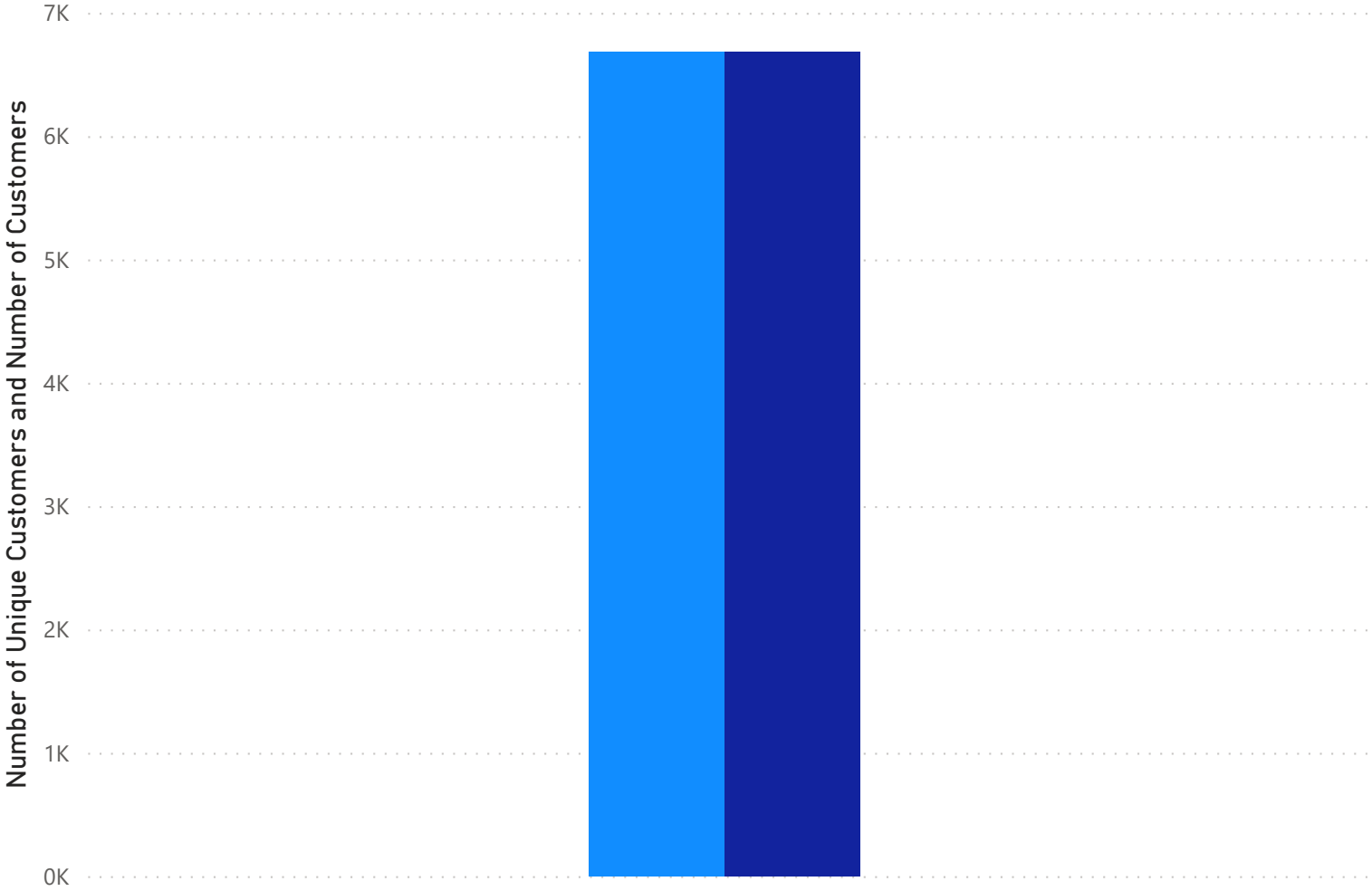


Number of Unique Customers and Number of Customers

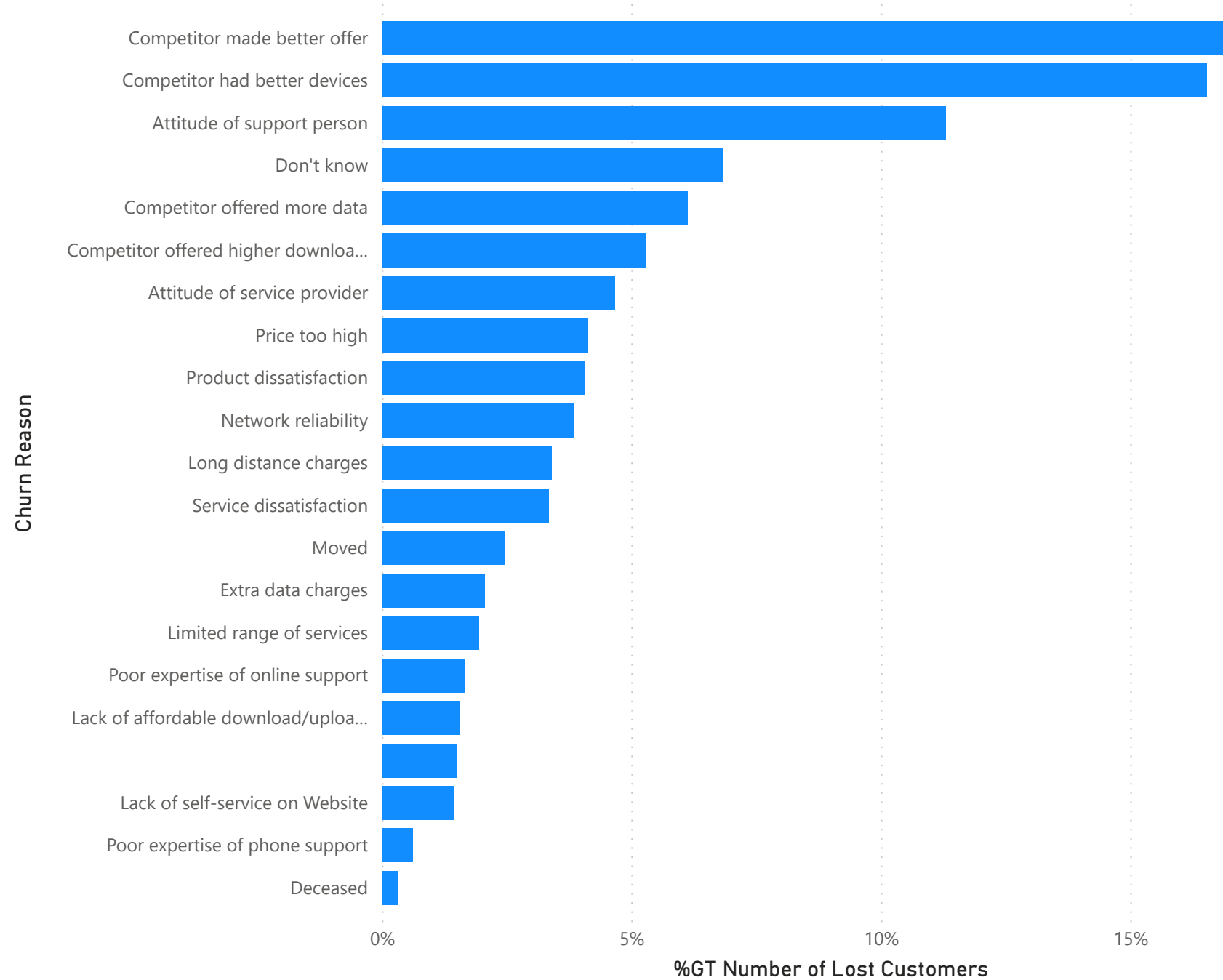
● Number of Unique Customers ● Number of Customers



