

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

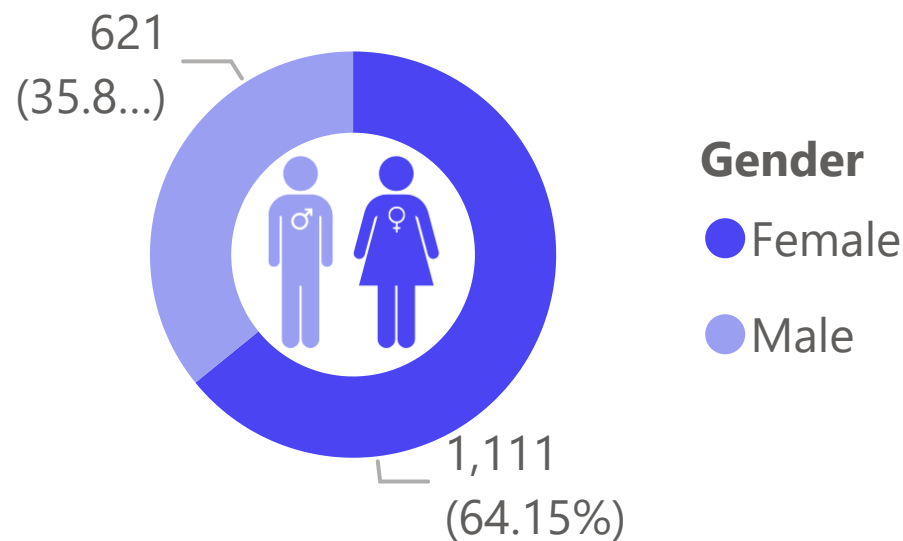
Total Churn

27.0%

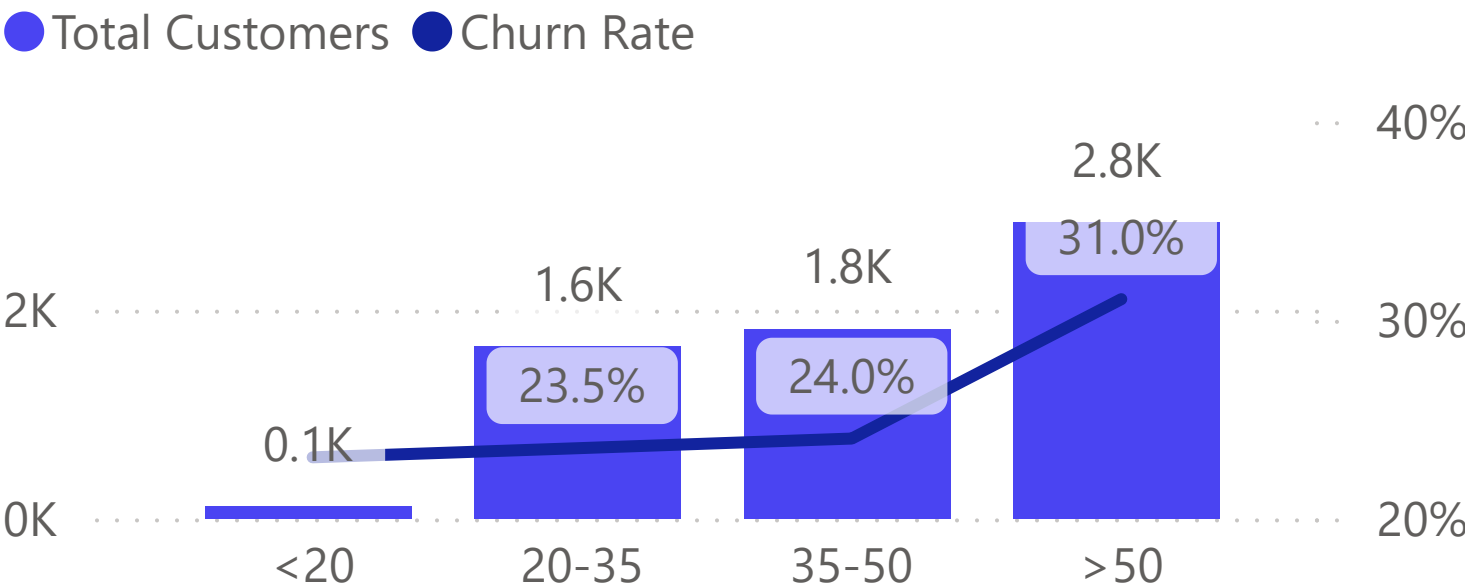
Churn Rate



## Total Churn by Gender

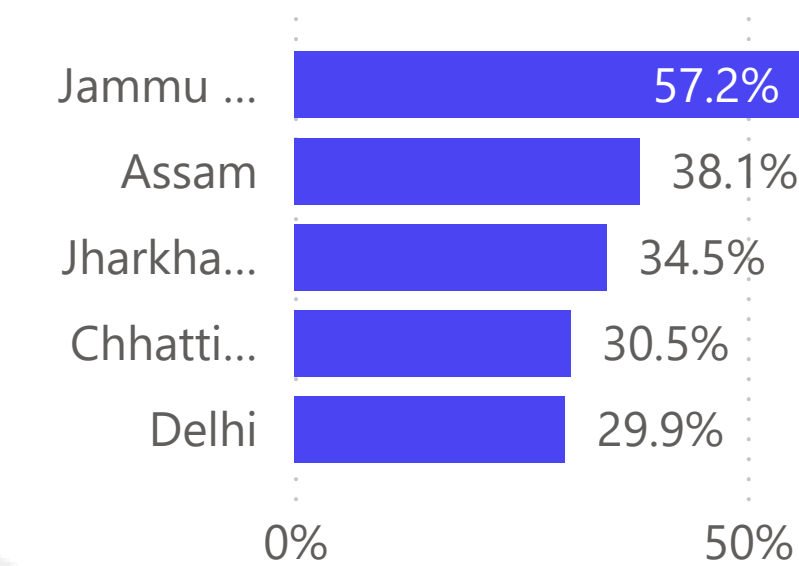


