Sum of Weighted profit and Total Profit
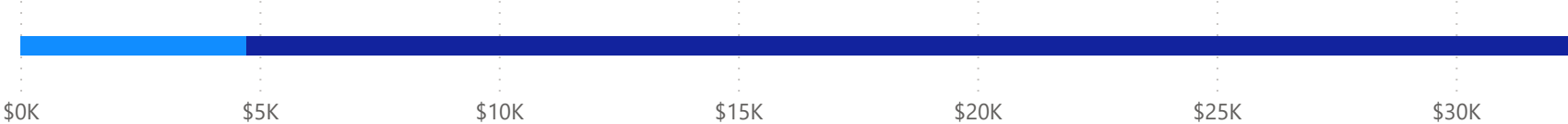

$27,606.38

$0K $55.22K
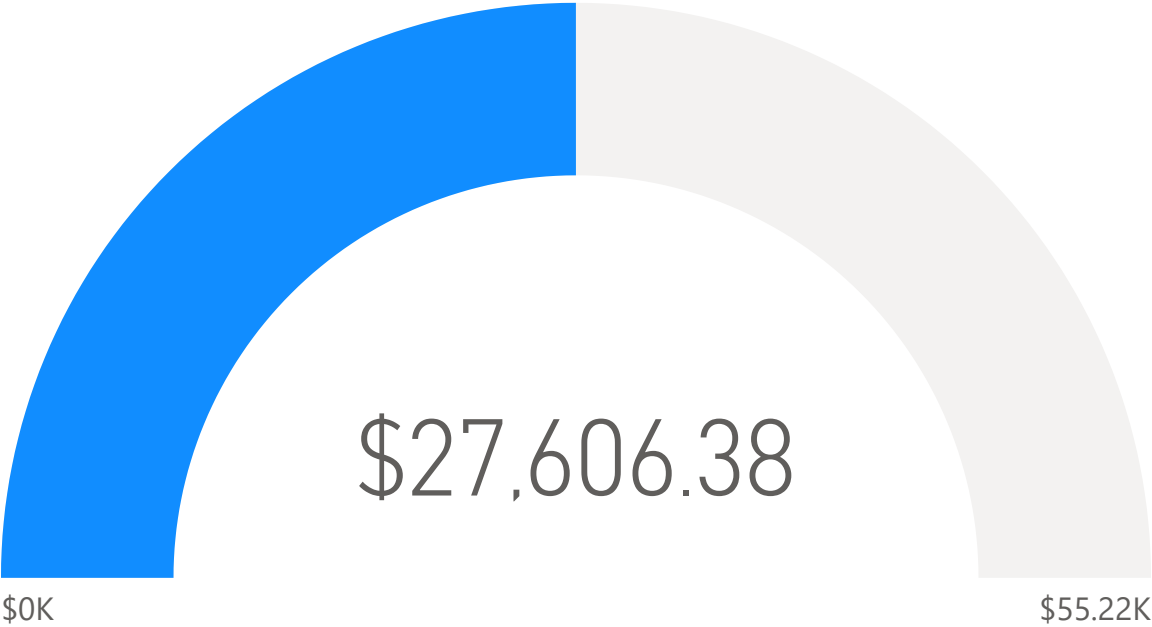
Ad-to-Sales Ratio and Max Ratio