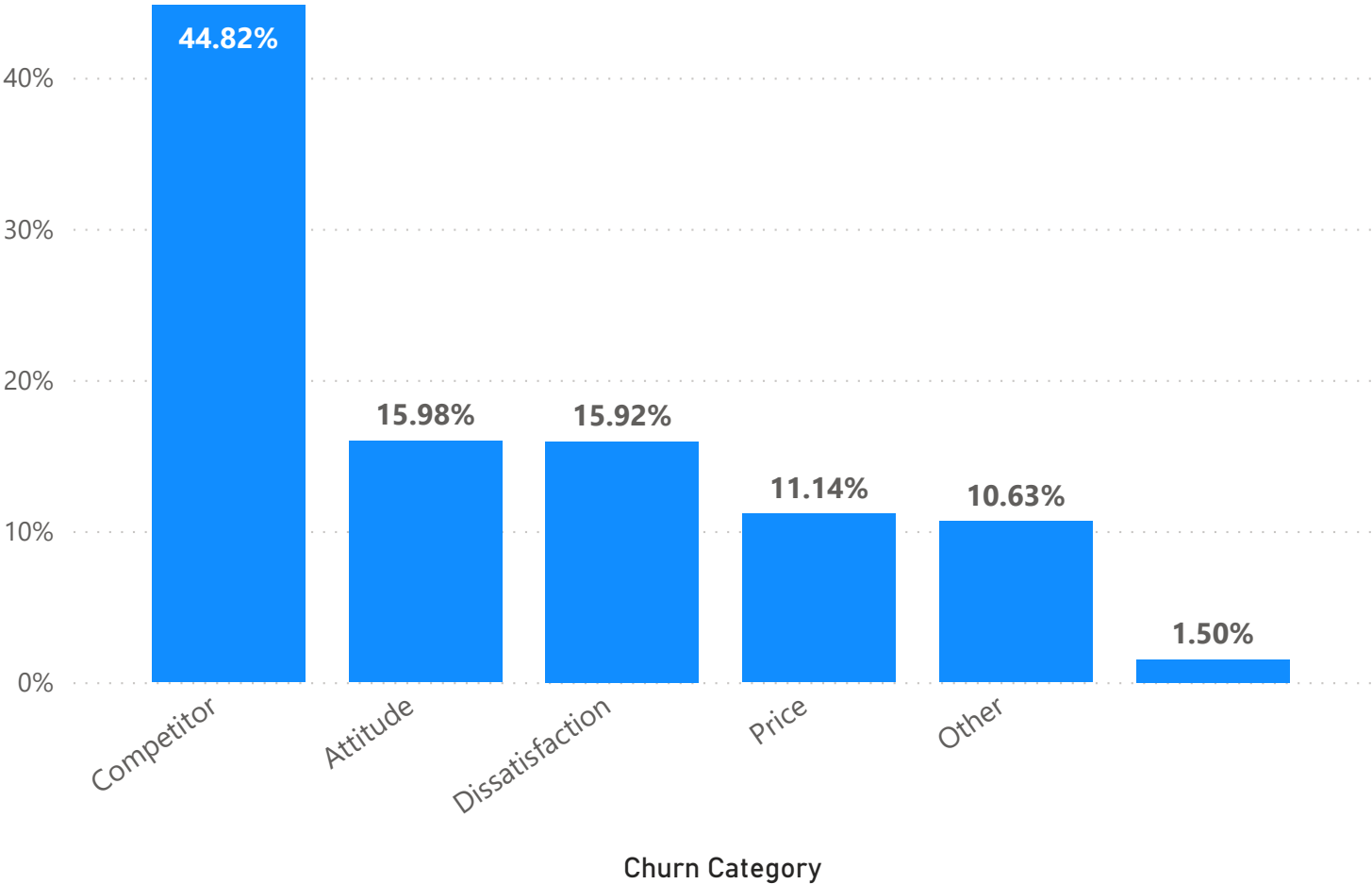
**26.86%**

Customer Churn Rate

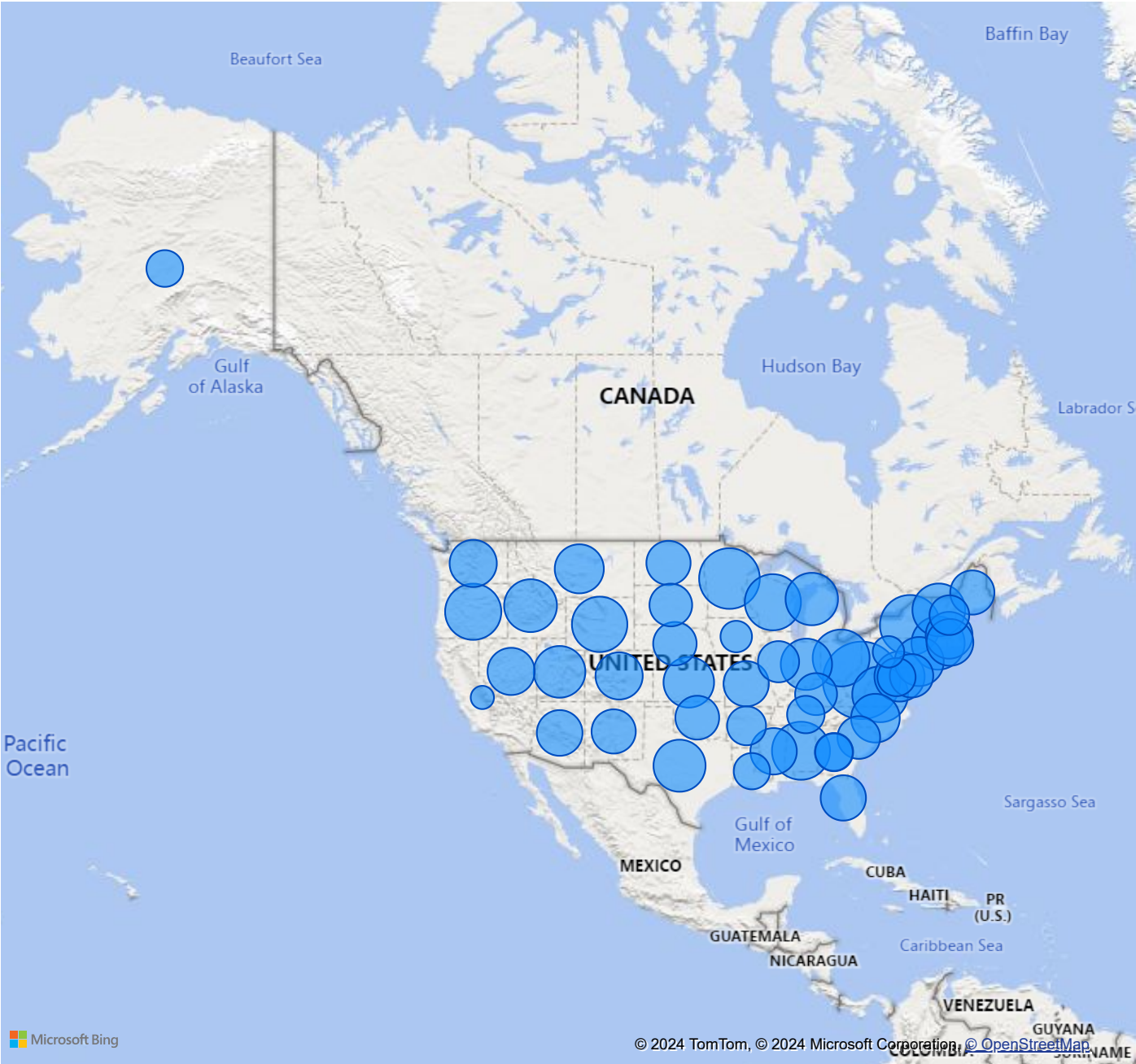
## %GT Number of Lost Customers by Churn Reason



