

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

6687

Count of Customer ID

26.86 %

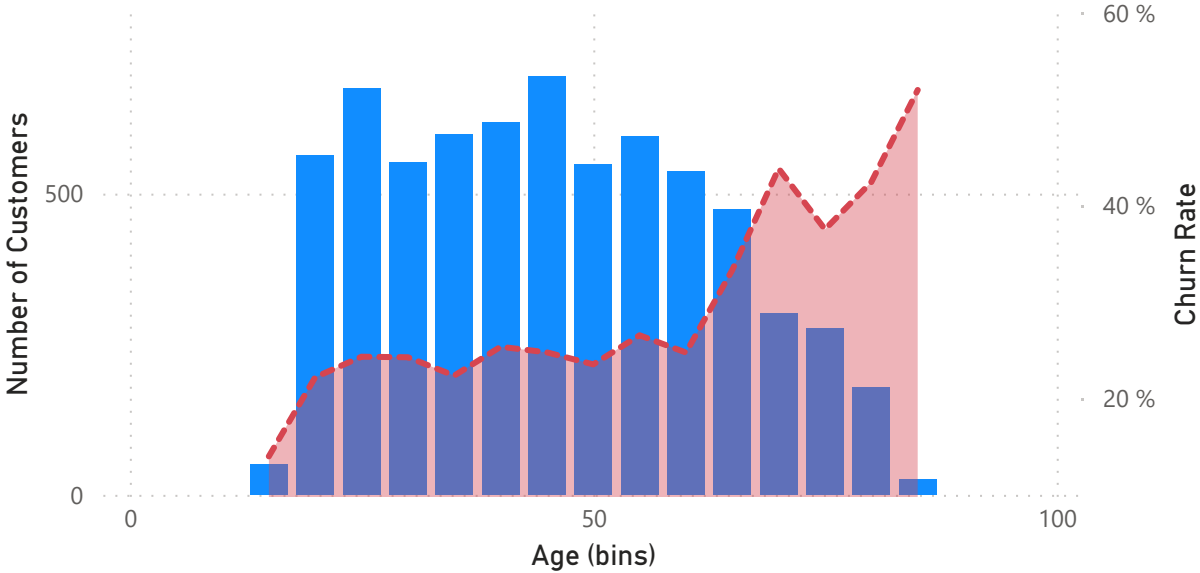
Churn Rate

1796

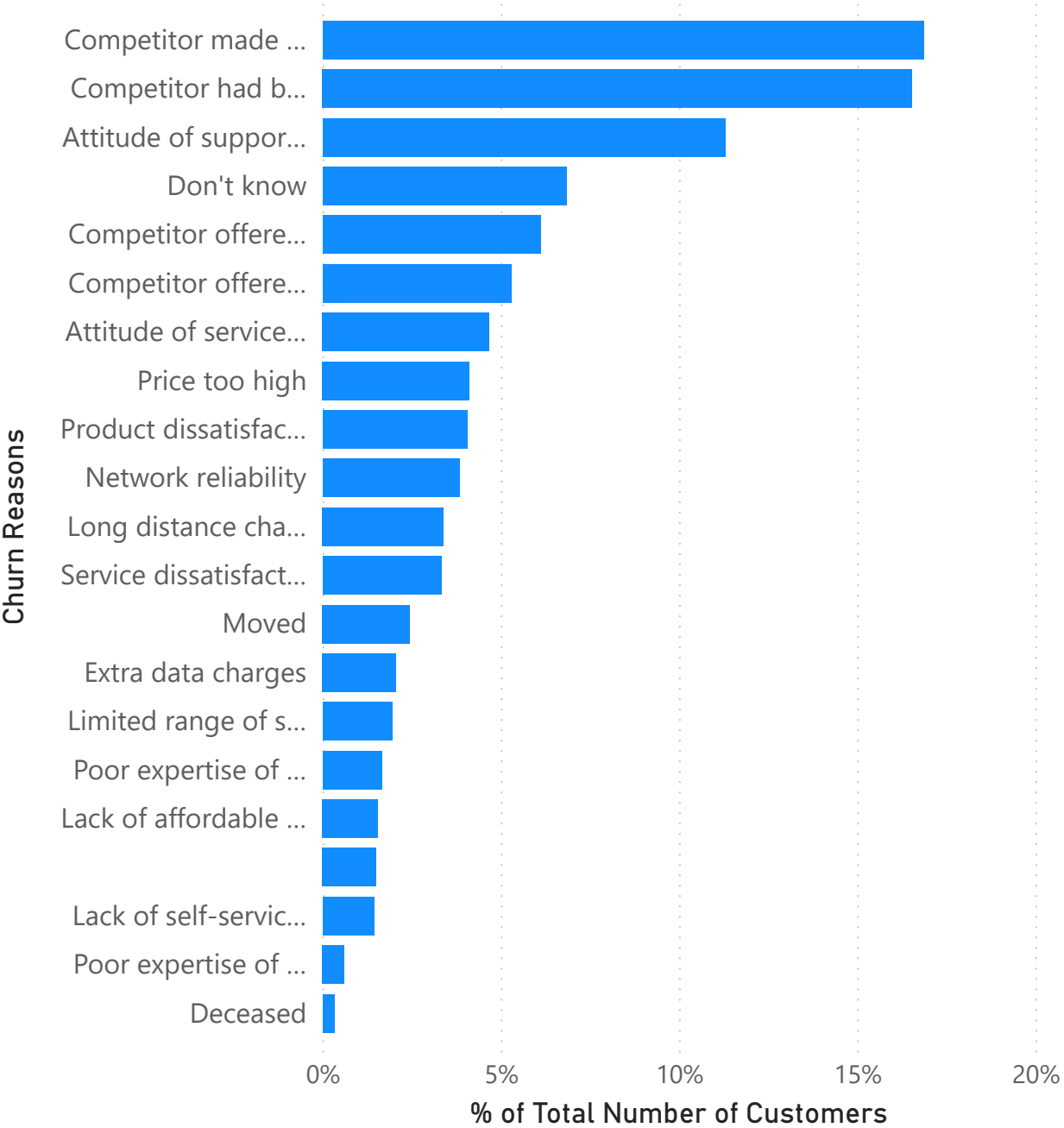
Churned

Number of Customers and Churn Rate by Age (bins)

