

CHURN ANALYSIS - SUMMARY



CLOUDTECH Analytics

Analysed By: John David

6,418

Total Customer

411

New Joiners

1,732

Total Churn

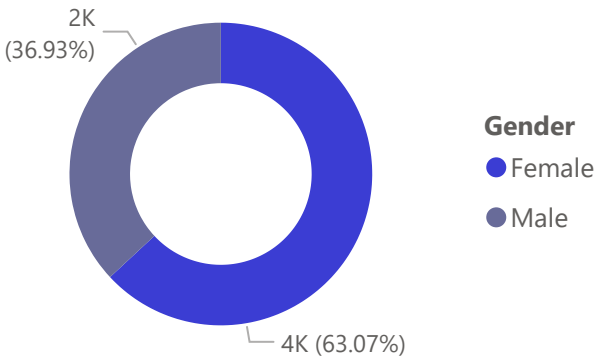
27.0%

Churn Rate

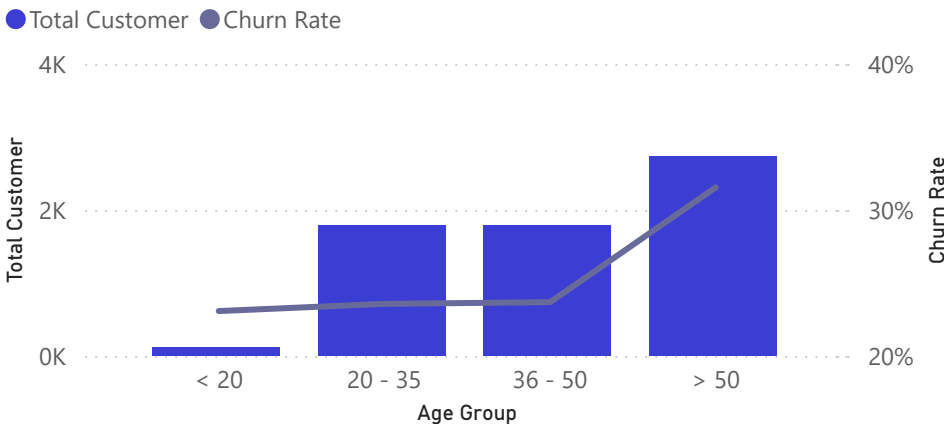


DEMOGRAPHIC

Total Customer by Gender

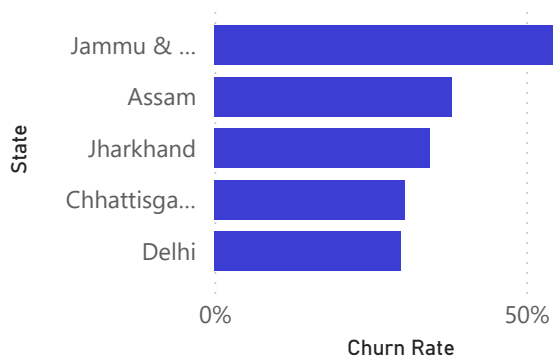


Total Customer and Churn Rate by Age Group



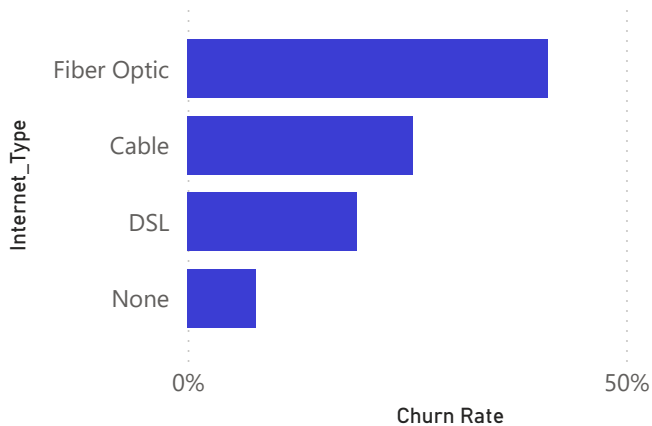
GEOGRAPHIC

Churn Rate by State