## Total Customers and Churn Rate by Age Group



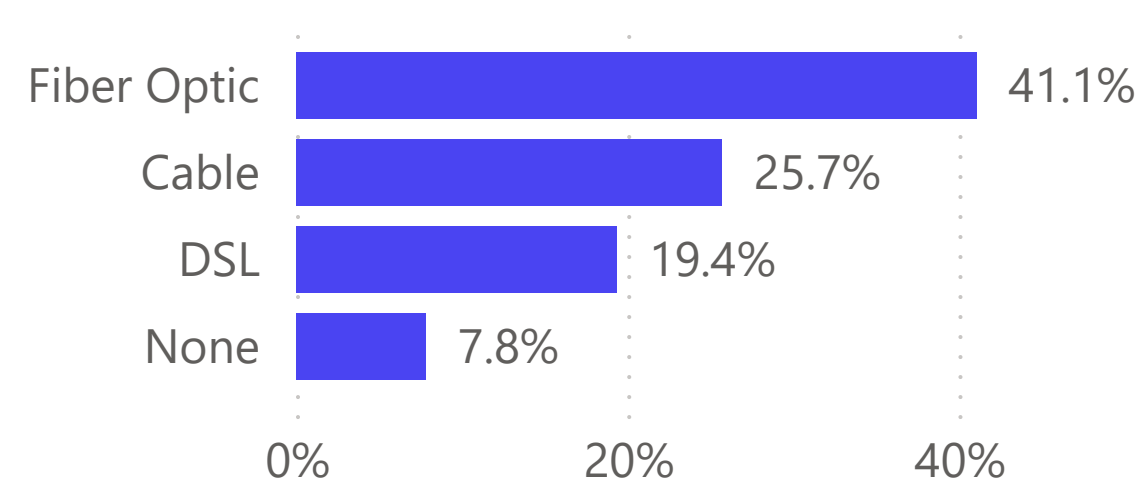
## GEOGRAPHIC

### Churn Rate by State(Top 5)

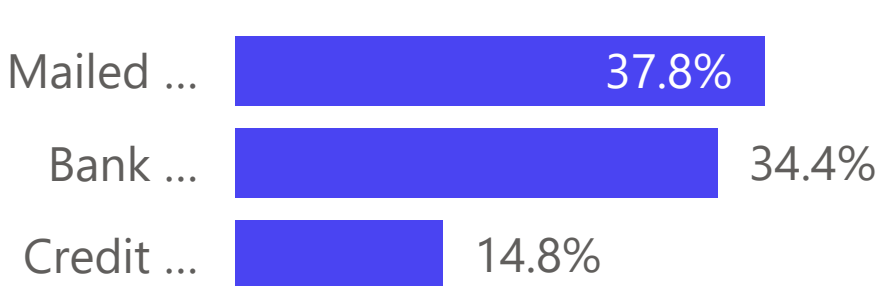


## SERVICES USED

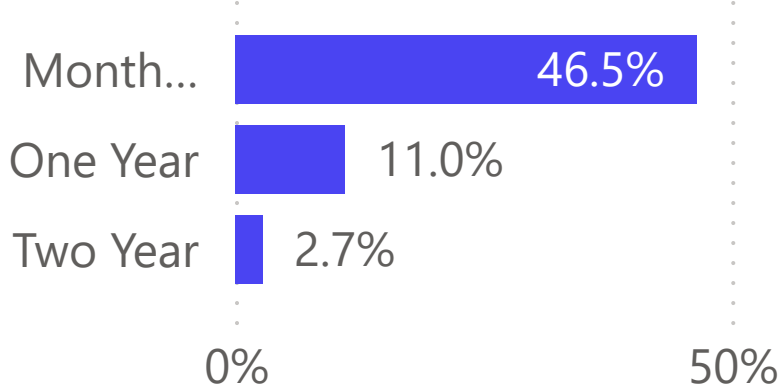