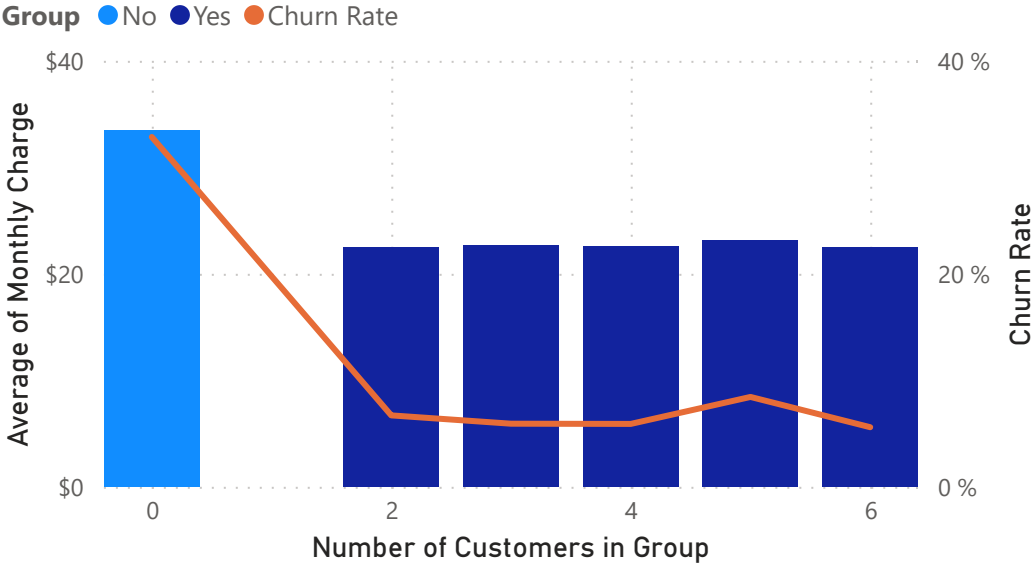
● Number of Customers
 ● Churn Rate



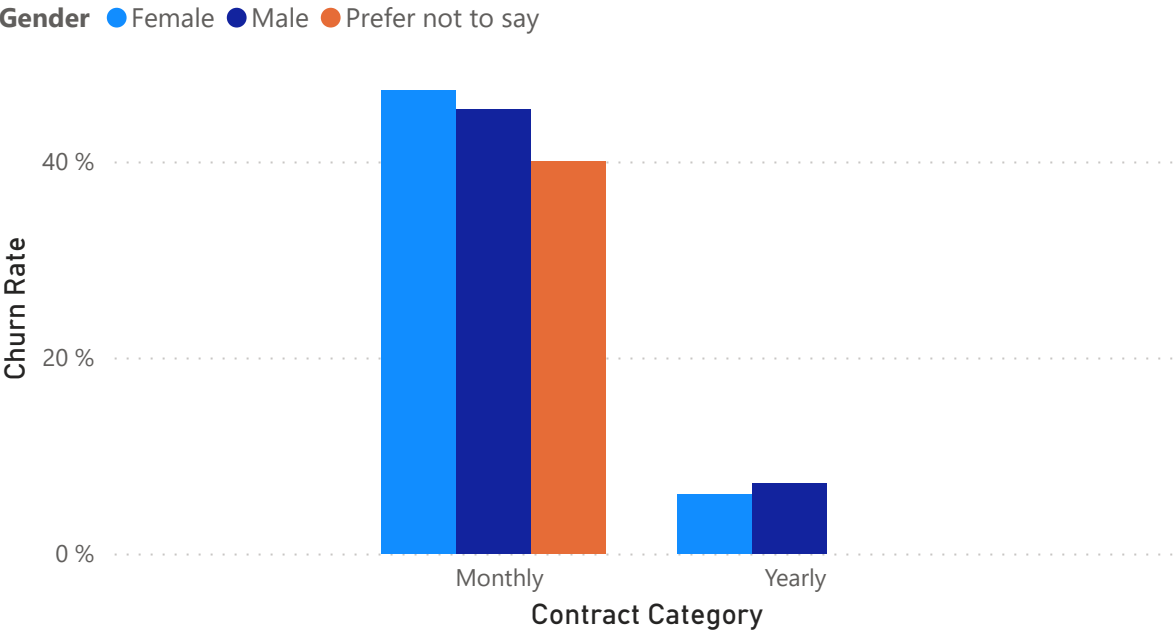
Churn Reasons



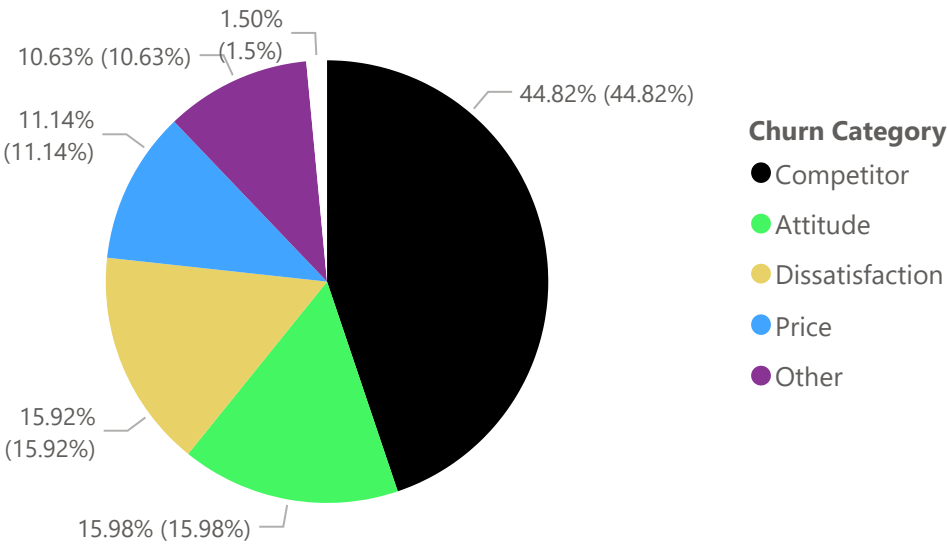
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender



