

CHURN ANALYSIS - SUMMARY

Monthly Charge Ran...
All

Married
All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

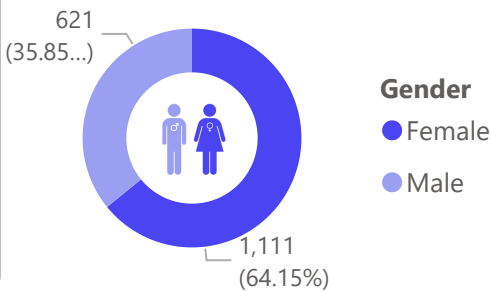
Total Churn

27.0%

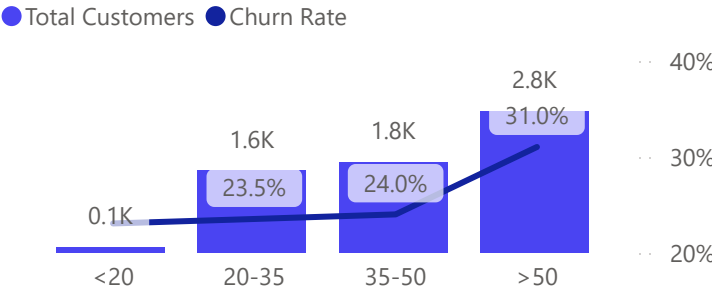
Churn Rate



Total Churn by Gender

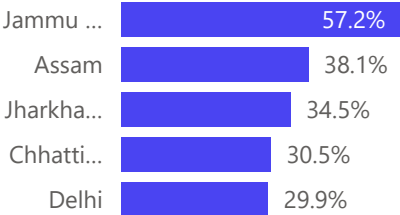


Total Customers and Churn Rate by Age Group



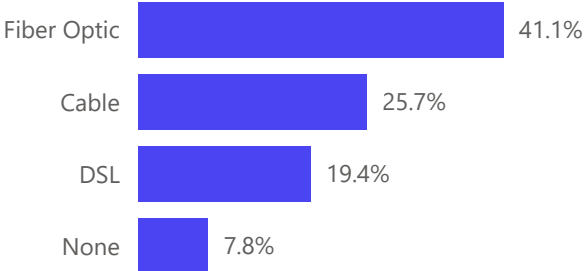
GEOGRAPHIC

Churn Rate by State Top 5

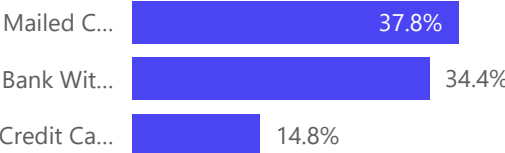


SERVICES USED

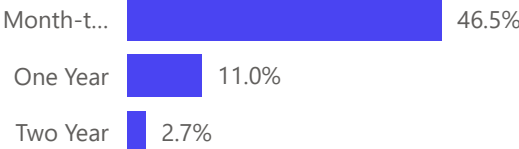
Churn Rate by Internet Type



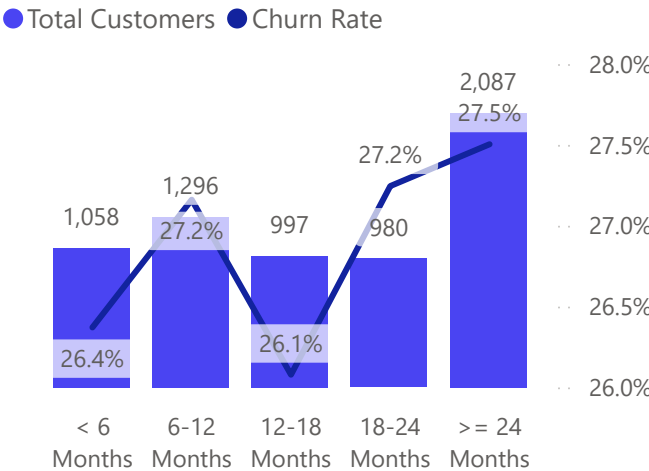
Churn Rate by Payment Method



Churn Rate by Contract

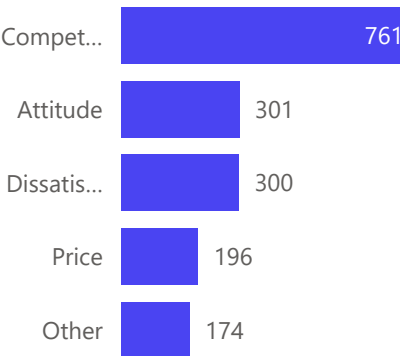


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churned 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	82.5%	16.5%