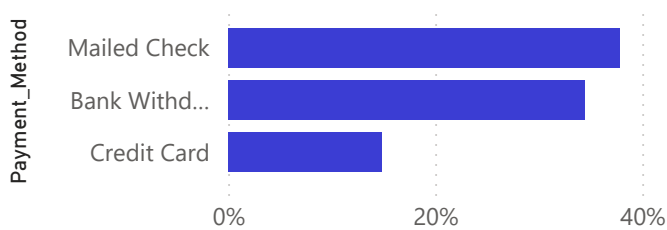
SERVICES USED

Churn Rate by Internet_Type

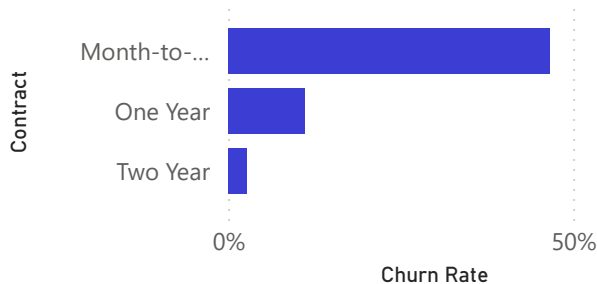


ACCOUNT INFO

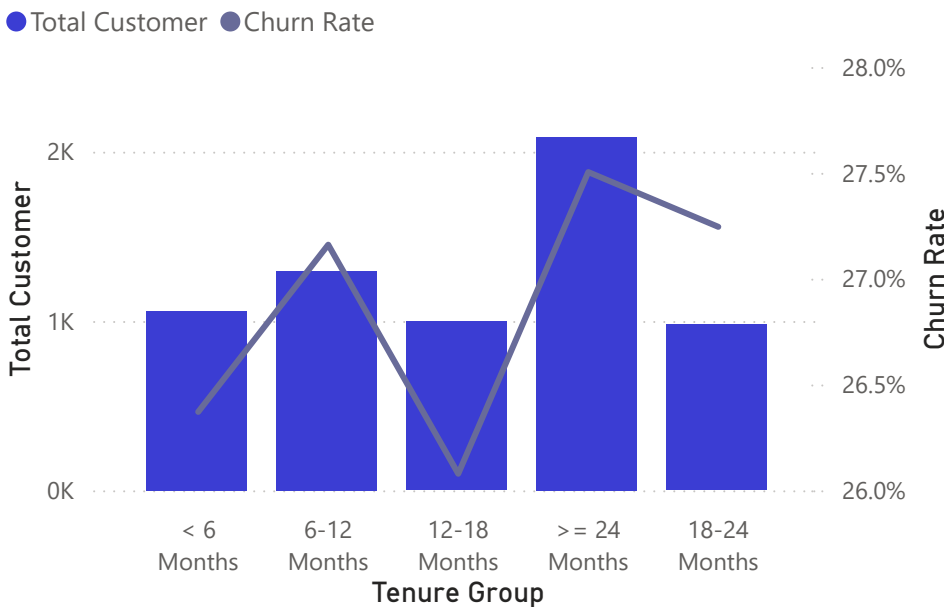
Churn Rate by Payment_Method



Churn Rate by Contract

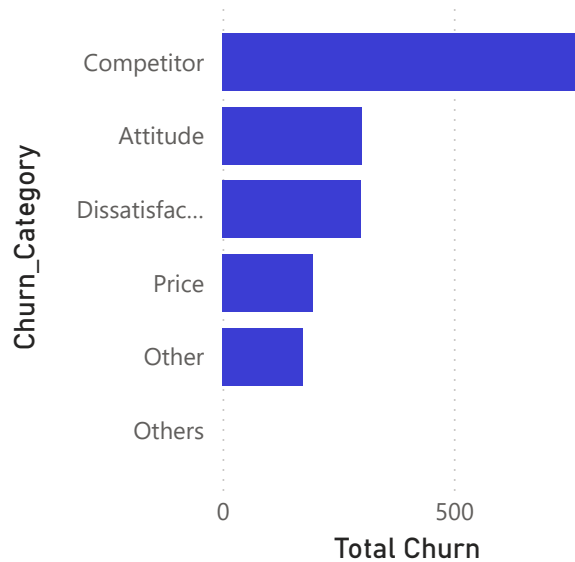


Total Customer and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn % By Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%
Streaming_TV	56.76%	43.24%
Unlimited_Data	19.92%	80.08%