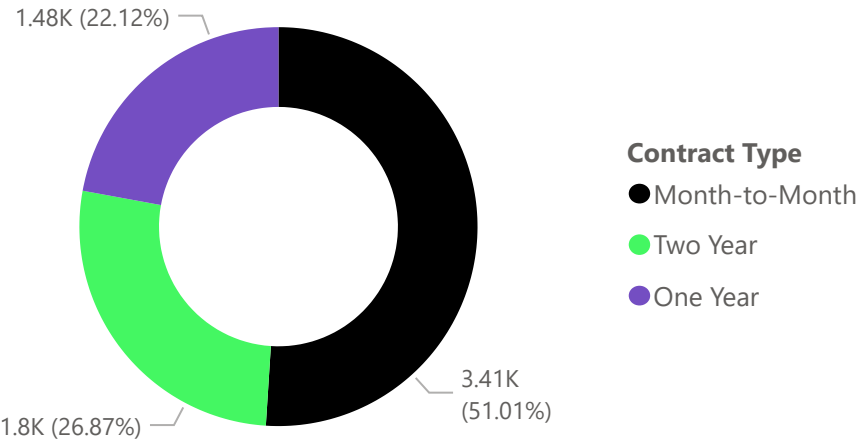
Churn by category



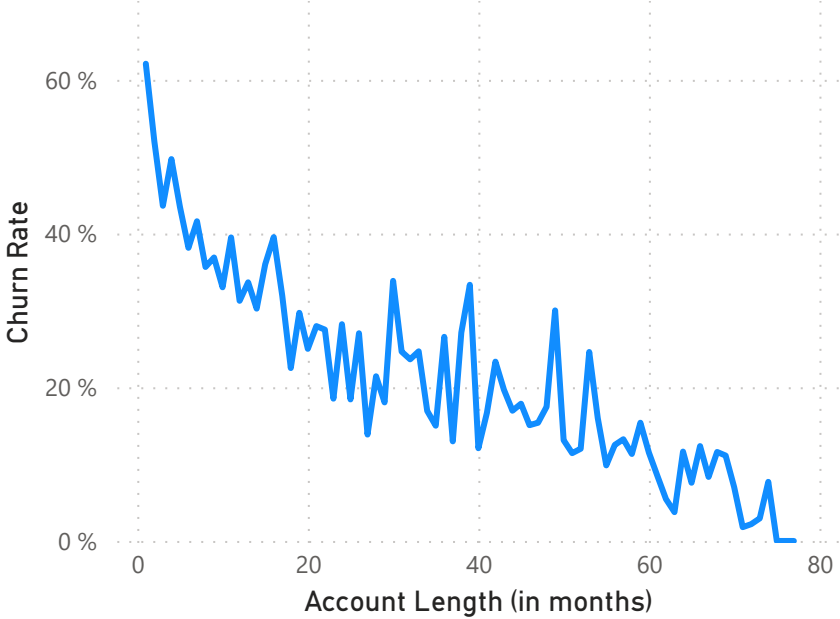
Monthly
46.29 %
Churn Rate

Yearly
6.62 %
Churn Rate

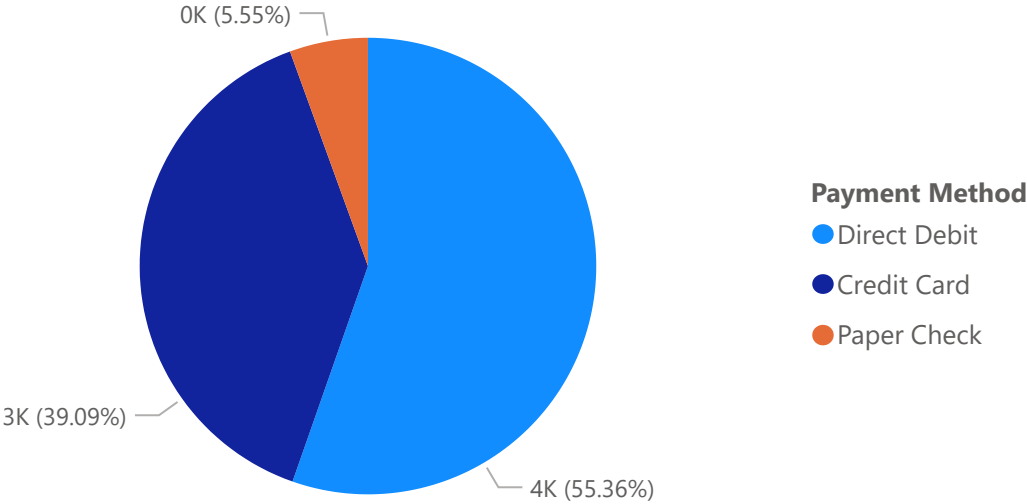
Customers by Contract type



Churn Rate by Account Length (in months)

