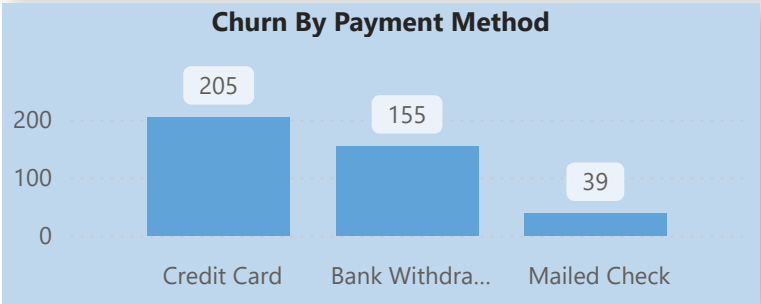
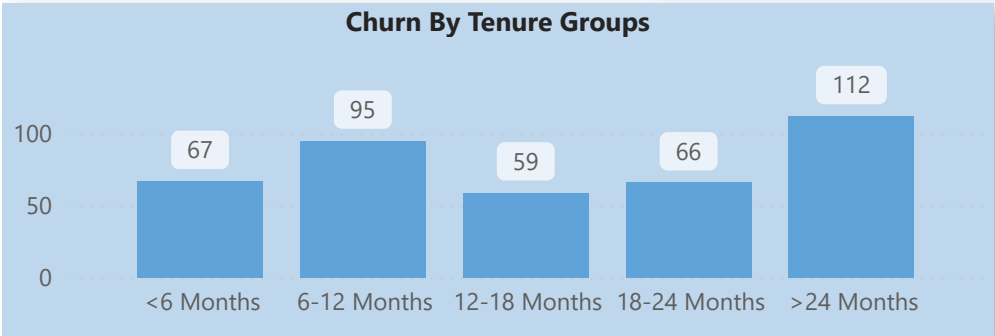
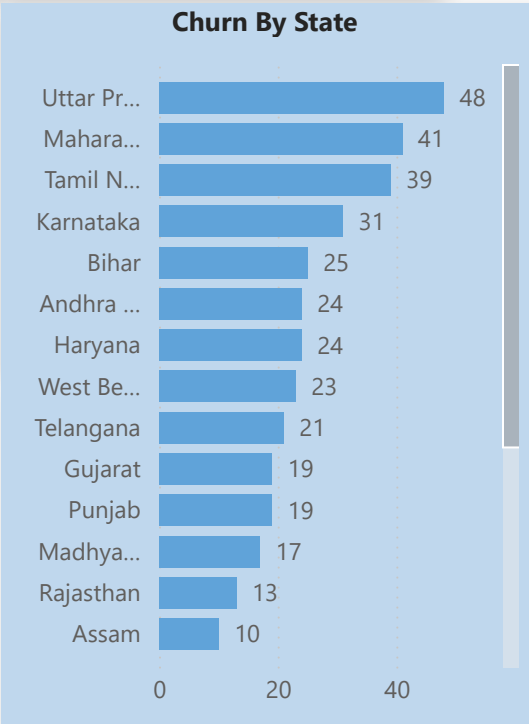
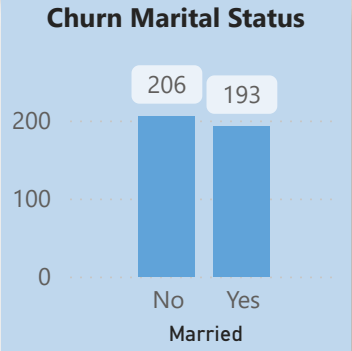
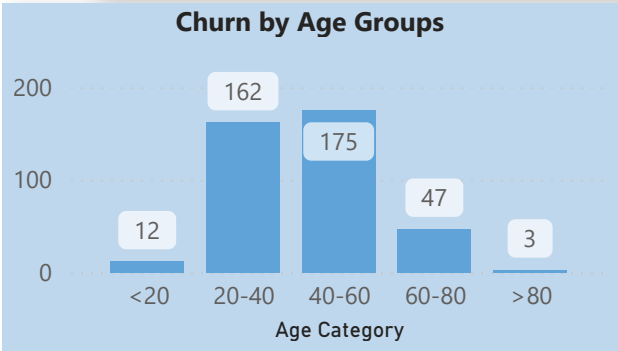
Customer Churn Prediction

Summary

262
Female

137
Male

COUNT OF PREDICTED CHURNER : 399



Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Referrals
11751-TAM	24.30	38.45	0	5
12056-WES	90.40	362.89	0	2
12136-RAJ	19.90	31.73	0	2
12257-ASS	19.55	29.75	0	9
12340-DEL	62.80	104.99	0	0
12469-AND	55.30	91.99	0	11
12490-TEL	74.75	236.76	39	9
13058-MAD	46.10	138.13	0	13
13123-BIH	100.20	253.62	0	13
13666-UTT	95.40	344.18	0	15
13744-AND	19.65	33.50	0	8
13823-TEL	24.50	46.40	0	1
13946-HAR	19.65	43.32	0	1
14567-TAM	20.35	64.44	0	1
15349-UTT	50.15	90.02	0	9
15591-KAR	20.40	66.31	0	3
15803-UTT	19.15	41.52	0	6
16032-AND	46.60	91.64	0	8
16068-BIH	25.25	35.25	0	4
16244-UTT	19.55	24.65	0	5
16733-ODI	45.85	86.23	0	10
16764-WES	20.80	68.94	0	15
16931-BIH	19.30	27.96	0	8
17154-HAR	18.80	62.37	0	13
17250-HAR	49.25	178.50	0	12
17597-HAR	29.85	29.85	0	2
17796-BIH	48.45	64.87	0	5
18015-ODI	49.90	64.83	0	15

Churn_Reason	Total Churn
Competitor had better devices	289
Competitor made better offer	274
Attitude of support person	208
Don't know	124
Competitor offered more data	106
Attitude of service provider	93
Competitor offered higher download speeds	92
Price too high	72
Product dissatisfaction	71
Total	1732

#BFD7ED
#60A3D9
#0074B7
#003B73