0.147
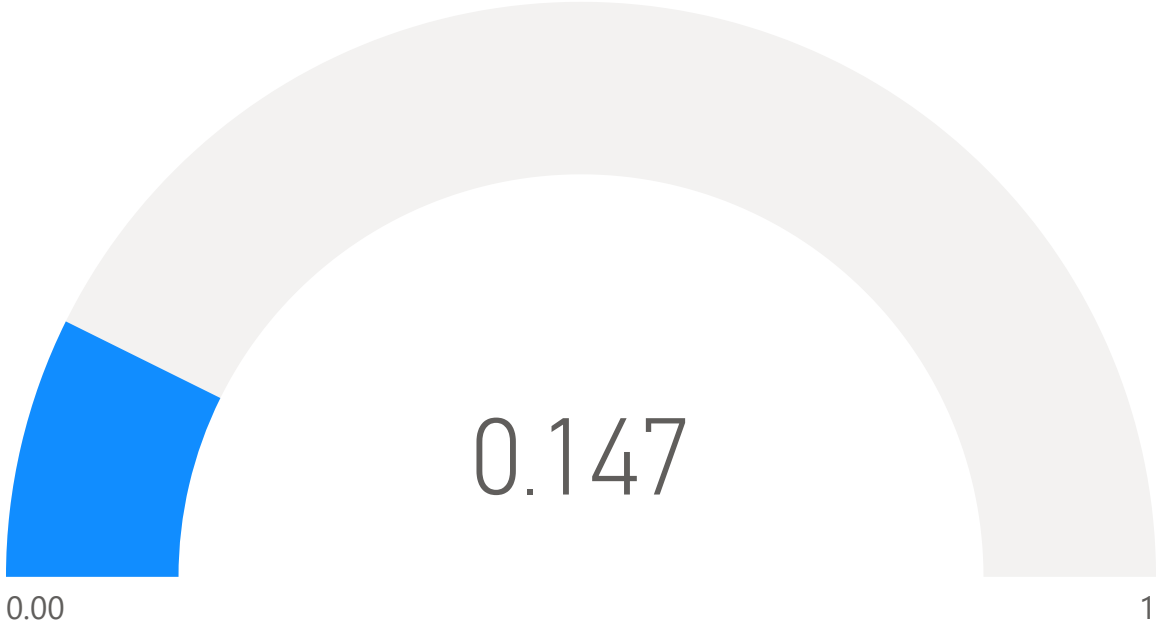
0.00   1

$4,739	$32,345.38	0.15	677	36.9%
Cost	Weighted Revenue	Ad-to-Sales Ratio	Count	Percentage

● Total Cost ● Total Weighted Profit

$0K $5K $10K $15K $20K $25K $30K

Churn

0.00	0.13

Key influencers   Top segments

What influences Churn to [Decrease ⌄] ?

When...	....the average of Churn decreases by
LongContract is 1	**0.3**
MonthlyCharges is 21.1 or less	0.21
SeniorCitizen is 0	0.19
MonthlyCharges is 21.1 - 26.5	0.17
PaperlessBilling is 0	0.17
Tenure goes up 24.51	0.15

← Churn is more likely to decrease when LongContract is 1 than otherwise (on average).