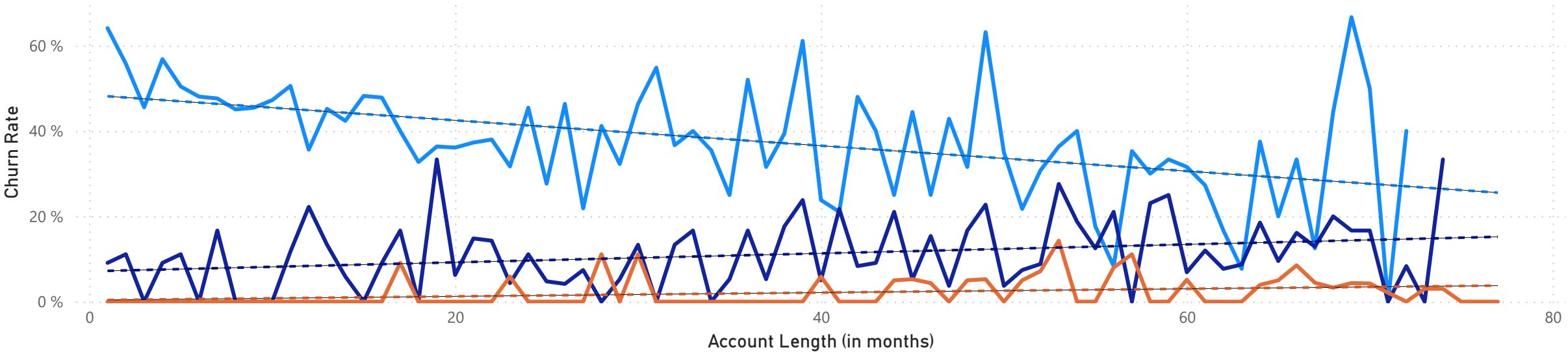


Number of Customers and Churn Rate by Payment Method



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

