



Gender

Age

City

Map

Features

Usage

Options I

Options II

Churn

7043

Total

4720

Retained

1869

Churned

454

New

3488

3555

2338

2382



939

930

211

243



Gender

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City

Map

Features

Usage

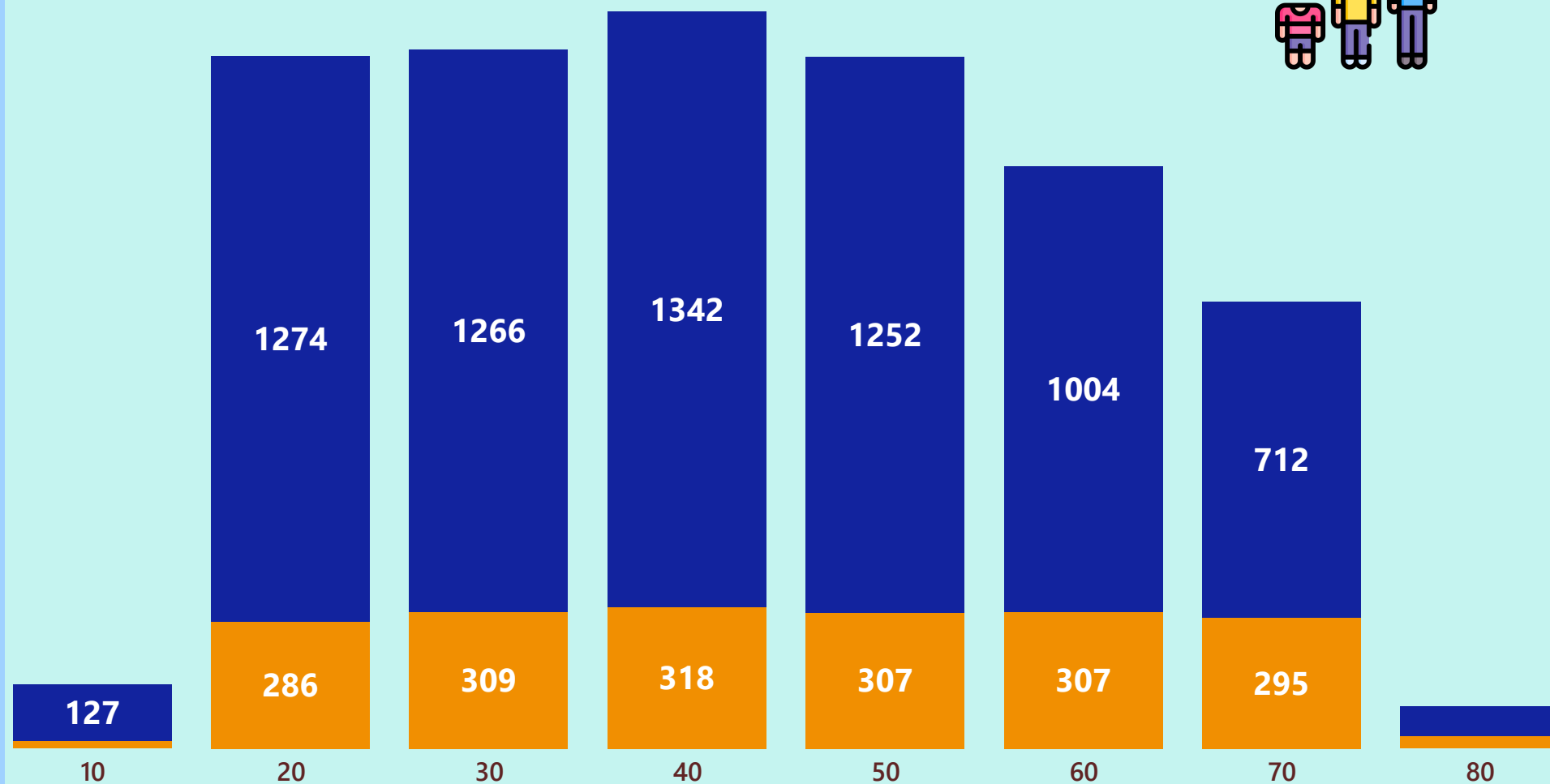
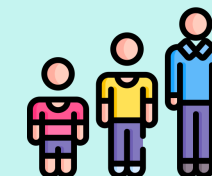
Options I

