

# CHURN ANALYSIS - SUMMARY

Monthly Chage Status  
All

Married  
All

Churn...

6,418

Total Customers

411

New Joiners

1,732

Total Churn

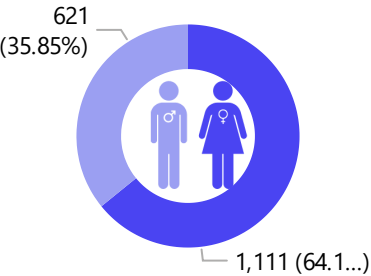
27.0%

Churn Rate



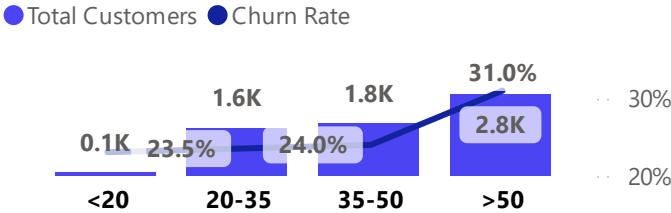
## Total Churn by Gender

DEMOGRAPHIC



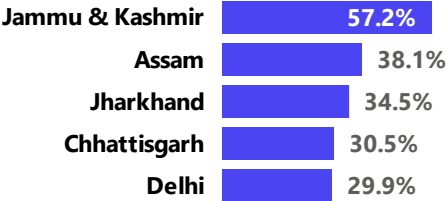
Gender  
Female  
Male

## Total Customers and Churn Rate by Age Group



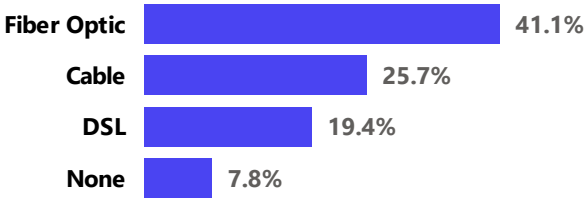
## GEOGRAPHIC

### Churn Rate by State(Top 5)



## SERVICES USED

### Churn Rate by Internet Type

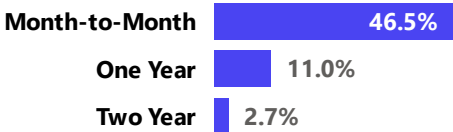


## Churn Rate by Payment Method

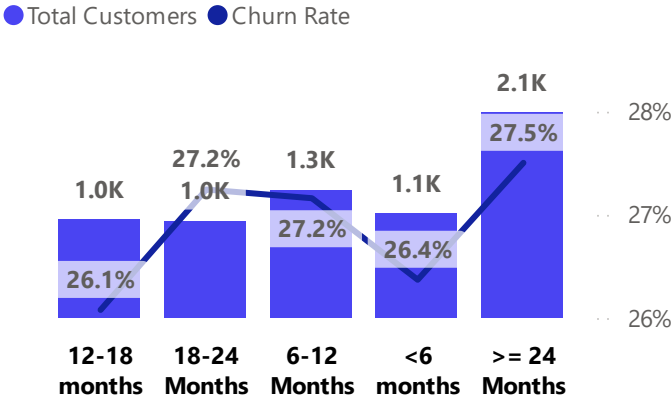
ACCOUNT INFO



## Churn Rate by Contract

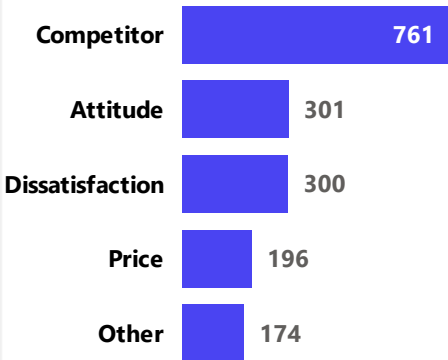


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn Category



## Churn By Series

Sevices	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%

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
Deceased	5
Don't know	124
<b>Total</b>	<b>1,732</b>

