

Customer Churn Insights

Total Customers

6687

Churn Rate

26.86%

Churned Customers

1796

Avg Monthly GB Download

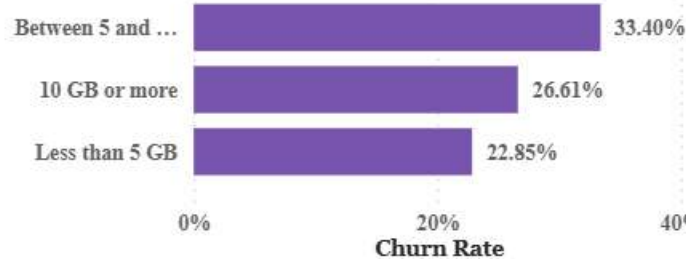
44778

State

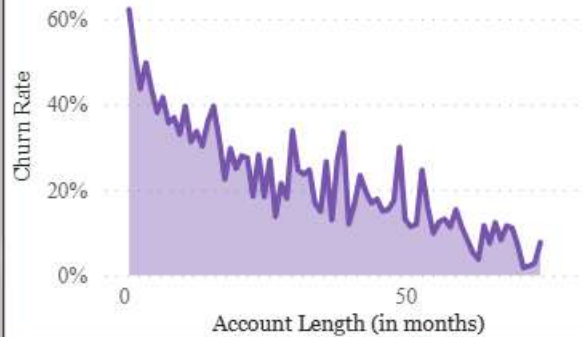
All

Churn Rate by Grouped Consumption

Grouped Consum...

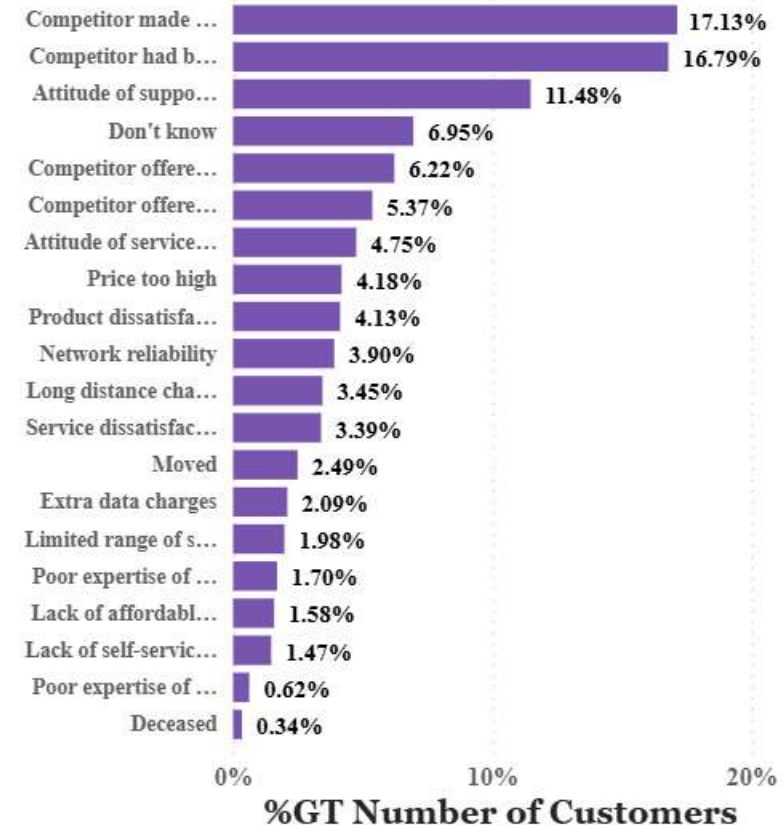


Churn Rate by Account Length (in months)



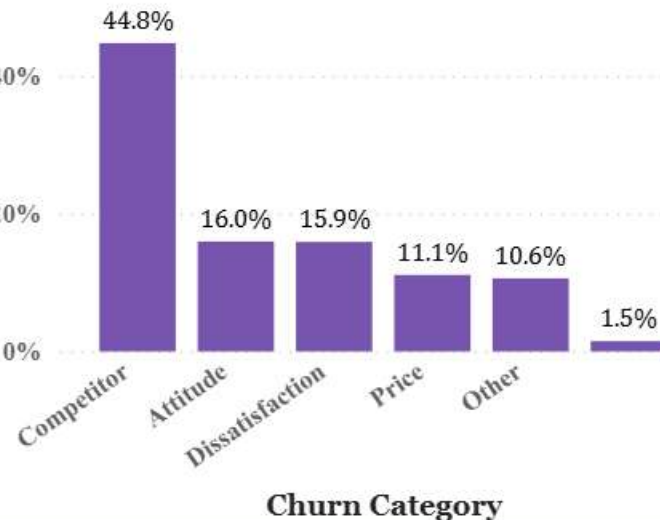
%GT Number of Customers by Churn Reason

Churn Reason

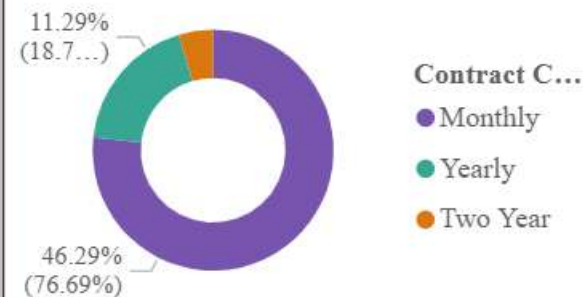


%GT Churner by Churn Category

%GT Number of Chur...



