

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

6,418

Total Customers

411

New Joiners

1,732

Total Churn

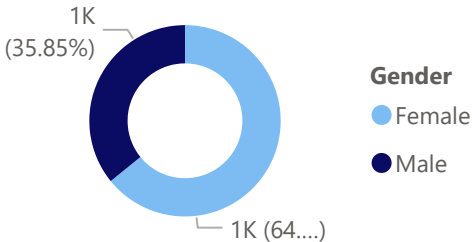
27.0%

Churn Rate

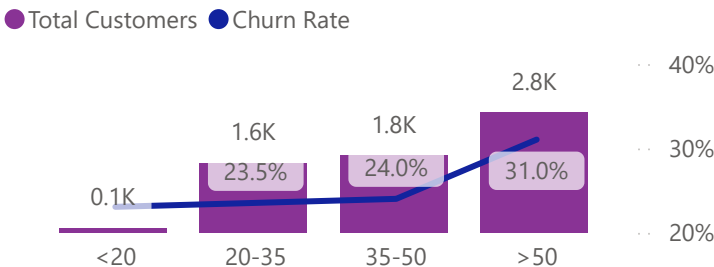


DEMOGRAPHIC

Total Churn by Gender

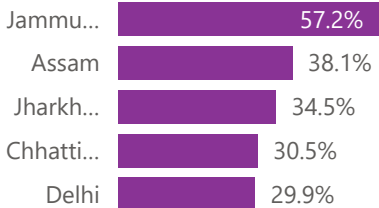


Total Customers and Churn Rate by Age Group



GEOGRAPHIC

Churn Rate by State(Top-5)



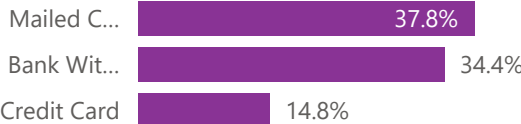
SERVICES USED

Churn by Services

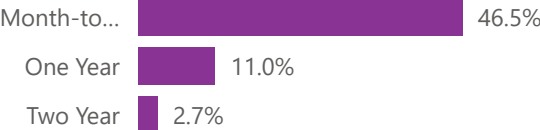
Services	No	Yes
Device_Protection_Plan	6.3%	64.7%
Internet_Service	6.3%	93.7%
Multiple_Lines	9.4%	45.4%
Online_Backup	6.3%	65.6%
Online_Security	6.3%	78.3%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	6.3%	77.2%
Streaming_Movies	6.3%	49.7%

ACCOUNT INFO

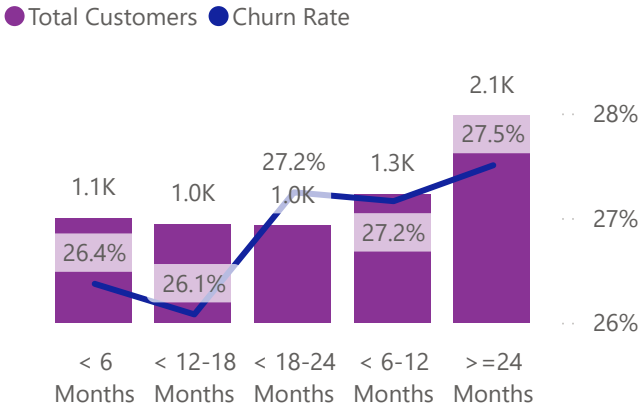
Churn Rate by Payment Method



Churn Rate by Contract

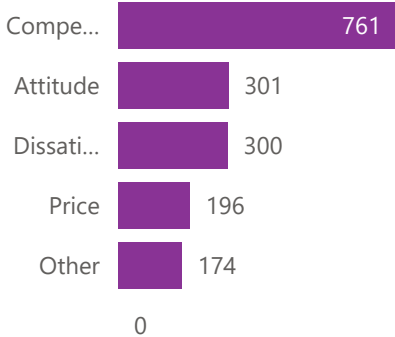


Total Customers and Churn Rate by Tenure Group

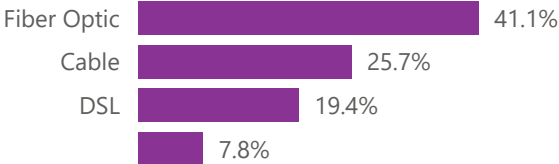


CHURN DISTRIBUTION

Total Churn by Churn Category



Churn Rate by Internet Type



Churn_Reason ▲	Total Churn
	0
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
Total	1,732