%GT Number of Lost Customers by Churn Category



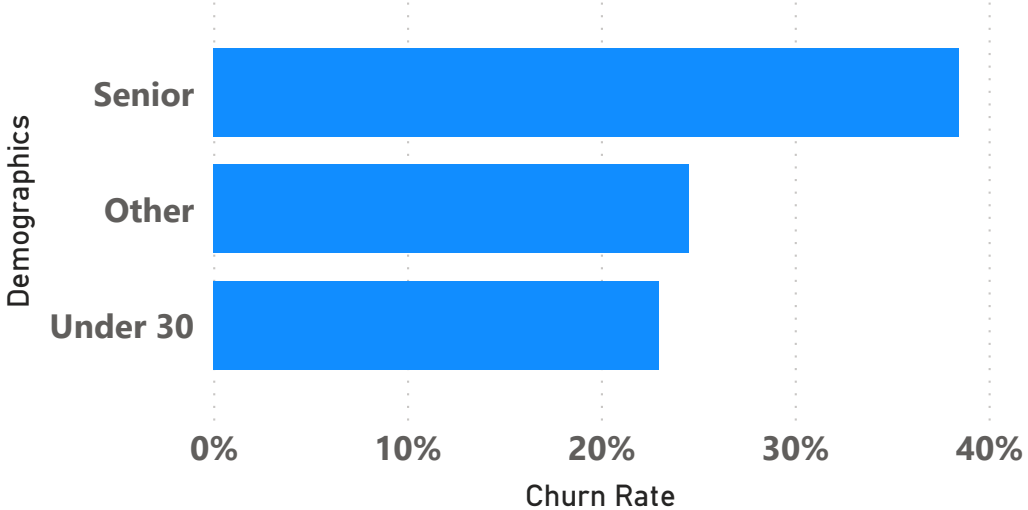
Number of Customers, Number of Lost Customers and Churn Rate by State



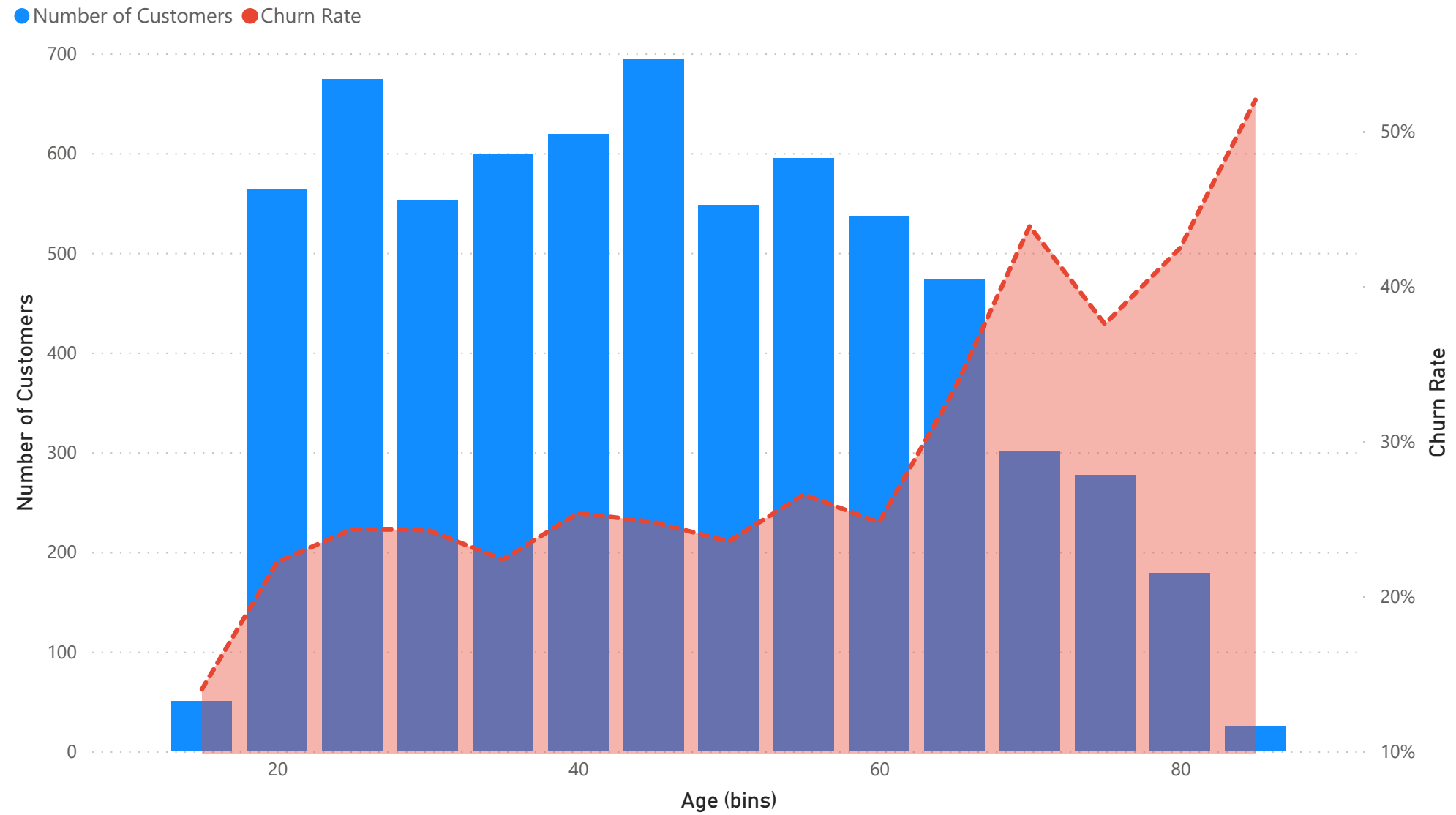
State	Number of Customers	Number of Lost Customers	Churn Rate
CA	68	43	63.24%
OH	158	55	34.81%
PA	90	30	33.33%
MD	140	46	32.86%
NE	122	40	32.79%
NH	112	36	32.14%
MT	137	43	31.39%
OR	156	48	30.77%
KY	118	36	30.51%
DE	122	37	30.33%
SC	120	36	30.00%
IN	143	42	29.37%
TX	145	42	28.97%
AK	104	30	28.85%
AL	161	46	28.57%
MS	130	37	28.46%
IL	116	33	28.45%
MO	127	36	28.35%
ID	147	41	27.89%
MI	146	40	27.40%
NV	132	36	27.27%
VA	155	42	27.10%
NJ	137	37	27.01%
WV	213	57	26.76%
IA	90	24	26.67%
VT	147	39	26.53%
HI	106	28	26.42%
Total	6687	1796	26.86%

Demographics	Churn Rate
Other	24.54%
Senior	38.46%
Under 30	23.00%
<b>Total</b>	<b>26.86%</b>