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
Total	1,732

247

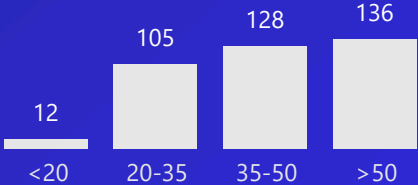
Female



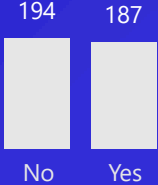
134

Male

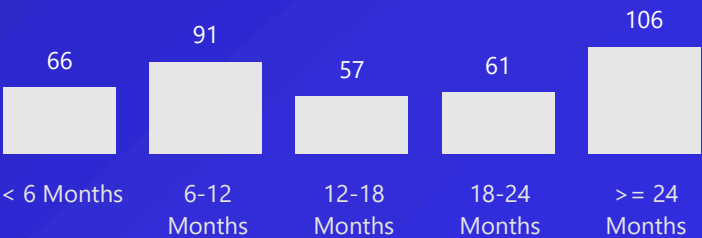
by Age Group



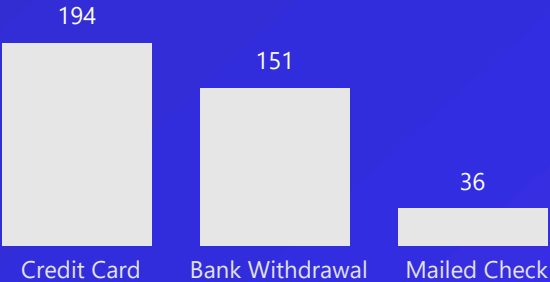
by Marital Status



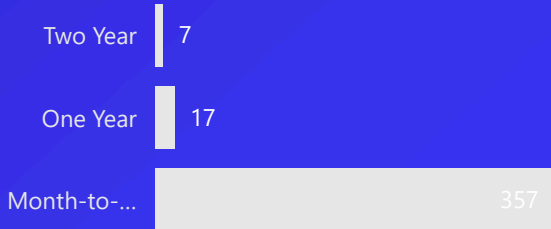
by Tenure Group



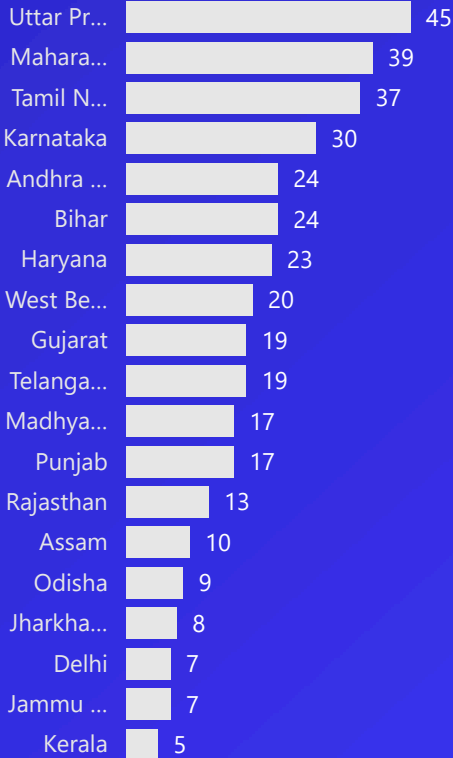
by Payment Method



by Contract



by State



COUNT OF PREDICTED CHURNERS : 381

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
16733-ODI	45.85	86.23	0.00	10
16764-WES	20.80	68.94	0.00	15