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE

# by State

246

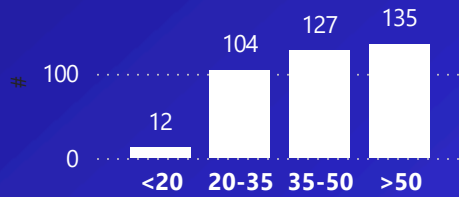
Females



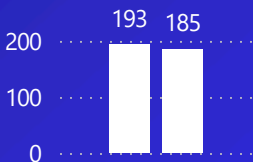
132

Females

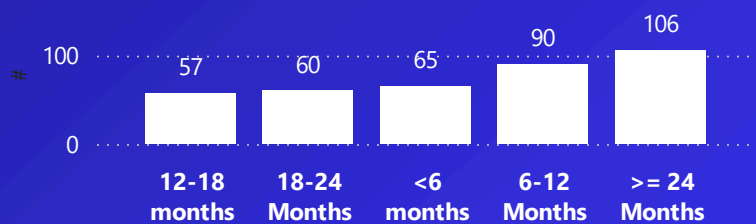
# by Age Group



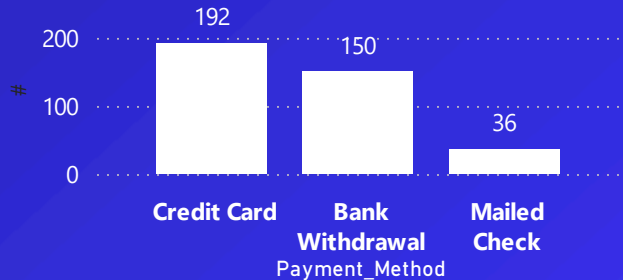
# by Marital Status



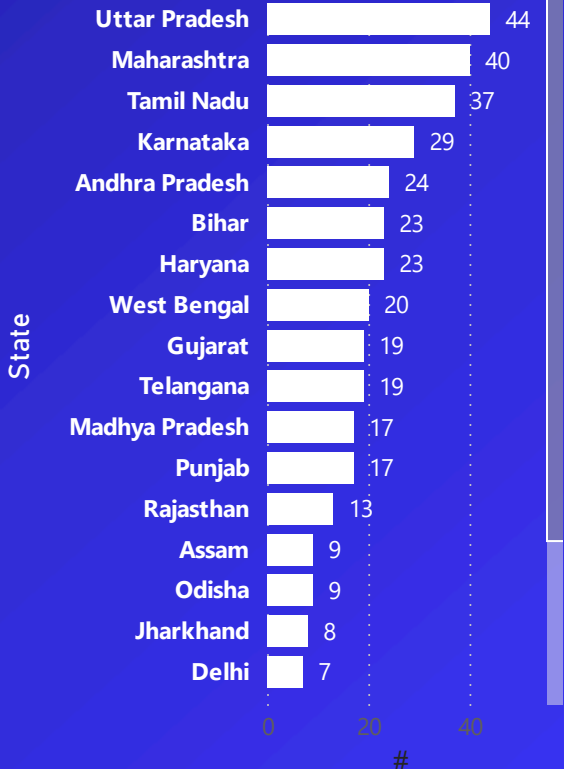
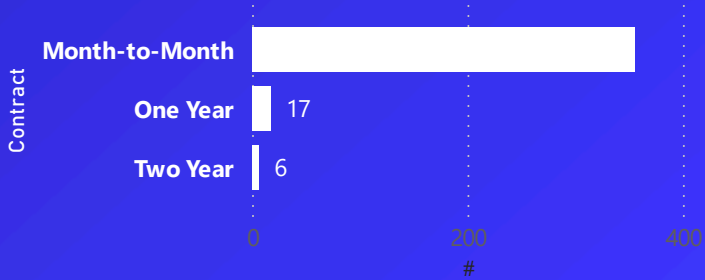
# by Tenure Group



# by Payment\_Method



# by Contract



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNES : 378

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