Options II

Churn

Age distribution of Churned customers and total customers

● Churned customers ● Total customers





Gender

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Options I

Options II

Churn

Churned customers by City

San Diego | 185

Los Angeles | 78

San Francisco | 31

San Jose | 29

Fallbrook | 26

Sacramento | 26



New customers by City

Los Angeles | 18

San Diego | 7

San Francisco | 7

Glendale | 6

Sacramento | 6

Oakland | 5

Riverside | 5



Gender

Age

City

Map

Features

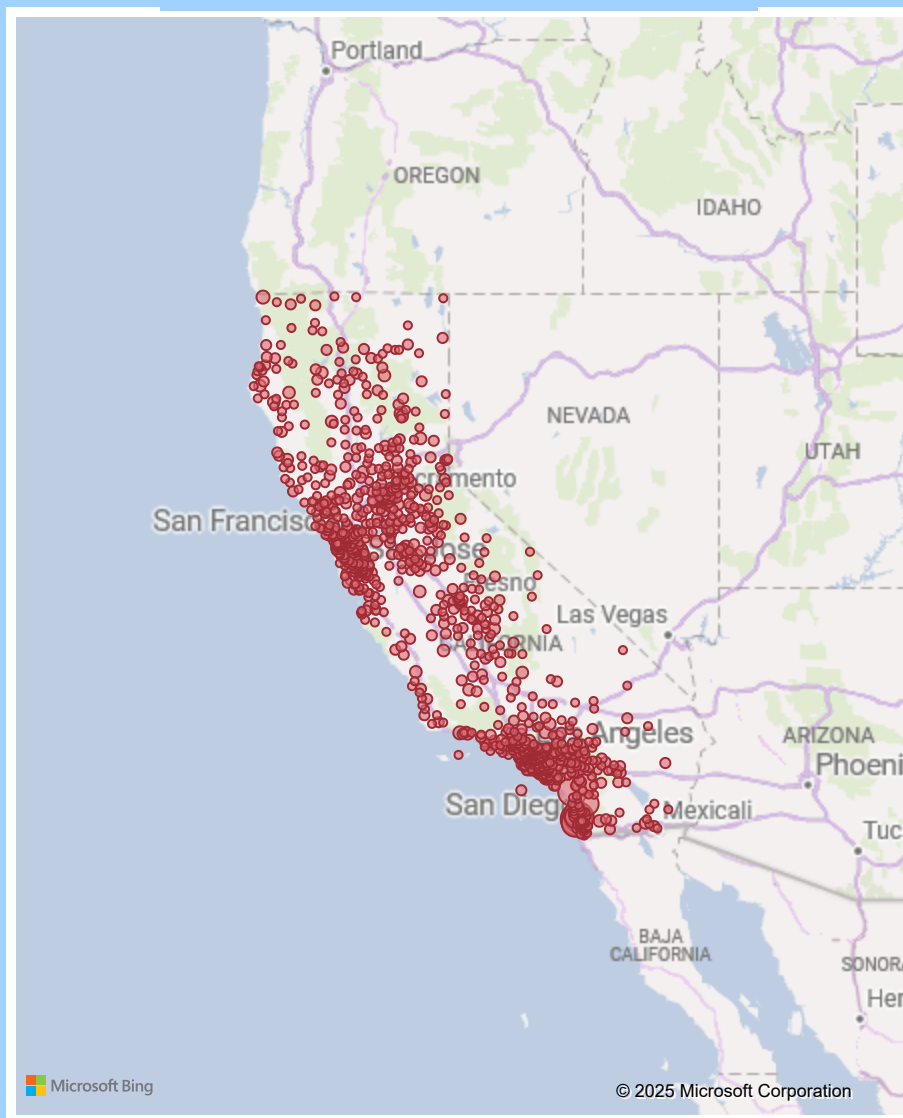
Usage

Options I

Options II

Churn

Churn by City Map



Avg churn per City

● South CA ● North CA



North CA - Cities above Latitude 36
South CA - Cities below Latitude 36



Gender

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Features

Usage

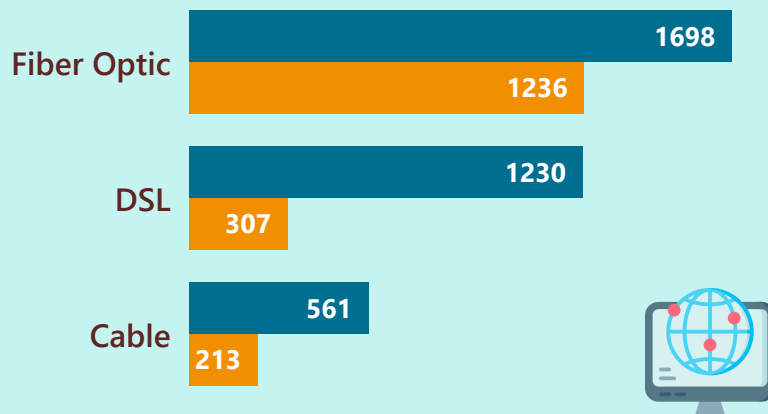
Options I

Options II

Churn

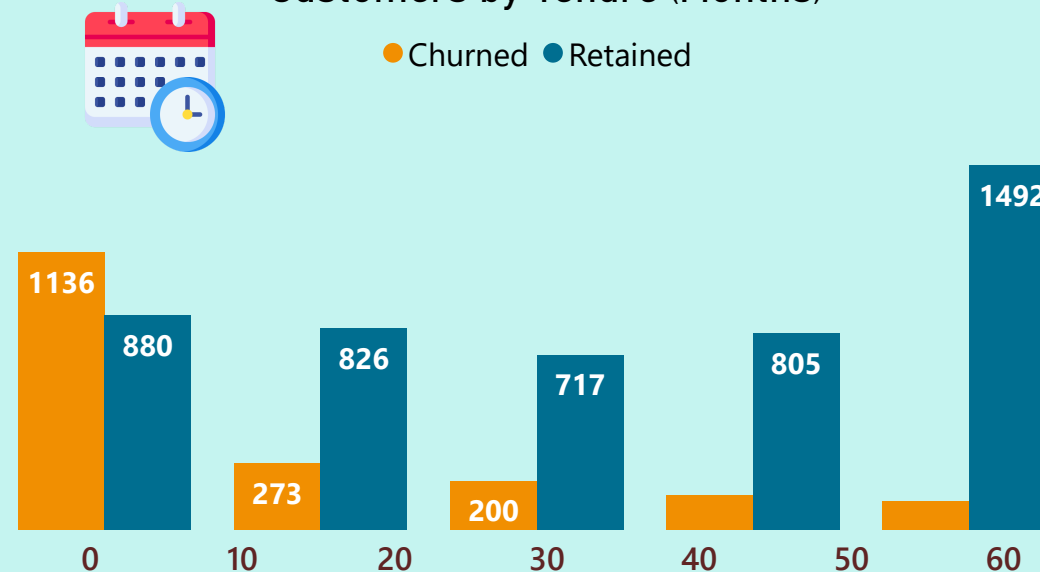
Customers by Internet type

● Retained ● Churned



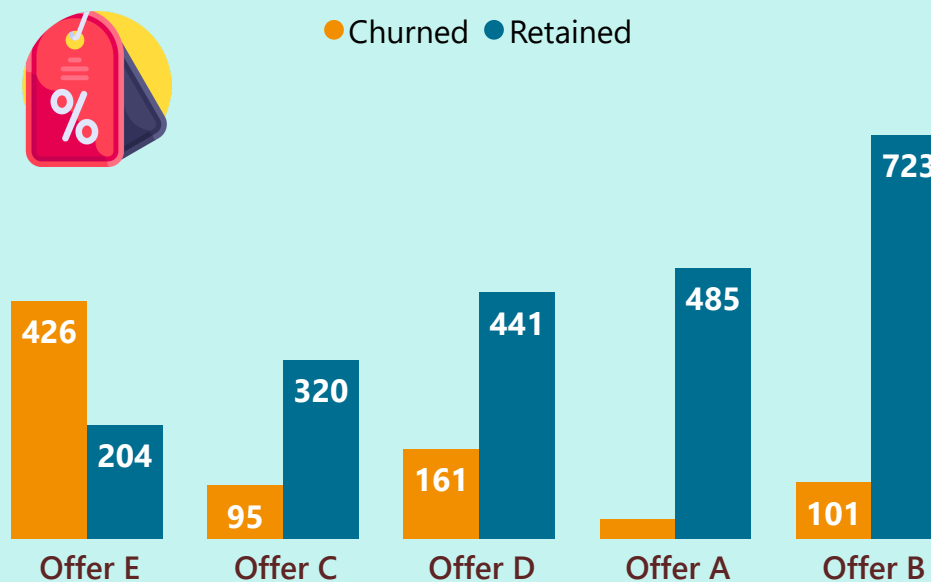
Customers by Tenure (Months)