### Churn Rate by Internet Type



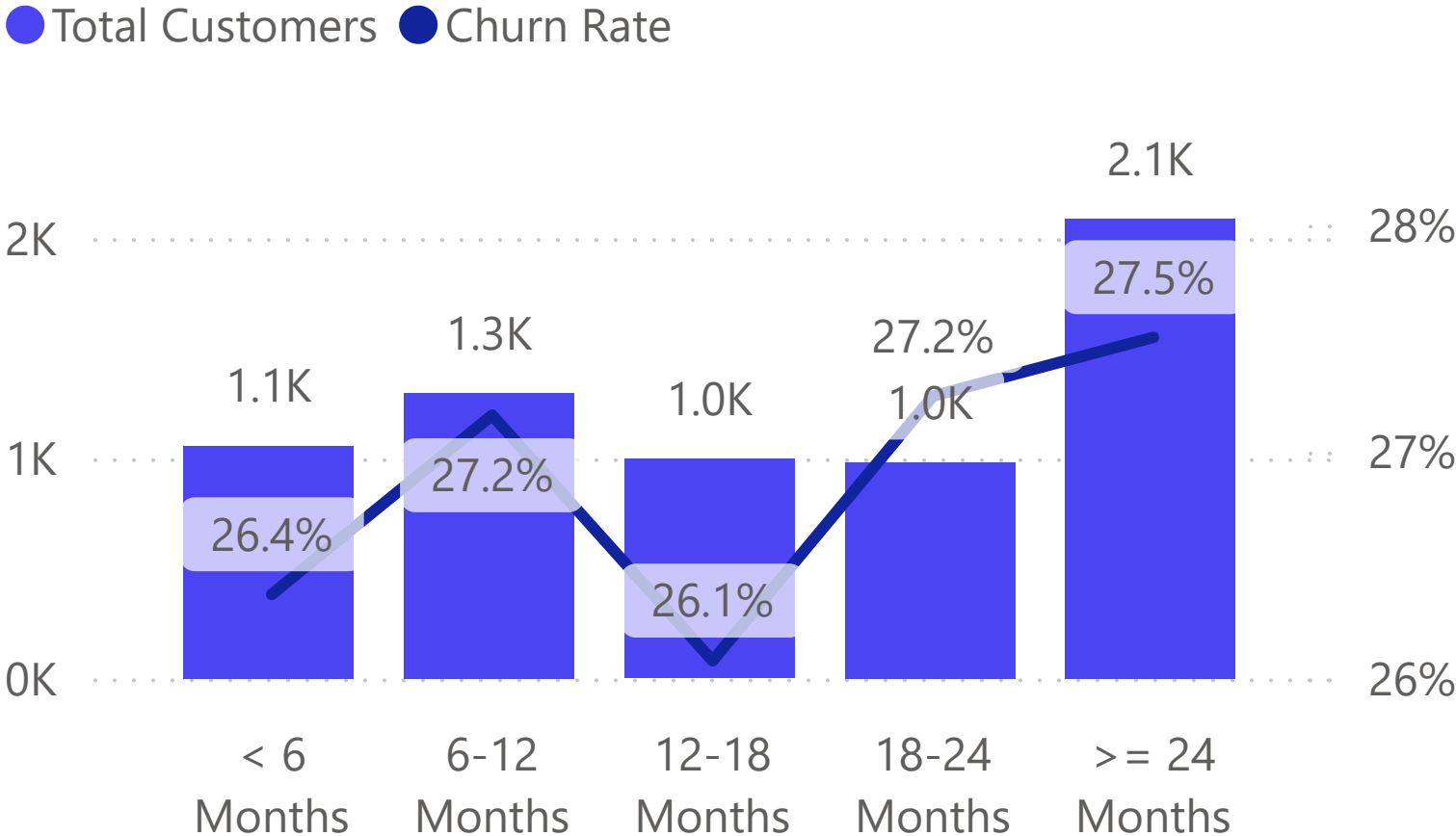
## Churn Rate by Payment Method



## Churn Rate by Contract

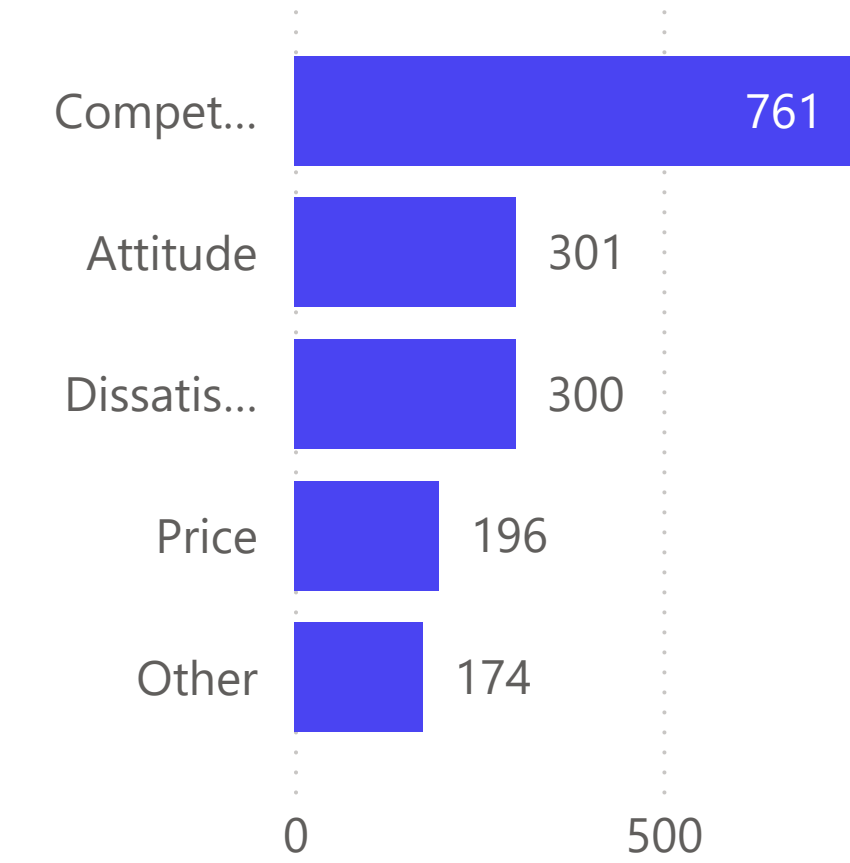


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn Category



## 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%

Churn_Reason	Total
Attitude of service provider	
Attitude of support person	
Competitor had better devices	
Competitor made better offer	
Competitor offered higher download speeds	
Competitor offered more data	
Deceased	
<b>Total</b>	

