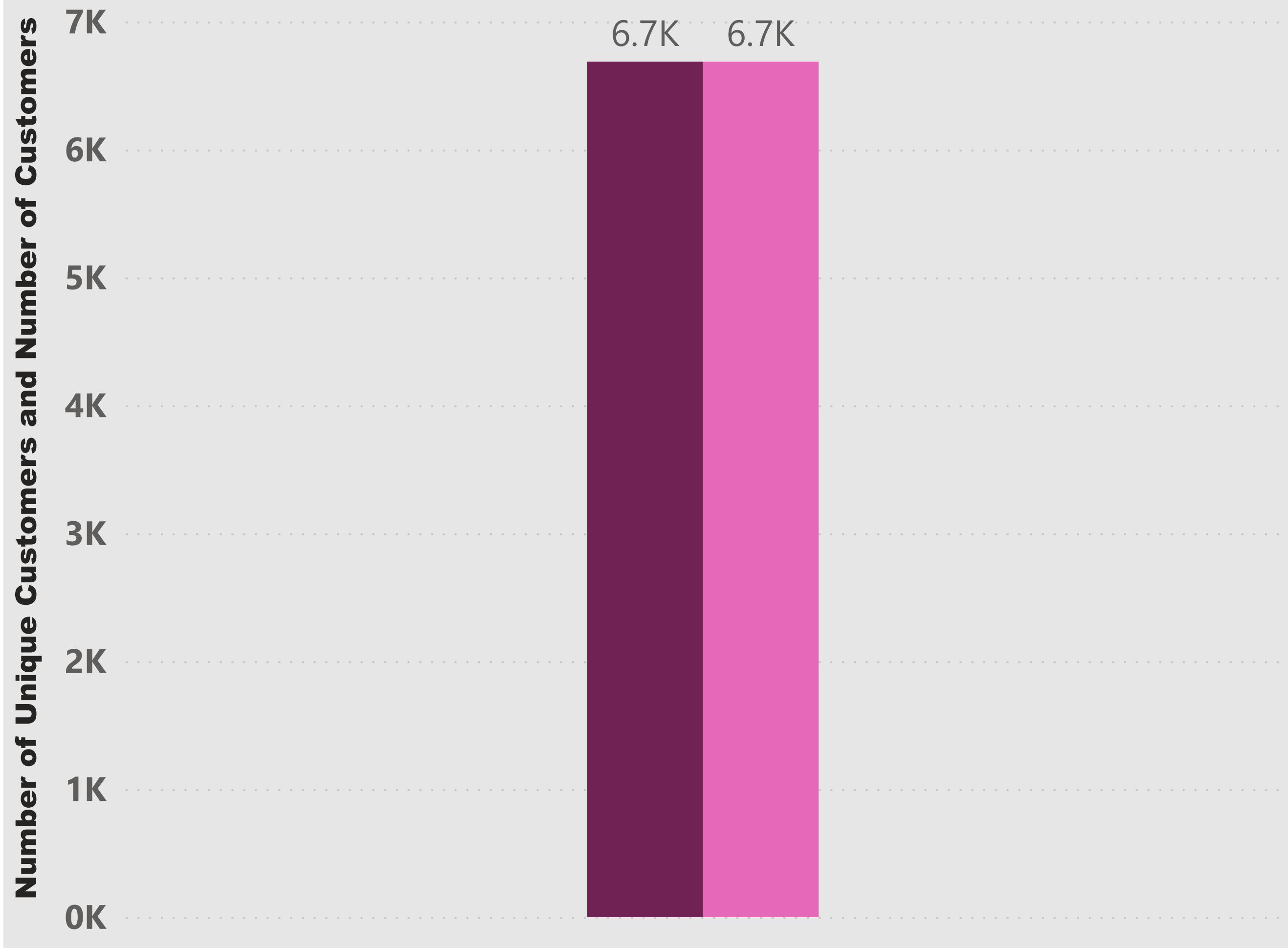


Number of Unique Customers and Number of Customers

● Number of Unique Customers ● Number of Customers



Data Check

6687

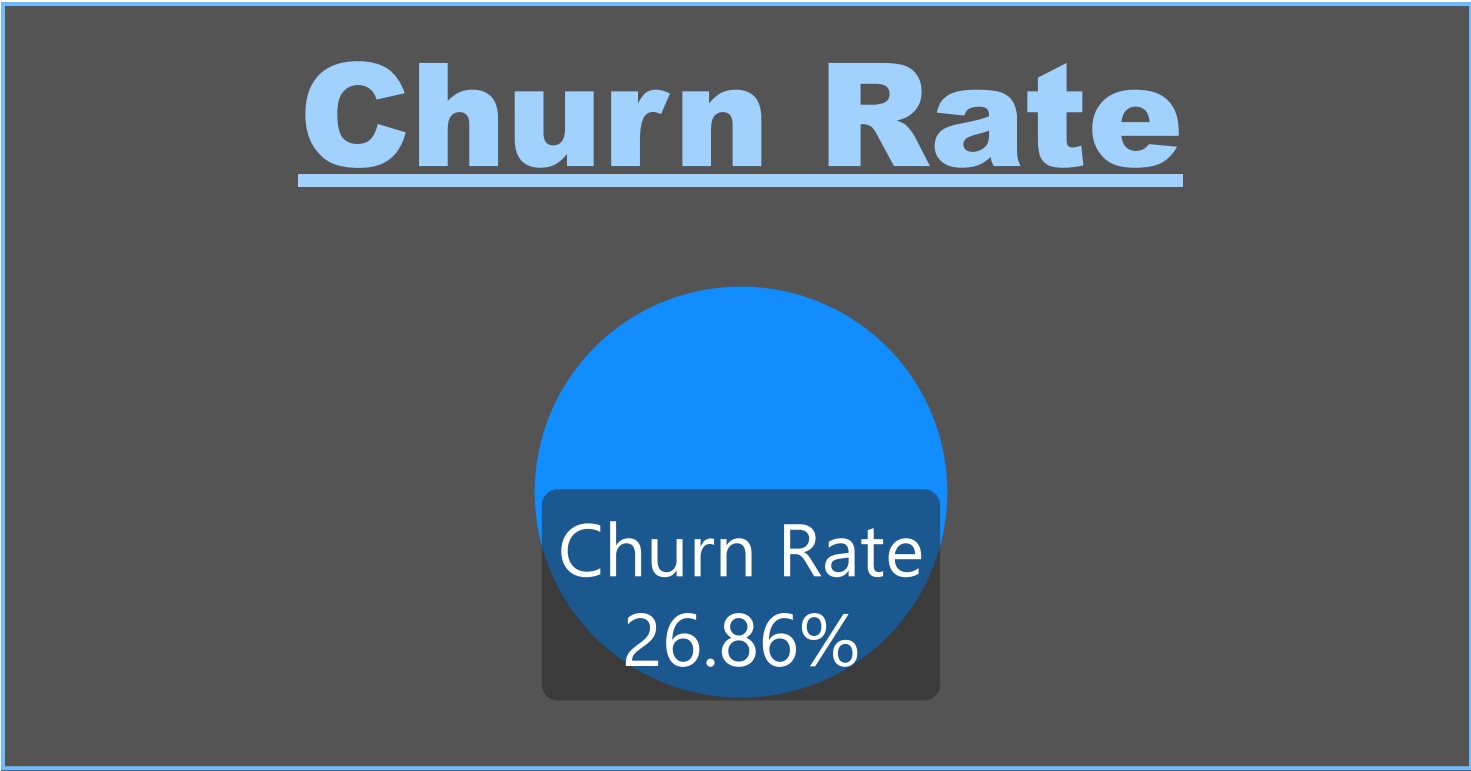
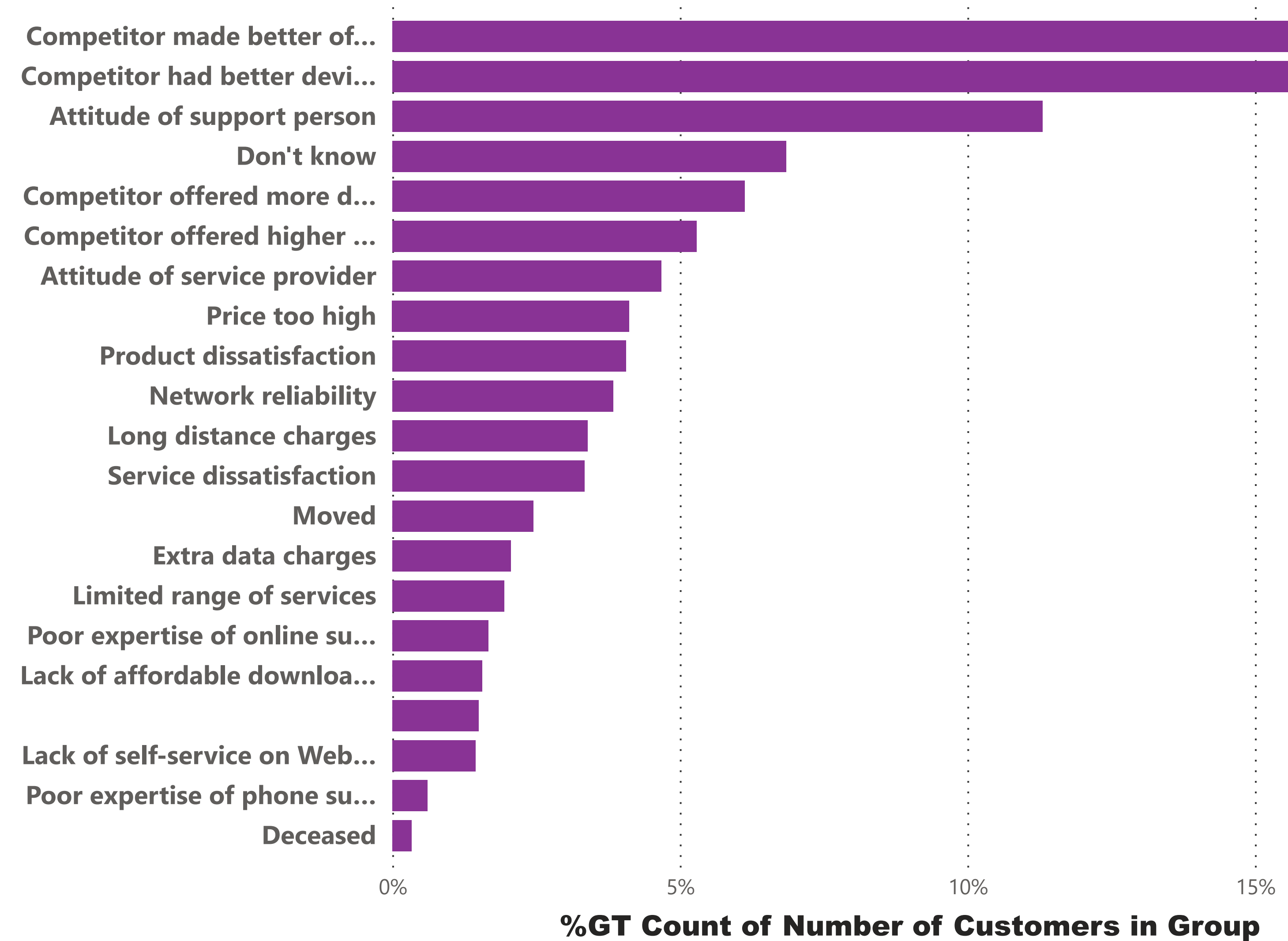
Number of Unique Customers

