

**26.86%**

Churned Rate

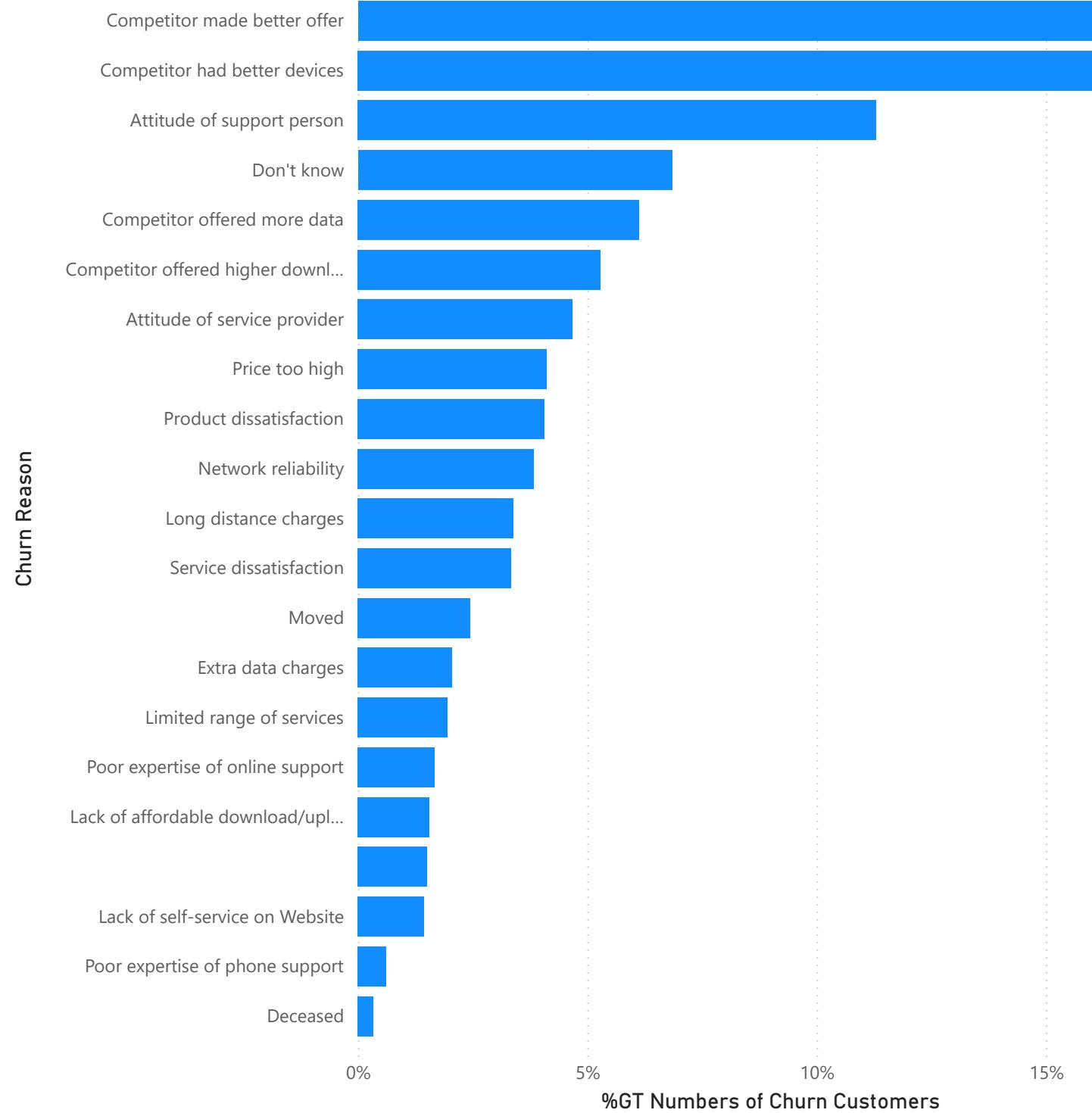
**1796**

Numbers of Churn Customers

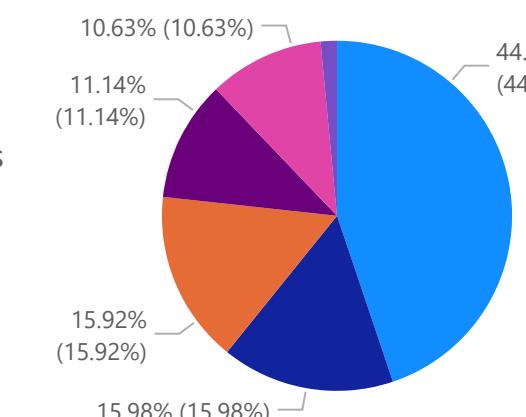
**6687**

Number of Customers

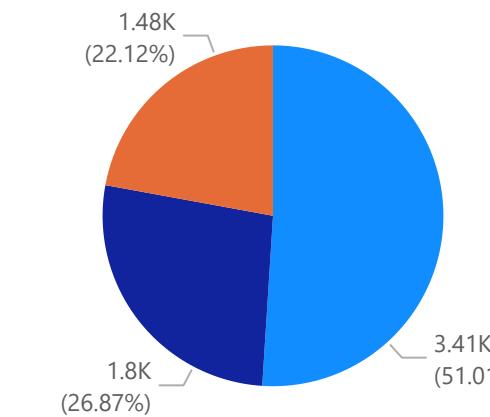
#### %GT Numbers of Churn Customers by Churn Reason



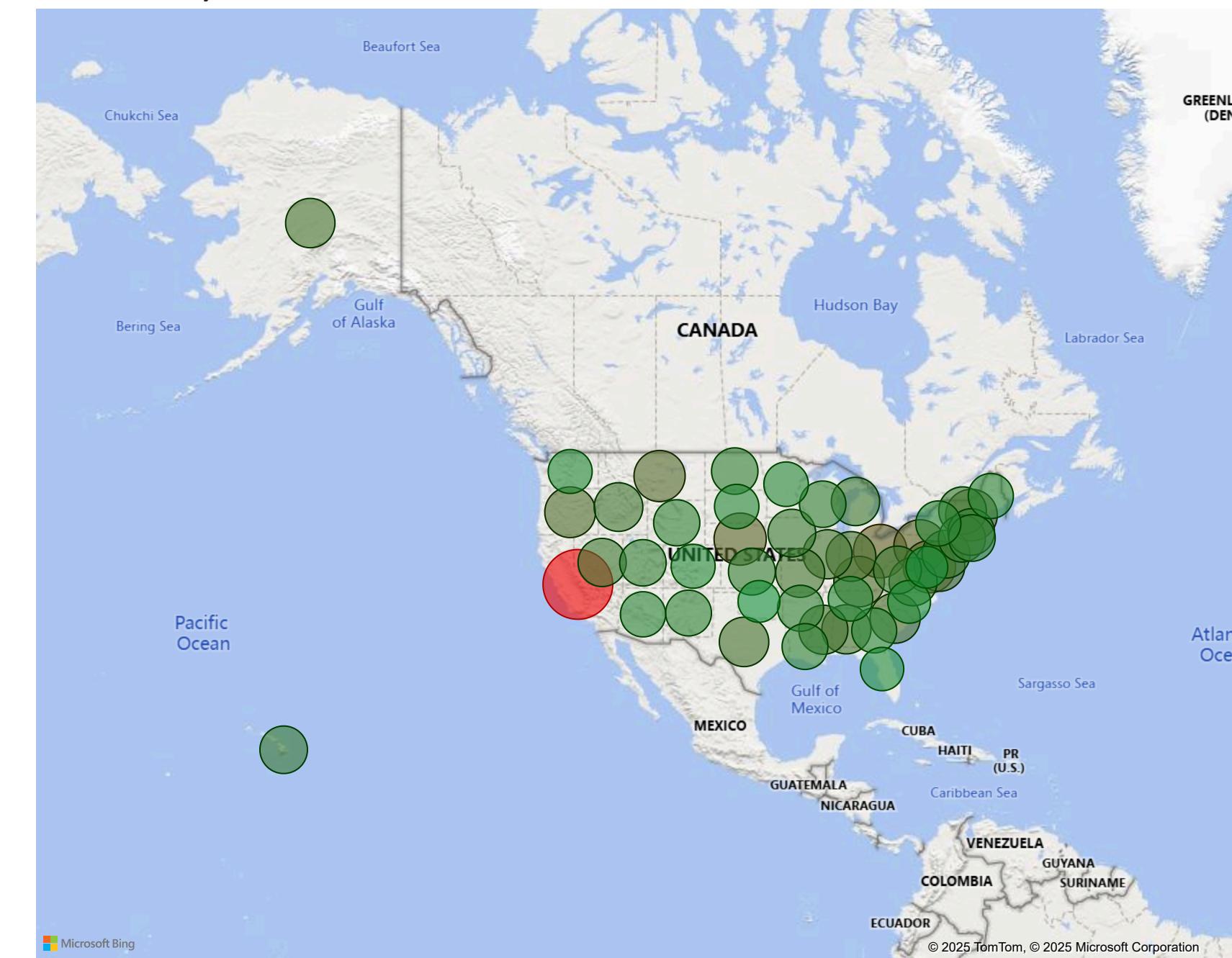
%GT Count of Churn Label by Churn Category



