

General infomation

Total customers	New joiners	Total churn	Churn rate
6,311	405	1,705	0.27

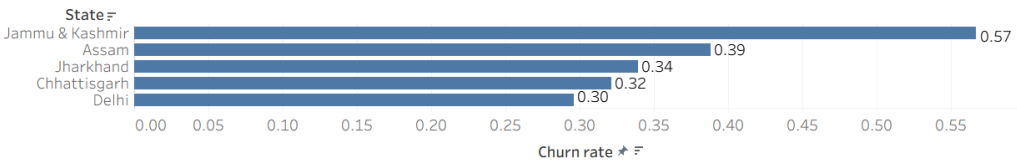
Churn by gender

Gender	Churn rate	Total churn
Female	0.27	1,093
Male	0.26	612

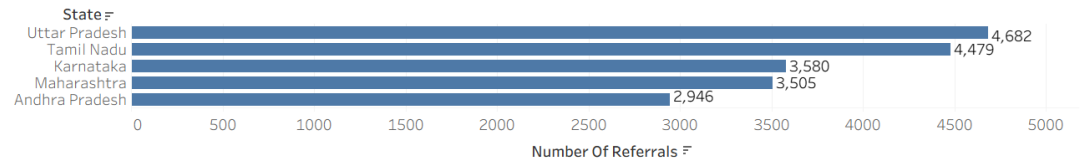
Churn by married

Married	Churn rate	Total churn
No	0.27	866
Yes	0.27	839

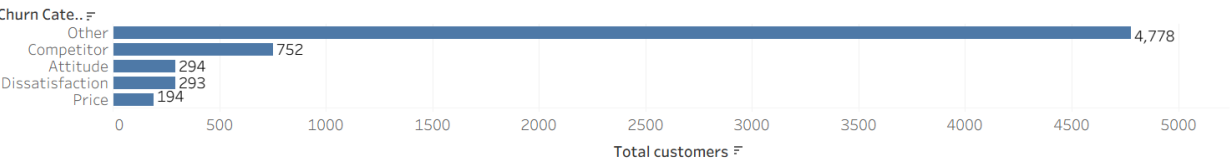
Churn rate by States (Top 5)



Most referrals by States(Top 5)



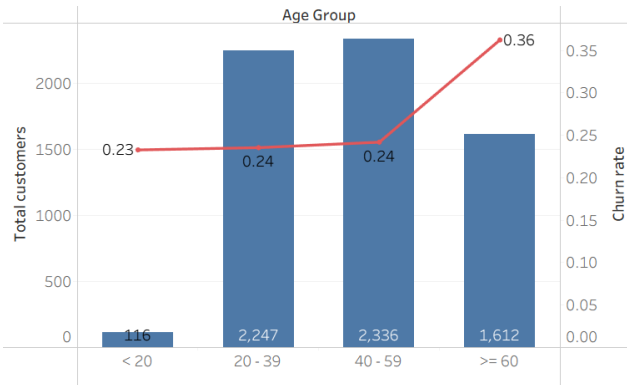
Total by Churn categories



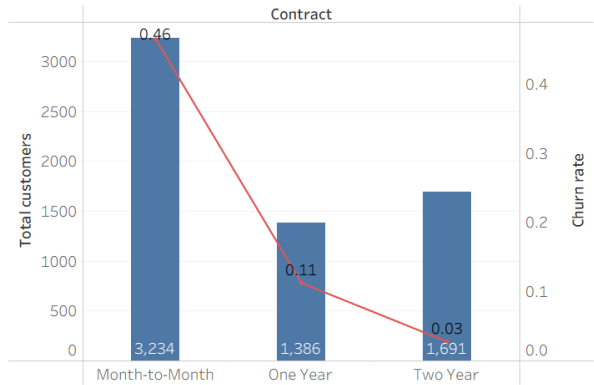
Churn rate by Services

Services	Churn Rate	
	No	Yes
Device Protection Plan	0.29	0.23
Internet Service	0.08	0.32
Multiple Lines	0.26	0.29
Online Backup	0.29	0.22
Online Security	0.32	0.15
Paperless Billing	0.17	0.34
Phone Service	0.26	0.27
Premium Support	0.32	0.16
Streaming Movies	0.25	0.31
Streaming Music	0.25	0.30
Streaming Tv	0.25	0.31
Unlimited Data	0.17	0.32

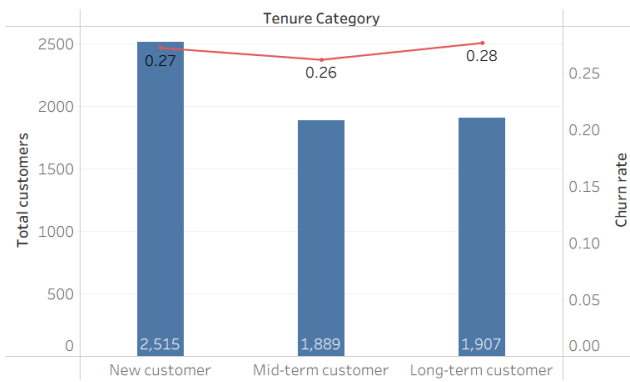
Churn rate by Age groups



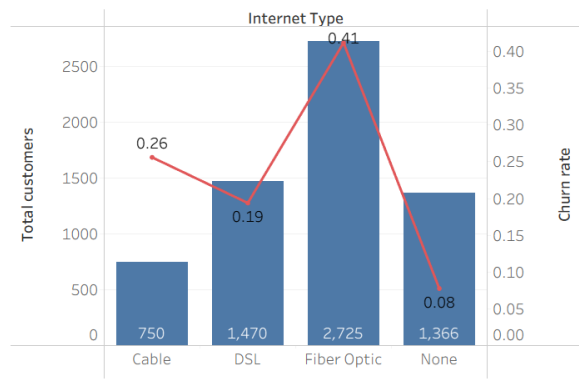
Churn rate by Contract



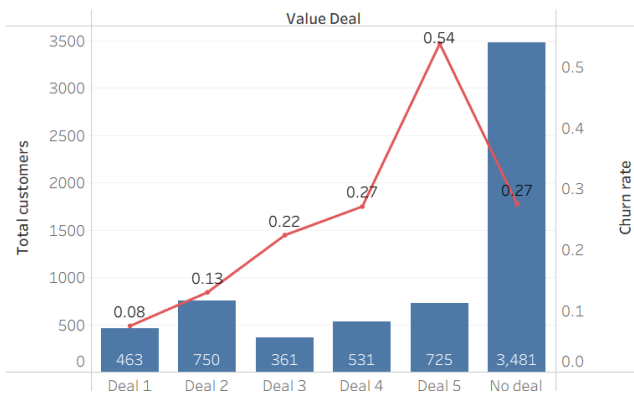
Churn rate by Tenure category



Churn rate by Internet type



Churn rate by Value deal



Churn rate by Payment methods