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE

244

Female

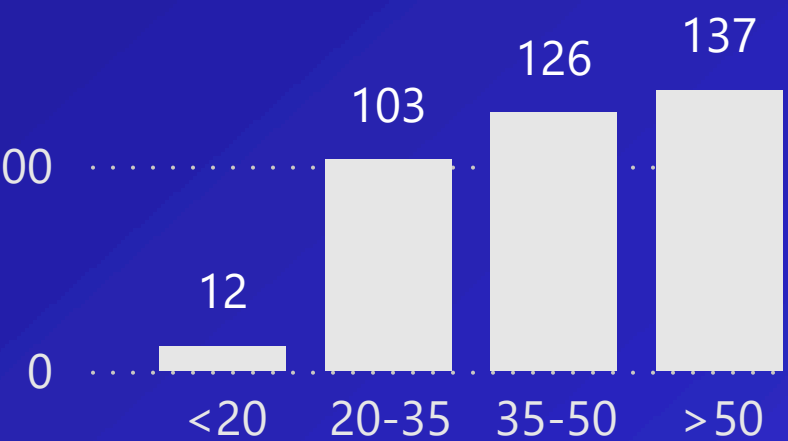


134

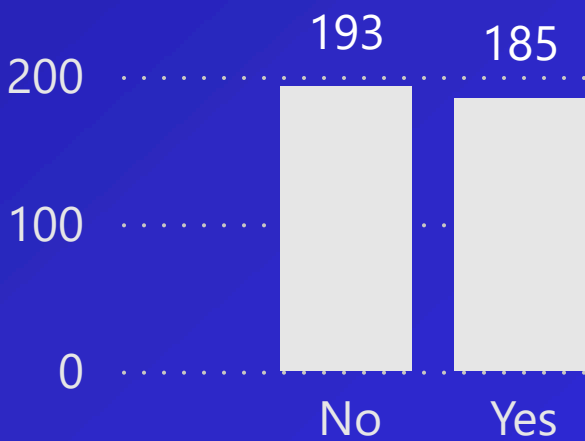
Male



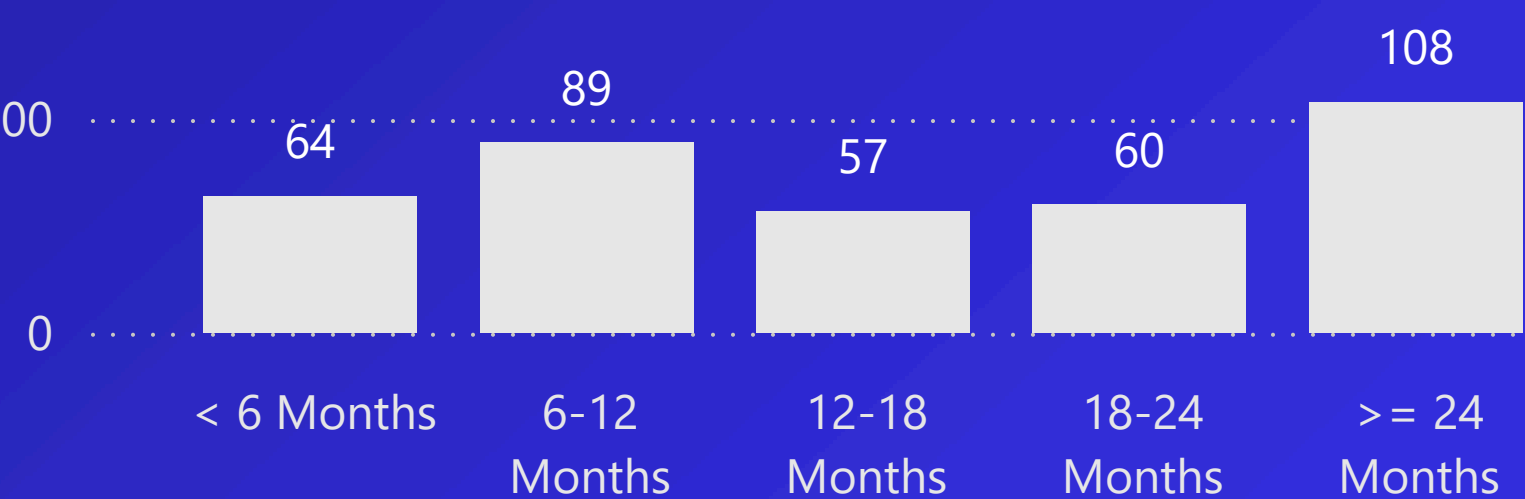
### # by Age Group



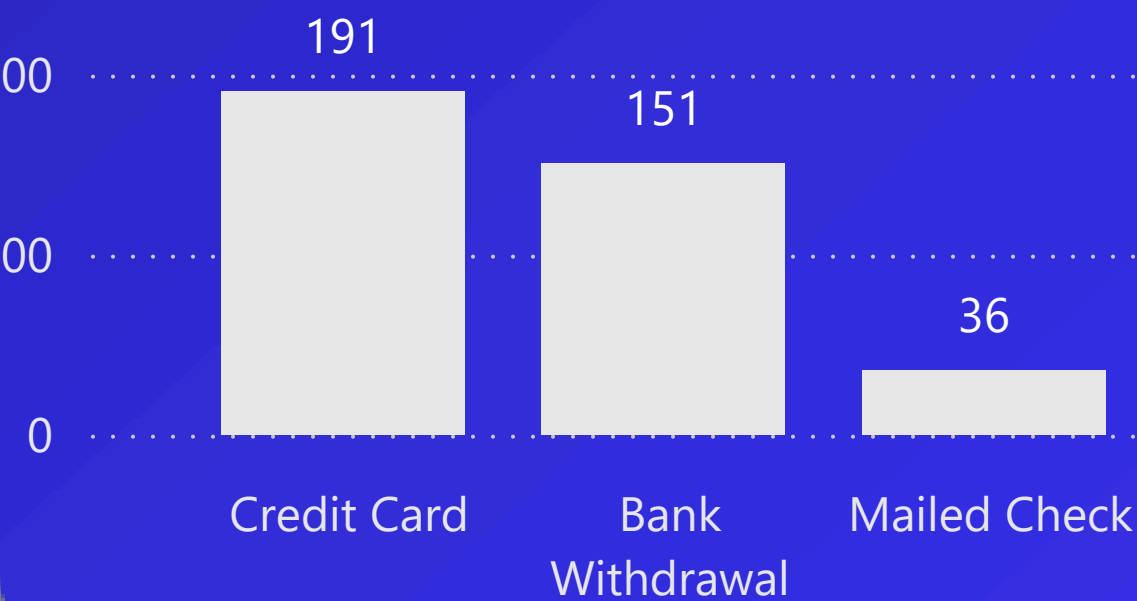