6687

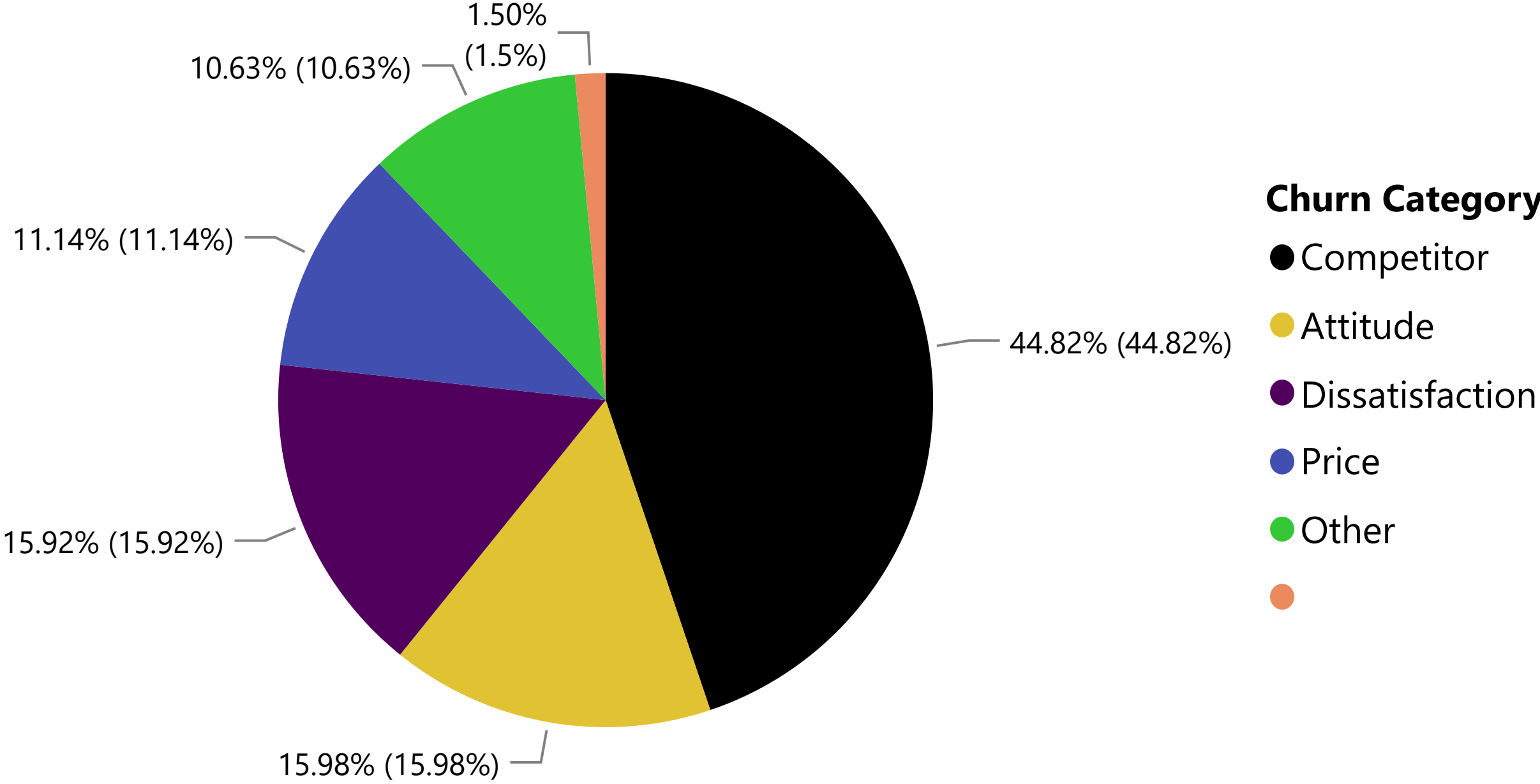
Number of Customers

%GT Count of Number of Customers in Group by Churn Reason

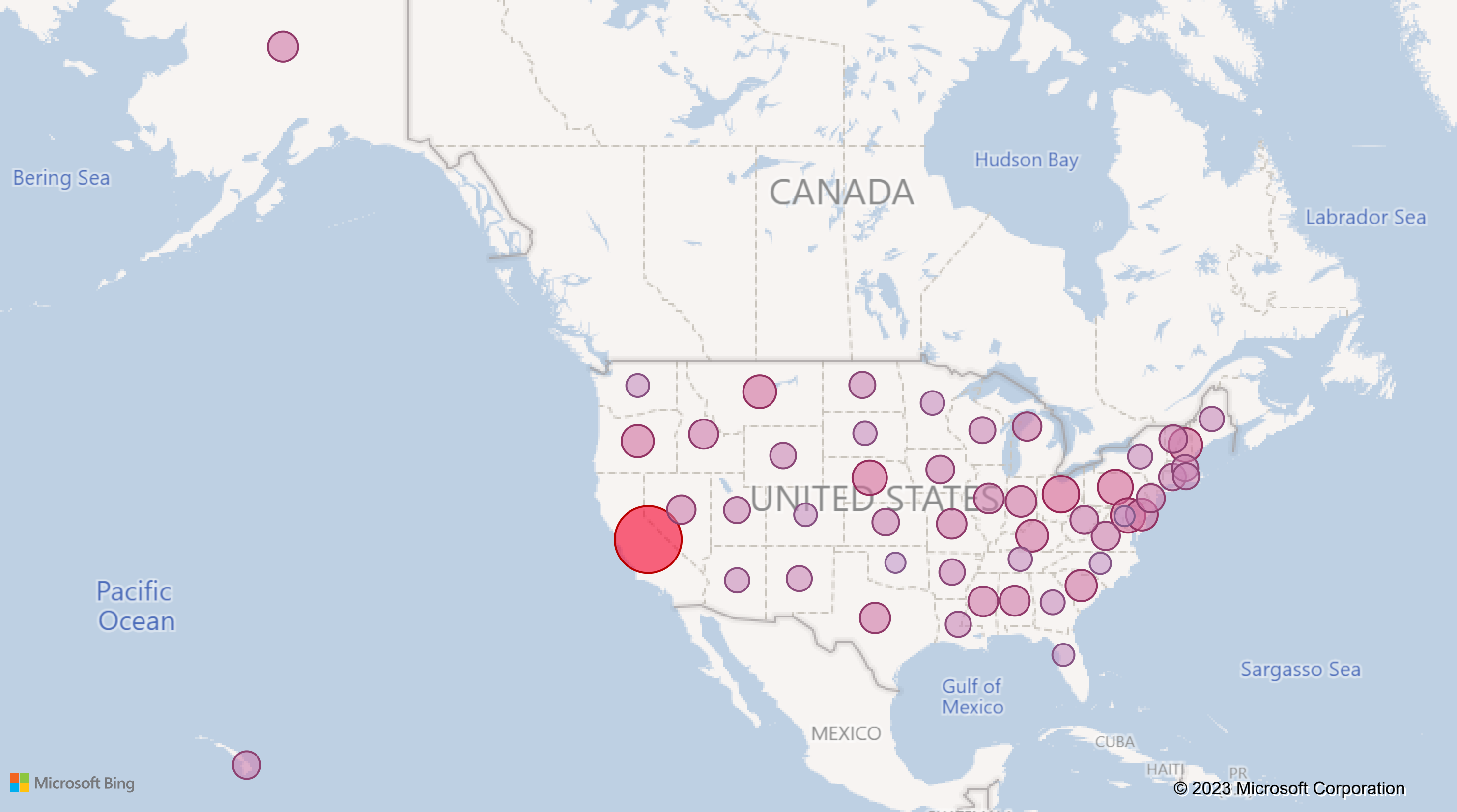
Churn Reason



%GT Number of Churned Customers by Churn Category



Churn Rate, Number of Churned Customers, Churn Rate and Number of Customers by State



State	Number of Customers	Number of Churned Customers
CA	68	132
IA	90	127
PA	90	127
LA	103	128
AK	104	124
HI	106	124
TN	106	124
DC	108	127
GA	108	127
AR	110	127
NH	112	127
IL	116	127
KY	118	127
SC	120	127
SD	120	127
DE	122	127
NE	122	127
OK	123	127
ME	124	127
ND	124	127
NM	124	127
FL	127	127
MO	127	127
AZ	128	127
MS	130	127
MA	131	127
RI	131	127
CO	132	127
Total	6687	