Customer By Contract Type



Churned Rate by State



## Demographics Churned Rate

Other	24.54%
Senior	38.46%
Under 30	23.00%
<b>Total</b>	<b>26.86%</b>

**26.86%**

Churned Rate

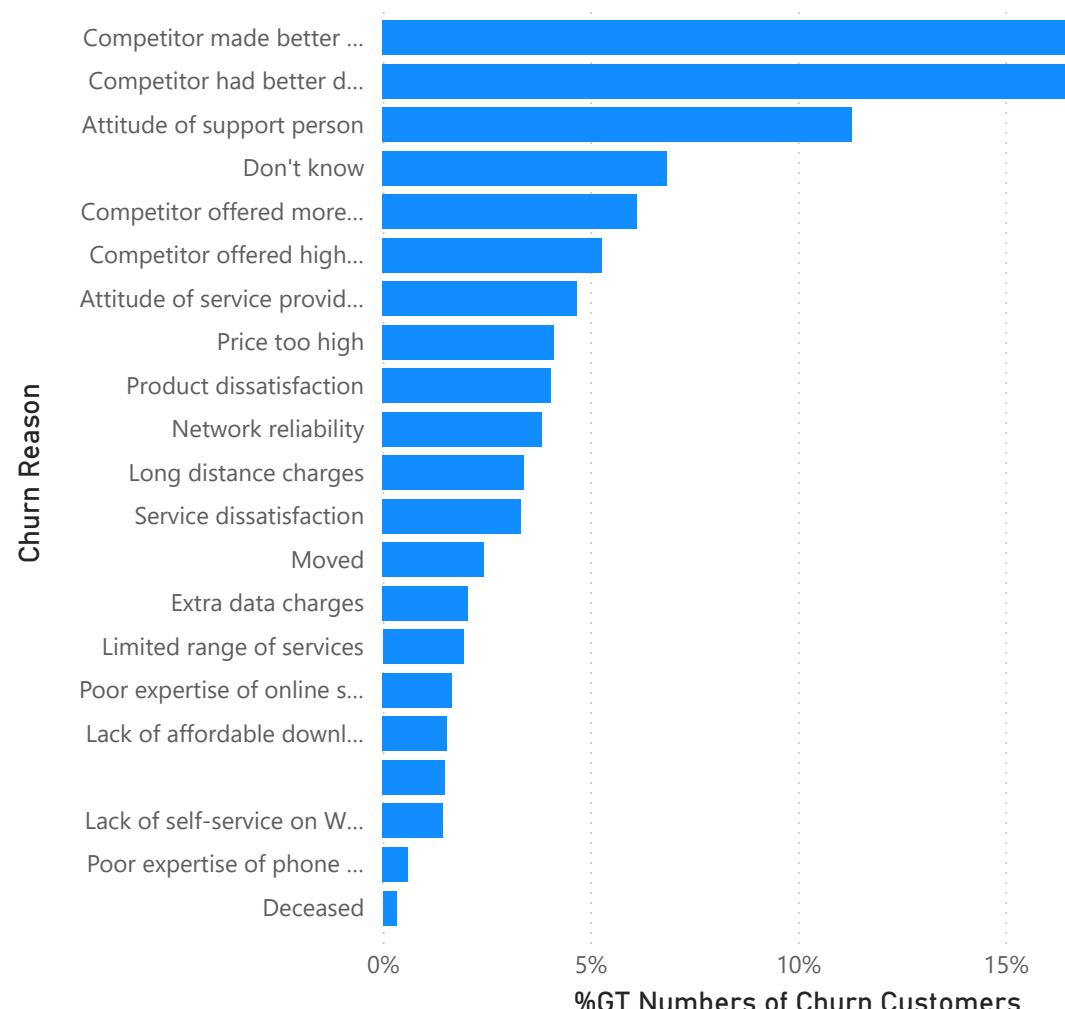
**1796**

Numbers of Churn Customers

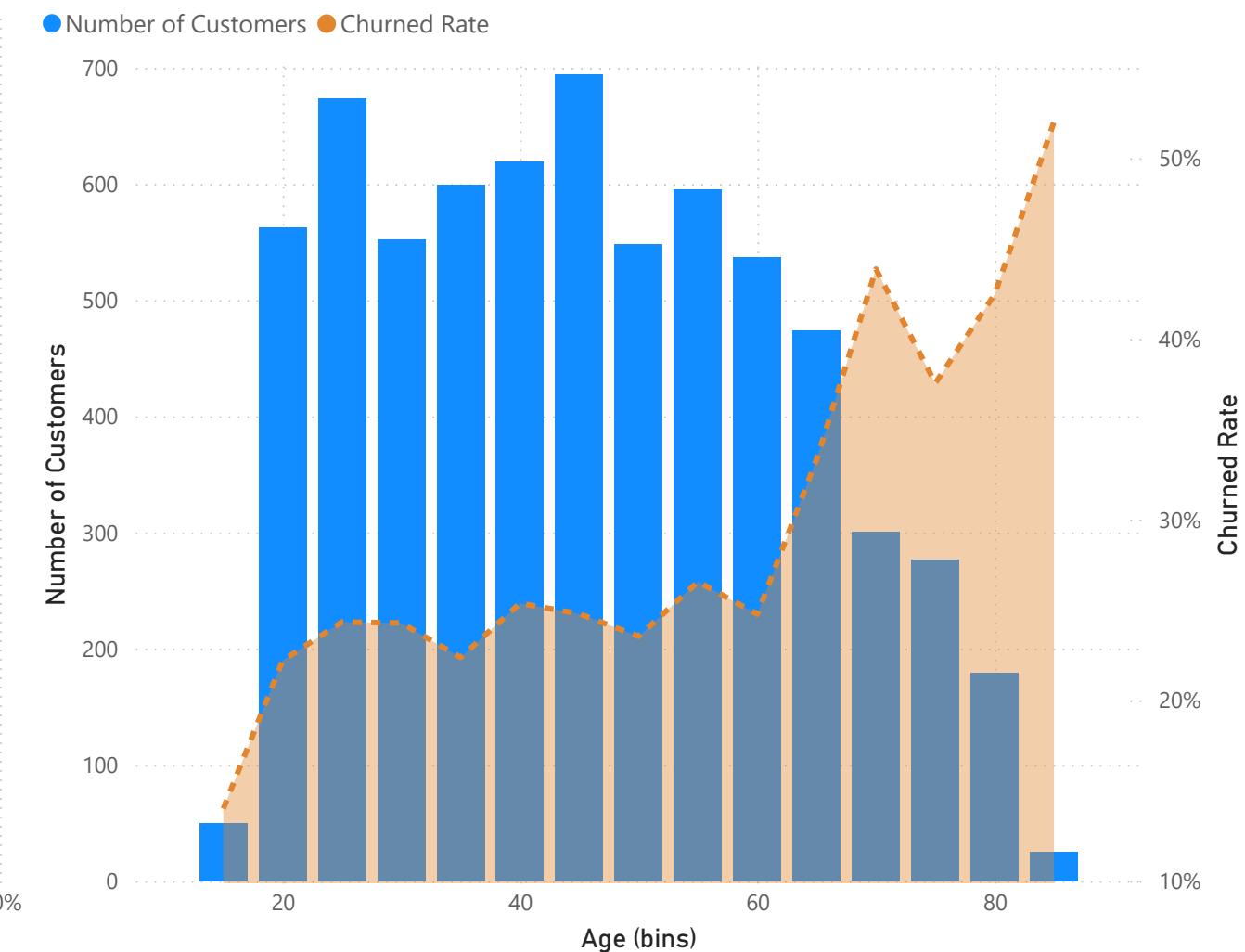
**6687**

Number of Customers

## %GT Numbers of Churn Customers by Churn Reason



## Number of Customers and Churned Rate by Age (bins)



Monthly