Average (excluding selected): 0.33

Average of Churn

0.3

0.2

0.1

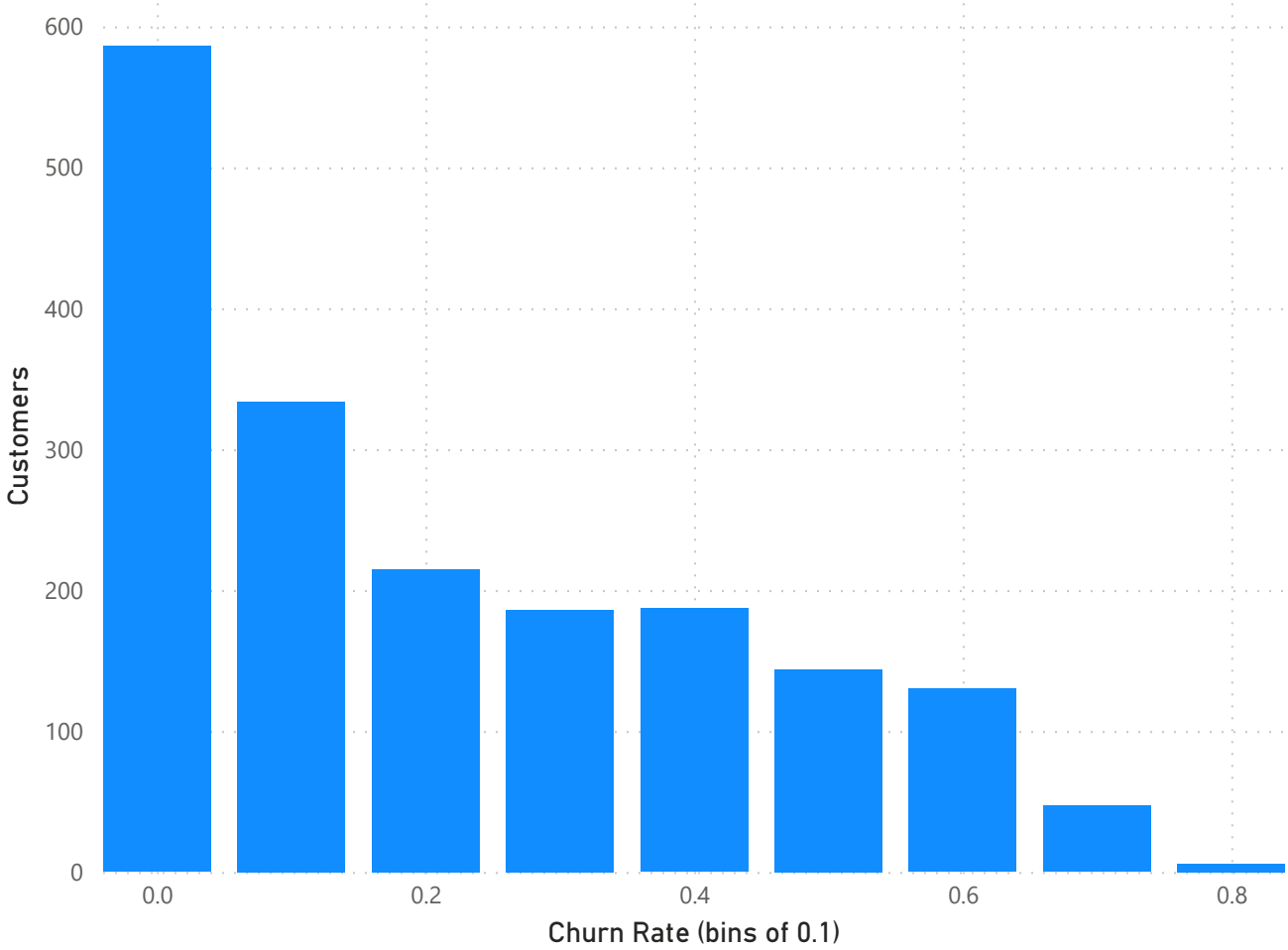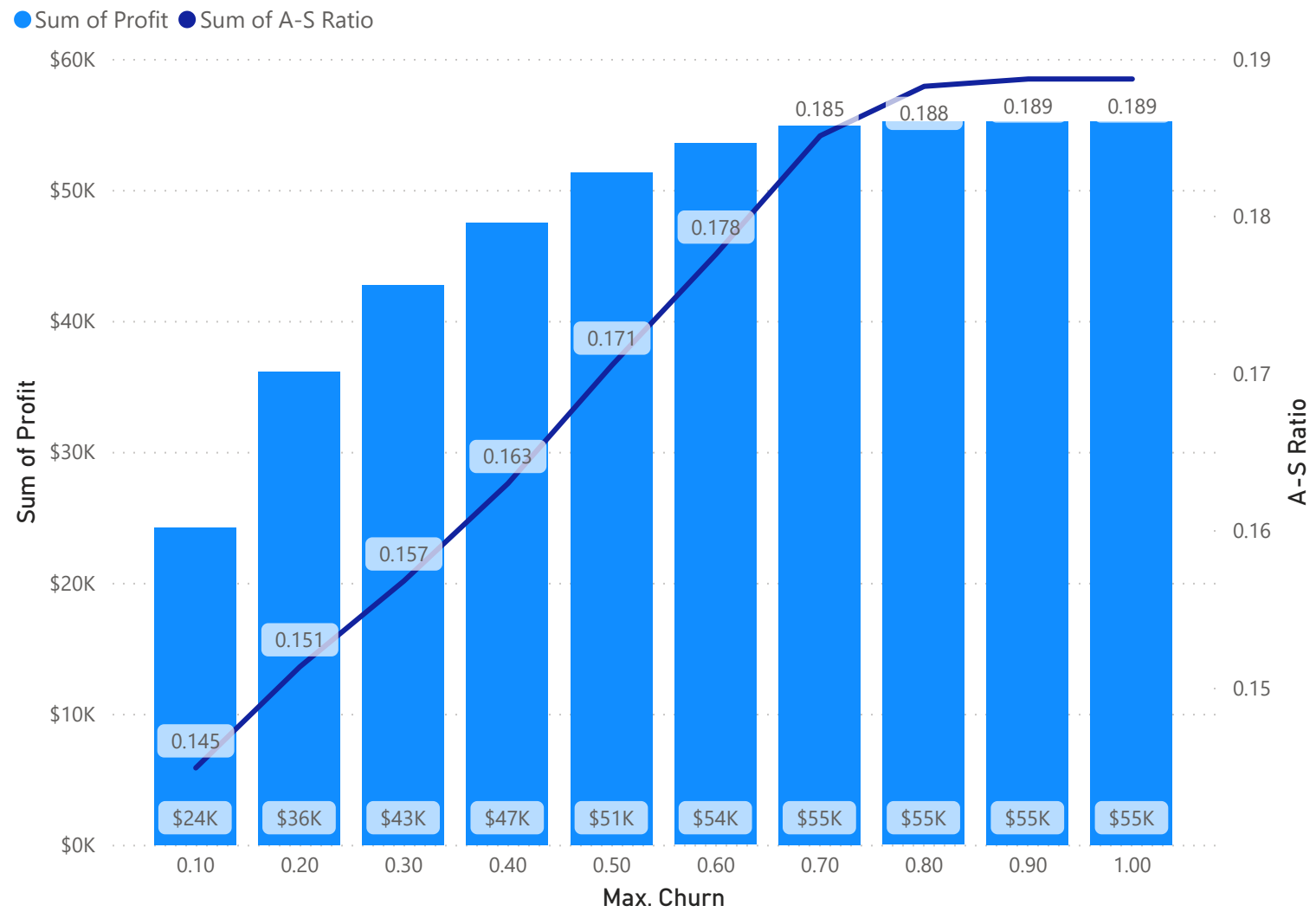0.0