Churn Rate by Demographics

Demographics	Churn Rate
Others	24.54%
Senior	38.46%
Under 30	23.00%
Total	26.86%

< >

Senior

Under 30

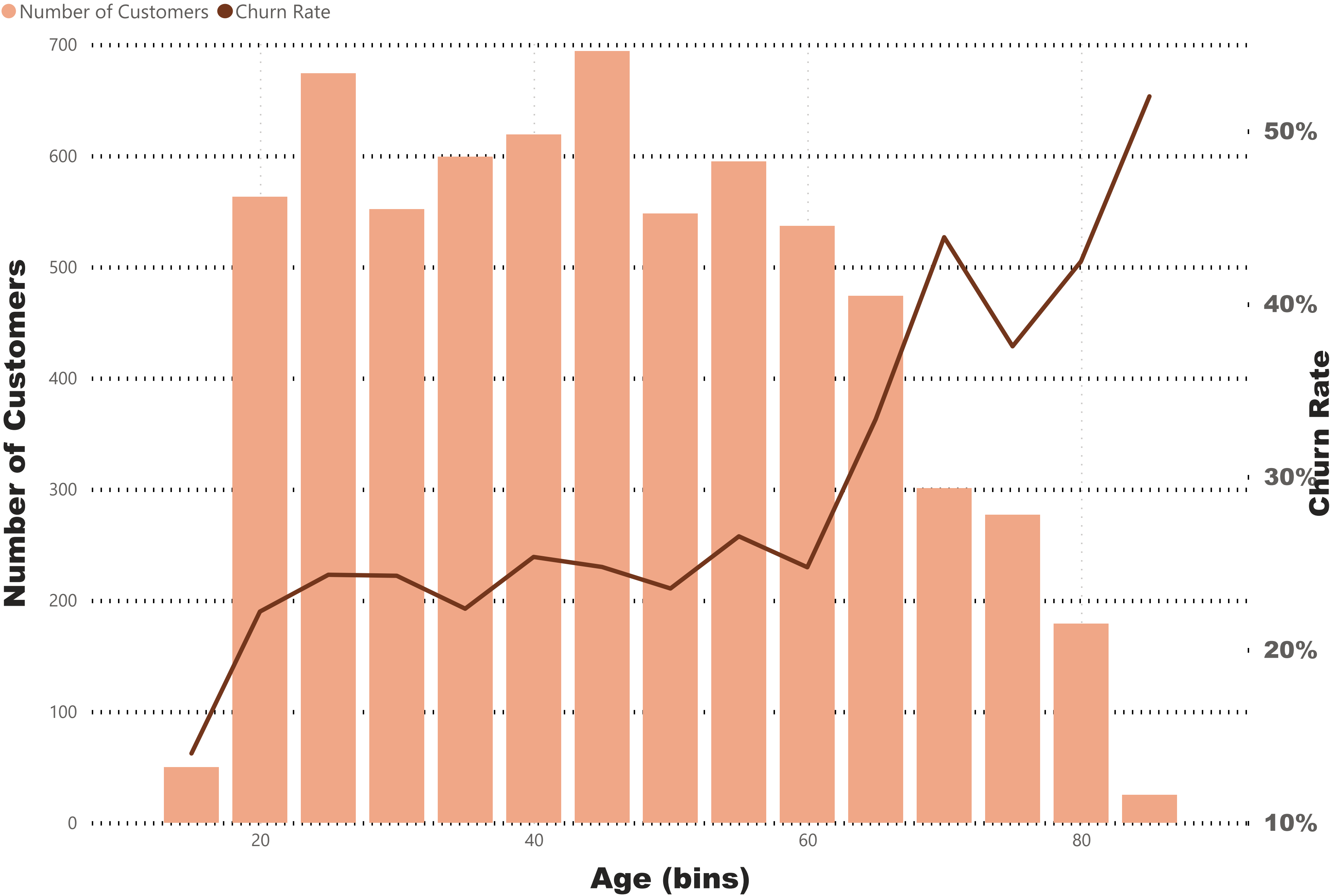
38.46%

Others

24.54%

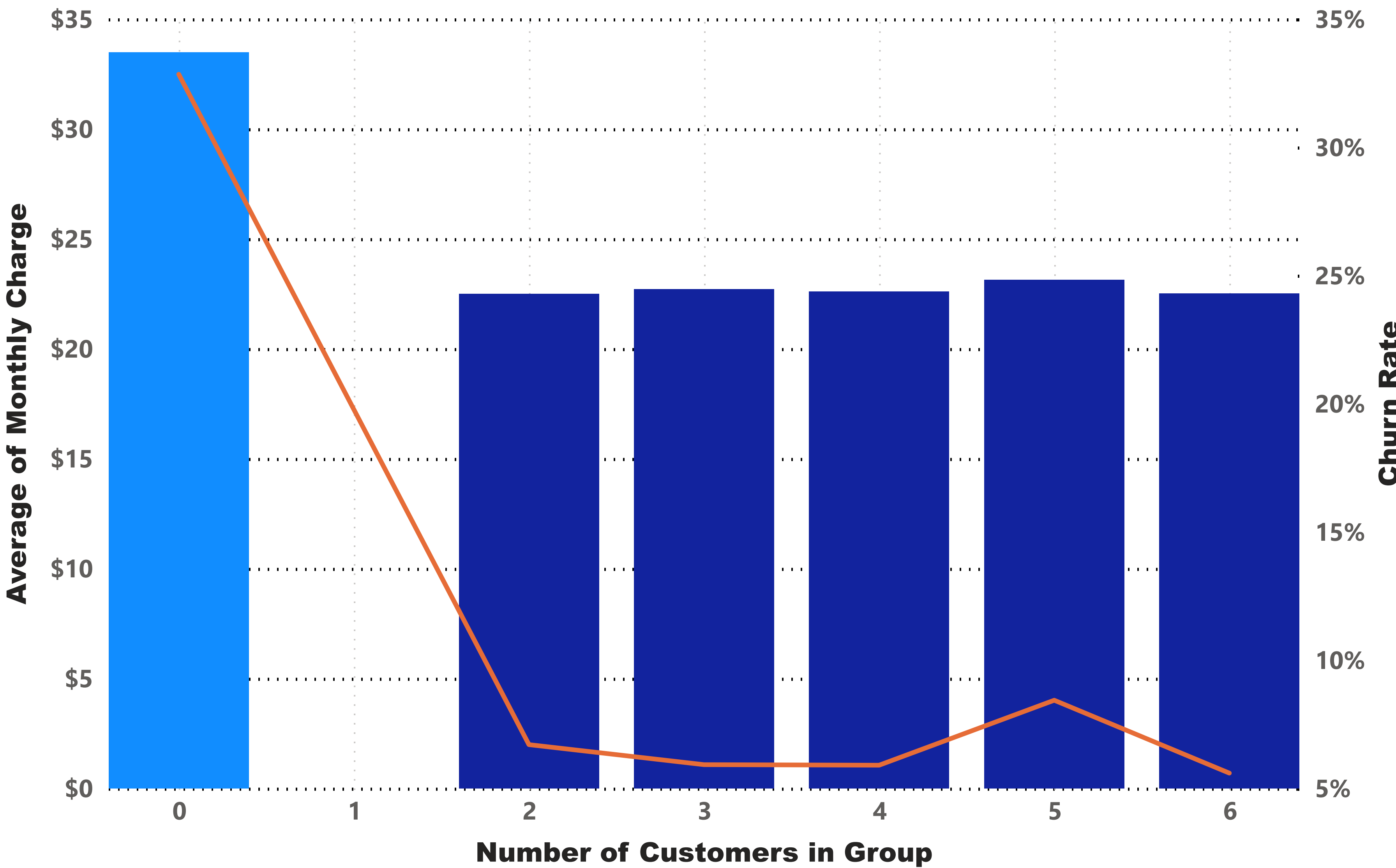
23.00%

Number of Customers and Churn Rate by Age (bins)



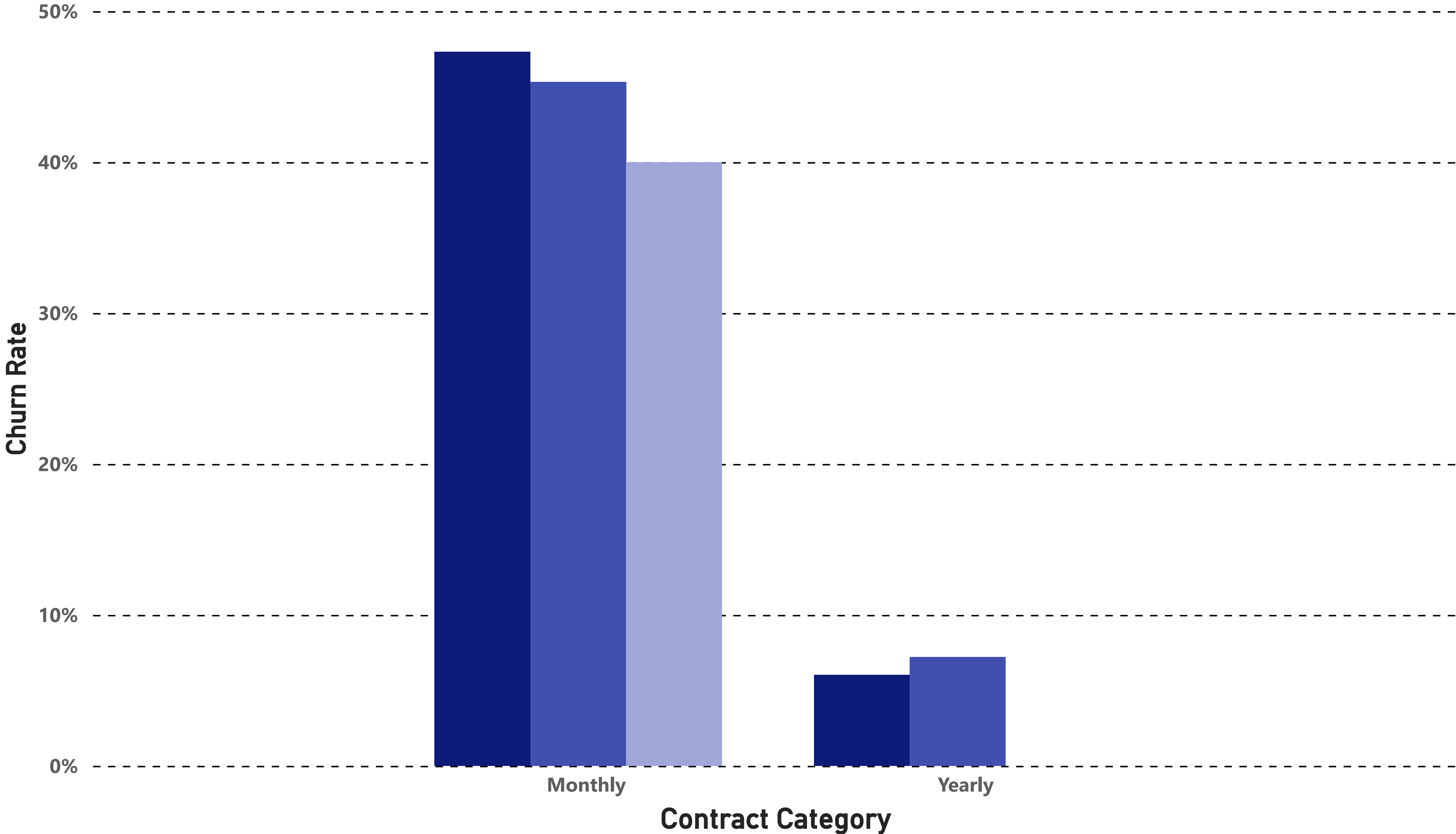
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate



Churn Rate by Contract Category and Gender

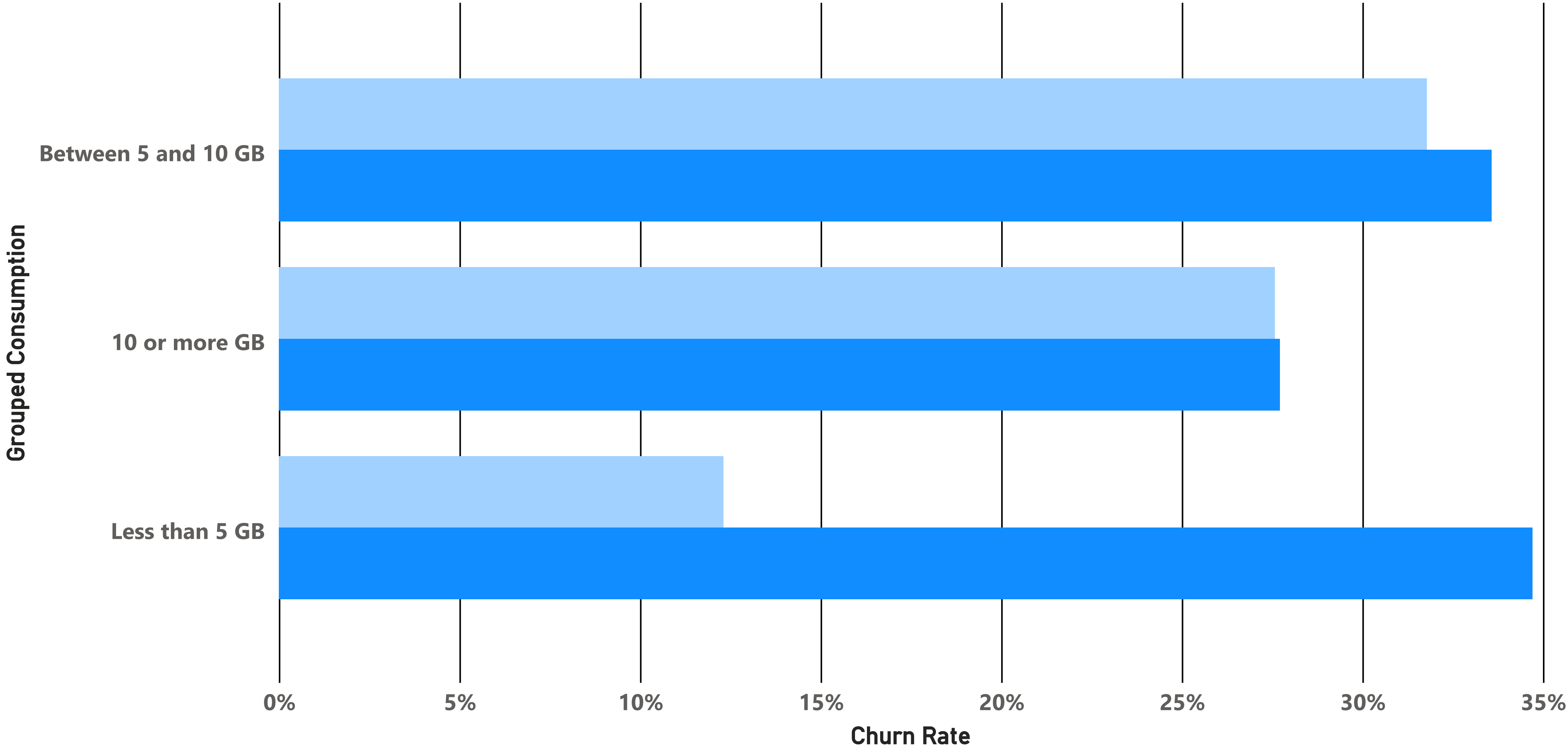
Gender ● Female ● Male ● Prefer not to say



Churn Rate	Number of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	6687	

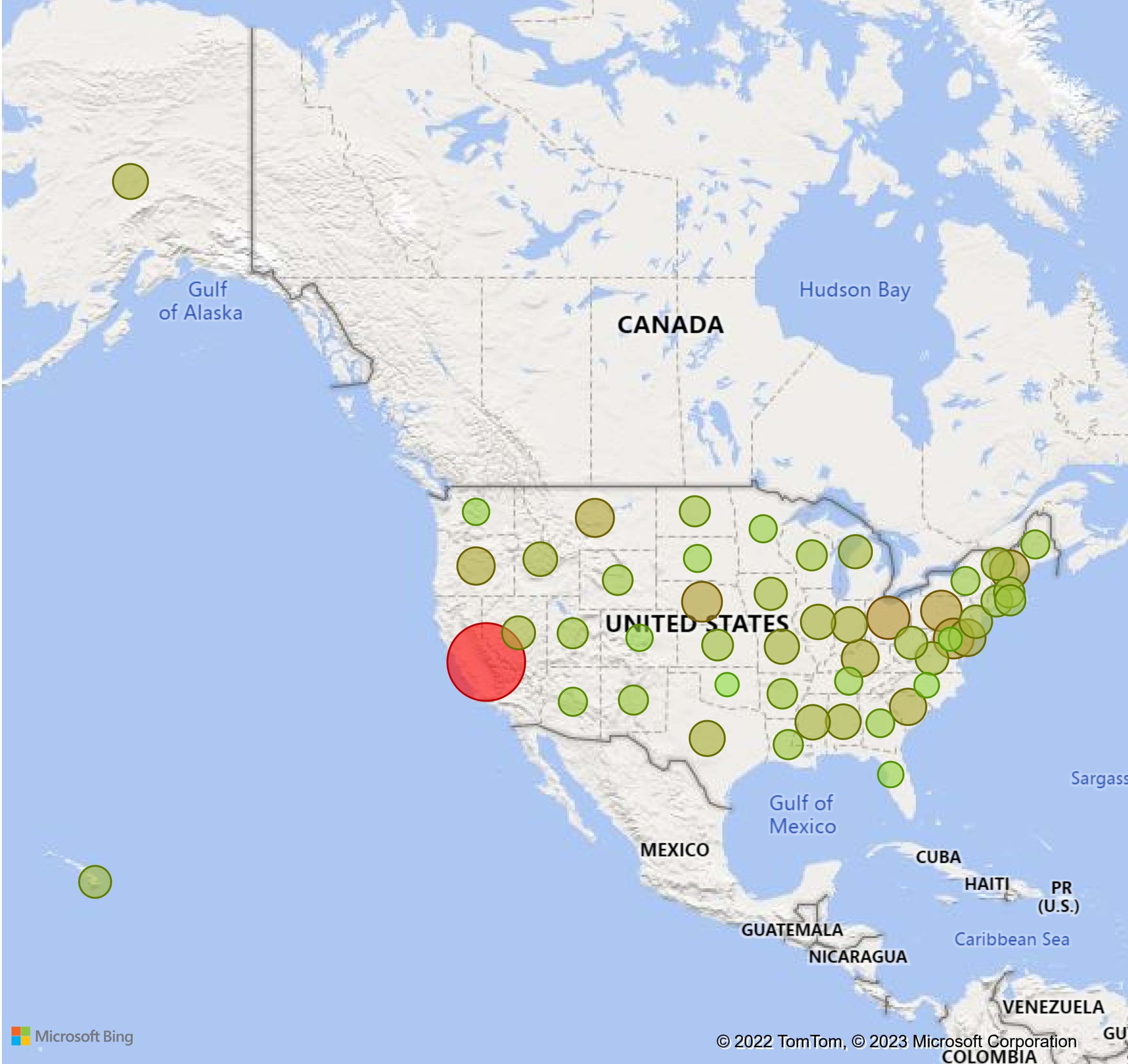
Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

