

Overview

Age Brackets & Groups

Data & International  
Plan

Payment Method &  
Contract Type

## Overview

No. of Customers

6,687

No. of Churned Customers

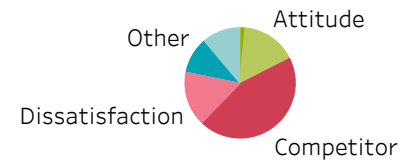
1,796

Churn Rate

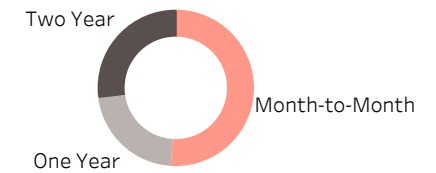
26.86%

You can use the pie, doughnut, and states chart below as filter

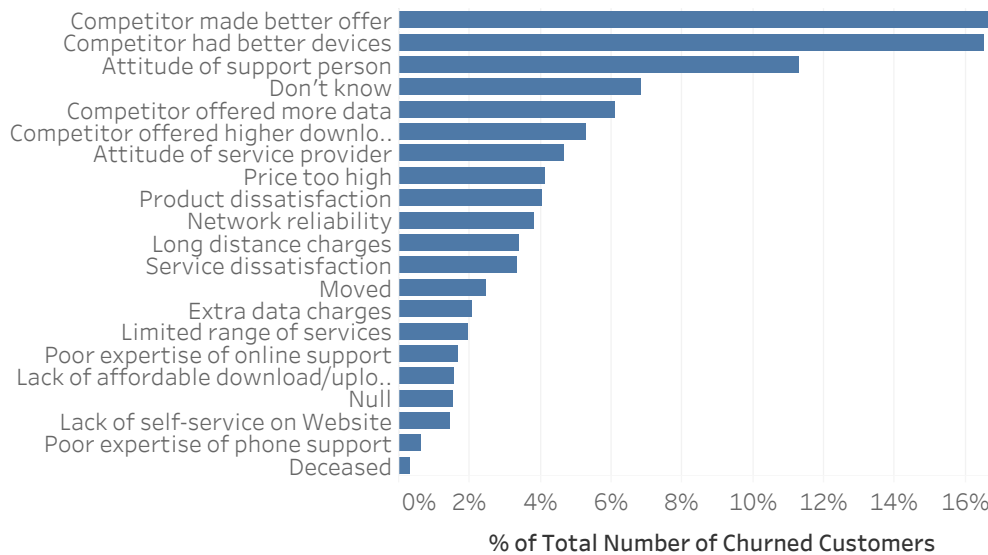
Churners by Category



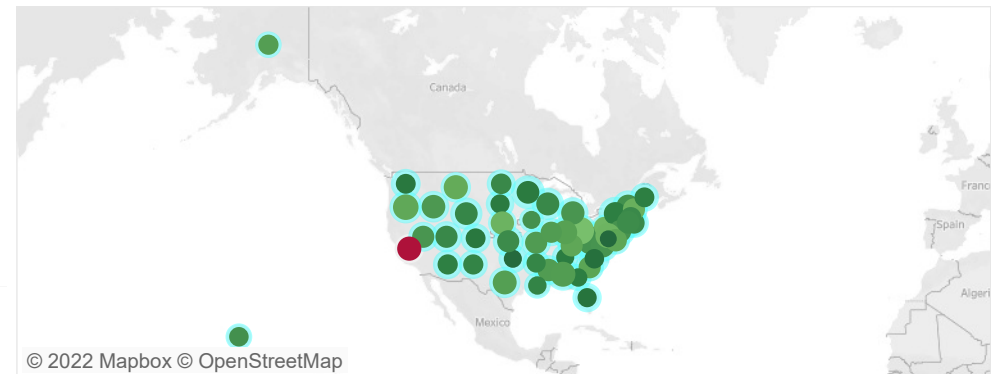
Customers by Contract



Churn Reasons



Churn by State



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## Age Brackets & Groups

Pick Metric Avg Monthly Charge Contract Type All Payment Method All Churn Category All Intl Plan All Unlimited Data Plan All Account Length 1 to 77

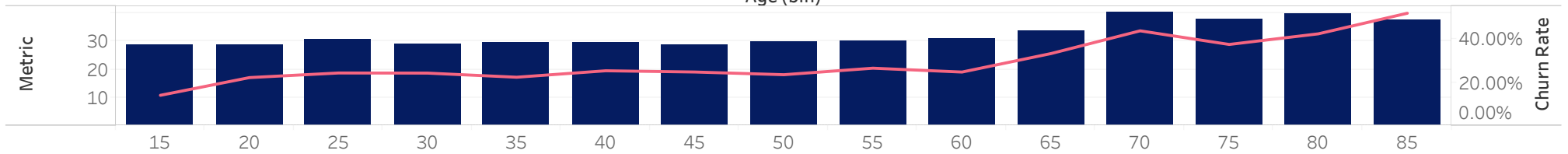
Measure Names

Churn Rate

Metric

### Age Brackets

Age (bin)



