

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

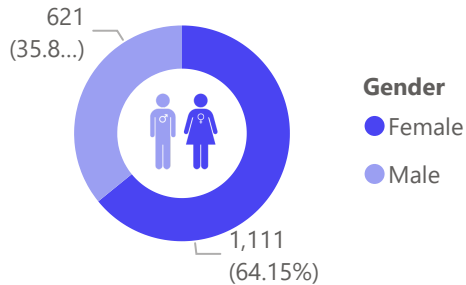
27.0%

Churn Rate

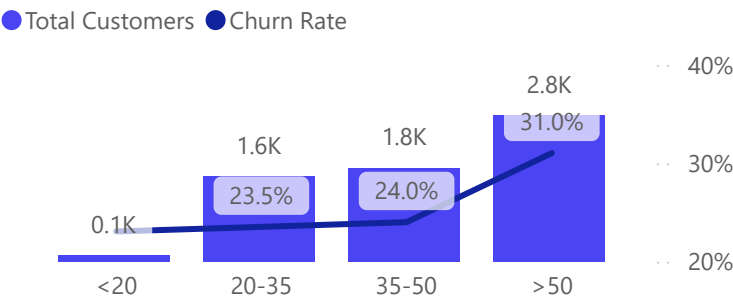


DEMOGRAPHIC

Total Churn by Gender

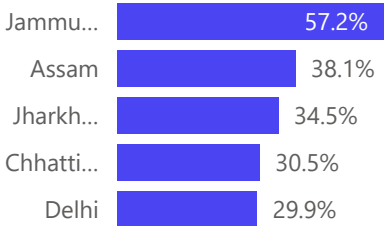


Total Customers and Churn Rate by Age Group



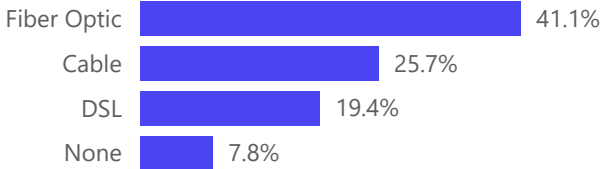
## GEOGRAPHIC

Churn Rate by State (Top 5)



## SERVICES USED

Churn Rate by Internet Type

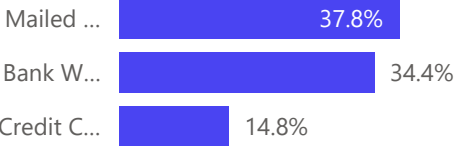


Churn by Services

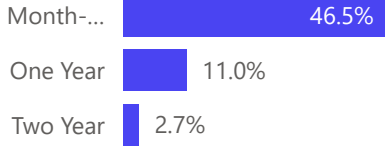
Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%