● Churned ● Retained



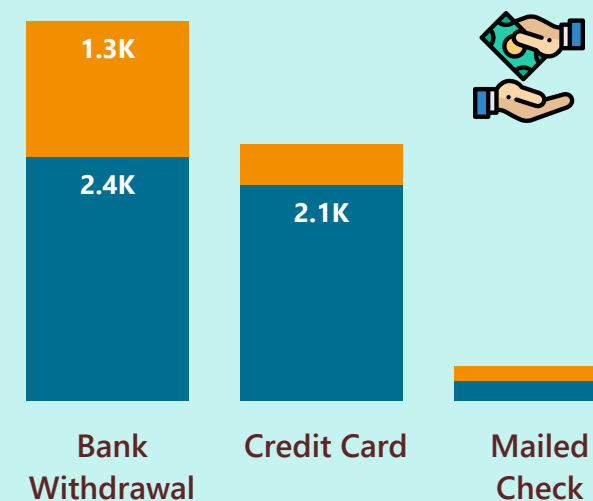
Customers by Offer type

● Churned ● Retained



Customers by Payment Type

● Retained ● Churned





Gender

Age

City

Map

Features

Usage

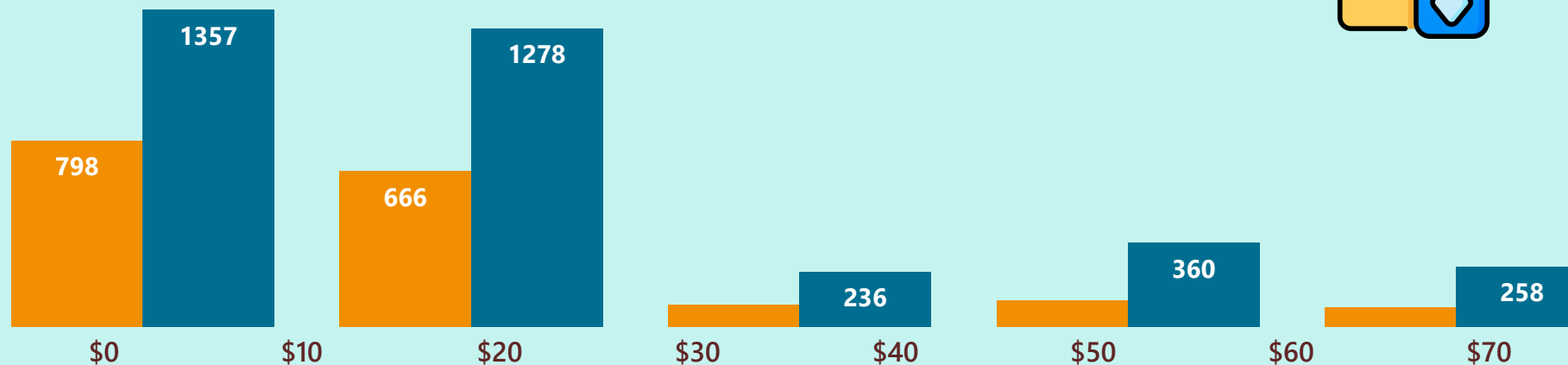
Options I

Options II

Churn

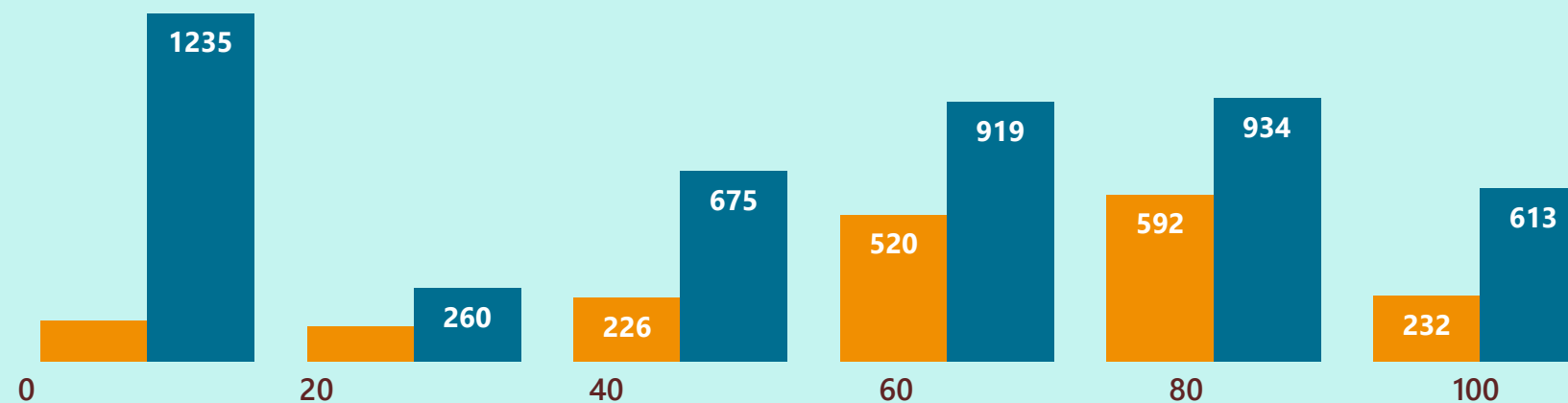
Customers by Download (GB)

● Churned ● Retained



Customers by Monthly Fee (\$)