Measure Names

Churn Rate

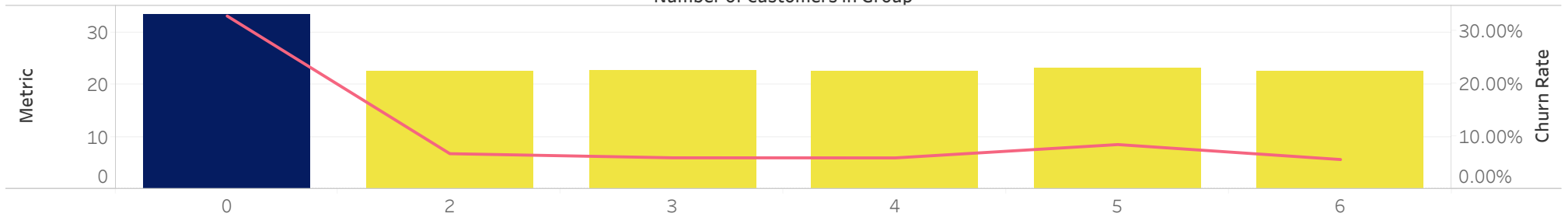
Group

No

Yes

### Groups

Number of Customers in Group



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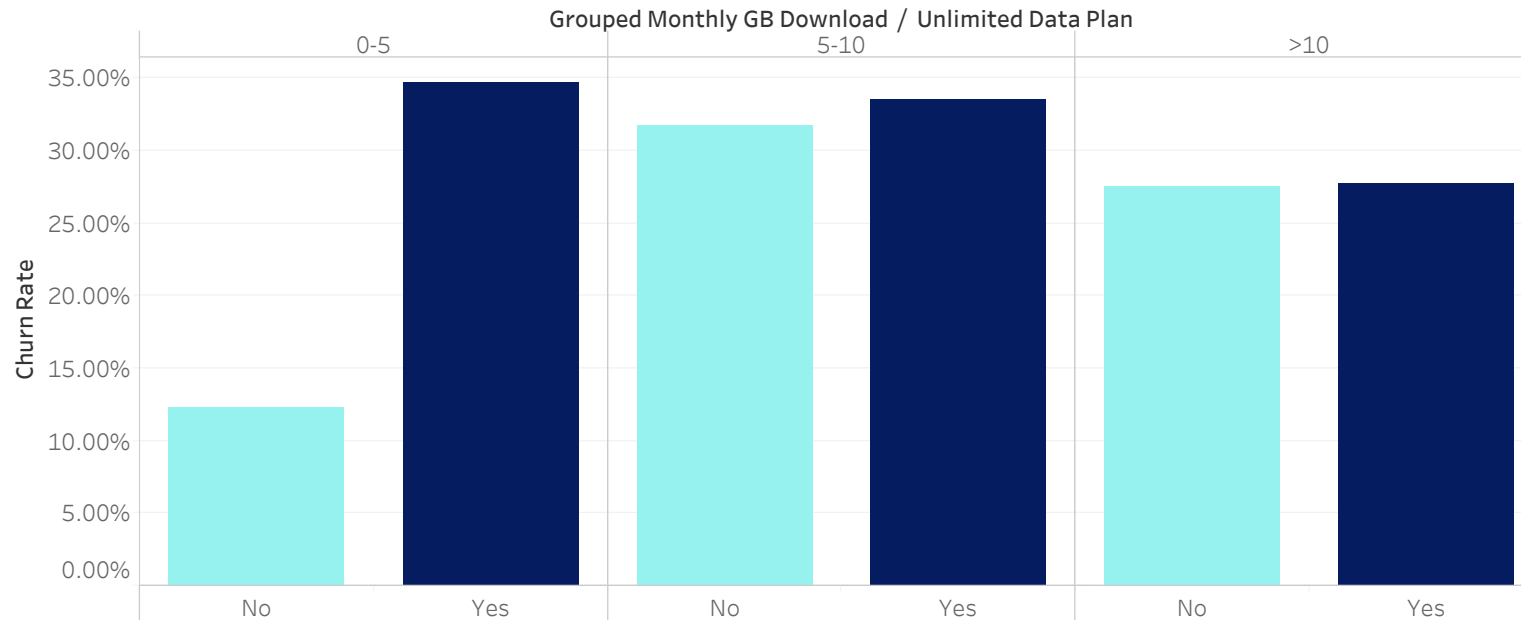
Payment Method &  
Contract Type

## Data & International Plan

Unlimited Data Plan All Contract Type All Payment Method All Intl Plan All Unlimited Data Plan No Yes Churn .. 7.59%



### Data Plan



### International

Intl Active	Intl Plan	
	no	yes
No	20.01%	71.19%
Yes	40.34%	7.59%

No. of Customers

6,687

No. of Churned Customers

1,796

Extra Data Charges

\$3.37

Extra Intl Charges

\$ 33.64

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## Payment Method & Contract Type

