Customer Churn Analysis
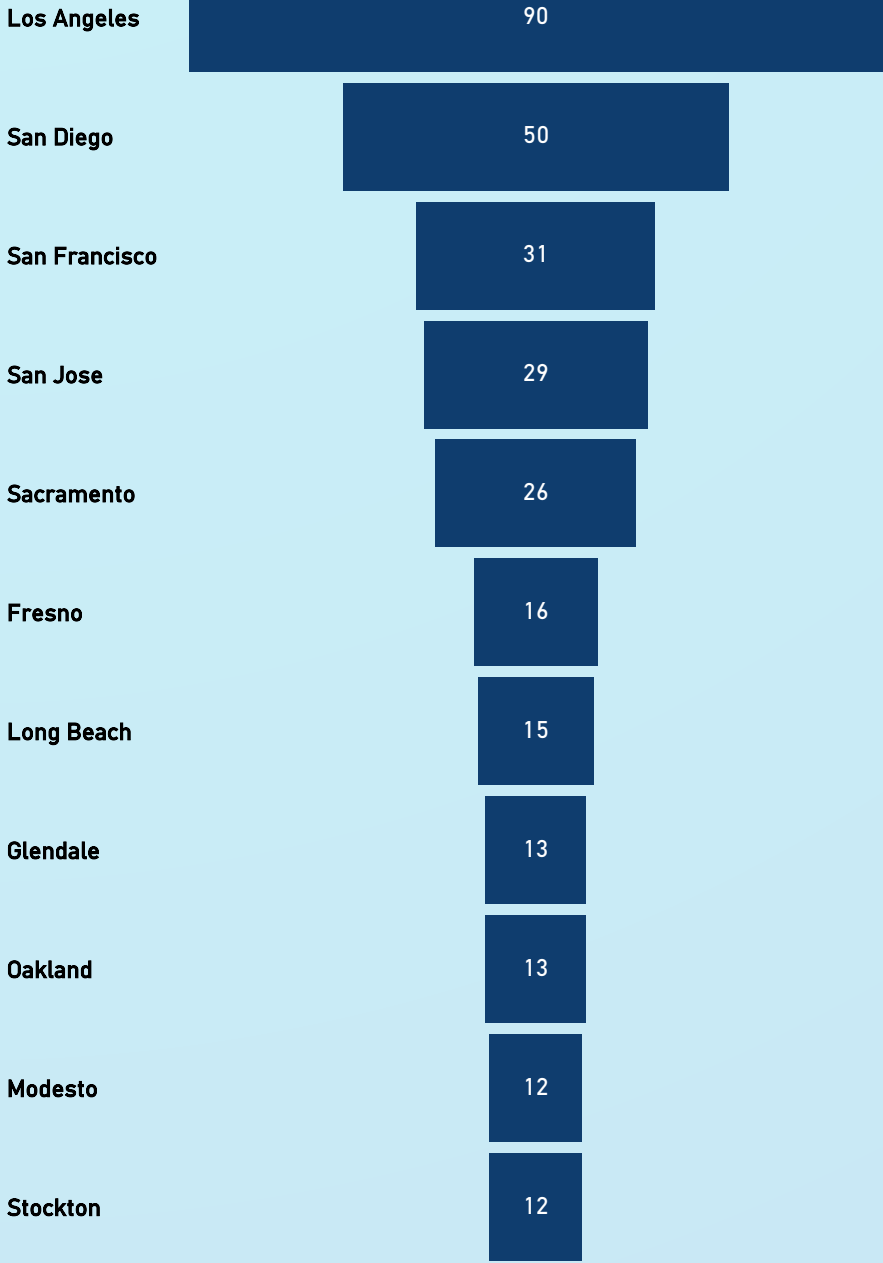
1869

Total churned customers
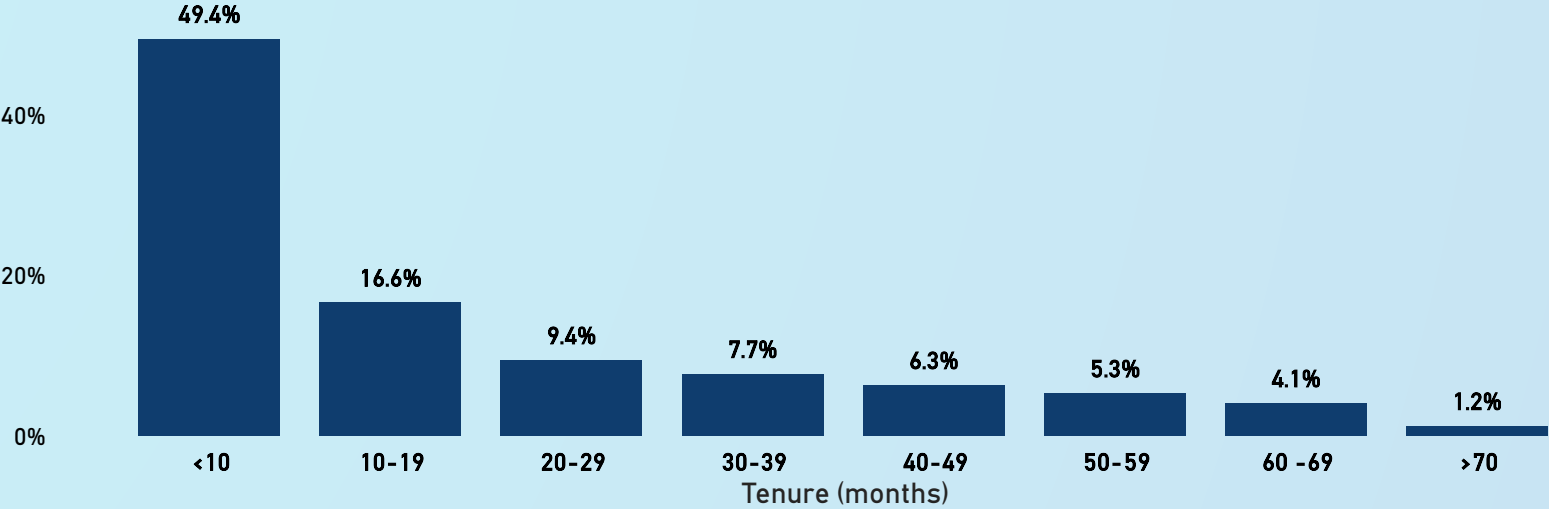
% of grand total