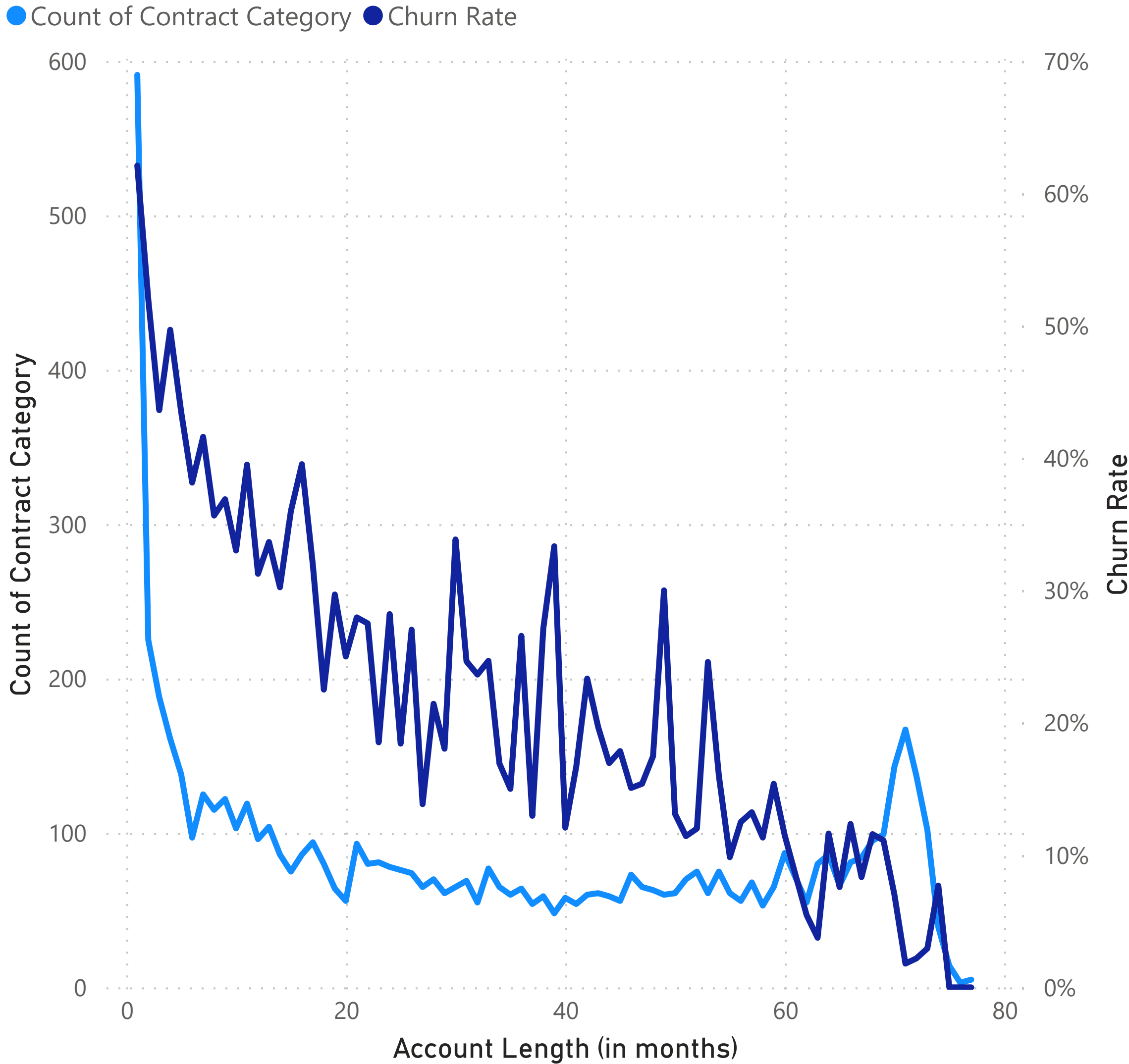


Churn Rate by State

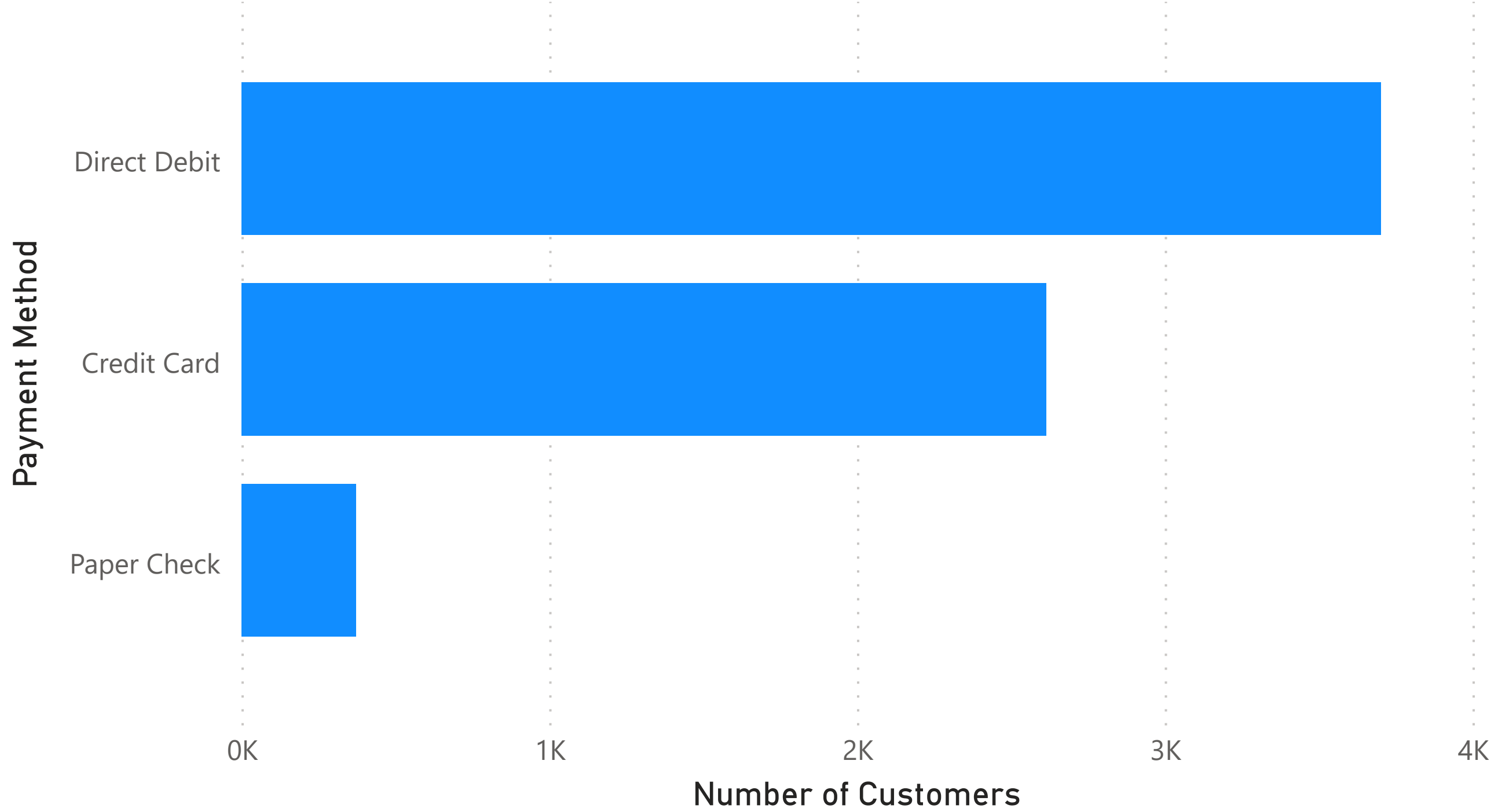
Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%



Count of Contract Category and Churn Rate by Account Length (in months)