Churn Rate by Demographics

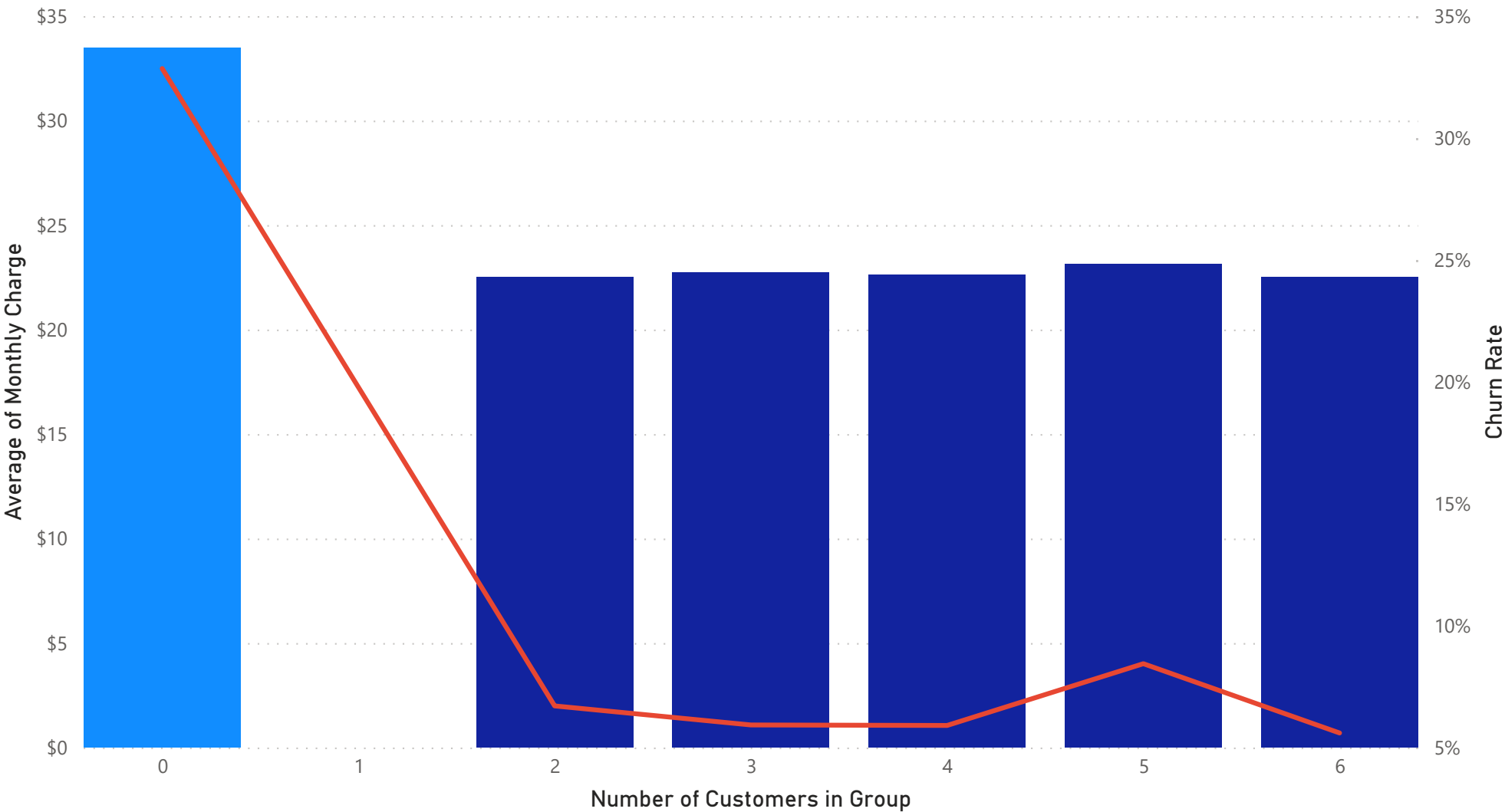


Number of Customers and Churn Rate by Age (bins)



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

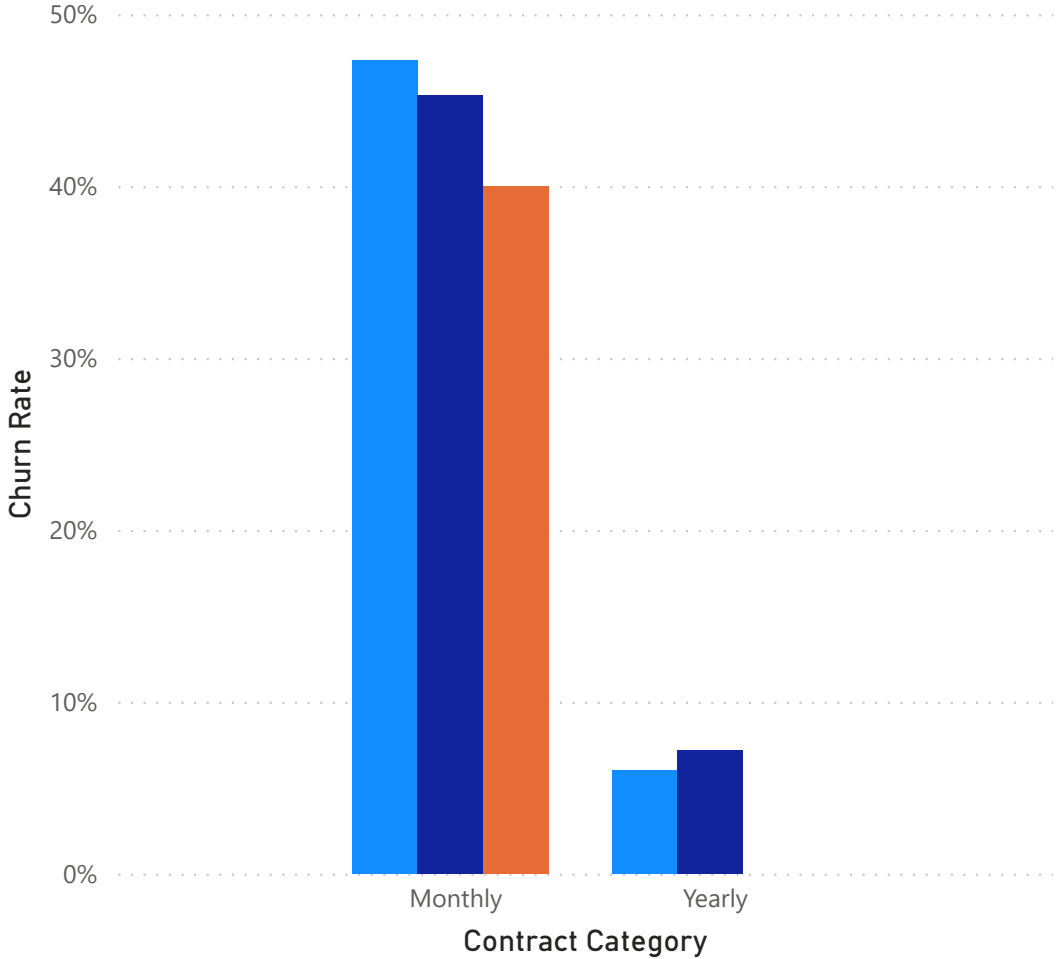
Group ● No ● Yes ● Churn Rate





Churn Rate by Contract Category and Gender

Gender Female Male Prefer not to say



Monthly

46.29%

Churn Rate

Yearly

6.62%

Churn Rate

Senior	Under 30	Churn Rate
No	No	24.54%
No	Yes	23.00%
Yes	No	38.46%
Total		26.86%