31.28%

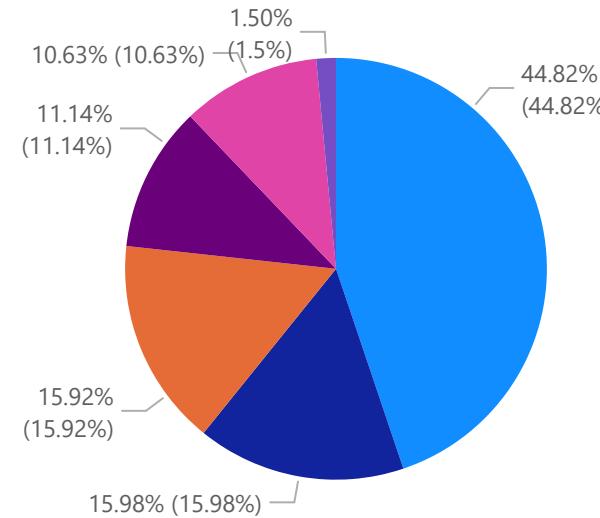
Churned Rate

Yearly

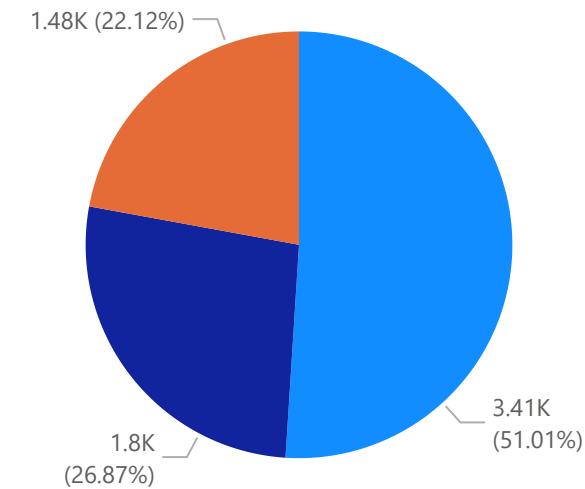
11.29%

Churned Rate

### %GT Count of Churn Label by Churn Category

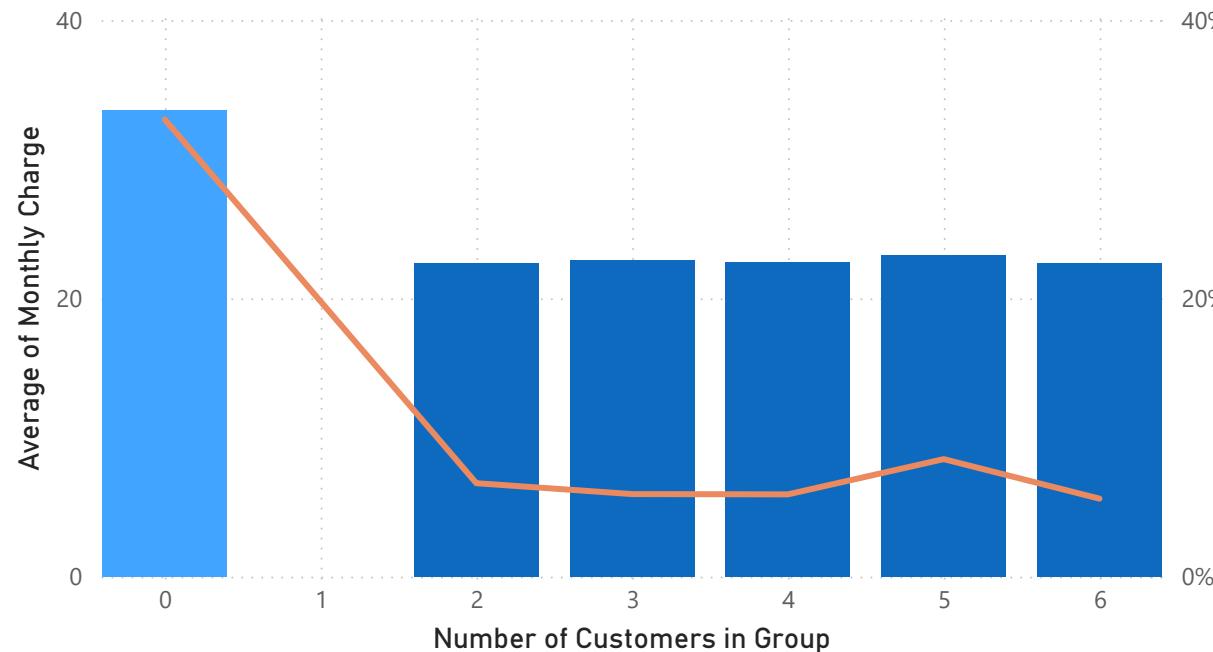


### Customer By Contract Type



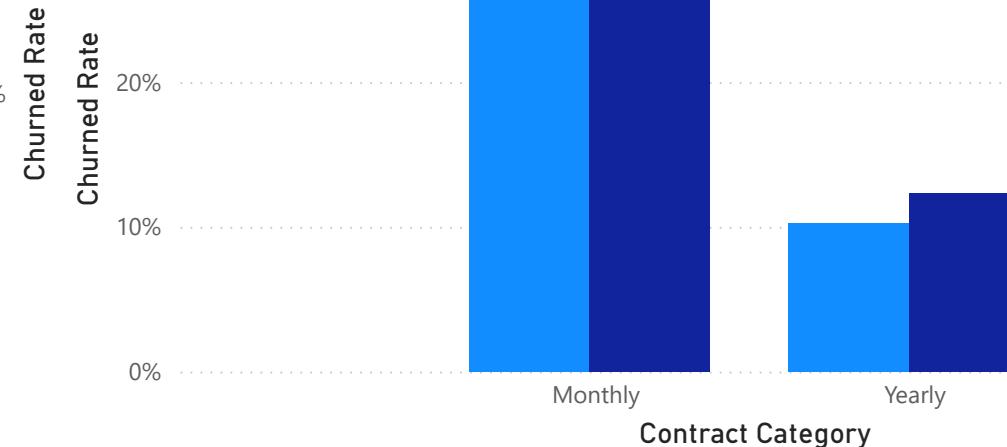
### Average Monthly Charge and Churned Rate by Number of Customers in Group