● Churned ● Retained





Gender

Age

City

Map

Features

Usage

Options I

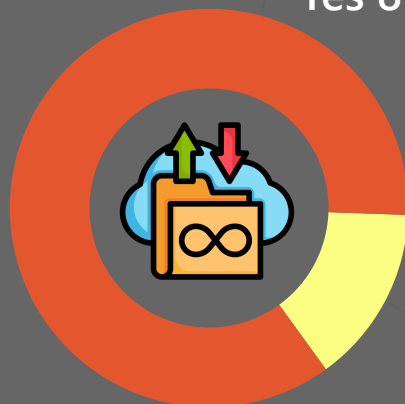
Options II

Churn

Churn Customers by

Unlimited Data

Yes 85.54%



No
14.46%

Internet Service

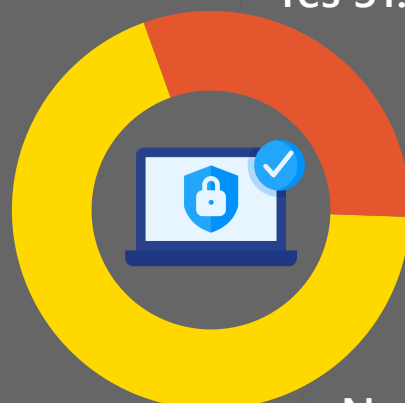
Yes 93.95%



No
6.05%

Device protection plan

Yes 31.04%



No 68.96%

Online Security

Yes 16.8%



No 83.2%



Gender

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Usage

Options I

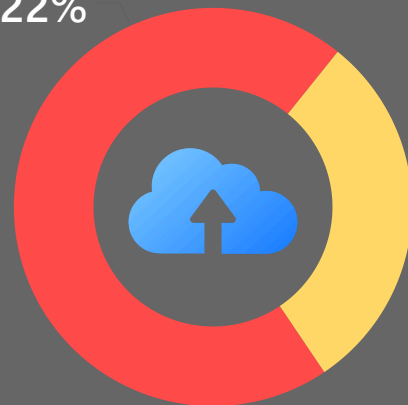
Options II

Churn

Churn Customers by

Online Backup

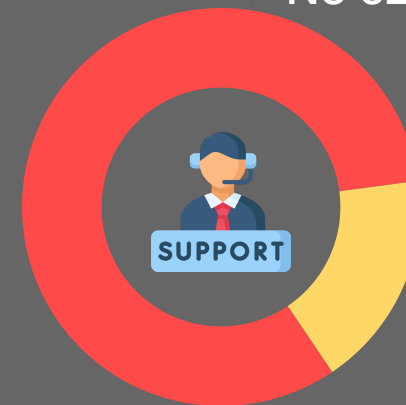
No 70.22%



Yes
29.78%

Premium Tech Support

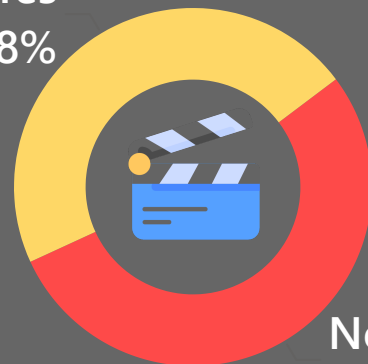
No 82.35%



Yes
17.65%

Streaming Movies

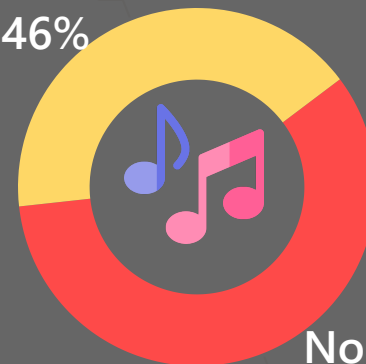
Yes
46.58%



No
53.42%

Streaming Music

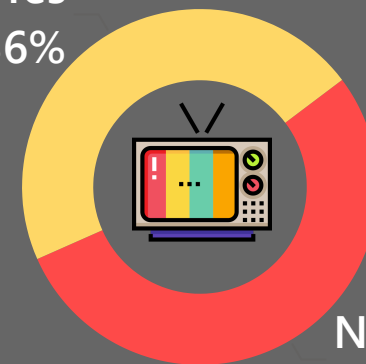
Yes
41.46%



No
58.54%

Streaming TV

Yes
46.36%



No
53.64%

gowsik_nagaraj



Gender

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Features

Usage

Options I

Options II

Churn

Churn category and reason



Competitor

Dissatisfaction

Attitude

Product diss...

Network rel...

Competitor had better devices 313

Service dissatis...

Poor expe...

Attitude of support person ...

Limited range ...

Lack ...

...

Attitude of service provider...

Price

Other

Competitor offer...

Long distance ch...

Competitor made better o...

Competitor offer...

Price too...

Extra dat...

Lack ...

Don't know 130

Mov...

gowsik_nagaraj