absolute values
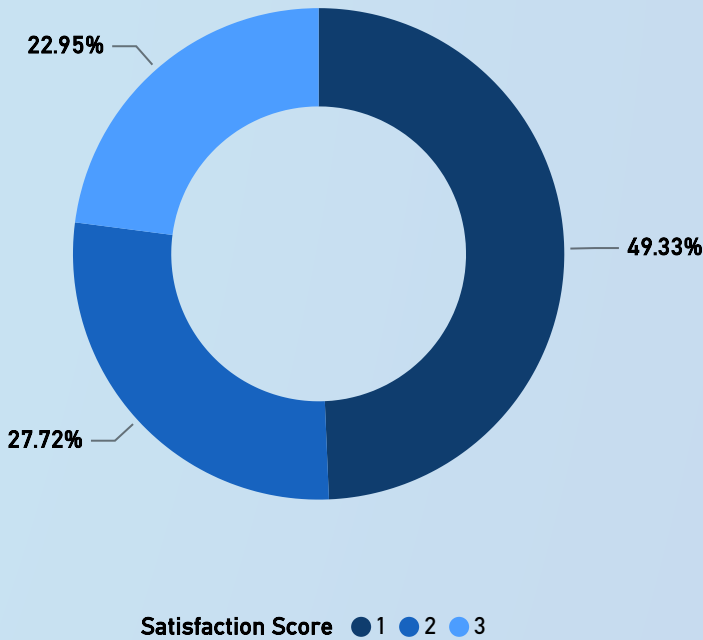
Cities with the highest number of churned customers

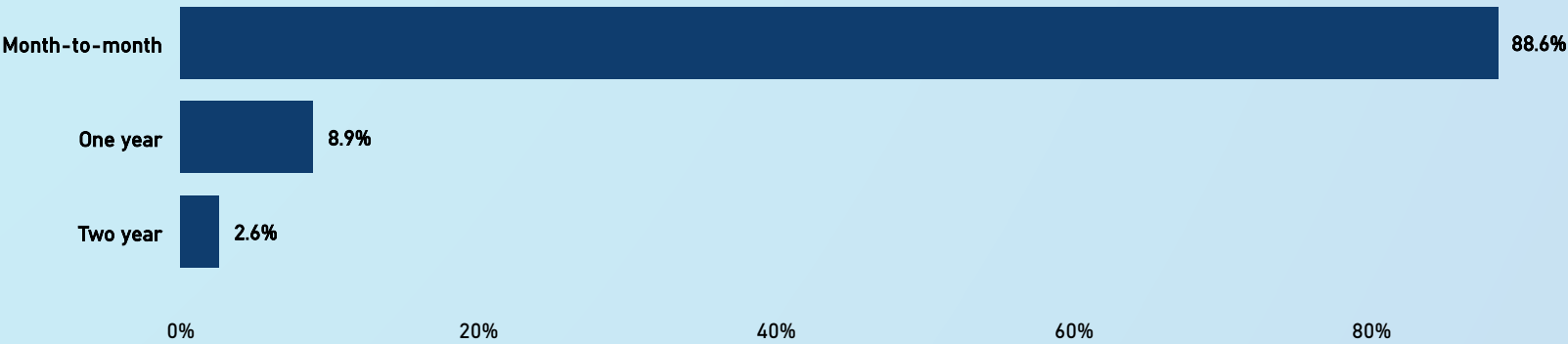| City	Value
Los Angeles	90
San Diego	50
San Francisco	31
San Jose	29
Sacramento	26
Fresno	16
Long Beach	15
Glendale	13
Oakland	13
Modesto	12
Stockton	12

Churn vs tenure

Tenure (months)	Percent
<10	49.4%
10-19	16.6%
20-29	9.4%
30-39	7.7%
40-49	6.3%
50-59	5.3%
60-69	4.1%
>70	1.2%

Churn by contract type

Contract	Percent
Month-to-month	88.6%
One year	8.9%
Two year	2.6%

Churn by monthly charges

Monthly charges	Percent
<20$	2.9%
20-39	8.5%
40-59	14.8%
60-79	25.1%
80-99	34.9%
>100$	13.8%

Satisfaction score among churned customers

- 49.33%
- 27.72%
- 22.95%

Satisfaction Score ● 1 ● 2 ● 3

Reasons to churn

Reason	Percent
Competitor	45.0%
Dissatisfaction	16.2%
Attitude	16.8%
Price	11.3%
Other	10.7%