6687

Count of Customer ID

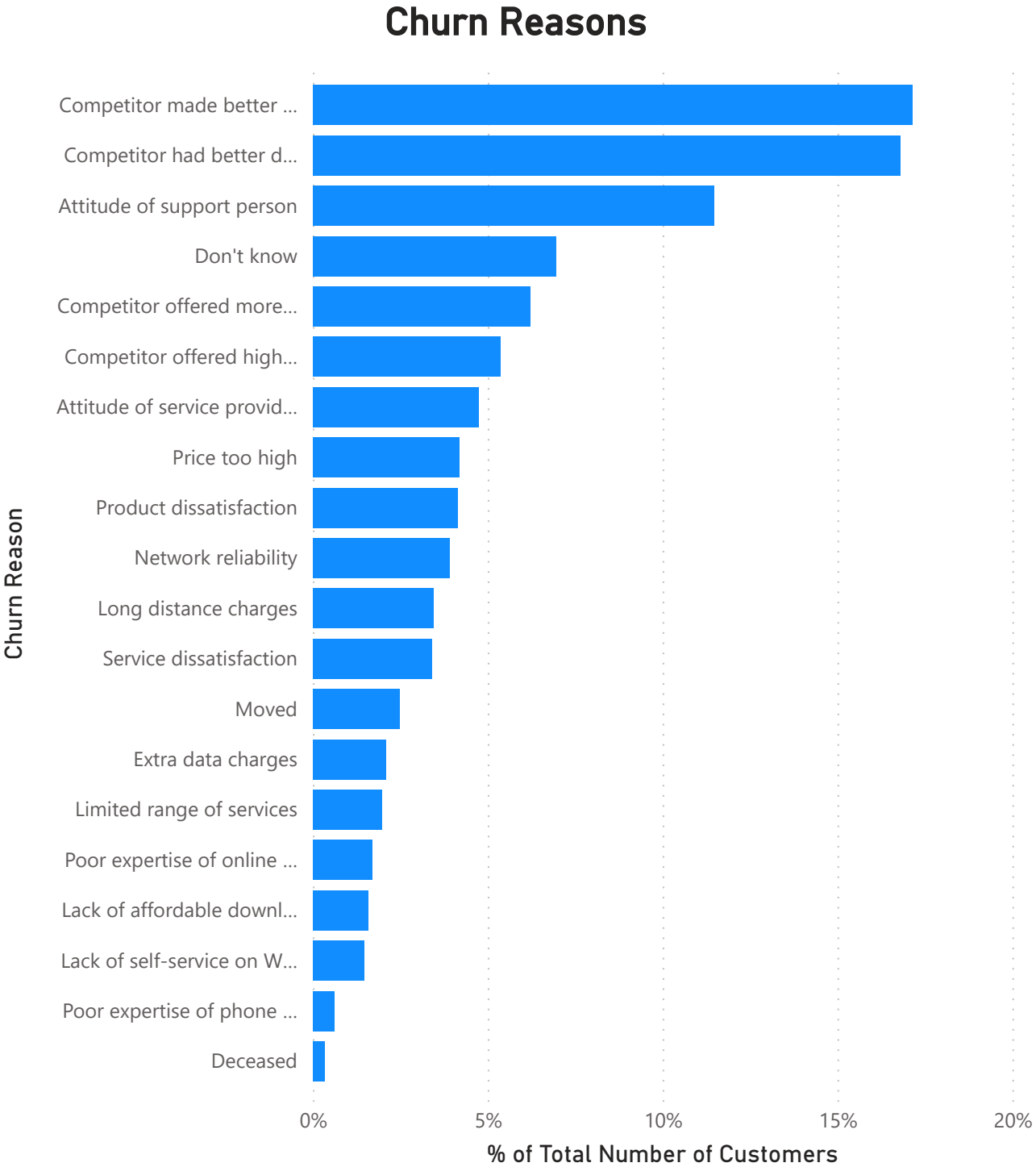
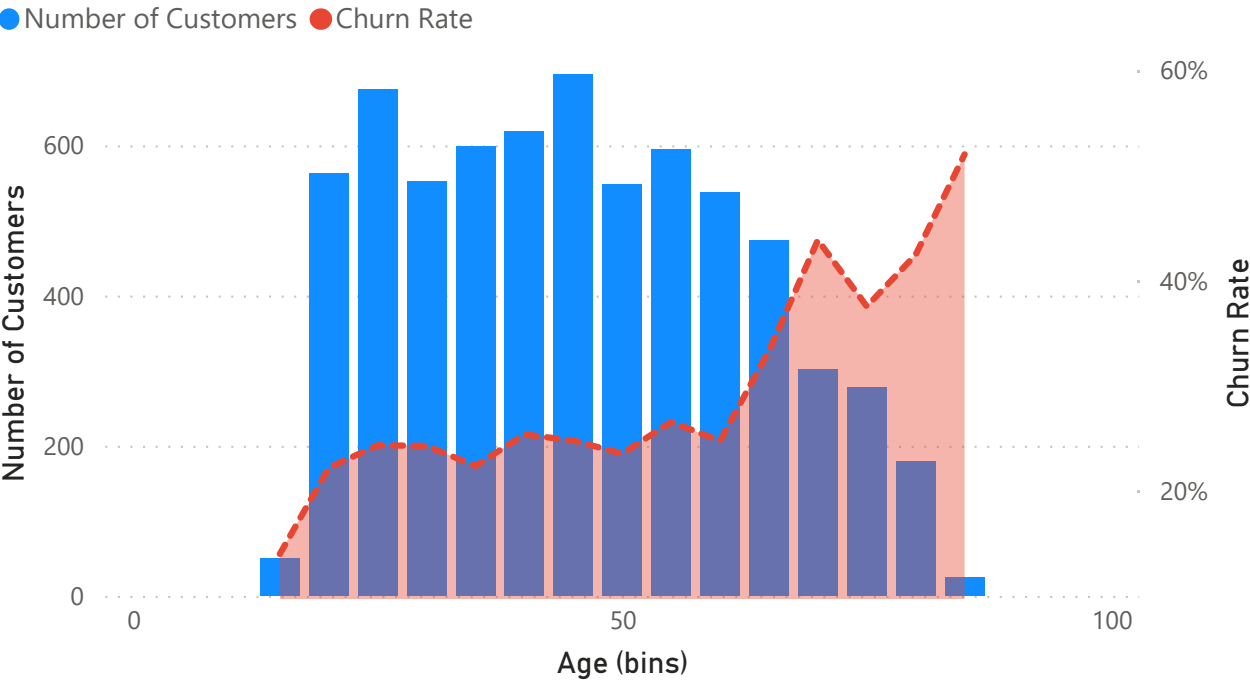
26.86%

Churn Rate

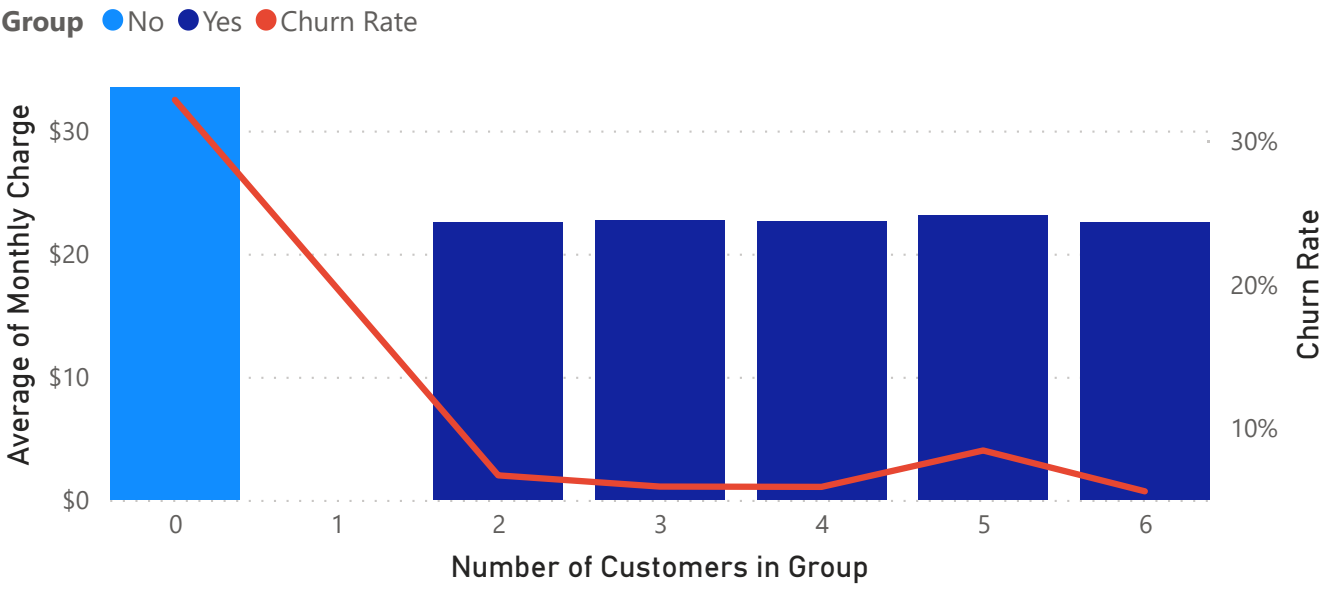
1796

Number of Lost Customers

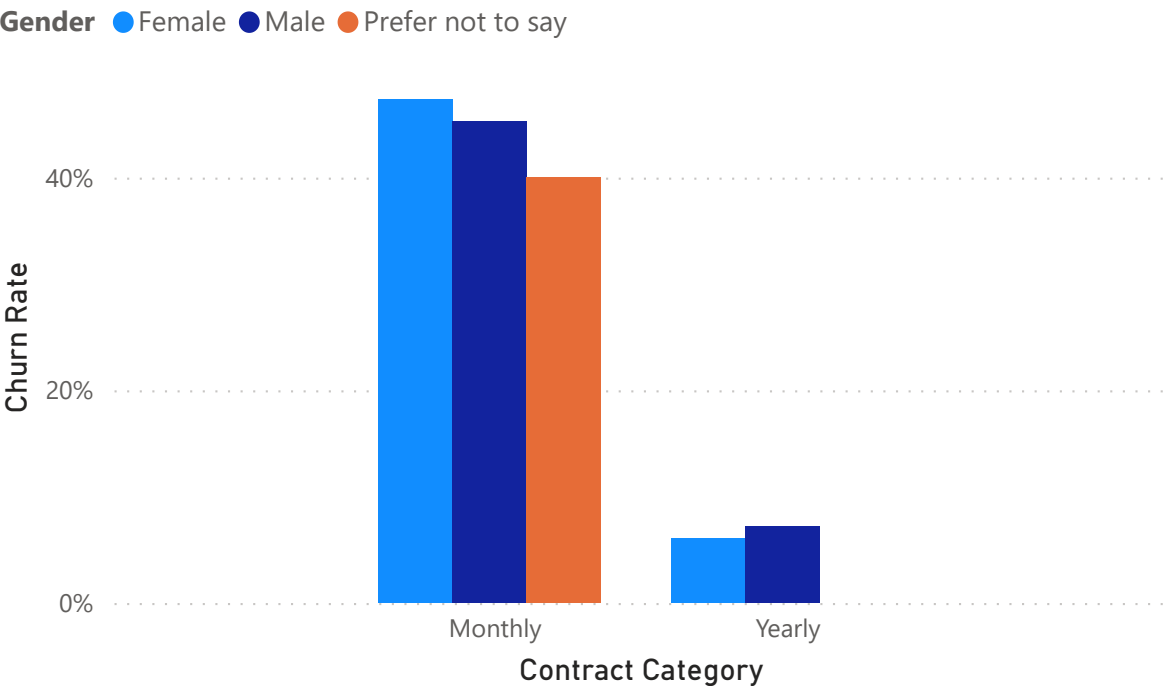
Number of Customers and Churn Rate by Age (bins)