● Average of Monthly Charge ● Churned Rate



### Churned Rate by Contract Category and Gender

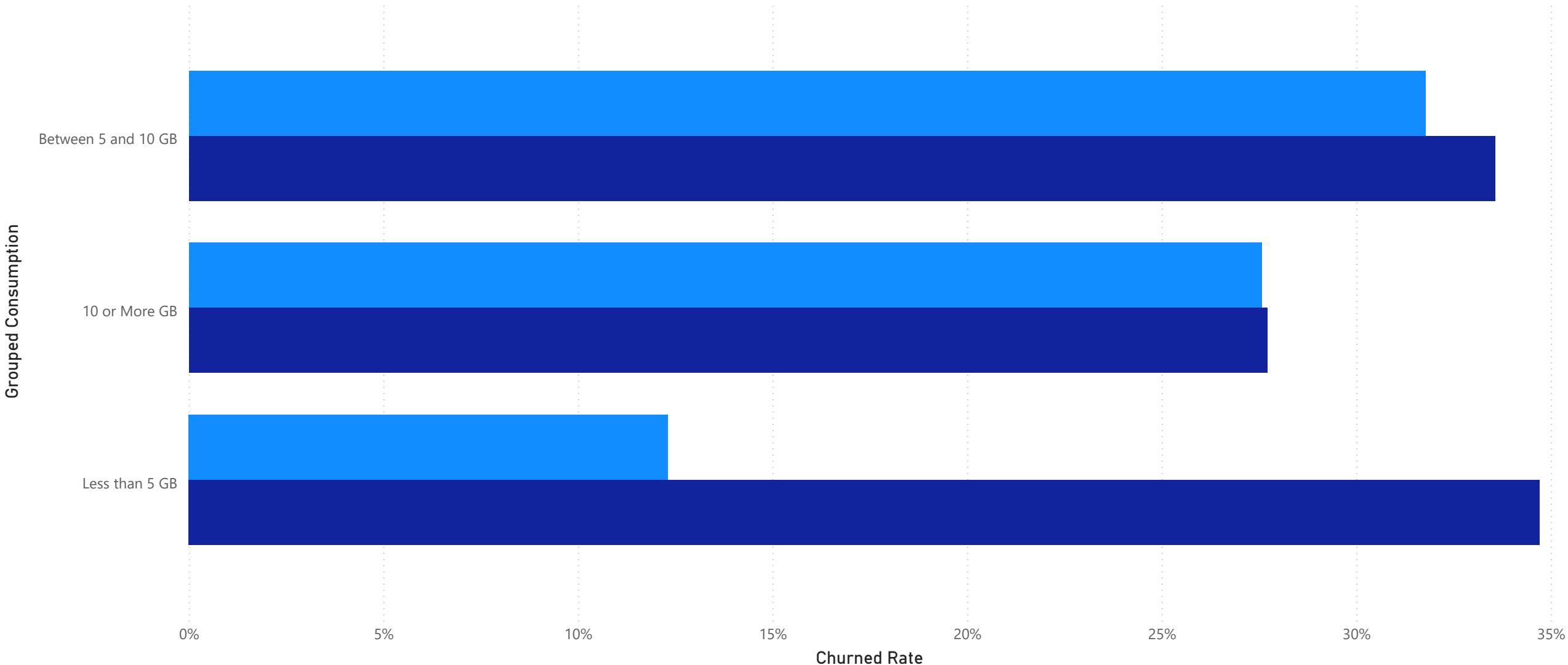
Gender ● Female ● Male



Churned Rate Number of Customers Unlimited Data Plan

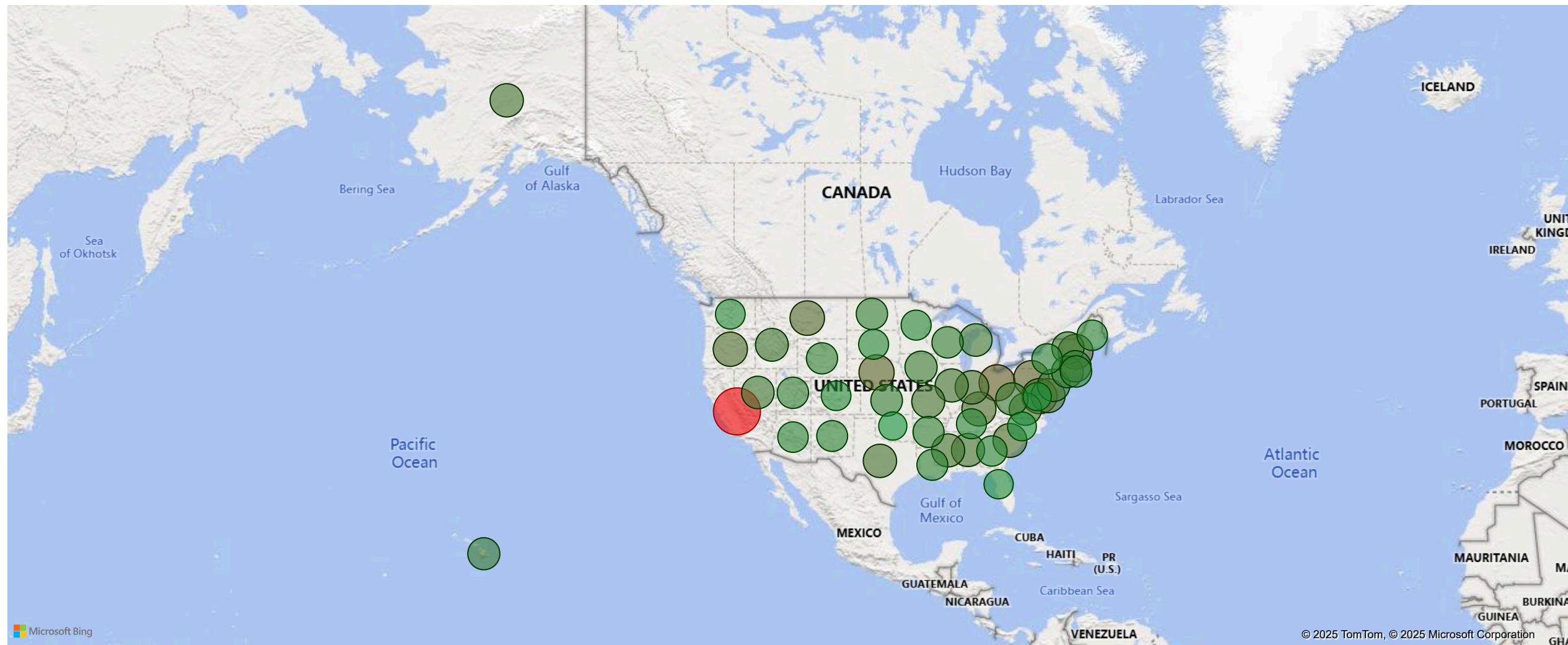
16.10%	2193	No
32.11%	4494	Yes
<b>26.86%</b>	<b>6687</b>	

Unlimited Data Plan ● No ● Yes

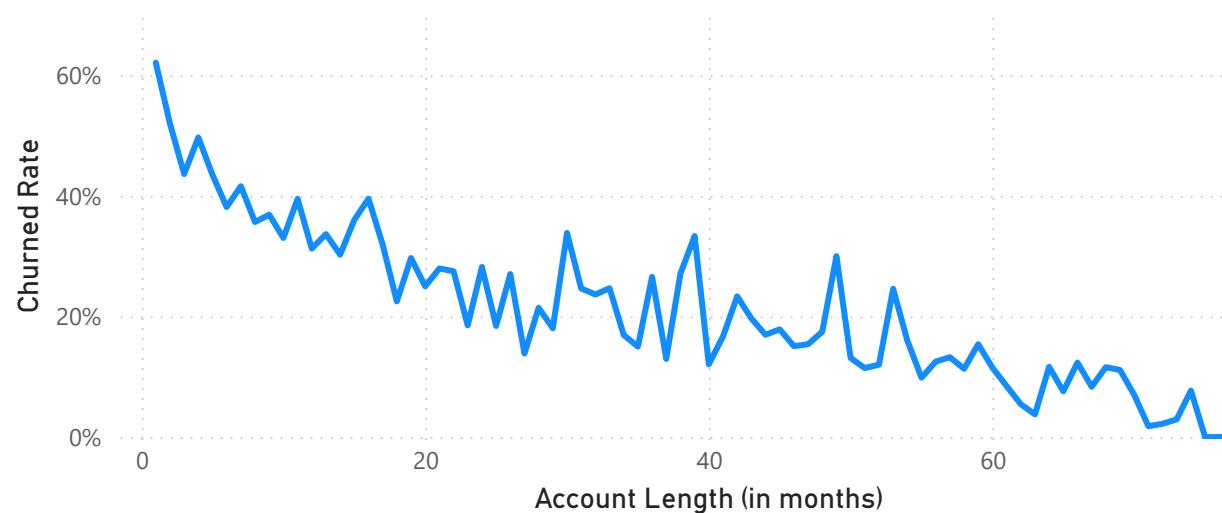


	Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%	
Yes	40.34%	7.59%	34.31%	
Total	27.07%	24.88%	26.86%	