### # by Marrital Status



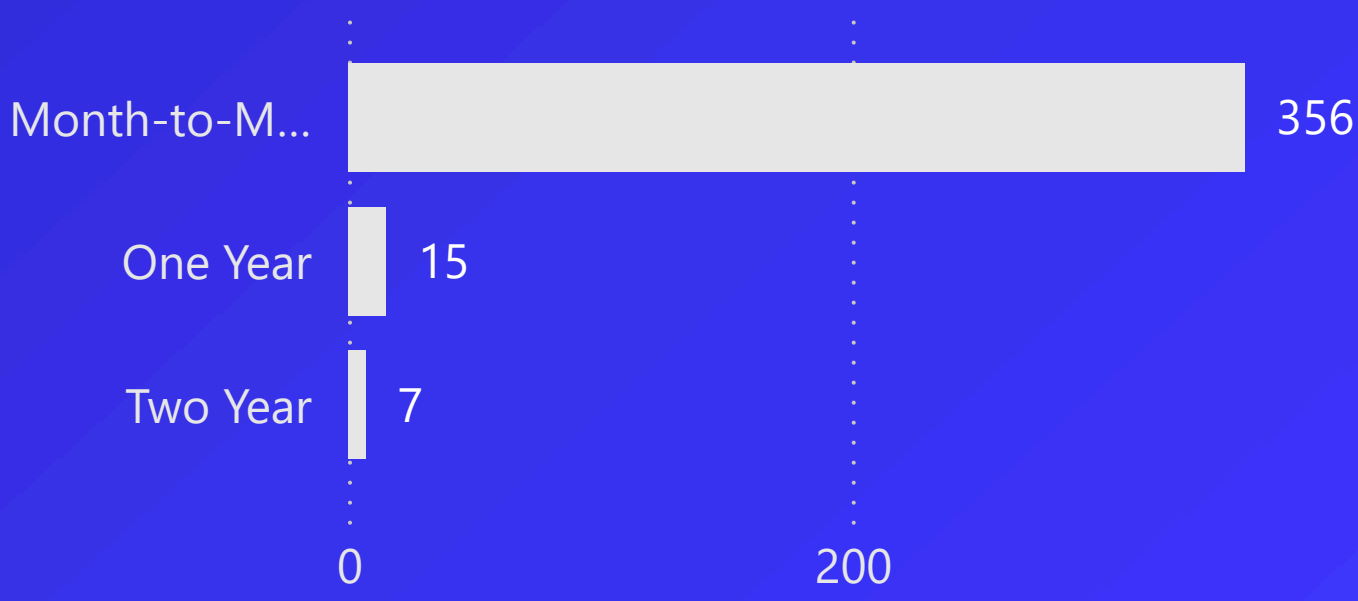
### # by Tenure Group



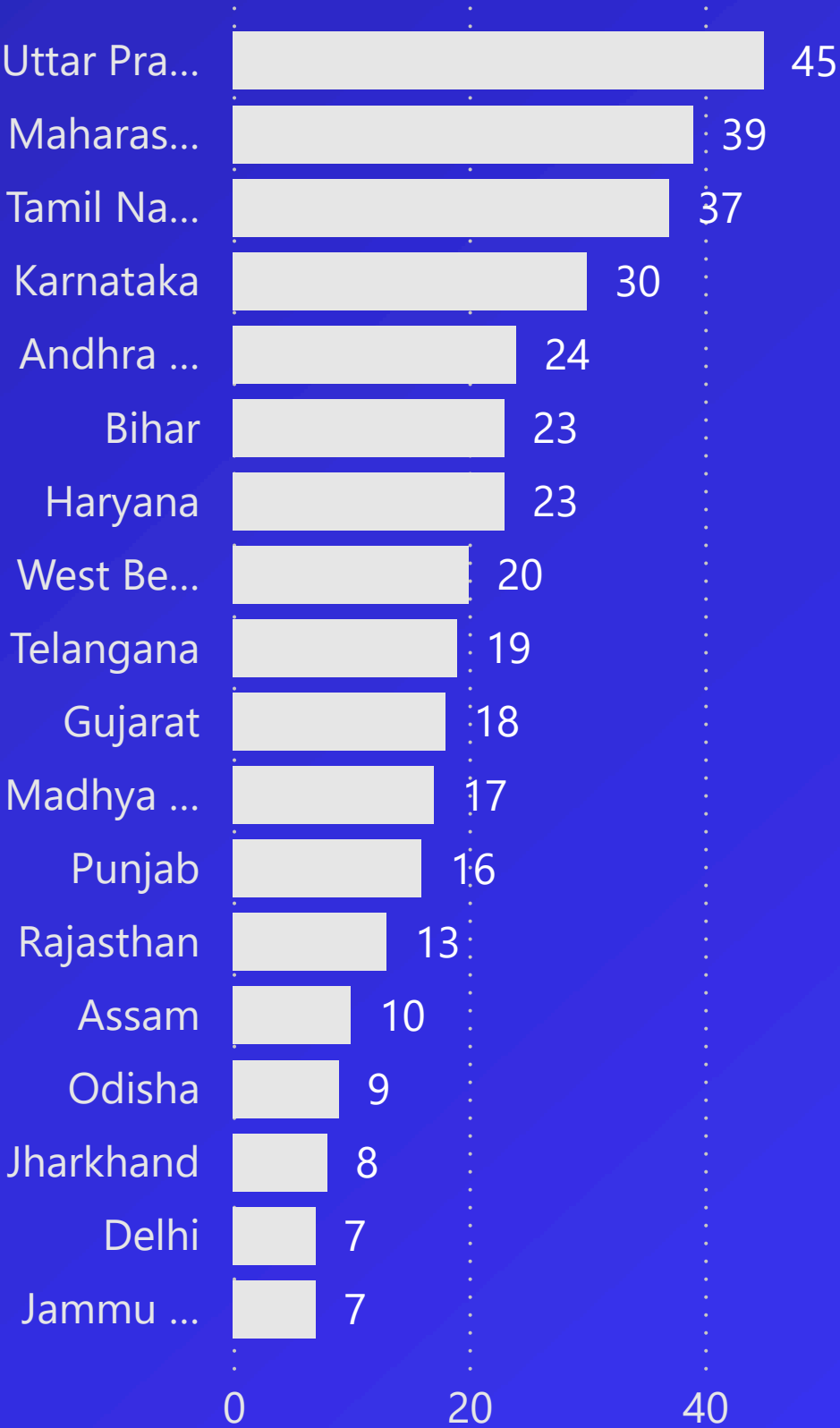
### # by Payment Method



### # by Contract



### # by State



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Number_of_Referrals	Total_Revenue	Total_Refunds
12490-TEL	74.75	9	236.76	38.84
24754-AND	69.55	0	171.41	33.80
66766-UTT	74.95	6	189.72	27.60
11751-TAM	24.30	5	38.45	0.00
12056-WES	90.40	2	362.89	0.00
12136-RAJ	19.90	2	31.73	0.00
12257-ASS	19.55	9	29.75	0.00
12340-DEL	62.80	0	104.99	0.00
12469-AND	55.30	11	91.99	0.00
13058-MAD	46.10	13	138.13	0.00
13123-BIH	100.20	13	253.62	0.00
13666-UTT	95.40	15	344.18	0.00
13744-AND	19.65	8	33.50	0.00
13823-TEL	24.50	1	46.40	0.00
13946-HAR	19.65	1	43.32	0.00
14567-TAM	20.35	1	64.44	0.00
15349-UTT	50.15	9	90.02	0.00
15591-KAR	20.40	3	66.31	0.00
15803-UTT	19.15	6	41.52	0.00
16032-AND	46.60	8	91.64	0.00