Number of Customers by Payment Method



26.86%

Churn Rate

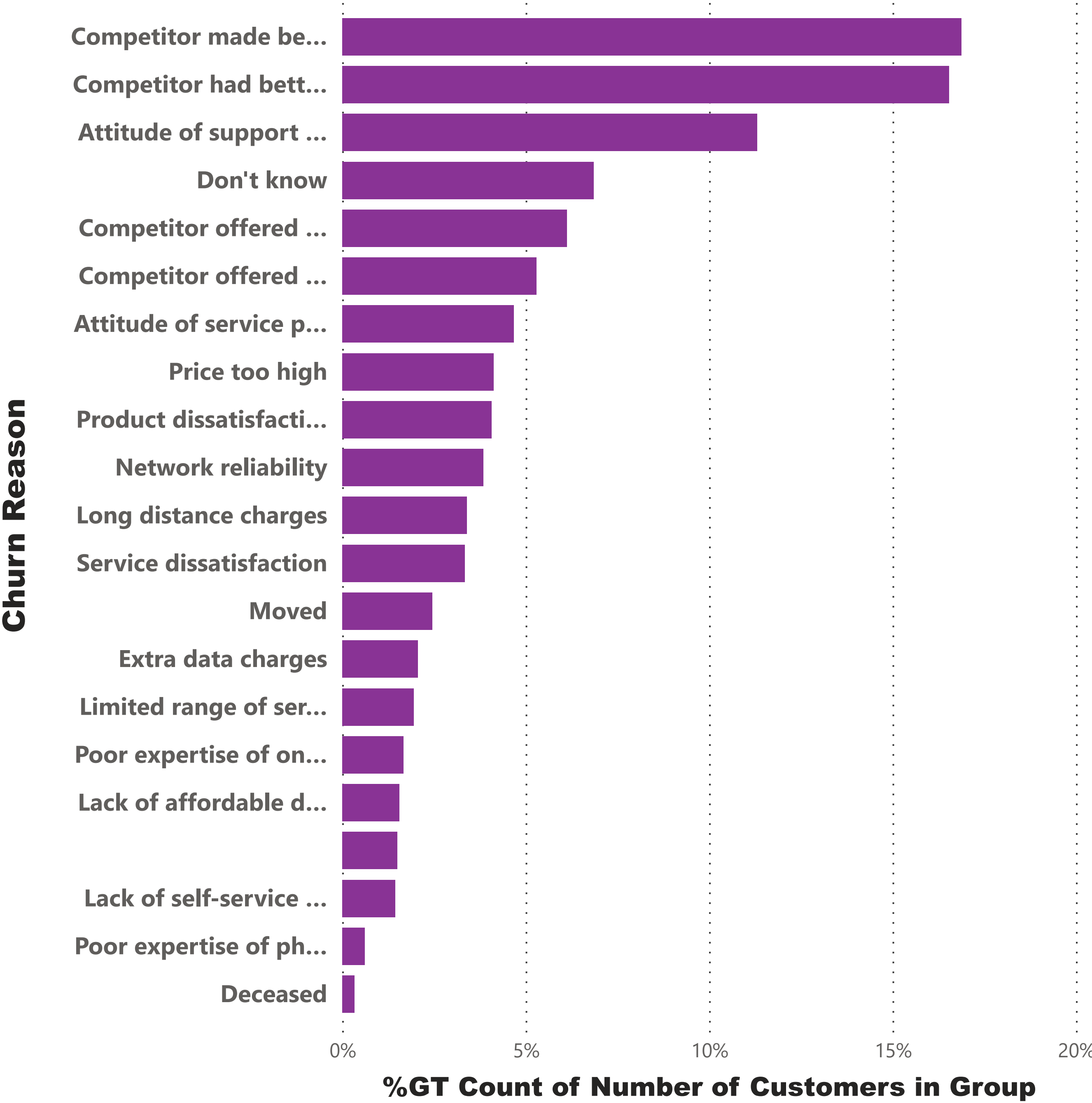
1796

Number of Churned Customers

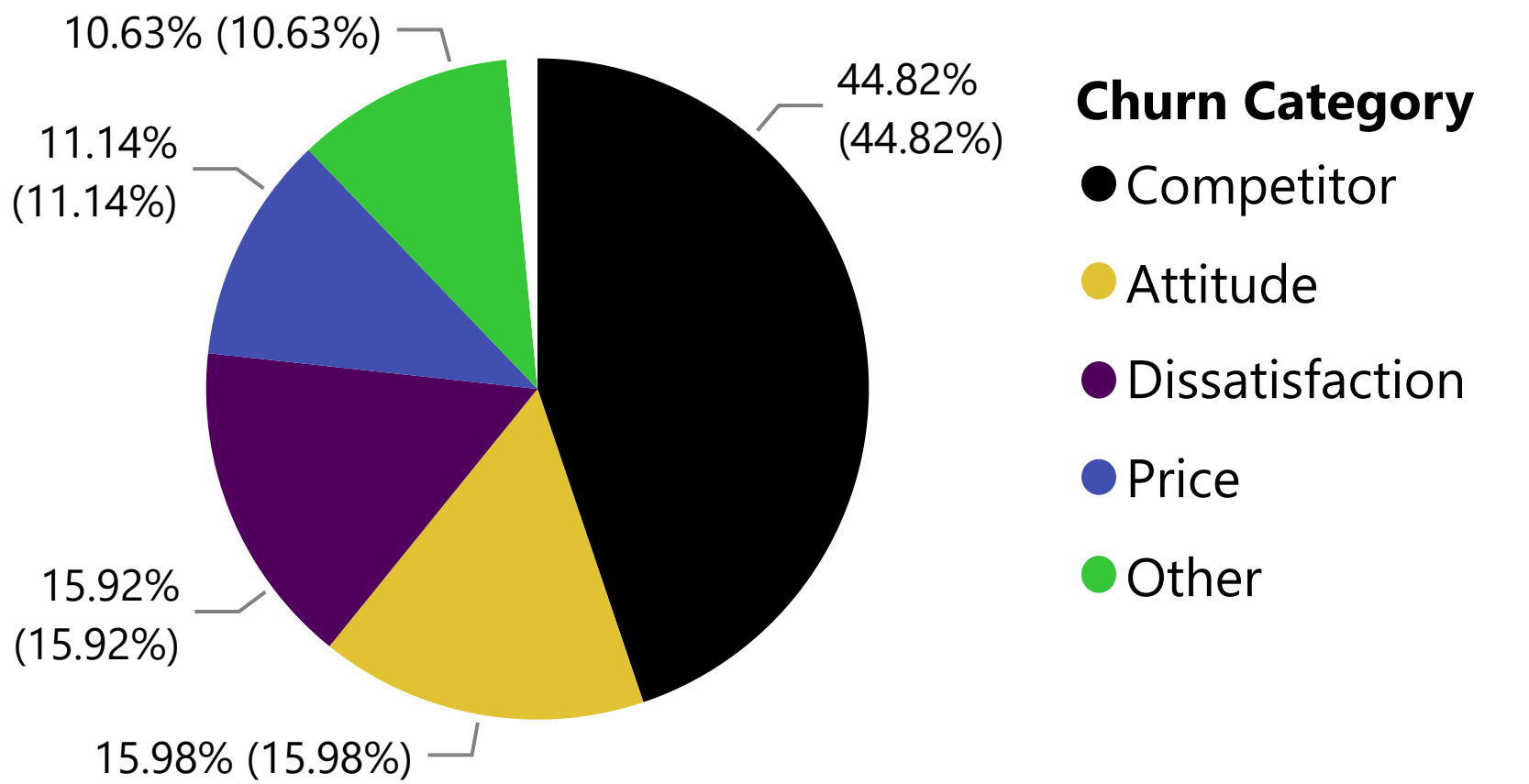
6687

Count of Customer ID

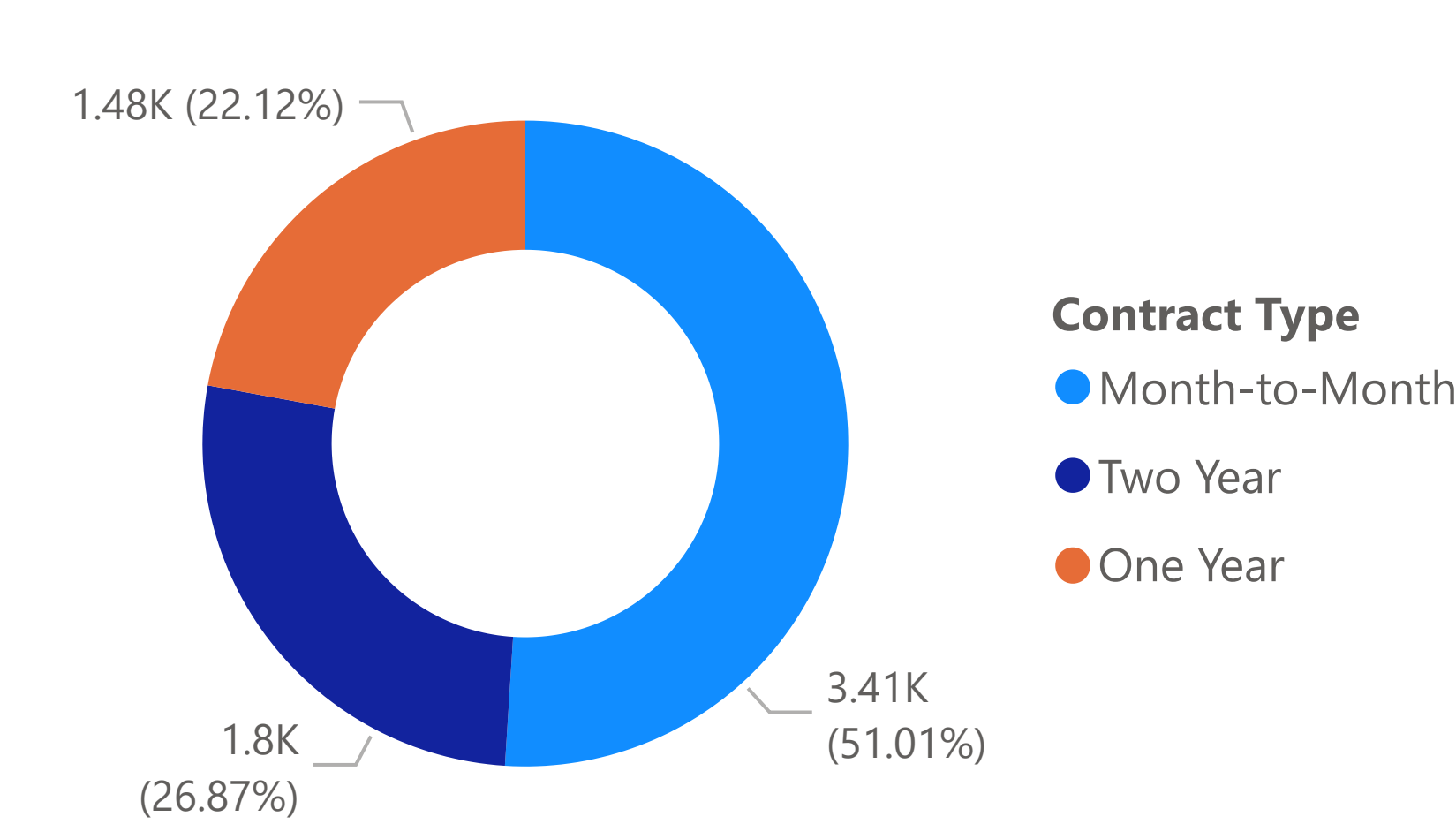
%GT Count of Number of Customers in Group by Churn Reason



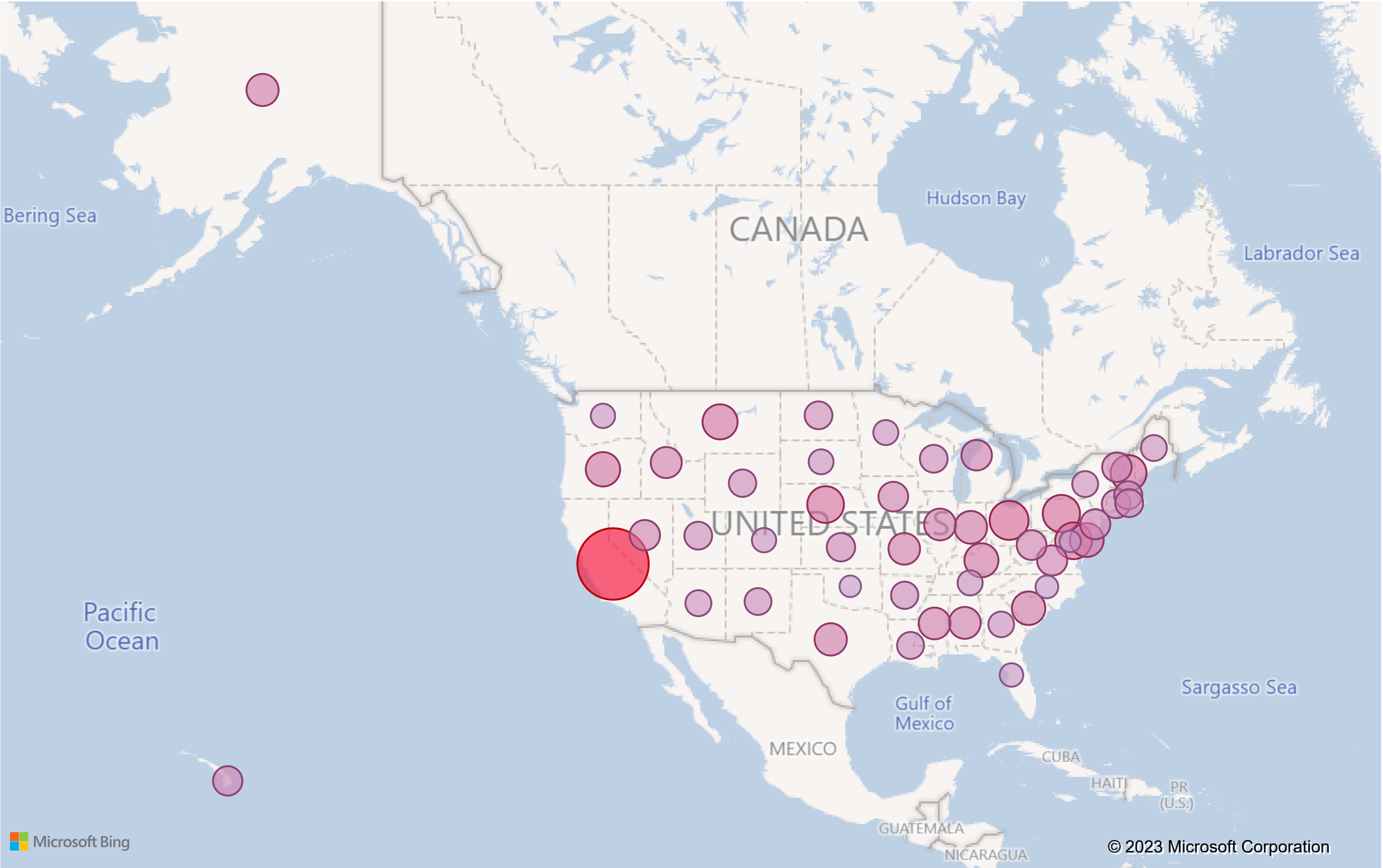
%GT Number of Churned Customers by Churn Category