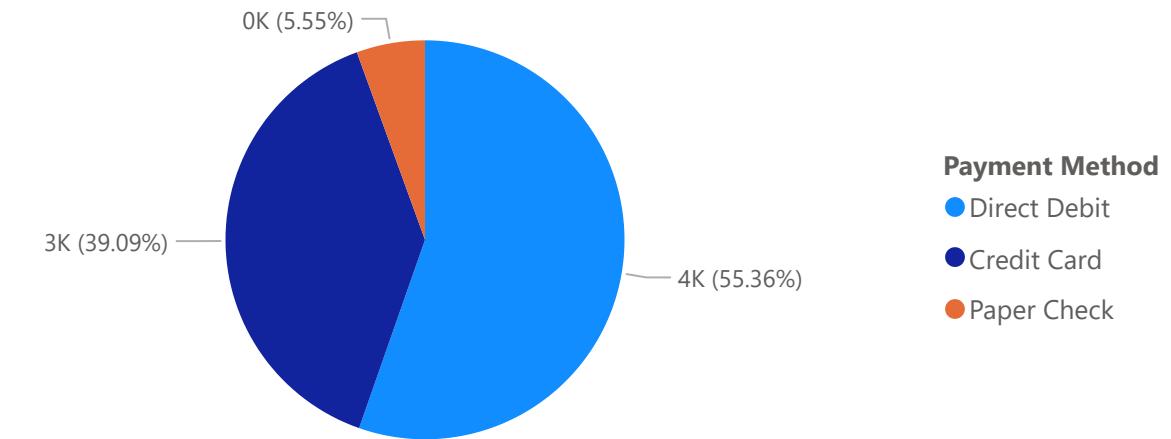
## Churned Rate by State



### Churned Rate by Account Length (in months)

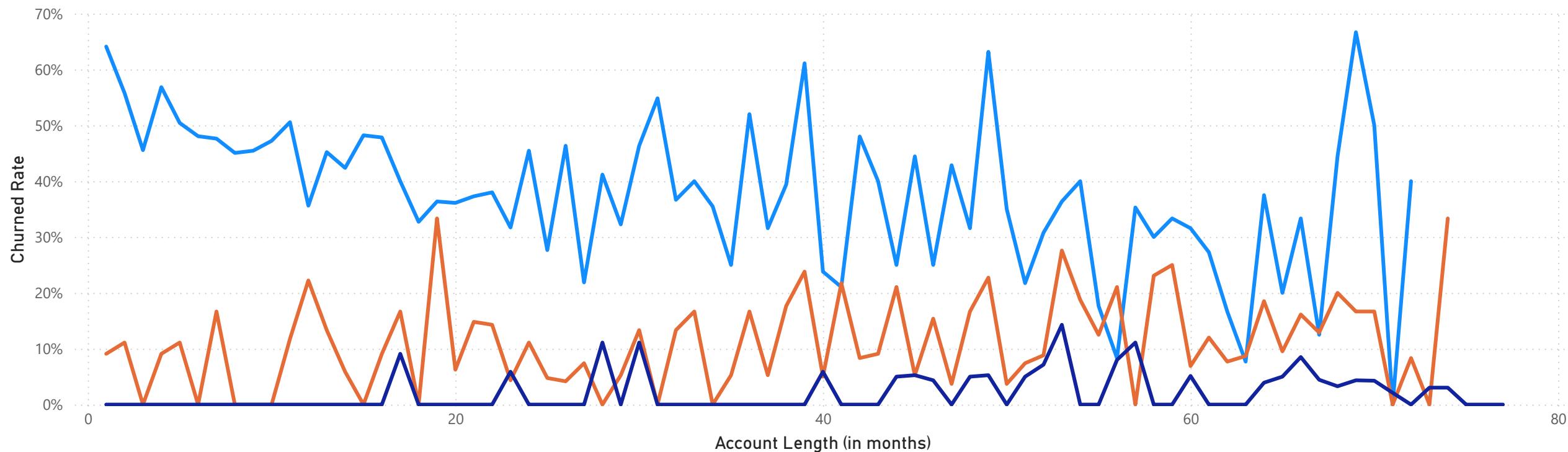


### Number of Customers by Payment Method



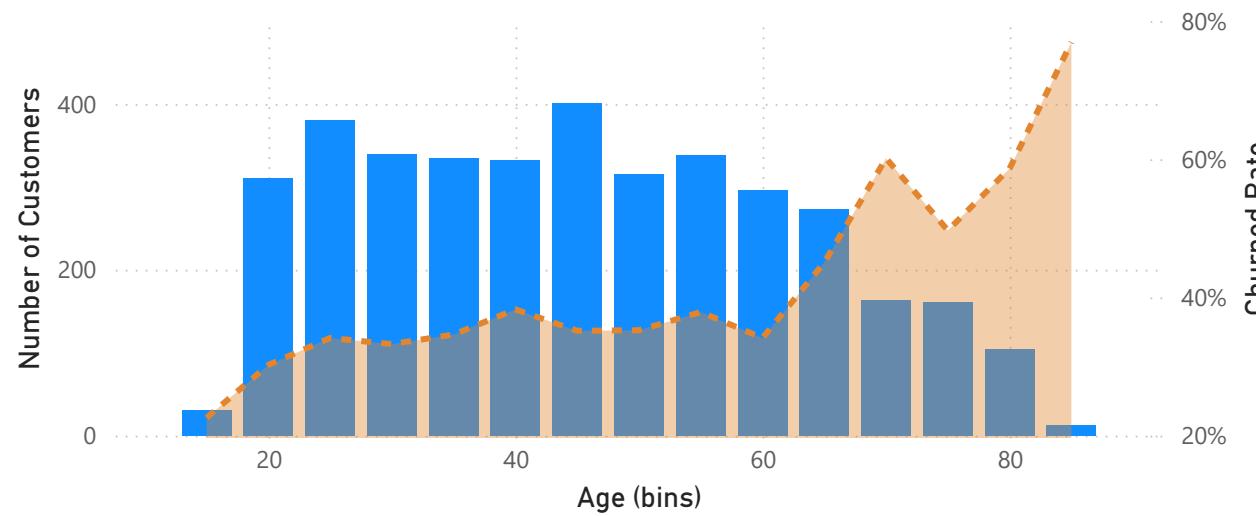
### Churned Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



## Number of Customers and Churned Rate by Age (bins)

- Number of Customers
- Churned Rate



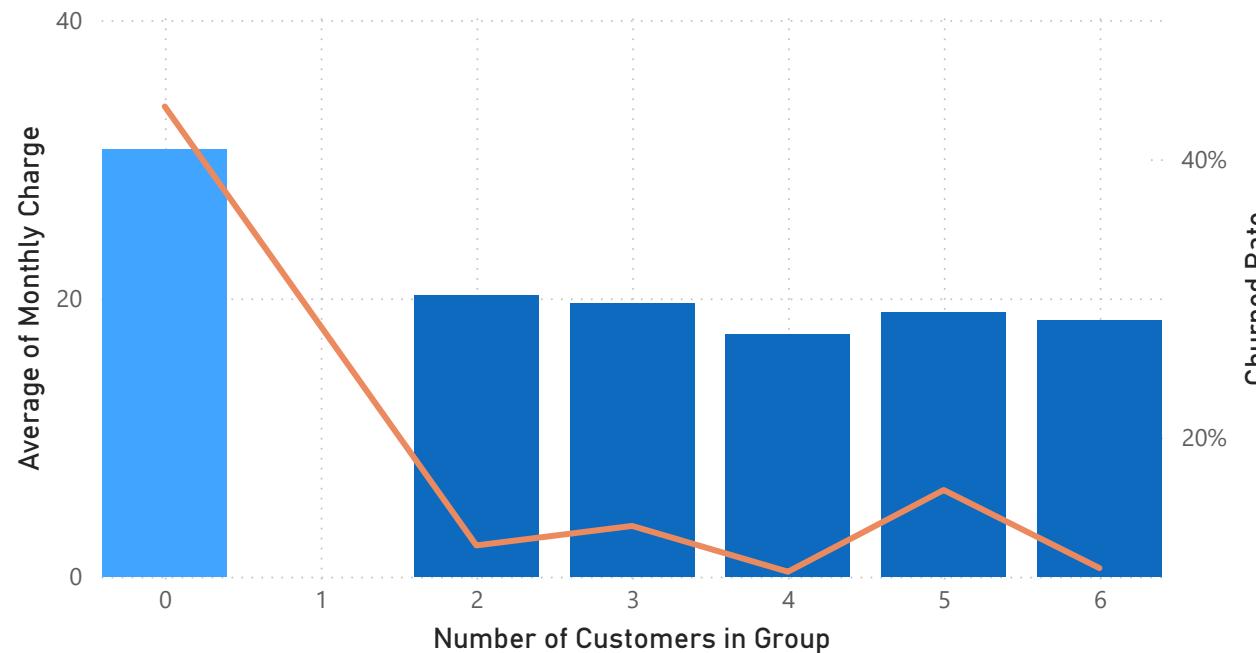
## Account Length (in months)