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



26.86 %

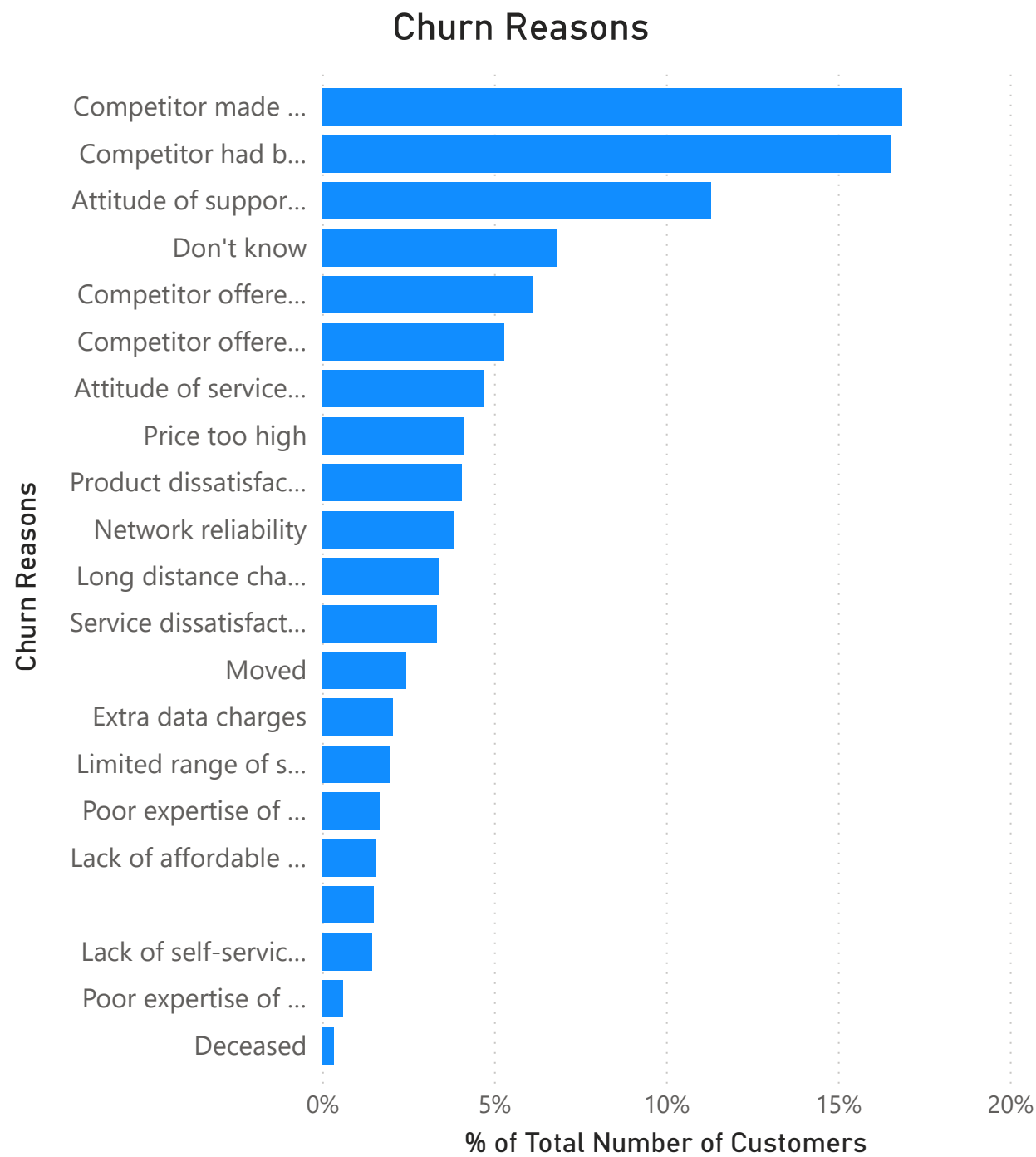
Churn Rate

6687

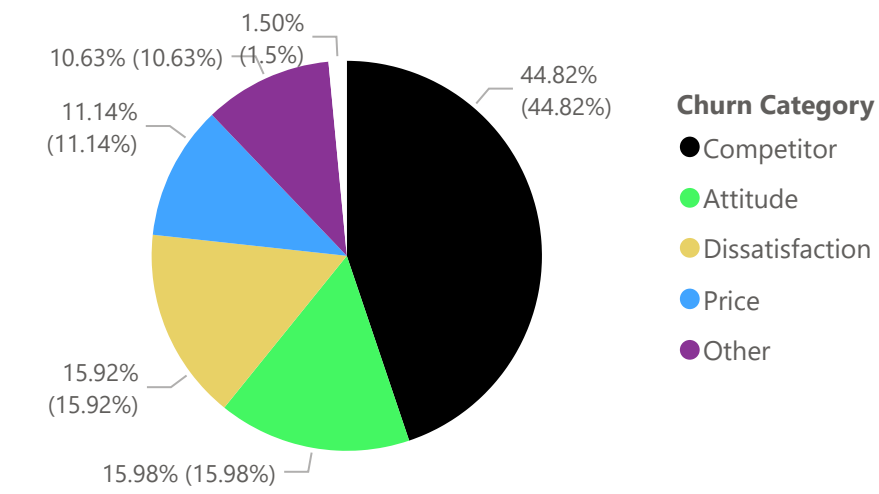
Count of Customer ID

