

# VERTEX MOBILE CHURN ANALYTICS

Total Customers

6687

Churned Customers

1796

Churn Rate

26.86%

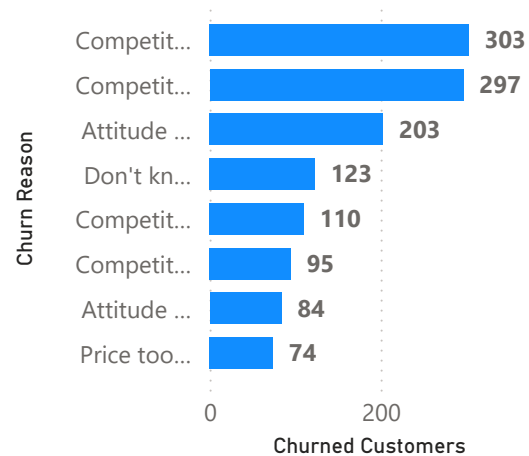
## Gender

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

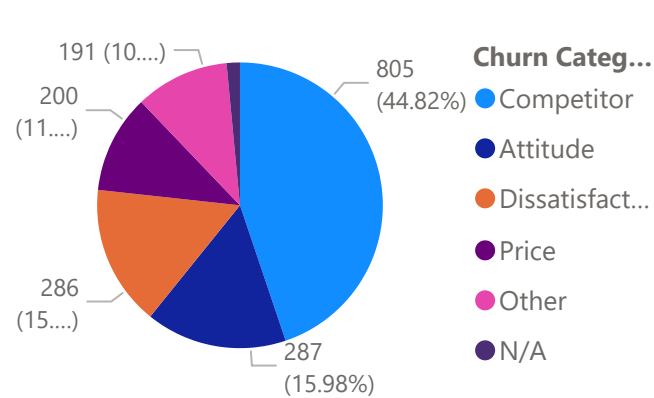
## Contract Type

- ☐ Month-to-Month
- ☐ One Year
- ☐ Two Year

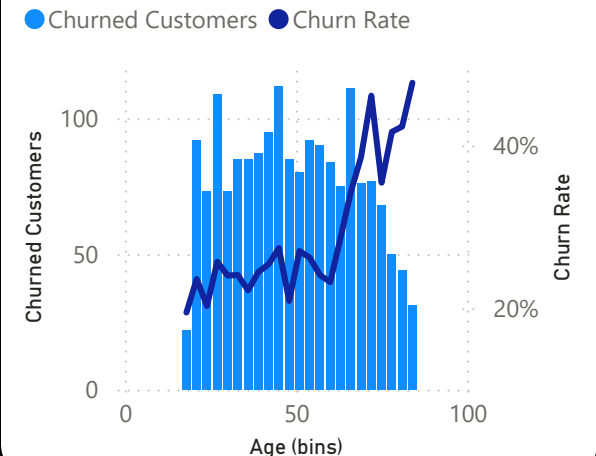
## Churned Customers by Churn Reason



## Churned Customers by Churn Category

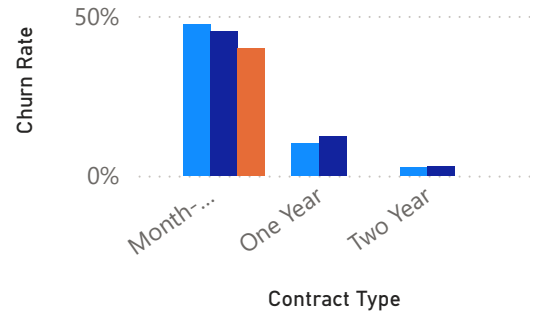


## Churned Customers an Rate by Age (bins)

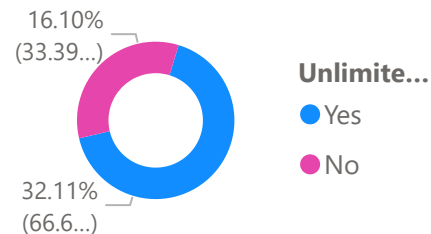


## Churn Rate by Contract Type and Gender

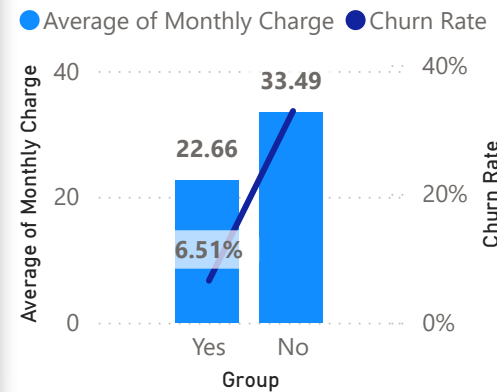
Gender: Female (Blue), Male (Dark Blue), Prefer not to say (Orange)



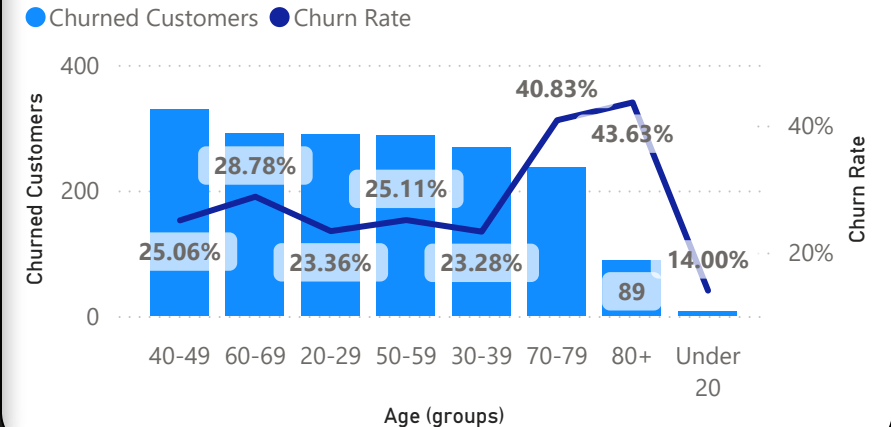
## Churn Rate by Unlimited Data Plan



## Average of Monthly Charge and Churn Rate by Group



## Churned Customers and Churn Rate by Age (groups)



# VERTEX MOBILE CHURN ANALYTICS

25/11/2024

State

Search

☐

AK

☐

AL

☐

AR

☐

AZ

☐

CA

☐

CO

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

Churn Label

Yes

No