1      35



## Average of Monthly Charge and Churned Rate by Number of Customers in Group

- Average of Monthly Charge
- Churned Rate



**26.86%**

Churned Rate

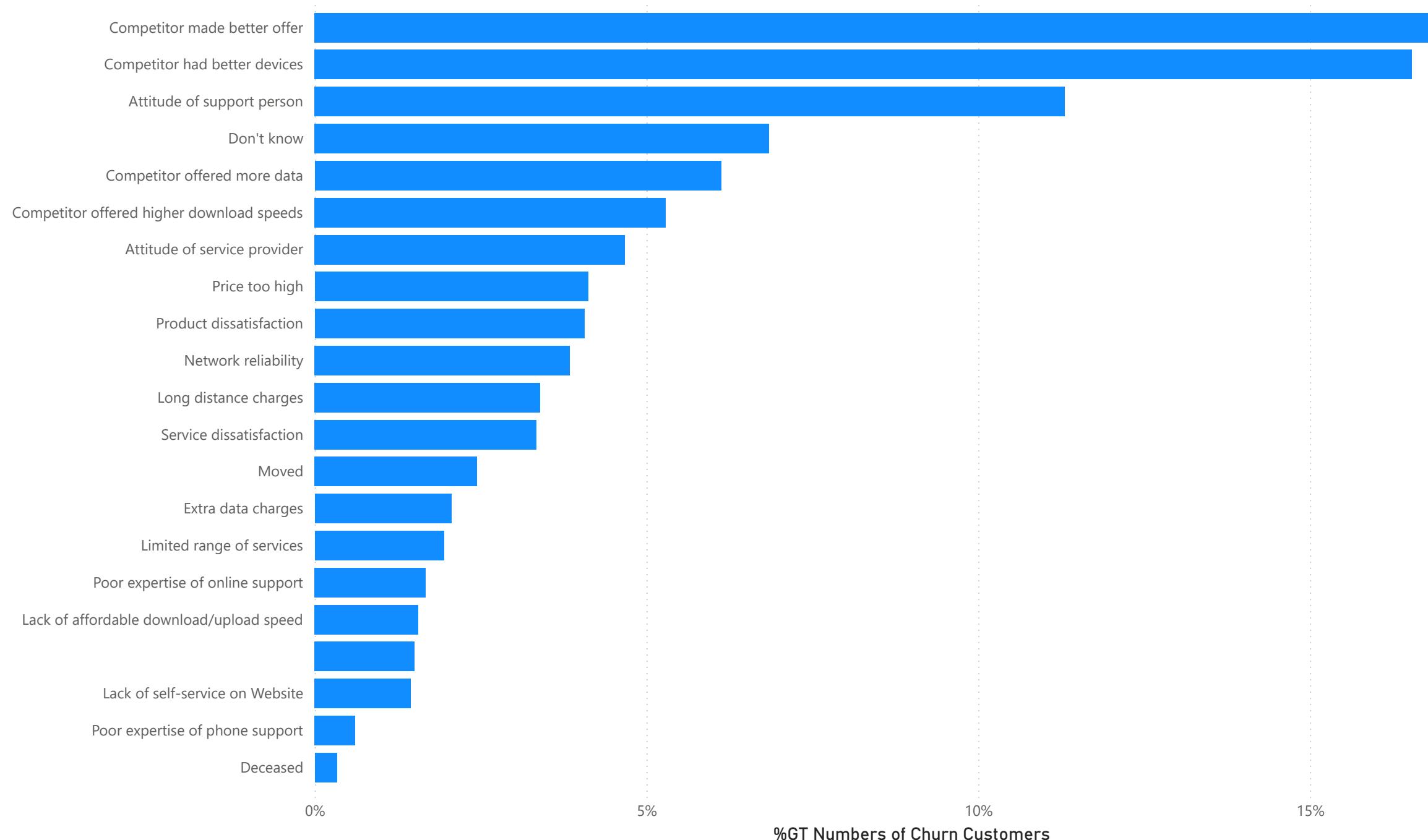
**1796**

Numbers of Churn Customers

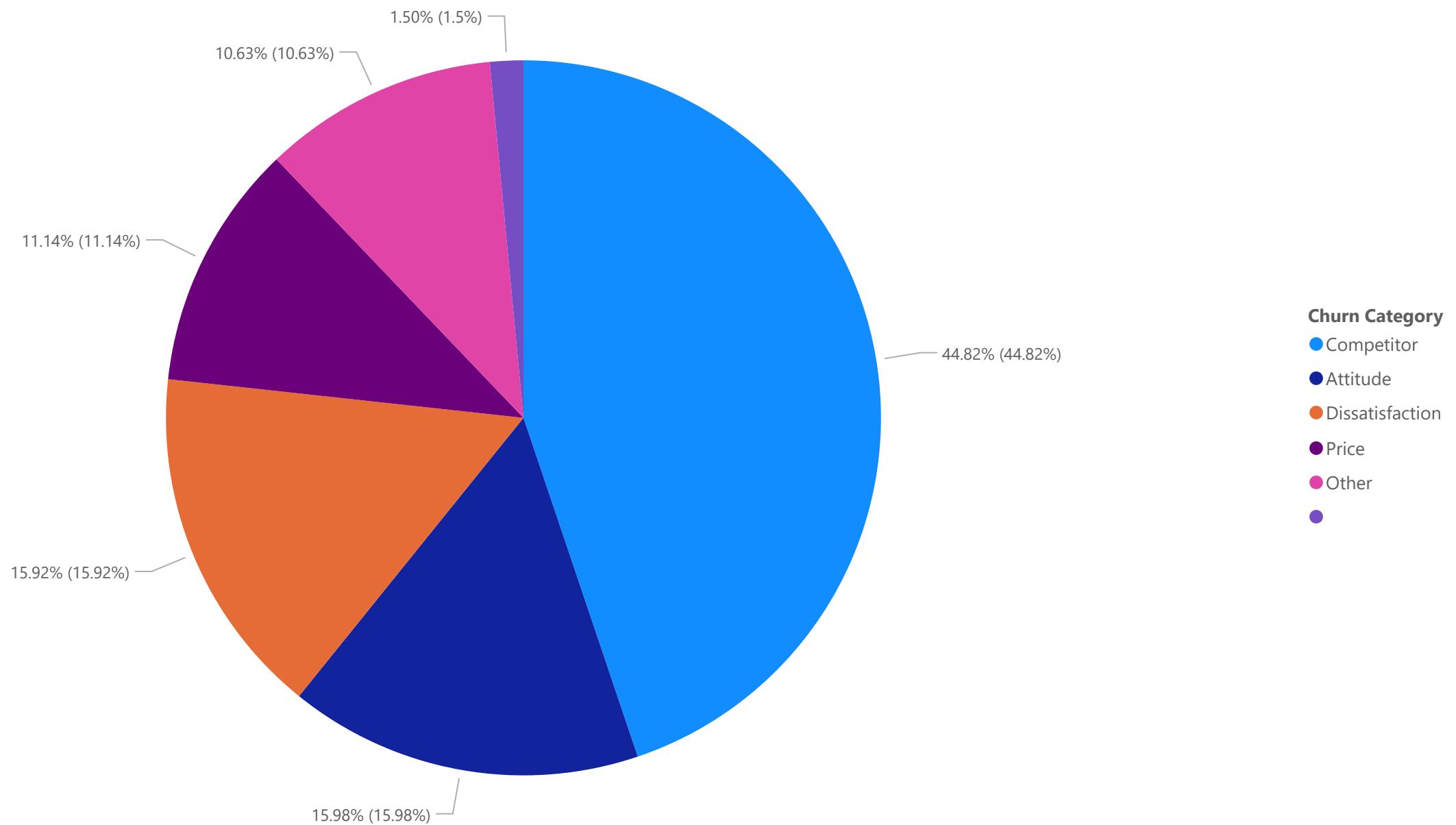
**6687**

Number of Customers

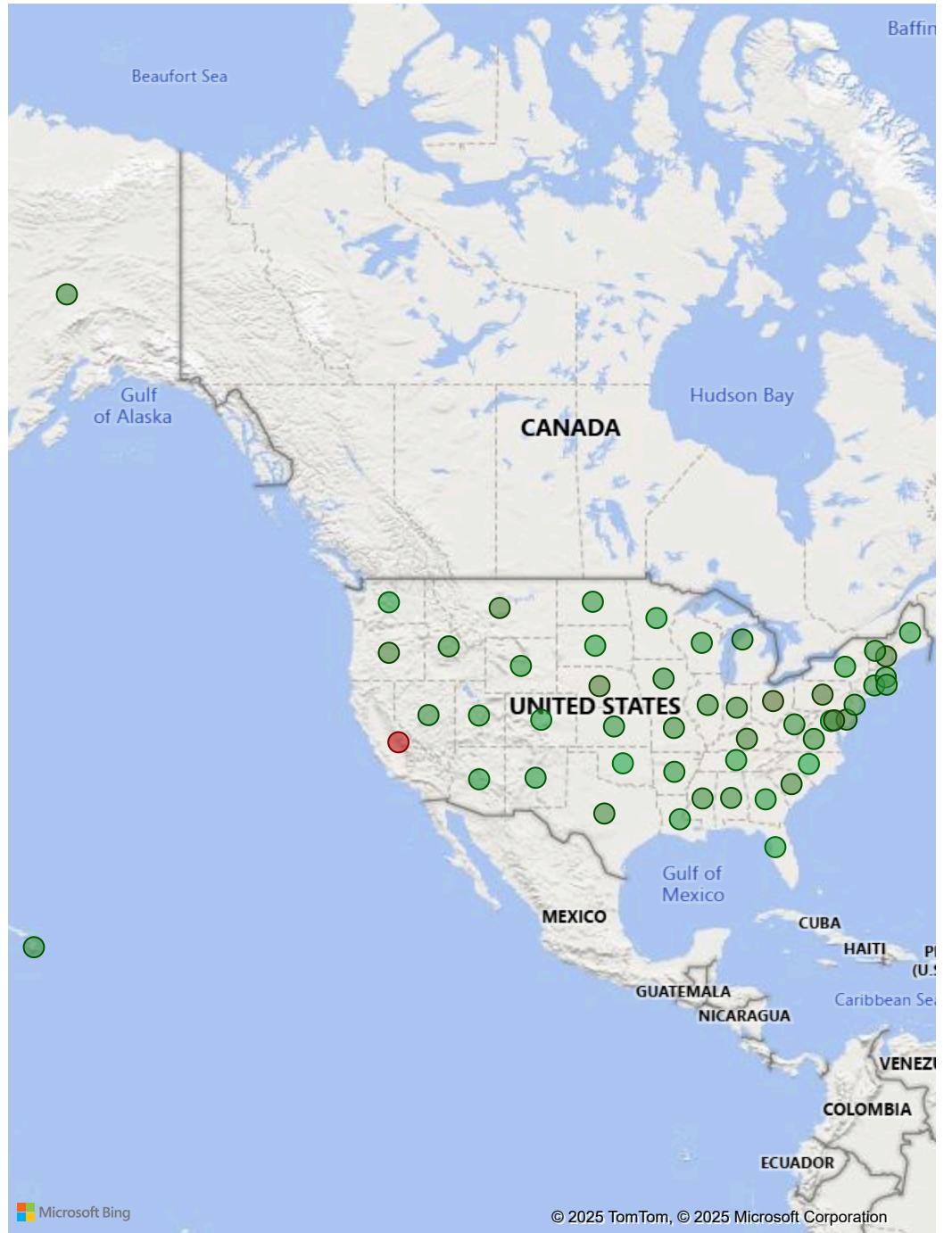
## %GT Numbers of Churn Customers by Churn Reason