1796

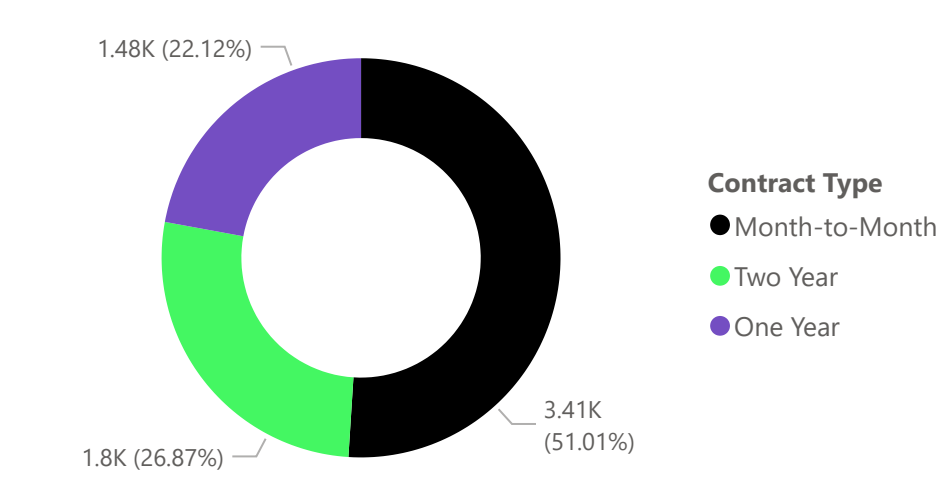
Churned



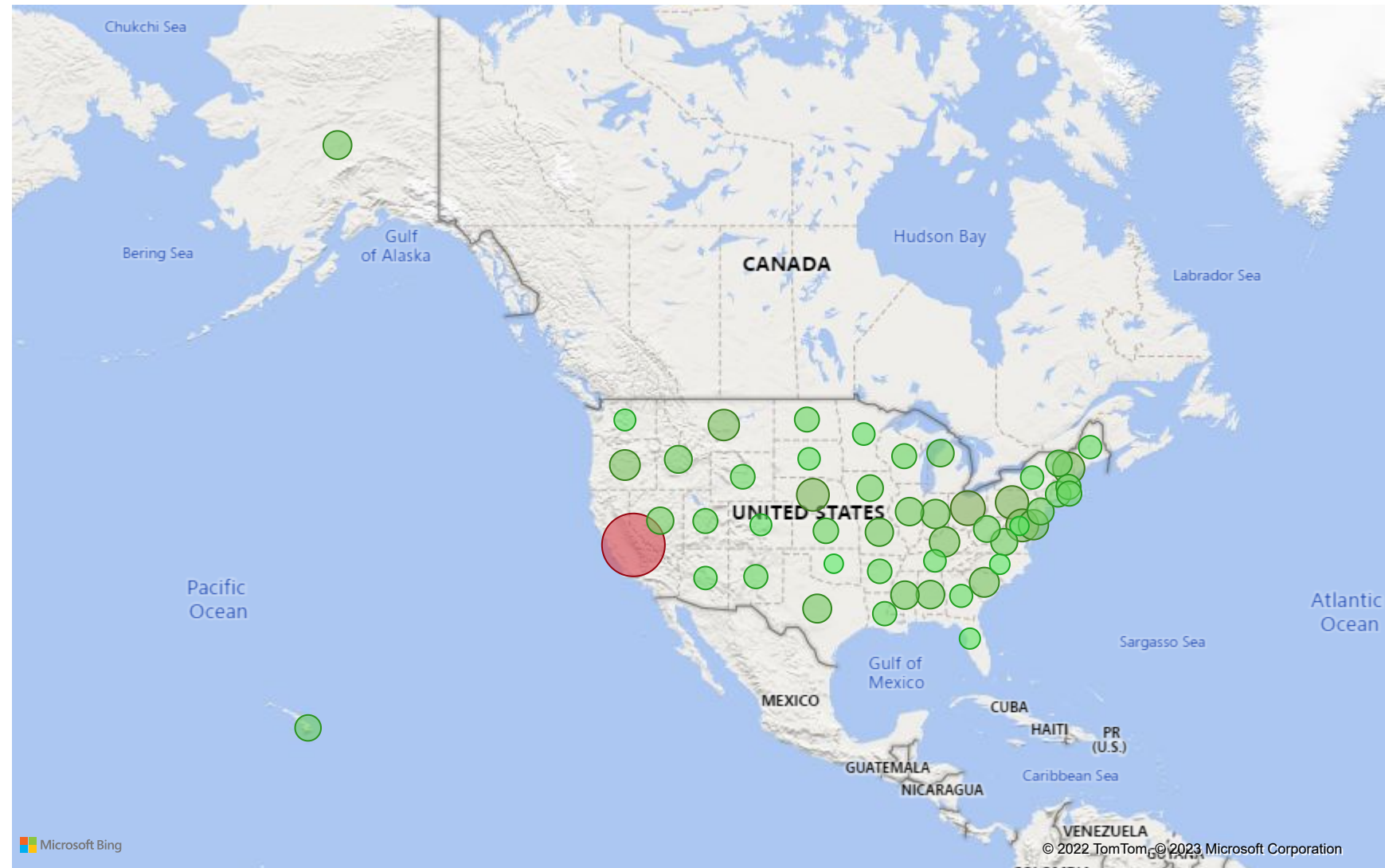
%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