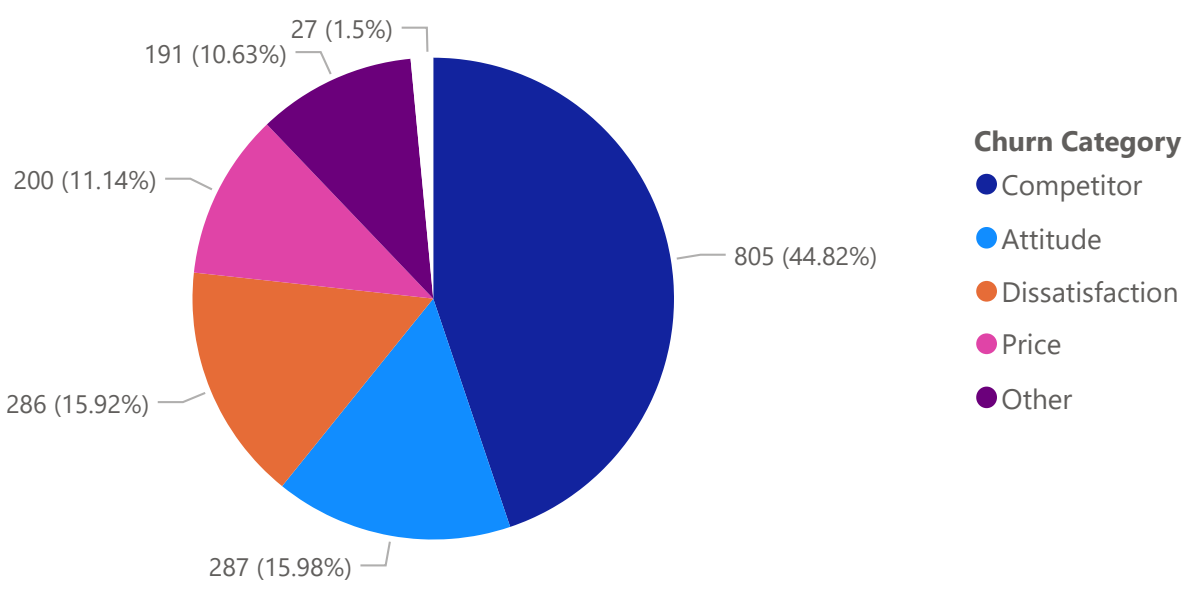
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



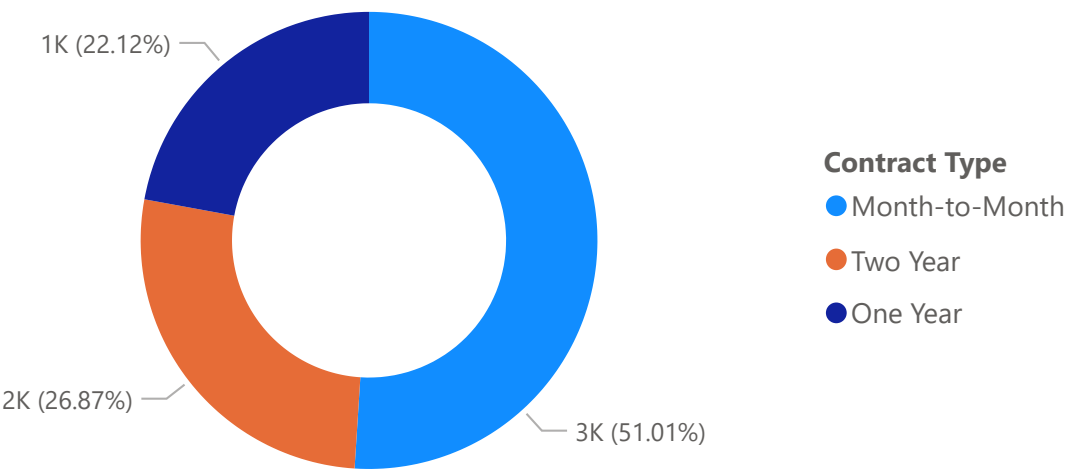
Churn Rate by Contract Category and Gender