%GT Count of Churn Label by Churn Category



## Churned Rate and Number of Customers by State



State    Number of Customers    Numbers of Churn Customers    Churned Rate

AK	104	30	28.85%
AL	161	46	28.57%
AR	110	27	24.55%
AZ	128	30	23.44%
CA	68	43	63.24%
CO	132	29	21.97%
CT	148	38	25.68%
DC	108	21	19.44%
DE	122	37	30.33%
FL	127	27	21.26%
GA	108	25	23.15%
HI	106	28	26.42%
IA	90	24	26.67%
ID	147	41	27.89%
IL	116	33	28.45%
IN	143	42	29.37%
KS	141	36	25.53%
KY	118	36	30.51%
LA	103	25	24.27%
MA	131	33	25.19%
MD	140	46	32.86%
ME	124	29	23.39%
MI	146	40	27.40%
MN	168	38	22.62%
MO	127	36	28.35%
MS	130	37	28.46%
MT	137	43	31.39%
NC	136	28	20.59%
ND	124	31	25.00%
NE	122	40	32.79%
NH	112	36	32.14%
NI	127	27	27.01%
<b>Total</b>	<b>6687</b>	<b>1796</b>	<b>26.86%</b>

## Churned Rate by Demographics

40%

30%

20%

10%

0%

Churned Rate

Senior

Other

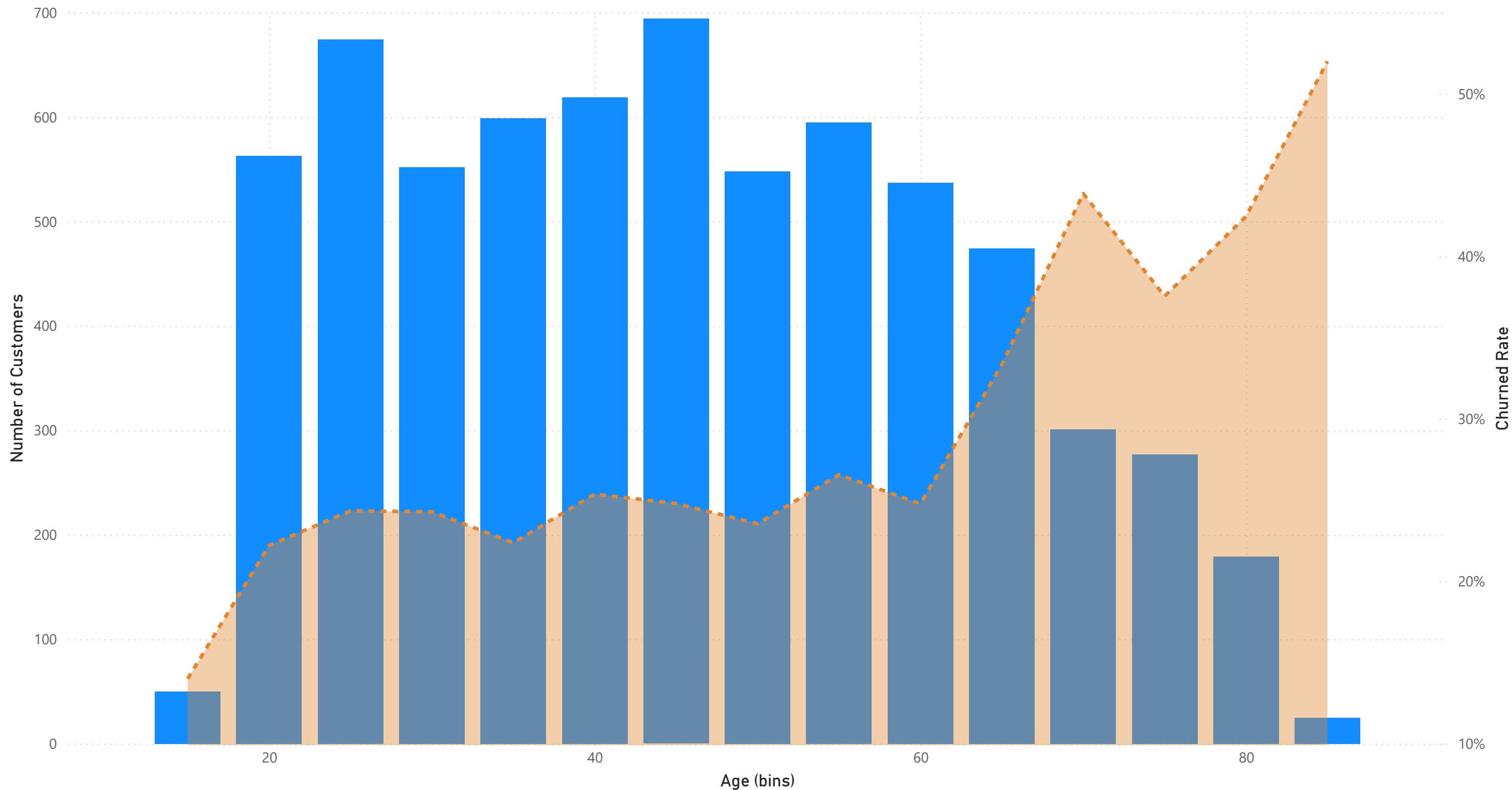
Under 30

Demographics



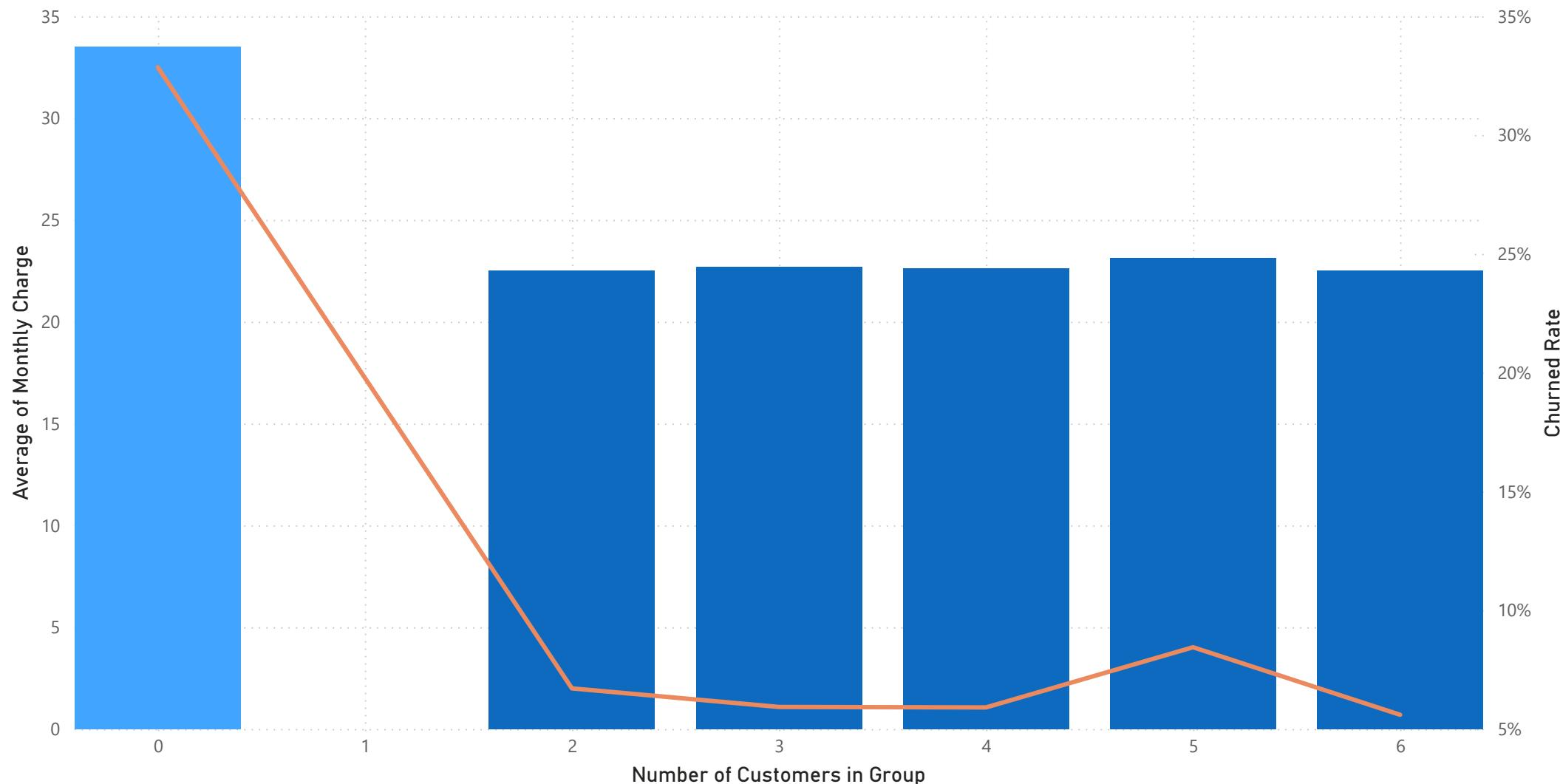
## Number of Customers and Churned Rate by Age (bins)