0   1   1

LongContract

☐ Only show values that are influencers
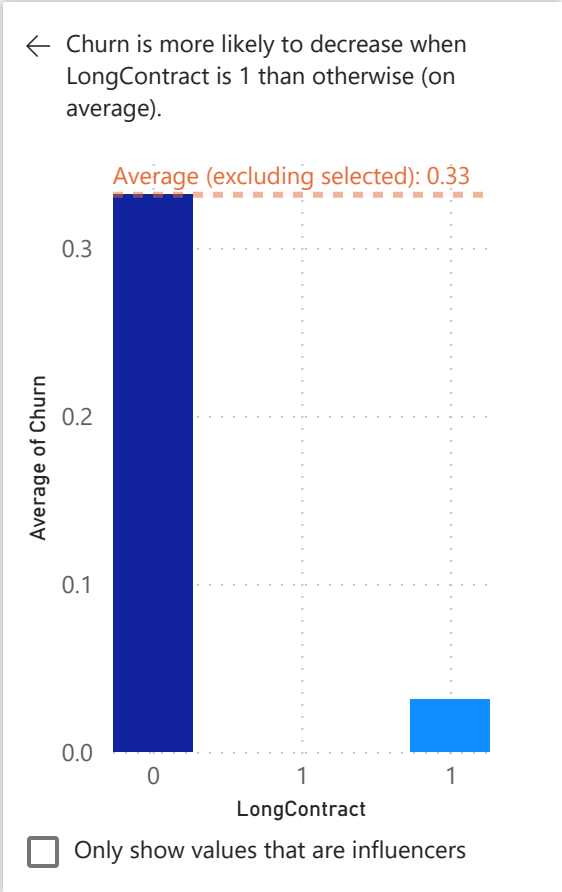
Standardised Variable

MonthlyCharges

PaperlessBilling

SeniorCitizen

Dependents

PhoneService

LongContract

Tenure

-1   0   1

Coefficient (standardised)
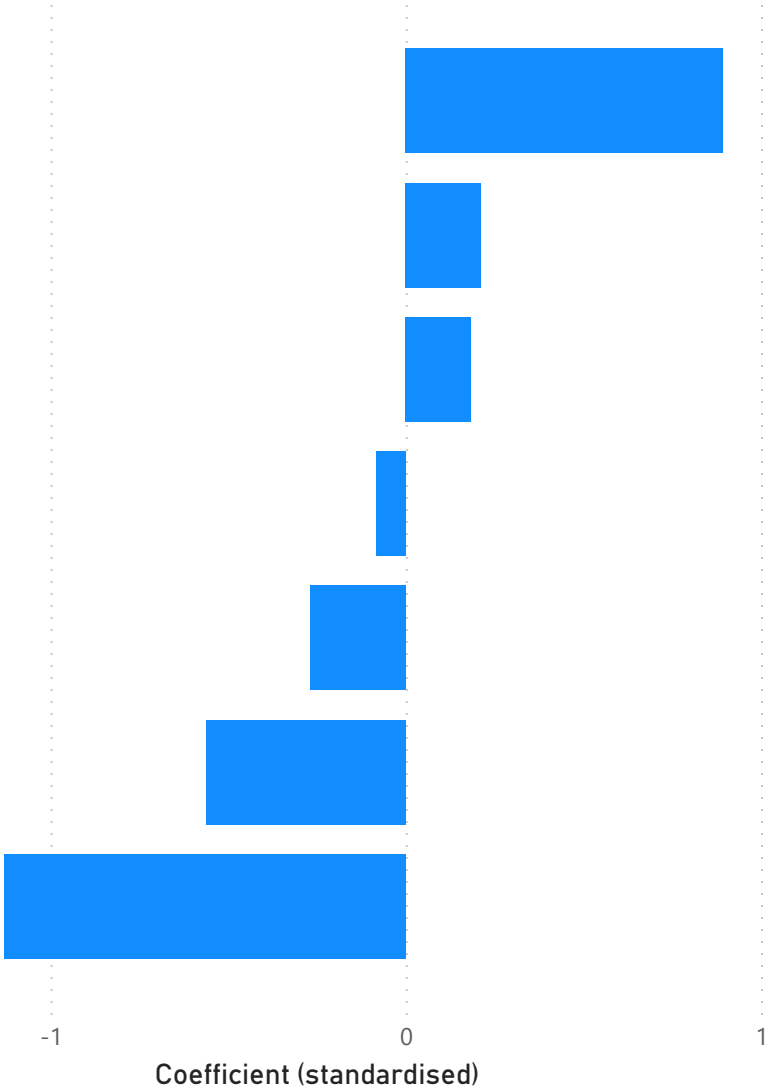
Count of Churn by Churn (bins)