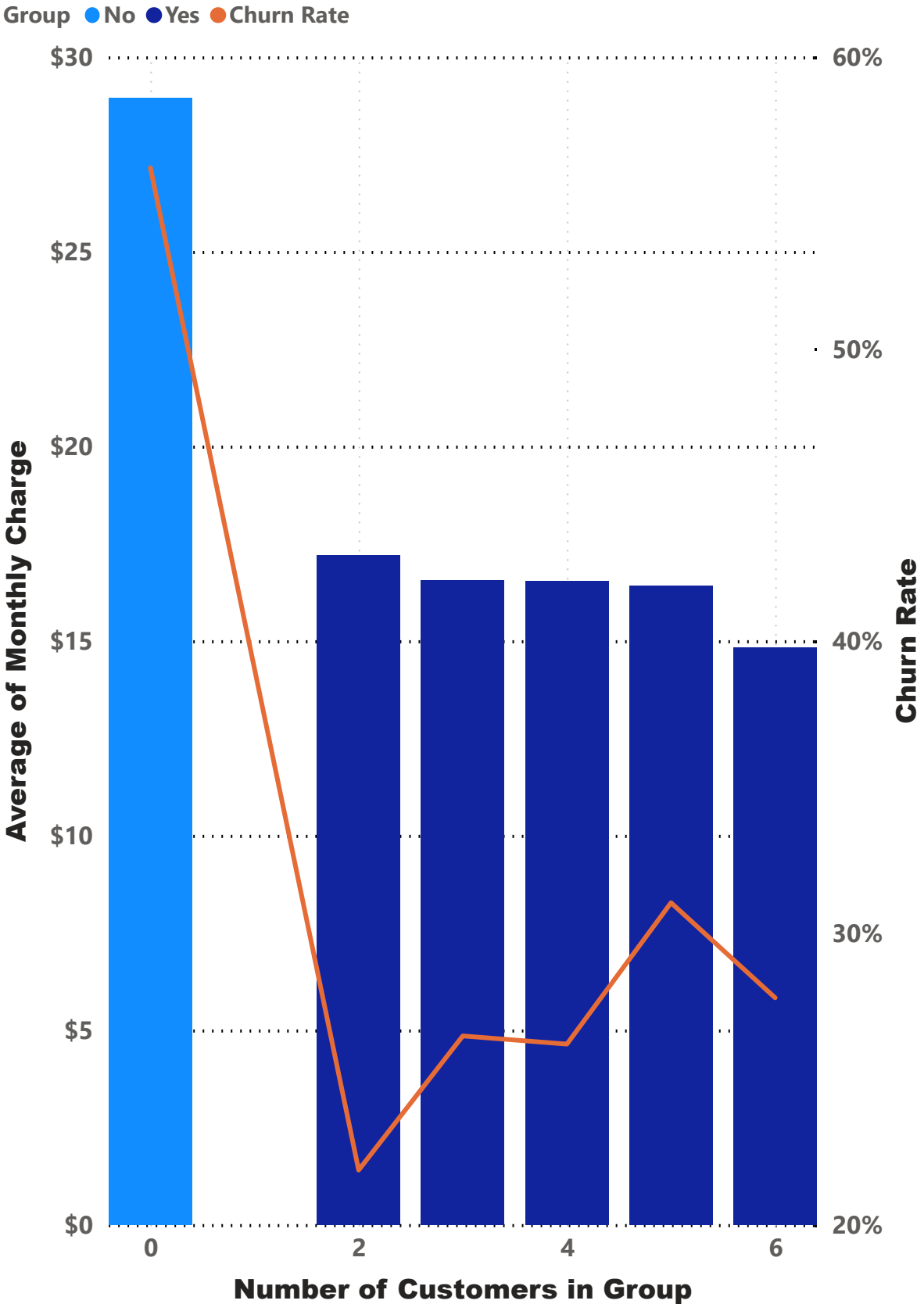
Count of Contract Type by Contract Type



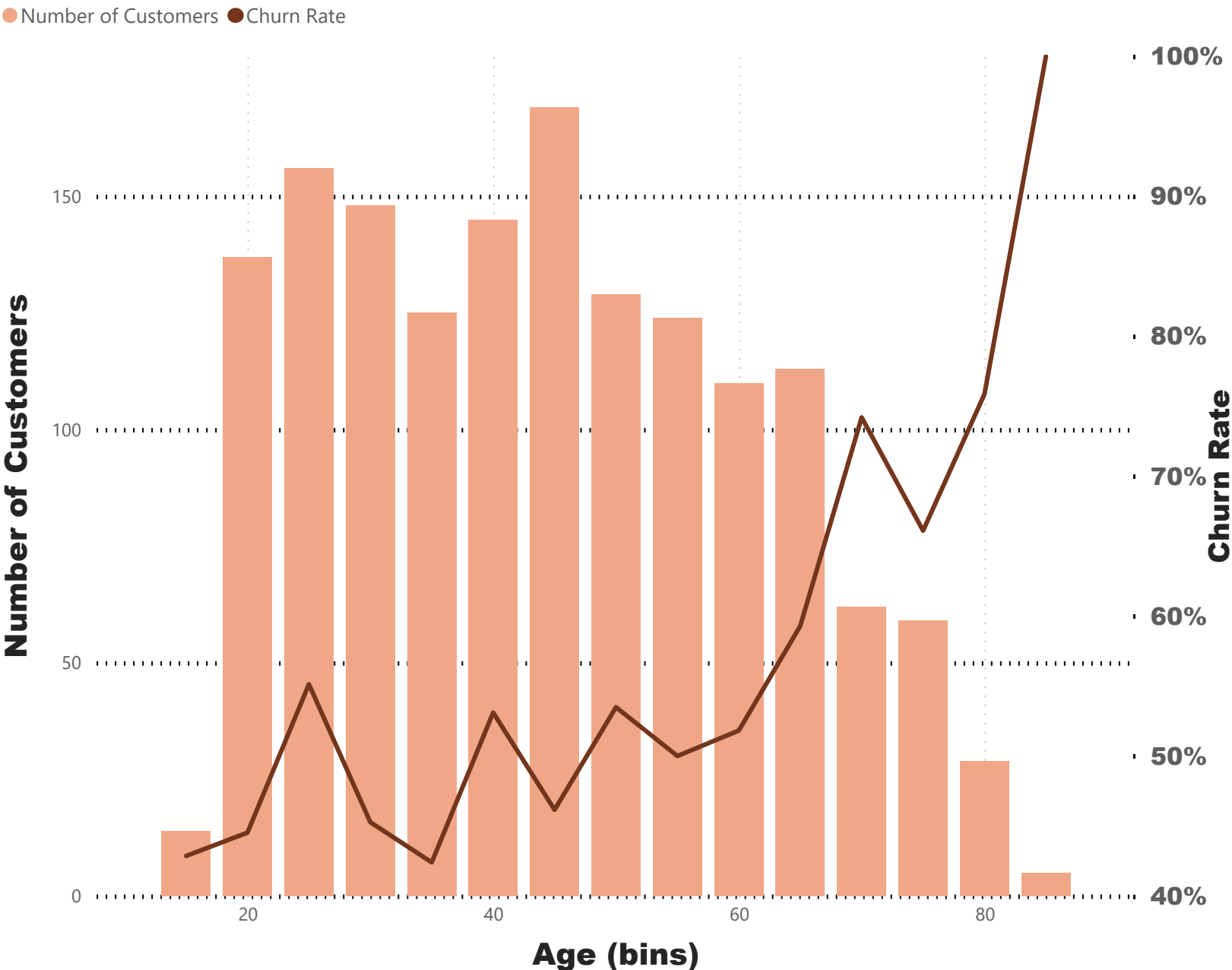
Churn Rate, Number of Churned Customers, Churn Rate



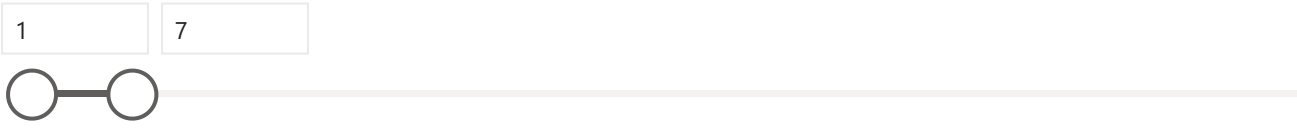
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Number of Customers and Churn Rate by Age (bins)



Account Length (in months)