● Number of Customers ● Churned Rate



## Average of Monthly Charge and Churned Rate by Number of Customers in Group

● Average of Monthly Charge ● Churned Rate



Monthly

31.28%

Churned Rate

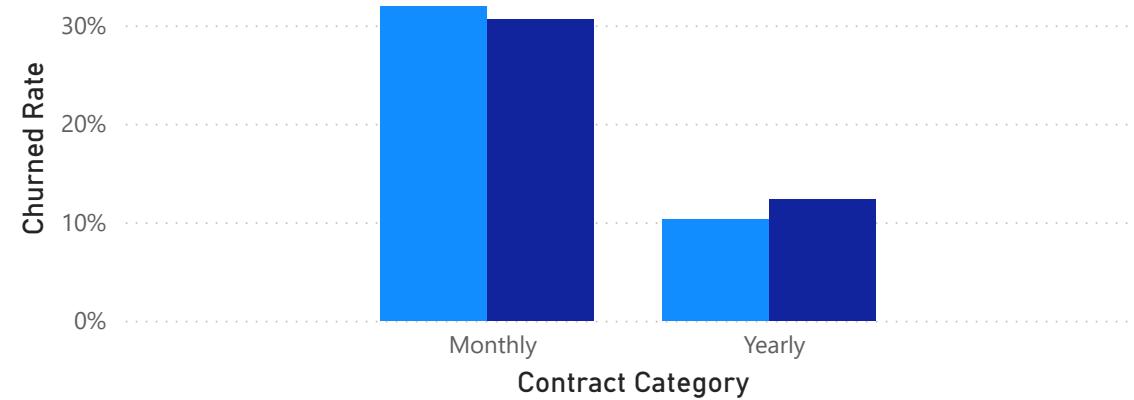
Yearly

11.29%

Churned Rate

### Churned Rate by Contract Category and Gender

Gender ● Female ● Male



### Average of Age and Churned Rate by Payment Method and Contract Category

Contract Category • Monthly

1.16

Avg Customer Service Calls

338

Sum of Customer Service Calls

Contract Category, Payment Method ▾

^  Monthly

Credit Card

Direct Debit

Paper Check

^  Yearly

Credit Card

Direct Debit

Paper Check

Churned Rate

50%

40%

40

50

Average of Age



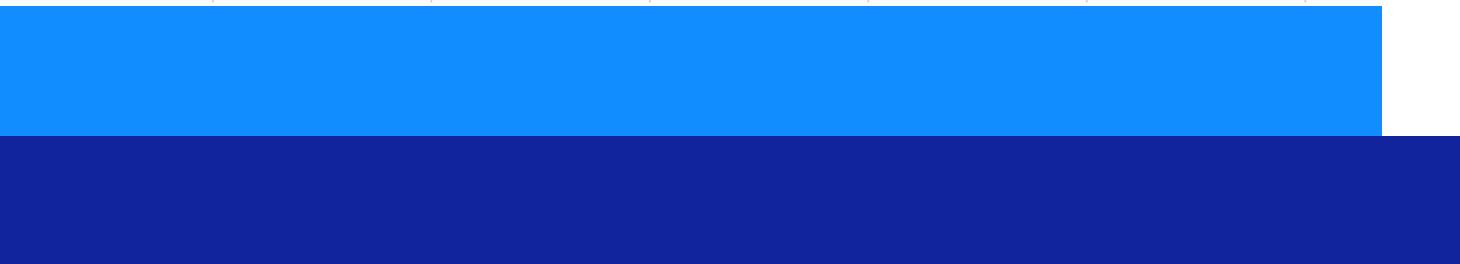
## Churned Rate by Grouped Consumption and Unlimited Data Plan

Limited Data Plan • No • Yes

**3.37**

Avg Extra Data Charges

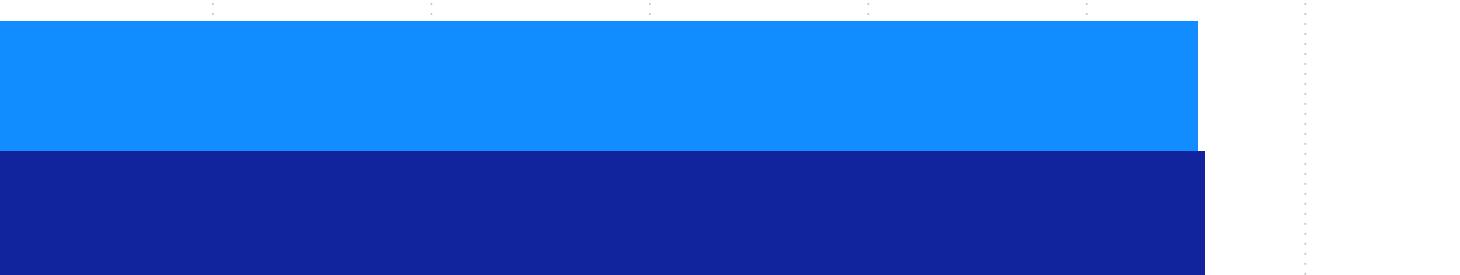
Between 5 and 10 GB



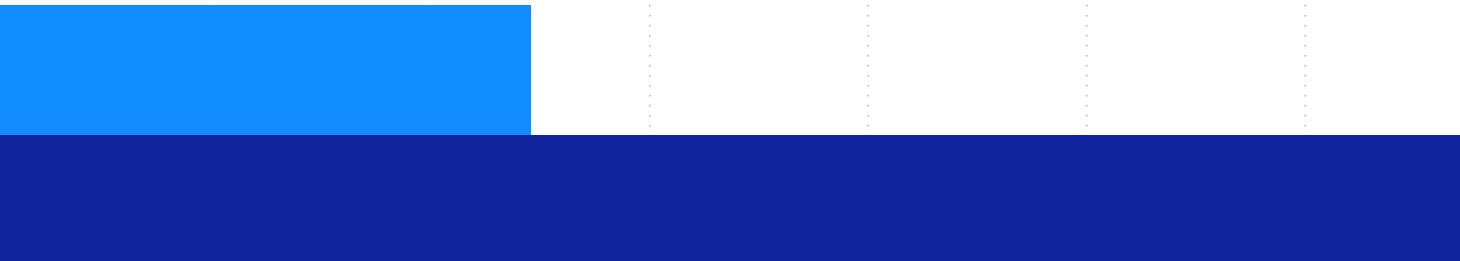
**33.64**

Avg Extra International Charges

10 or More GB



Less than 5 GB



0%

5%

10%

15%

20%

25%

30%

35%

Churned Rate

**3.37**

Avg Extra Data Charges

**33.64**

Avg Extra International Charges

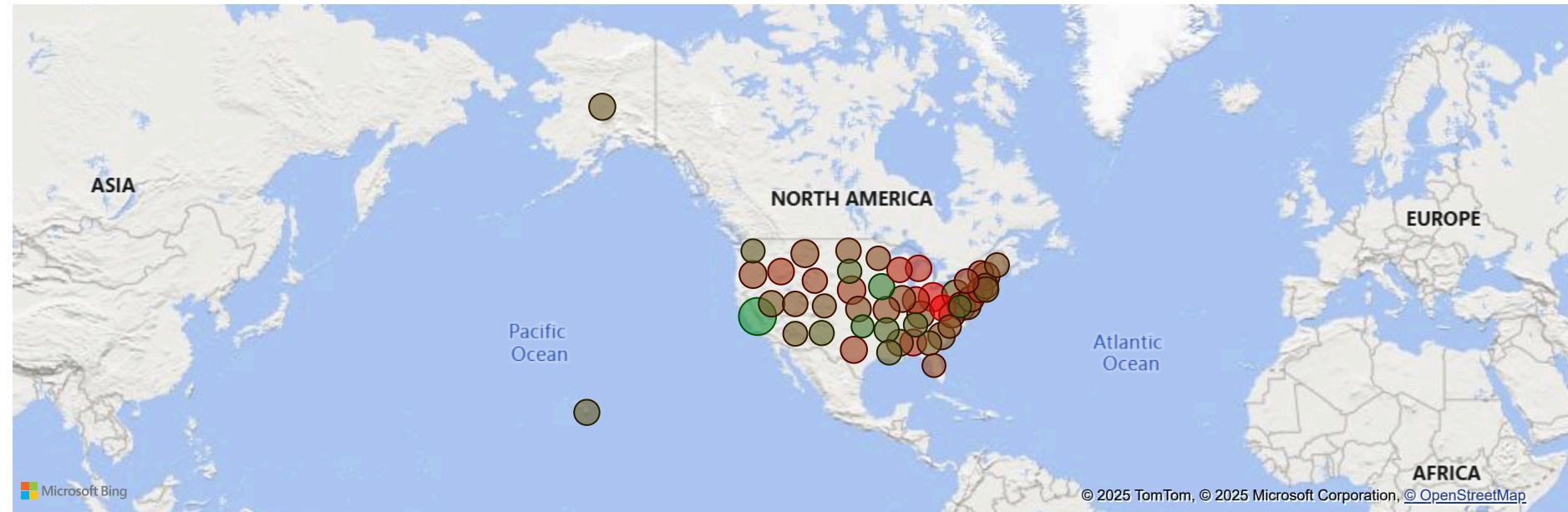
**6123**

Sum of Customer Service Calls

**0.92**

Avg Customer Service Calls

### Churned Rate by State



### Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