Churn Rate by State

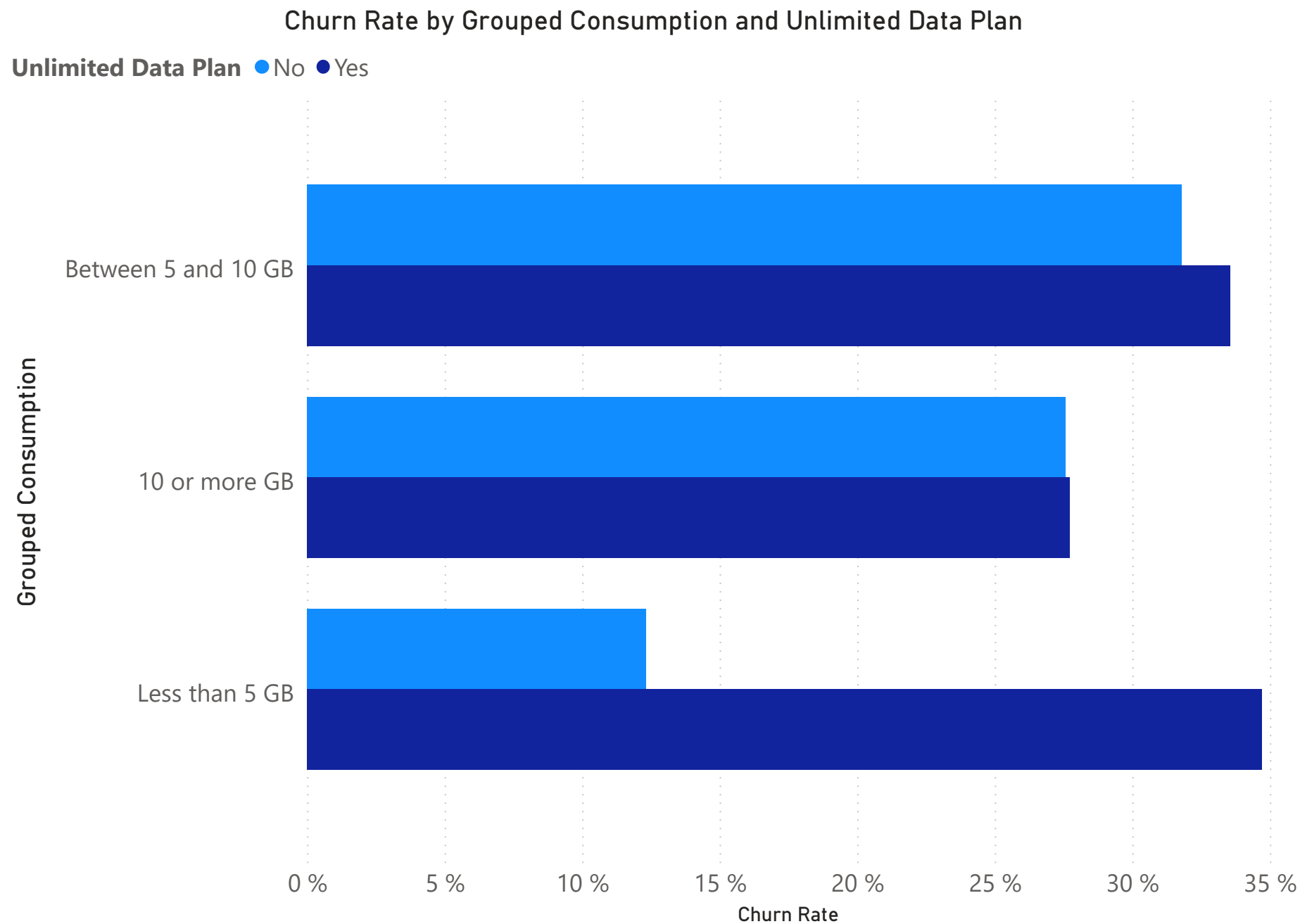


33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges



6123

Customer Service Calls

33.64

Avg Extra International
Charges

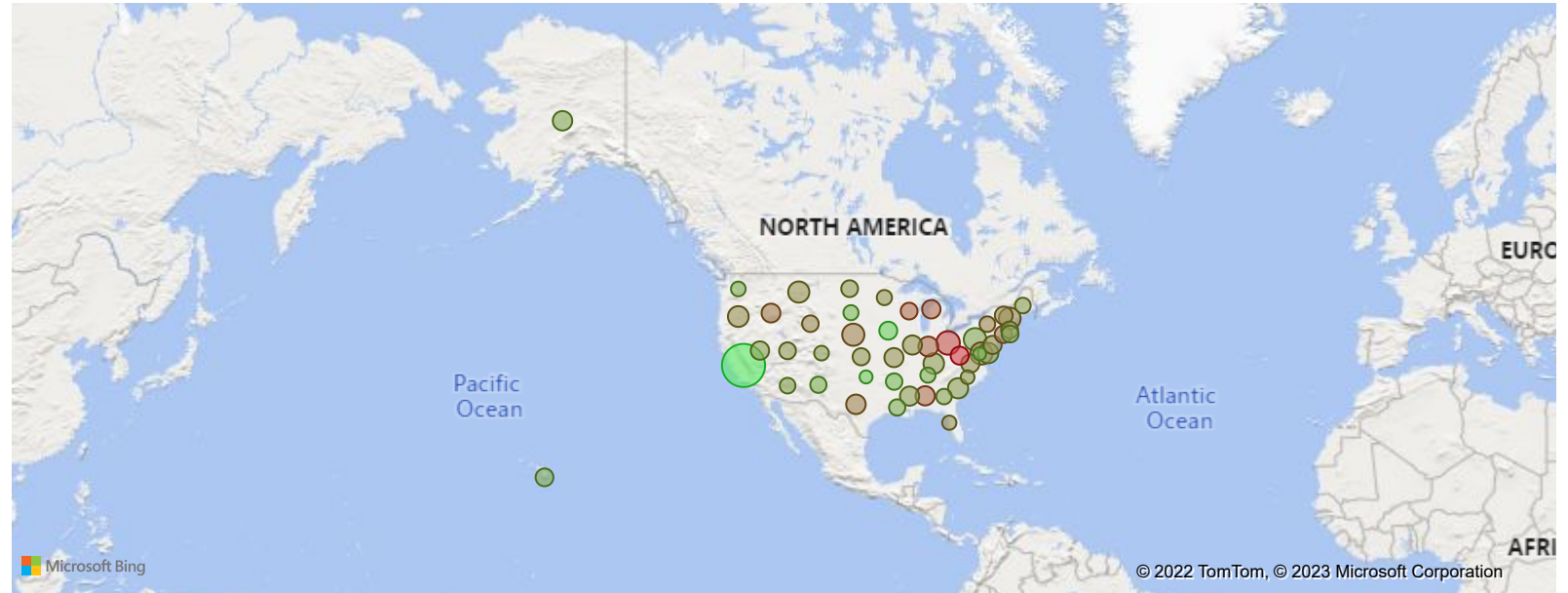
0.92

Avg Customer Service C...

3.37

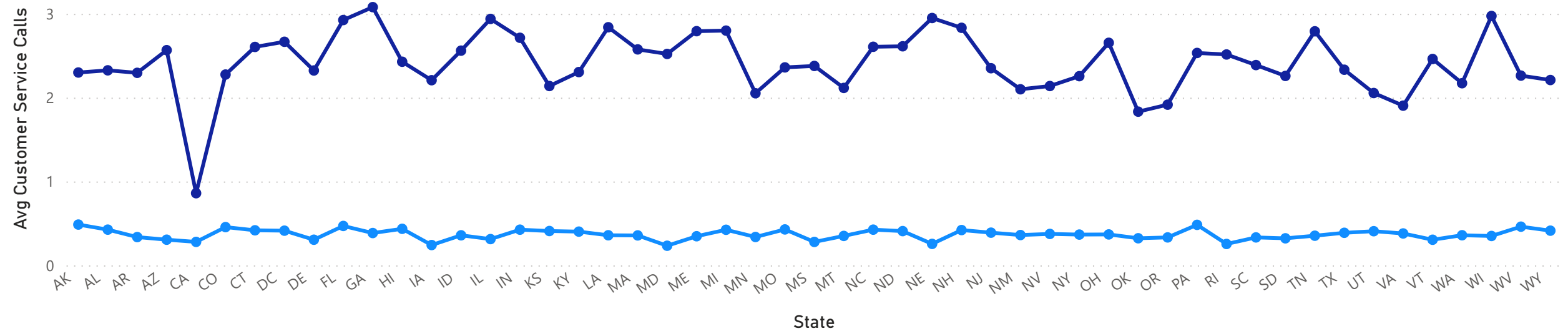
Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



Important Insights

We found that the churn rate increased with age; however, this could also be due to the number of customers at older ages. (See Churn Demographics Page)

- .Group users pay less and also have a significant decrease in the churn rate. (Groups and Categories Page)*
- .Users with yearly contracts are less likely to churn. (Contract Type Page)*
- .Mobile data consumption and unlimited plans are key factors in the churn rate.(Extra Charges Page)*
- .Finally, there are some outsiders in the geographic churn proportion; the number of customer service calls is also in close relation to the churn rate.*