Number of Lost Customers by Churn Category



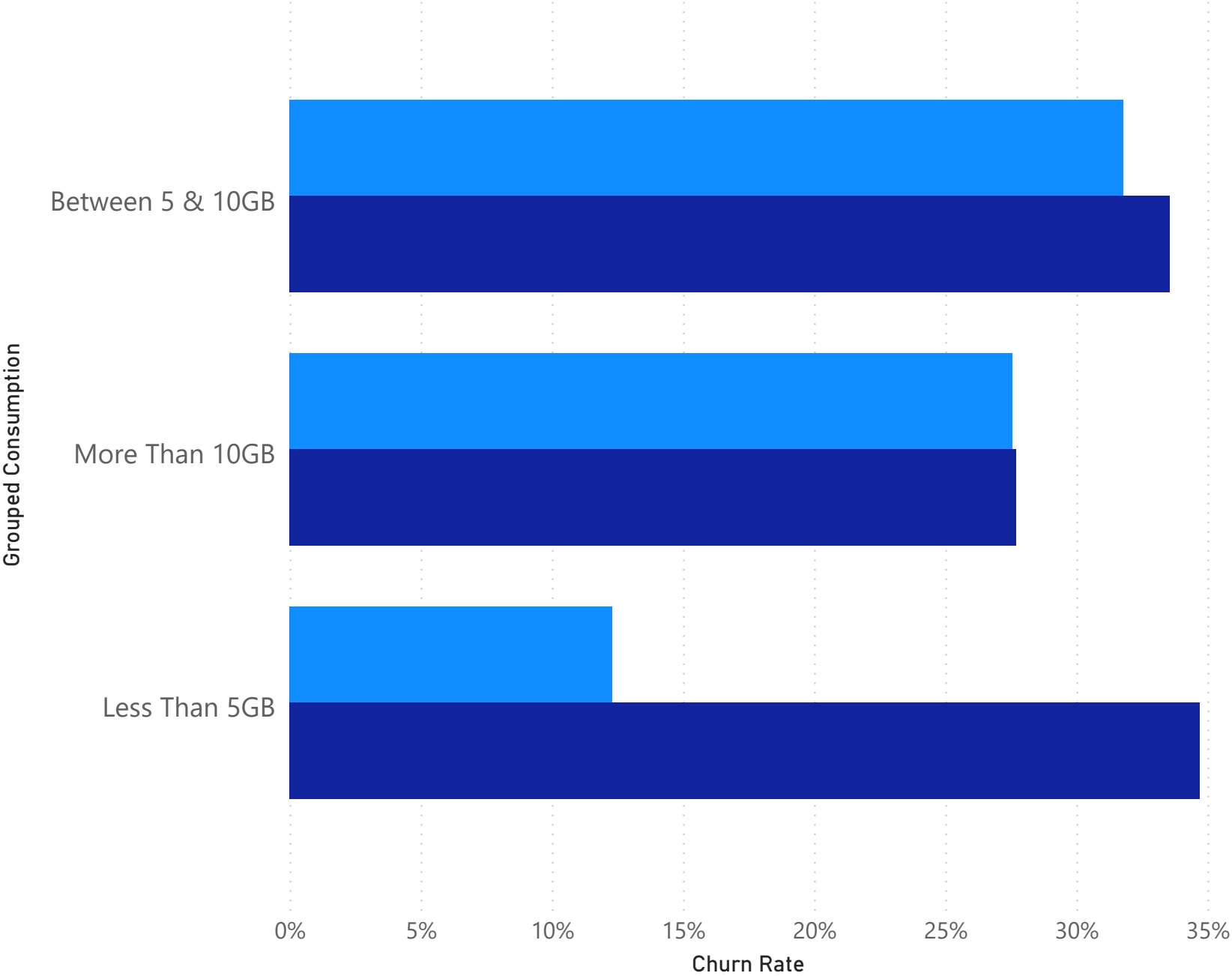
Number of Customers by Contract Type



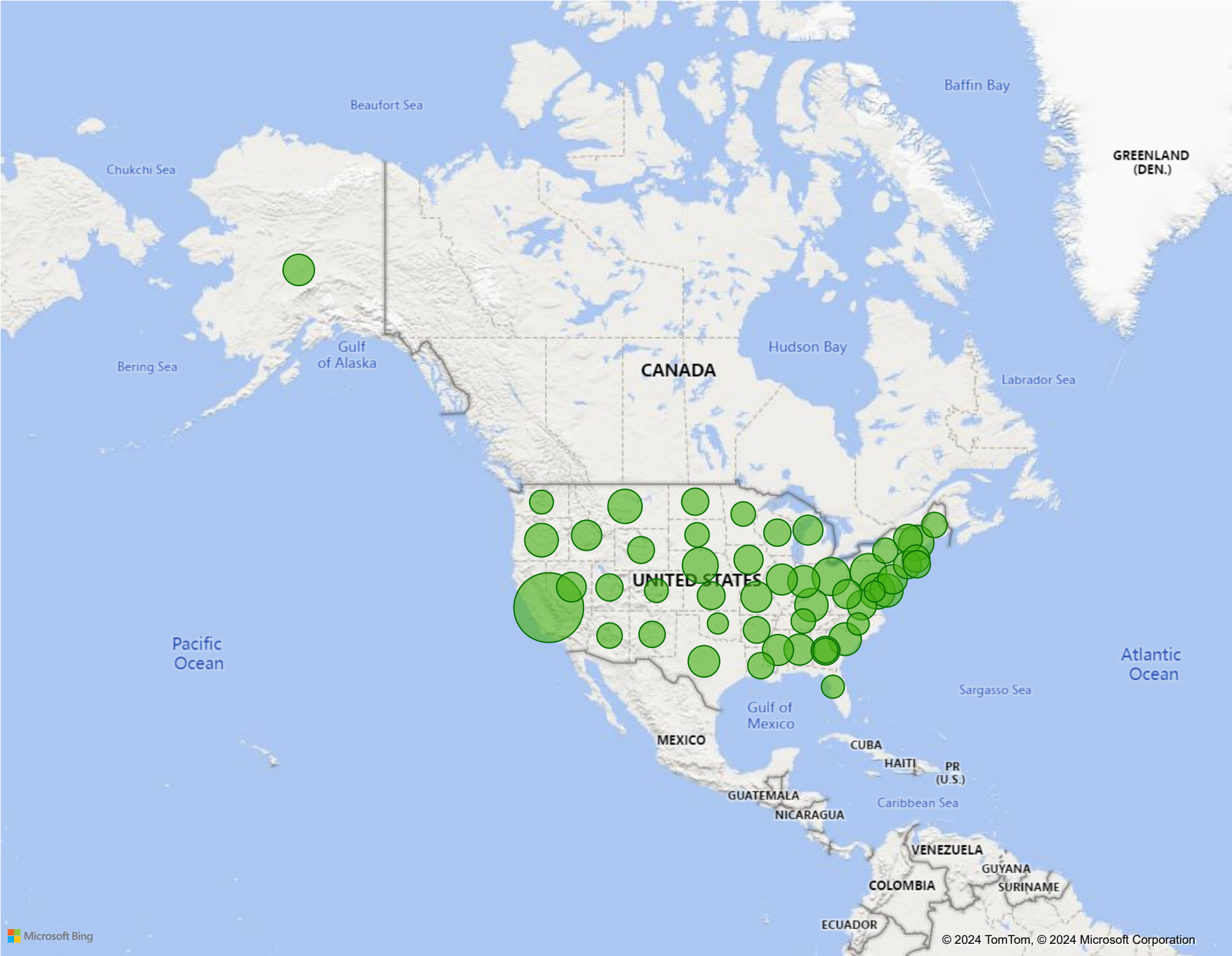
Churn Rate	Number of Customers	Unlimited Data Plan
32.11%	4494	Yes
16.10%	2193	No
26.86%	6687	

Churn Rate by Grouped Consumption and Unlimited Data Plan

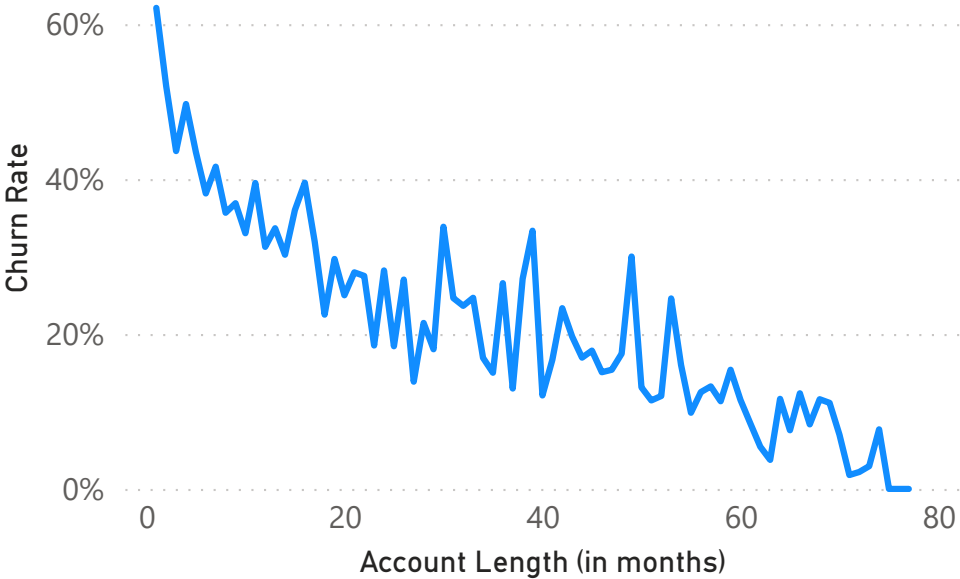
Unlimited Data Plan ● No ● Yes



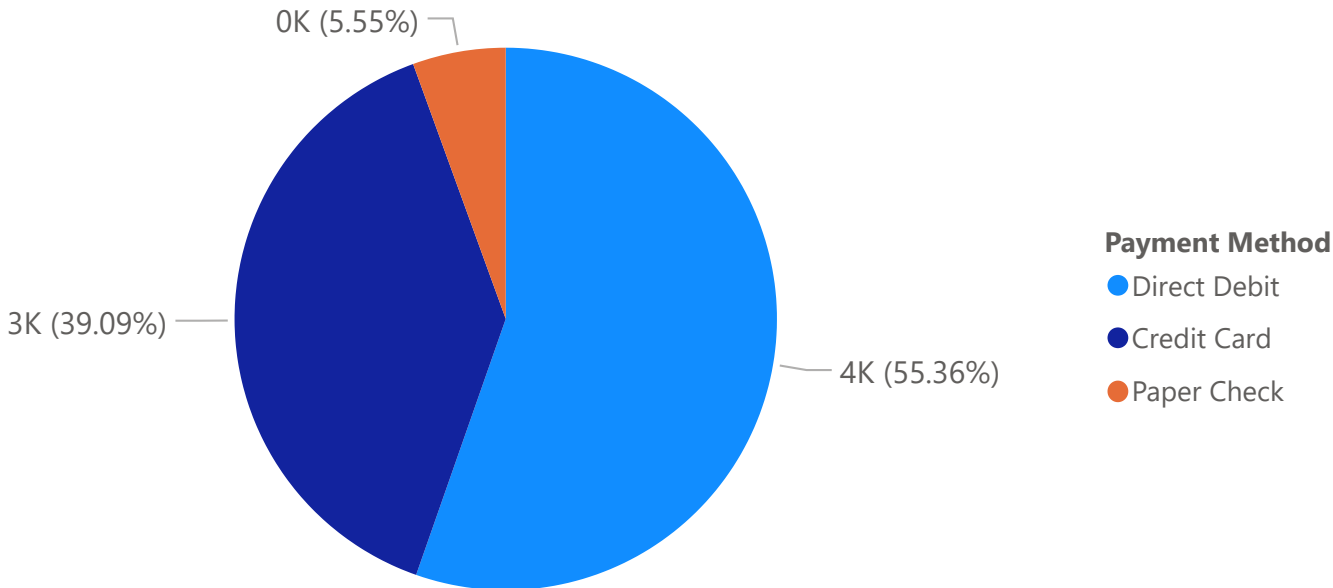
Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%



