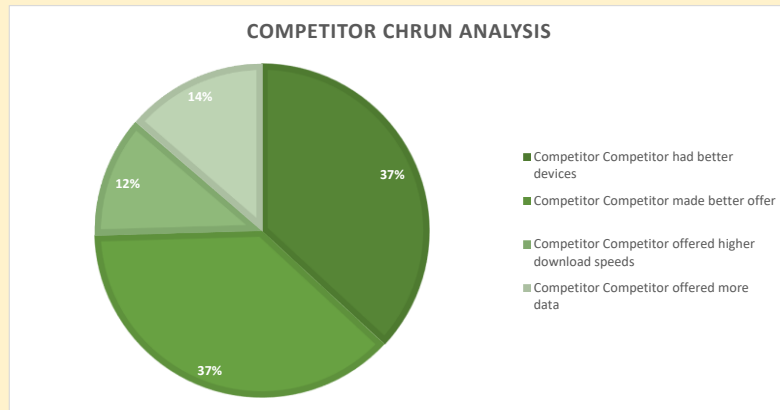# CUSTOMER CHURN ANALYSIS - BY FASYA NABILA SALIM
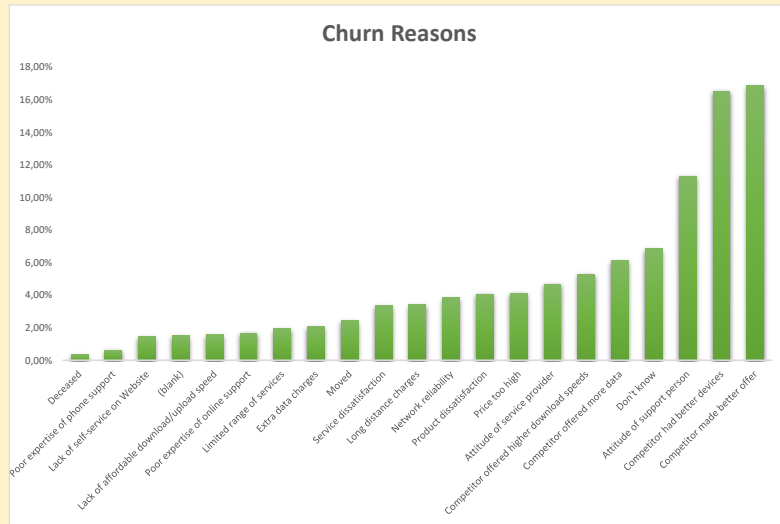
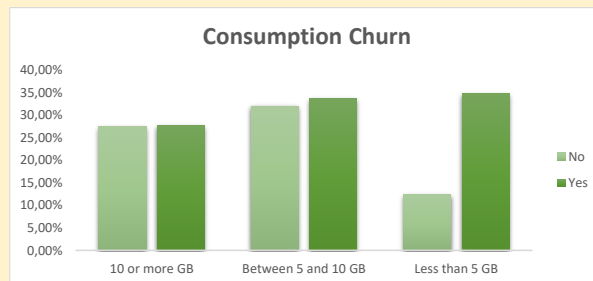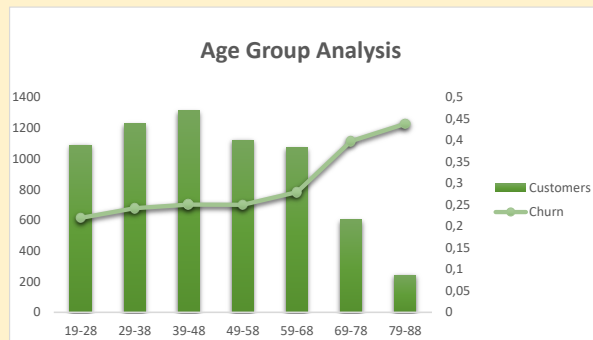| TOTAL CUSTOMERS	CHURNED CUSTOMERS	CHURN RATE %
6687	1798	26,86%

Churn Reasons

Churn By Demographics

- Other
- Senior
- Under 30

Age Group Analysis

- Customers
- Churn

COMPETITOR CHRUN ANALYSIS

- Competitor Competitor had better devices
- Competitor Competitor made better offer
- Competitor Competitor offered higher download speeds
- Competitor Competitor offered more data

Consumption Churn

- No
- Yes
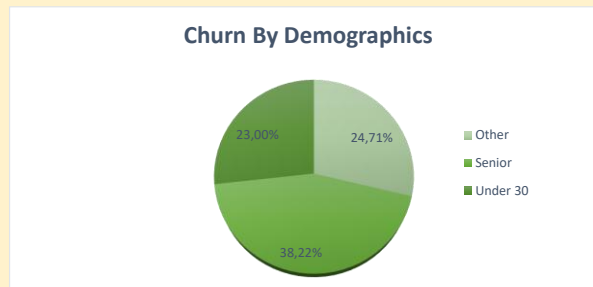
Sum of Churn Rate % Row Labels	Column Labels yes
CA	75,00%
IN	66,67%
NH	62,50%
KY	50,00%
LA	50,00%
TX	41,67%
NM	40,00%
CO	37,50%
AK	37,50%
OH	36,84%
DE	35,00%
HI	33,33%
PA	33,33%
ME	33,33%
NE	33,33%
MS	31,25%
MA	31,25%
MO	30,77%
MD	30,00%
AL	29,41%
MI	27,78%
OK	27,27%
WI	25,00%
ID	25,00%
RI	25,00%
ND	25,00%
IL	23,33%
NV	22,22%
OR	21,43%
DC	20,00%
KS	18,75%
NY	18,75%
NC	18,18%
UT	16,67%
AZ	16,67%
NJ	16,67%
VA	16,67%
TN	16,67%
WY	15,00%
WV	13,33%
CT	12,50%
MN	12,50%
GA	12,50%
WA	12,50%
FL	12,50%