0.92

Avg Customer Service Calls

6123

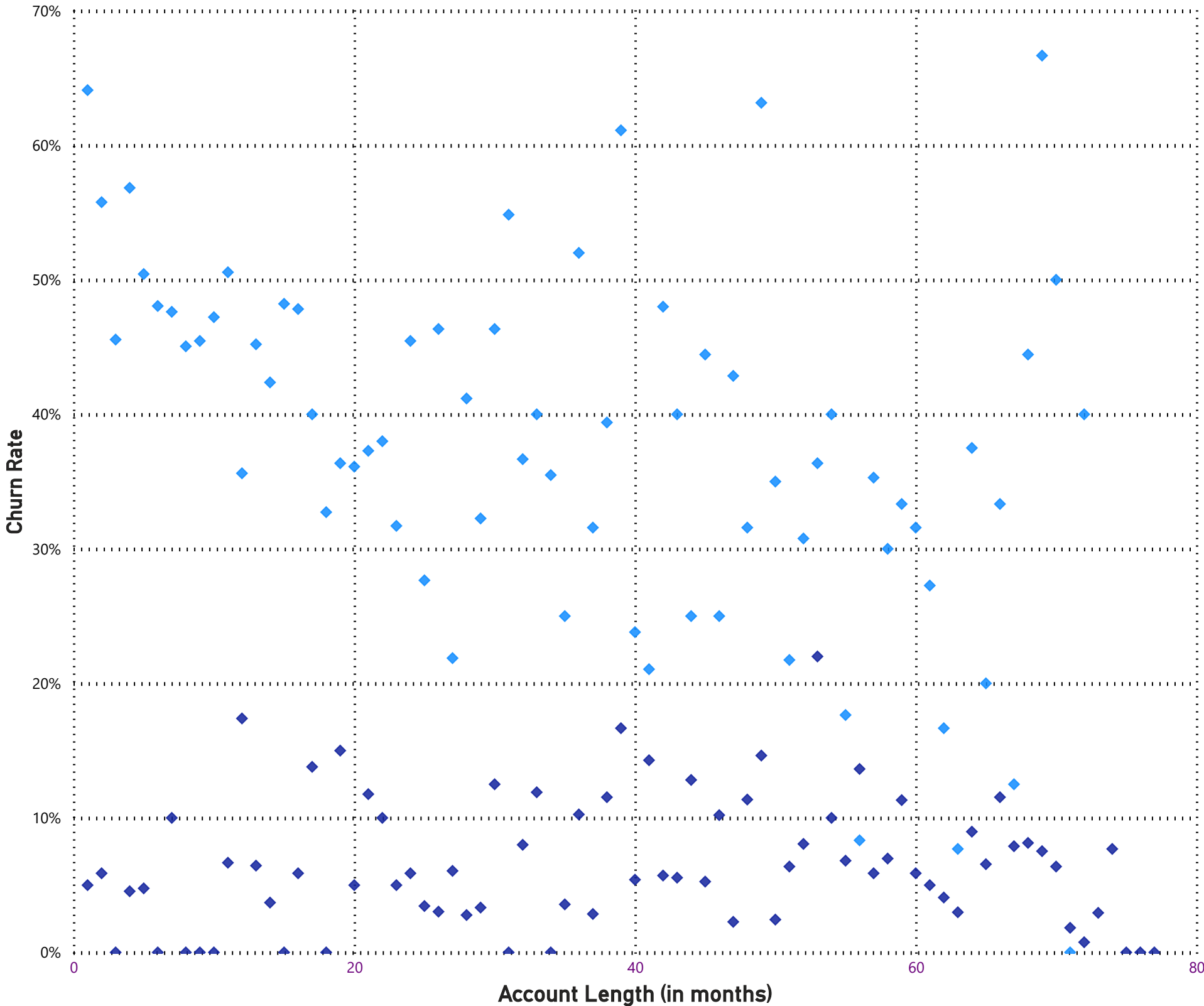
Customer Service Calls

26.86%

Churn Rate

Avg Account Length (in months) and Churn Rate by Avg Account Length (in months) and Contract Category

Contract Category Monthly Yearly

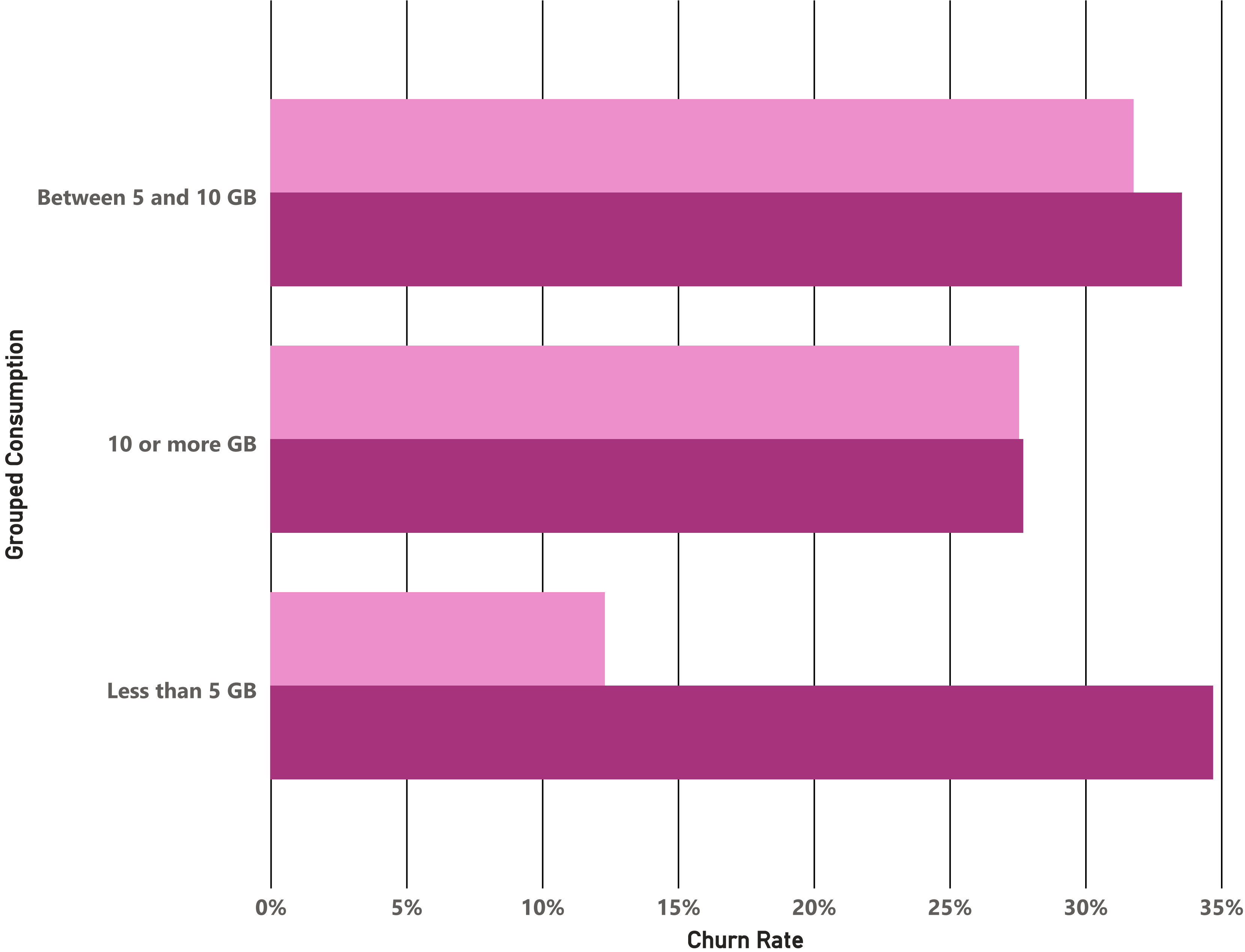


Contract Category, Payment Method

- Monthly
 - Credit Card
 - Direct Debit
 - Paper Check
- Yearly
 - Credit Card
 - Direct Debit
 - Paper Check

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan No Yes



3.37

Avg Extra Data Charges

33.64

Avg Extra International Charges

0.92

Avg Customer Service Calls

6123

Customer Service Calls

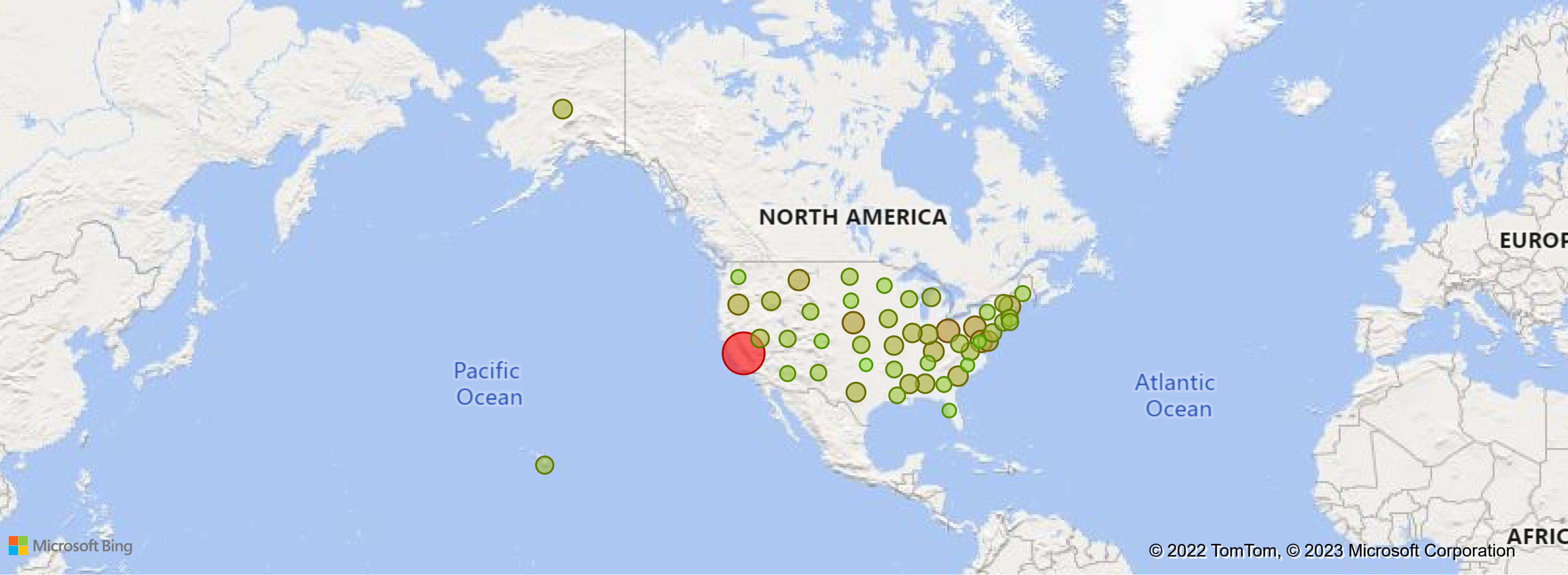
33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label No Yes