Legend: ● Sum of Cost ● Sum of Profit ● A-S Ratio

X-axis: Scenario
Y-axis (left): Sum of Cost and Sum of Profit
Y-axis (right): A-S Ratio

Scenario	Sum of Cost	Sum of Profit	A-S Ratio
All profitable	$13K	$55K	0.189
Everyone	$13K	$55K	0.189
Under 18%	$12K	$54K	0.180
Less likely to churn	$11K	$51K	0.171
Under 17%	$10K	$51K	0.170
Under 16%	$8K	$44K	0.159
Under 15%	$6K	$33K	0.150
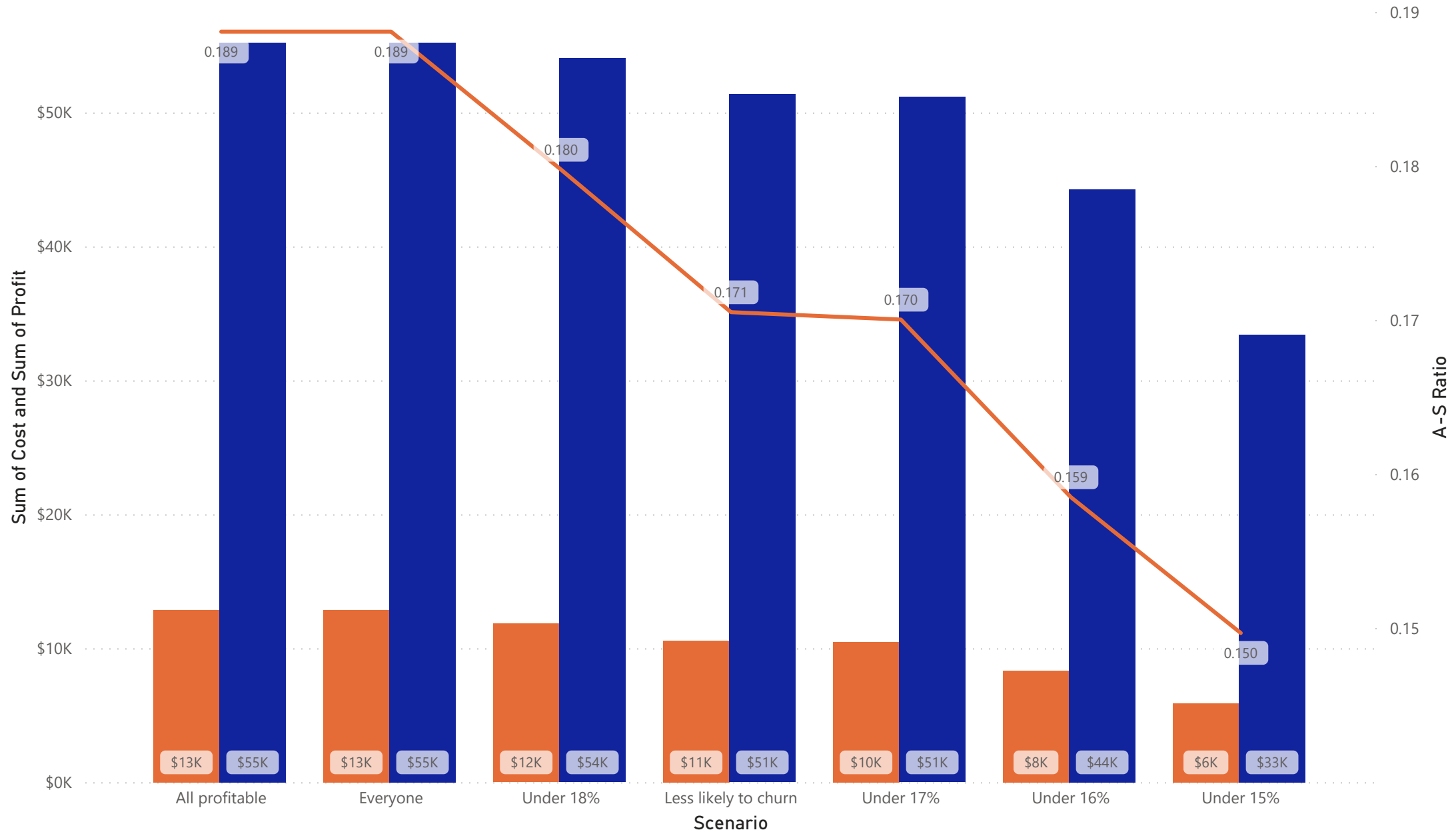
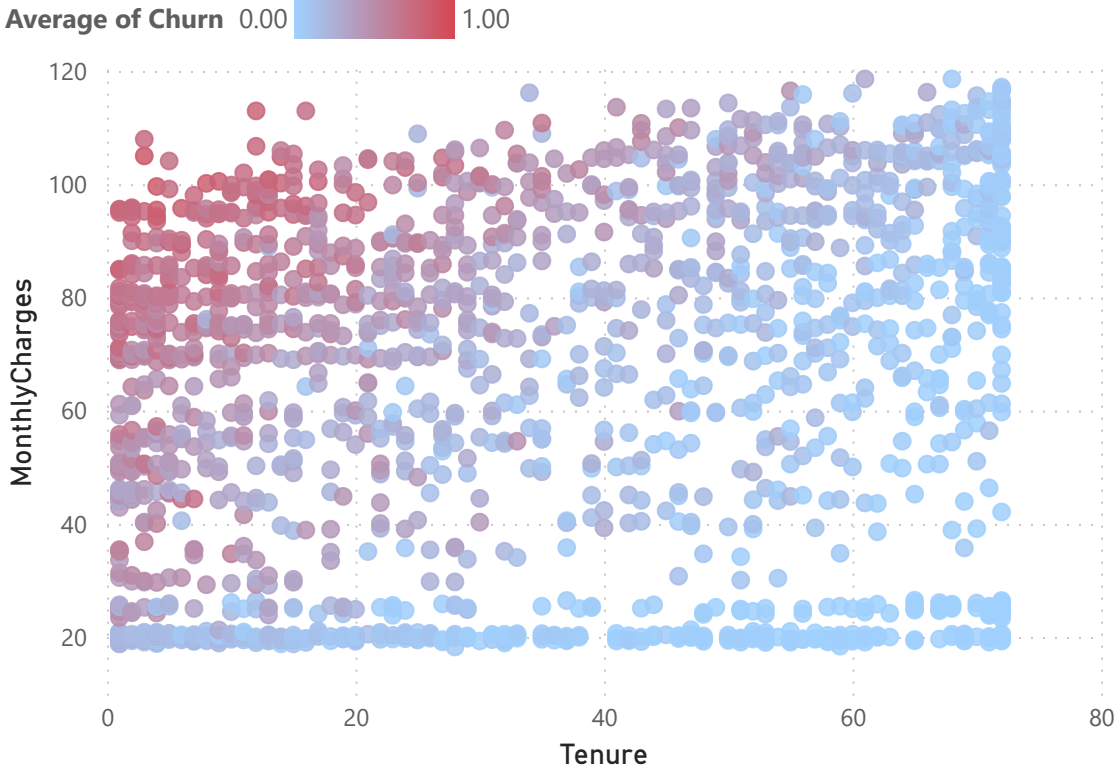## Sum of Weighted revenue by Segment
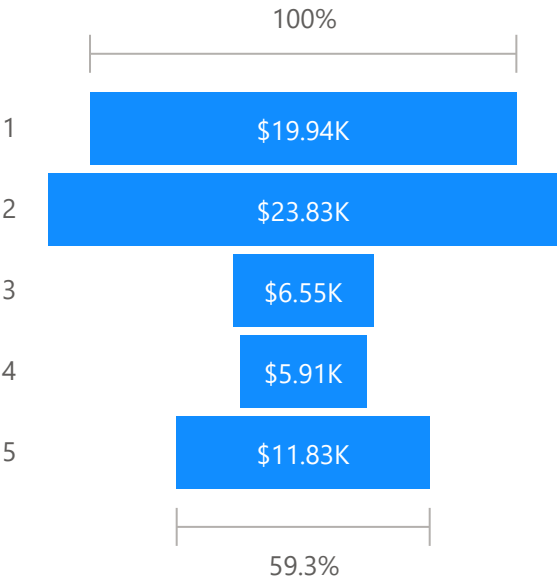
Sum of PaperlessBilling, Sum of Dependents, Sum of LongContract and Sum of SeniorCitizen by Segment

● Sum of Paperless...   ● Sum of Depend...   ● Sum of Long...   ● Sum of Seni...