Churn Rate by Account Length (in months)

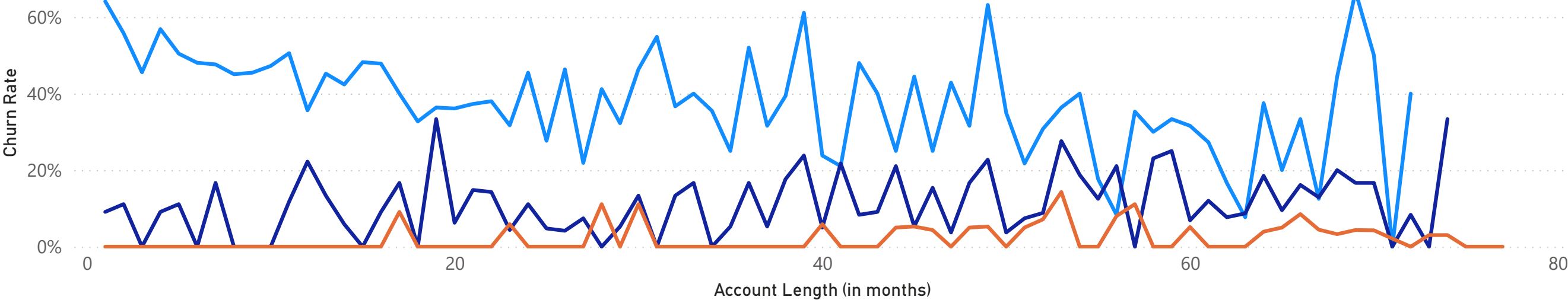


Number of Customers by Payment Method



Churn Rate by Account Length (in months) and Contract Type

**Contract Type** ● Month-to-Month ● One Year ● Two Year



26.86%

Churn Rate

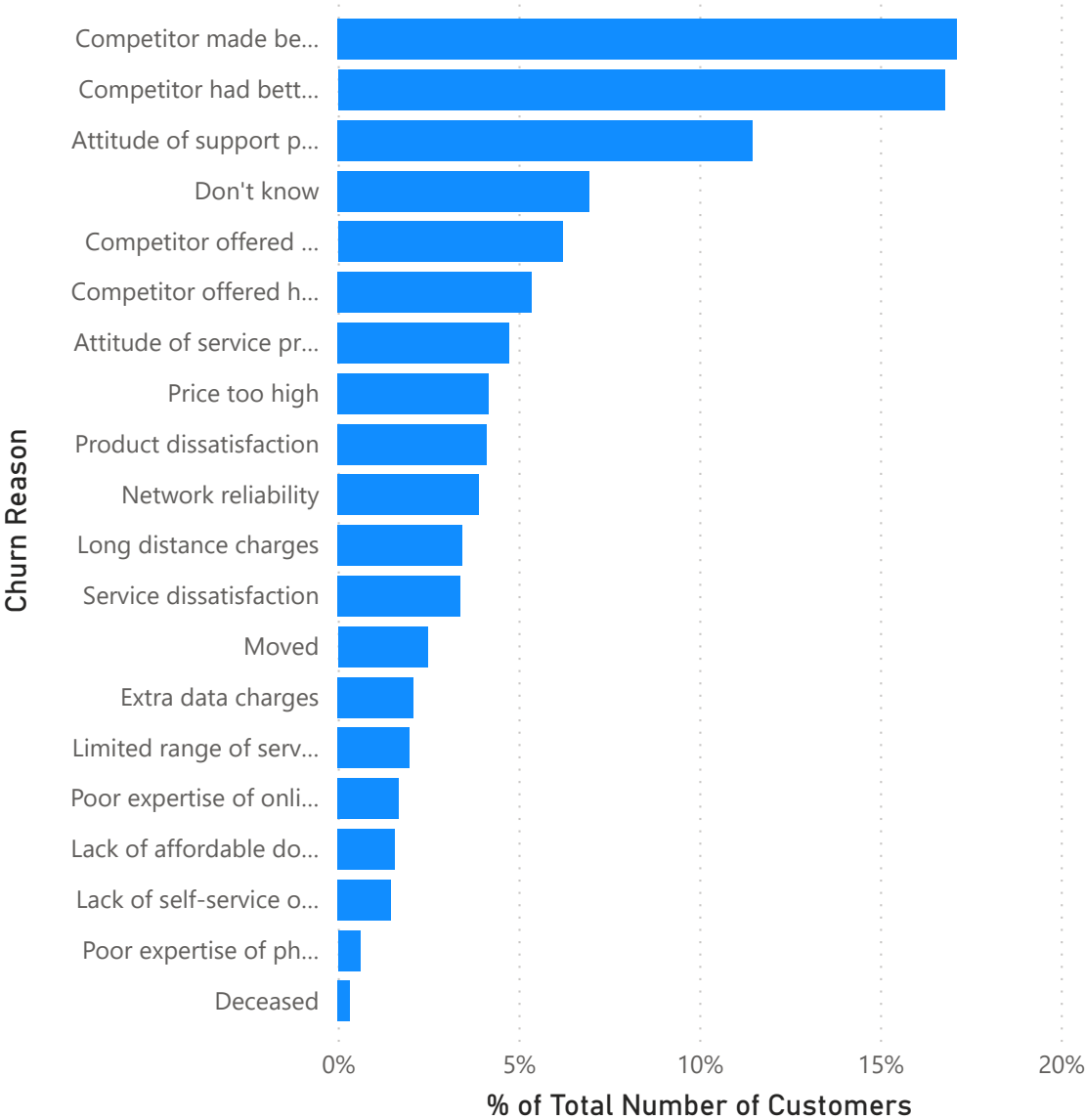
6687

Count of Customer ID

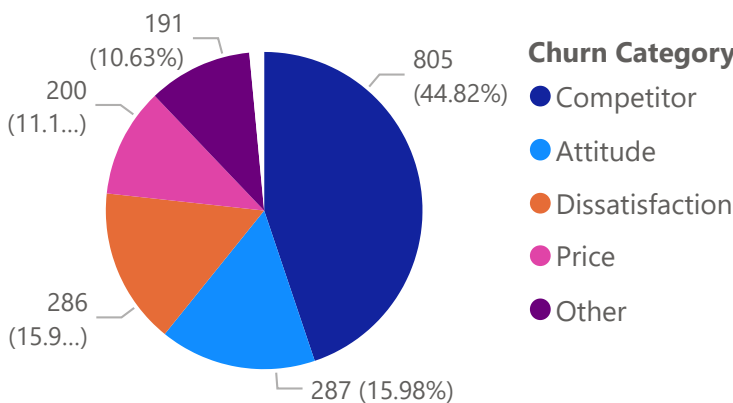
1796

Churned

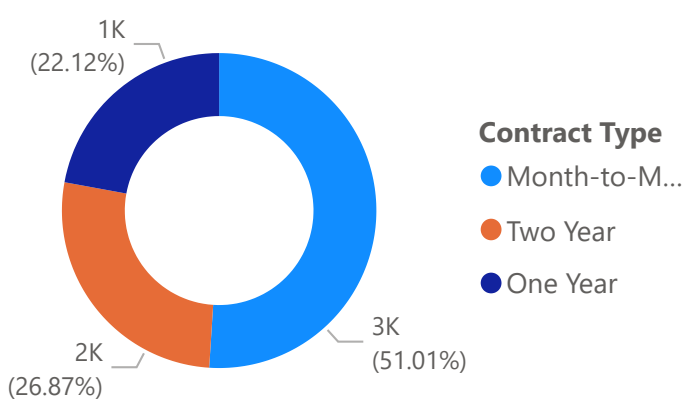
Churn Reasons



Number of Lost Customers by Churn Category



Number of Customers by Contract Type



Churn Rate by State