ACCOUNT INFO

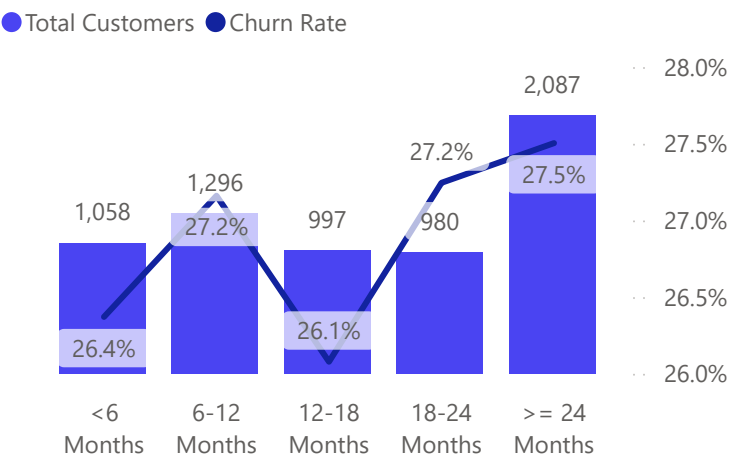
Churn Rate by Payment Method



Churn Rate by Contract

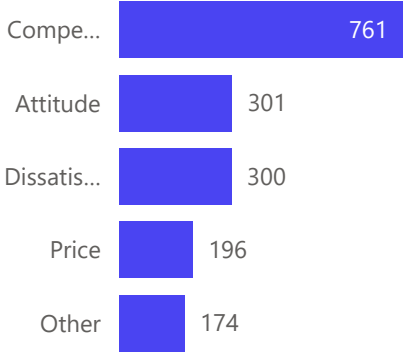


Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

Total Churn by Churn Category



Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
<b>Total</b>	<b>1,732</b>

# CHURN ANALYSIS - PREDICTION

Summary

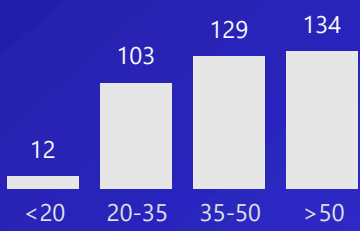
## PREDICTED CHURNER PROFILE

248  
Female

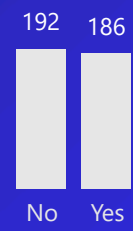
130  
Male



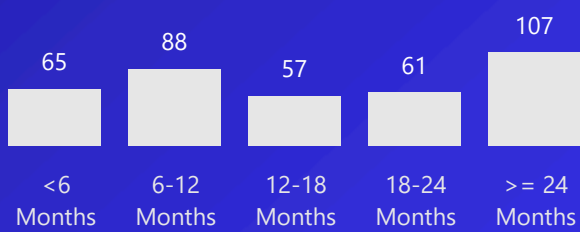
### # by Age Group



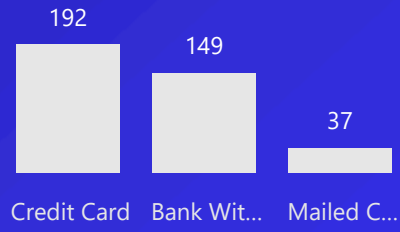
### # by Marital Status



### # by Tenure Group



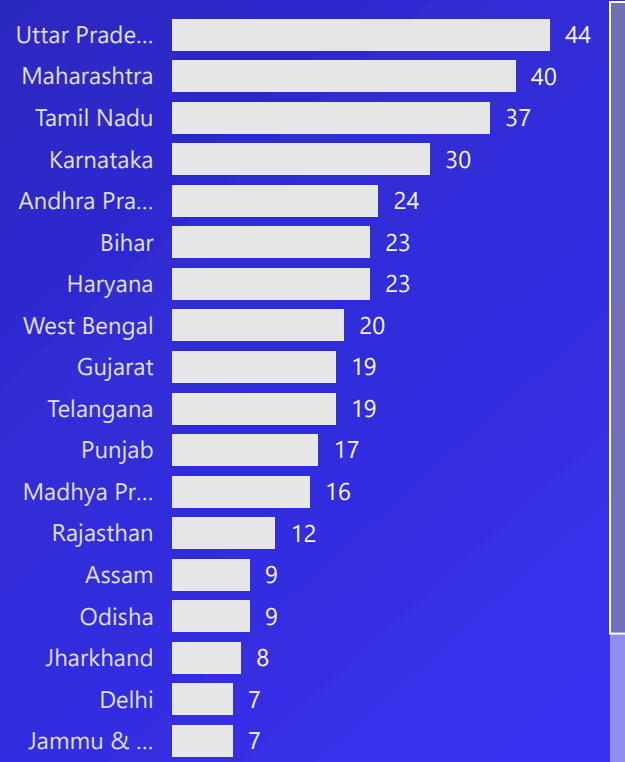
### # by Payment Method



### # by Contract



### # by State



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 378

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
12340-DEL	62.80	104.99	0.00	0
19998-AND	85.70	346.27	0.00	0
24696-BIH	43.95	123.28	0.00	0
24754-AND	69.55	171.41	33.80	0
27553-UTT	20.30	24.39	0.00	0
28239-UTT	19.95	58.79	0.00	0
44655-TEL	50.50	226.89	0.00	0
45672-TAM	20.20	62.35	0.00	0
46190-GUJ	55.55	118.87	0.00	0
48051-GUJ	25.85	25.85	0.00	0
54172-RAJ	56.55	181.73	0.00	0
56554-RAJ	19.75	29.97	0.00	0
56728-RAJ	45.60	83.04	0.00	0
67752-MAH	45.30	92.66	0.00	0
71197-PUN	77.40	339.41	0.00	0
74804-WES	69.60	314.31	0.00	0
77658-AND	24.40	24.40	0.00	0
78978-UTT	19.30	35.66	0.00	0
79905-UTT	20.45	50.54	0.00	0
82559-CHH	64.20	182.47	0.00	0
84687-PUN	24.70	94.70	0.00	0