Tenure and MonthlyCharges
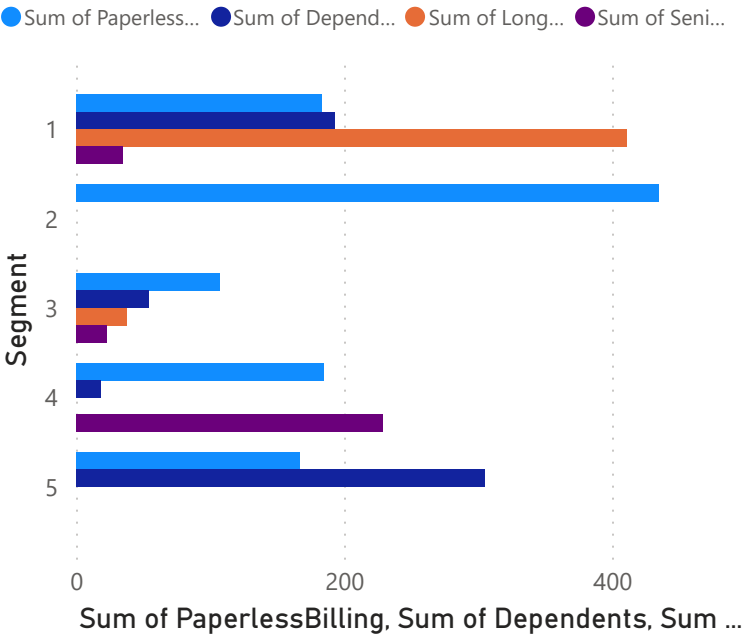
Average of Churn 0.00 ▬▬▬ 1.00

Segment	Average of Churn	Average of PaperlessBilling	Average of LongContract	Average of MonthlyCharges	Average of Tenure	Average of SeniorCitizen	Count of Segment
4	0.48	0.81	0.00	83.08	27.79	1.00	229
3	0.26	0.60	0.21	41.15	31.05	0.13	177
1	0.03	0.45	1.00	61.85	56.55	0.09	411
2	0.33	0.61	0.00	65.91	21.48	0.00	713
5	0.22	0.55	0.00	65.08	30.52	0.00	305
Total	**0.26**	**0.59**	**0.24**	**64.62**	**32.55**	**0.16**	**1835**

⊗

Can't display this visual. See details

Tenure and MonthlyCharges

Average of Churn 0.00 ████████ 1.00
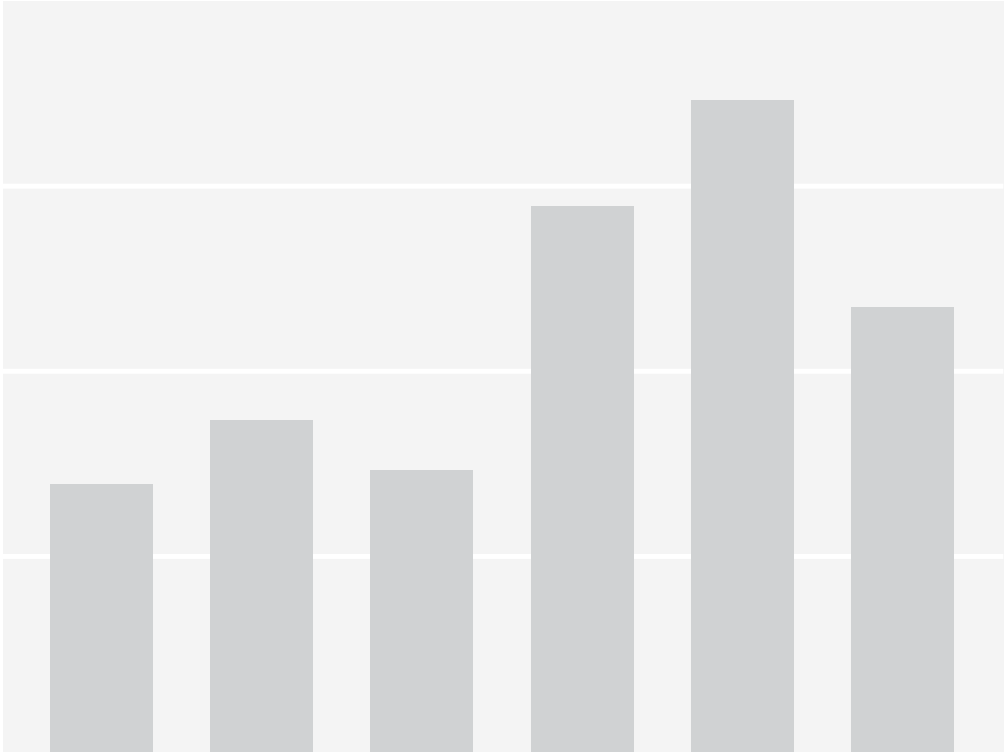
PaperlessBilling and Churn
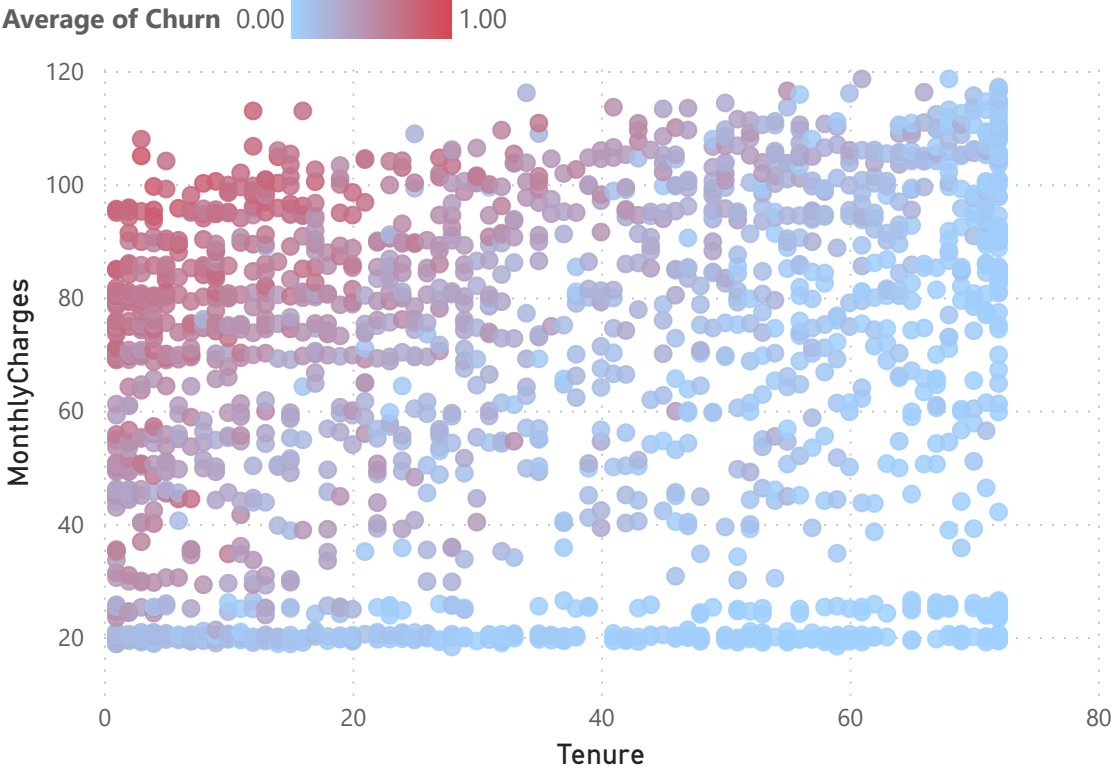
Weighted Profit by Churn

Left chart:

Legend: ● Sum of Profit ● A-S Ratio

Y-axis (left): Sum of Profit — $0K, $10K, $20K, $30K, $40K, $50K
Y-axis (right): A-S Ratio — 0.15, 0.16, 0.17, 0.18, 0.19
X-axis: Scenario — All profitable, Everyone, Under 18%, Less likely to churn, Under 17%, Under 16%, Under 15%

Scenario	Sum of Profit	A-S Ratio
All profitable	$55K	0.189
Everyone	$55K	0.189
Under 18%	$54K	0.180
Less likely to churn	$51K	0.171
Under 17%	$51K	0.170
Under 16%	$44K	0.159
Under 15%	$33K	0.150

Right chart:

Legend: ● Sum of Cost ● Sum of Revenue ● A-S Ratio

Y-axis (left): Sum of Cost and Sum of Revenue — $0K, $10K, $20K, $30K, $40K, $50K, $60K, $70K
Y-axis (right): A-S Ratio — 0.15, 0.16, 0.17, 0.18, 0.19
X-axis: Scenario — All profitable, Everyone, Under 18%, Less likely to churn, Under 17%, Under 16%, Under 15%

Scenario	Sum of Cost	Sum of Revenue	A-S Ratio
All profitable	$13K	$68K	0.189
Everyone	$13K	$68K	0.189
Under 18%	$12K	$66K	0.180
Less likely to churn	$11K	$62K	0.171
Under 17%	$10K	$62K	0.170
Under 16%	$8K	$53K	0.159
Under 15%	$6K	$39K	0.150