Churn Rate by Contract Category



Customer Demographics

Churn Rate

27.17%

Age Bins

All

Demographics

All

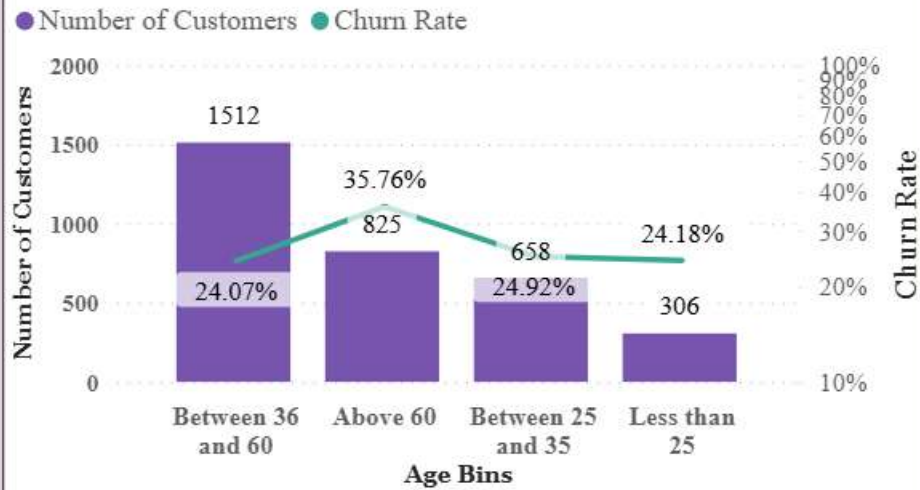
Gender

Female

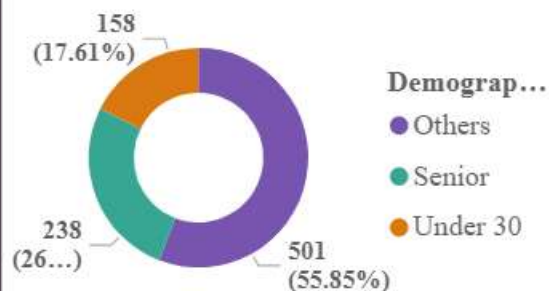
State

All

Total Customers and Churn Rate by Age Bins



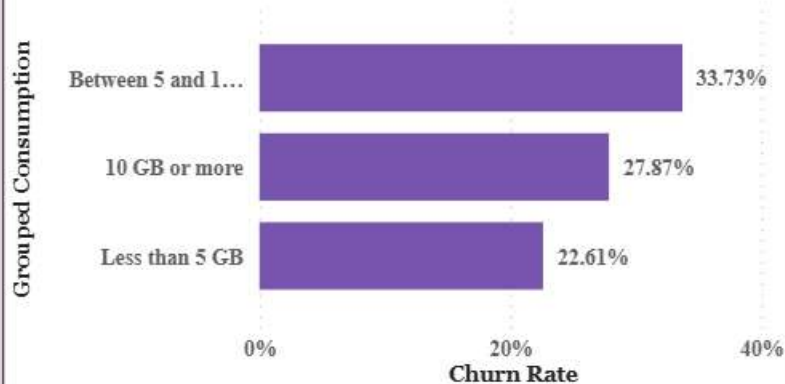
Number of Churned Customers by Demographics



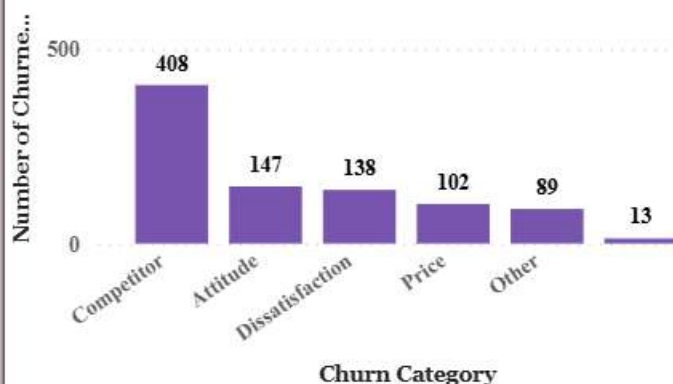
Number of Churned Customers, Number of Customers and Churn Rate by State



Churn Rate by Grouped Consumption



Churner by Churn Category



Customer Service Calls and Utilization

Avg. . Customer
Service Calls

0.92

Total . Customer
Service Calls

6123

Avg Monthly GB
Download

44778

Payment Meth... ▾

All ▾

Contract Cat... ▾

All ▾

Contract
types and
Churn rate

Monthly

46.29%
Churn Rate

Two Year

2.78%
Churn Rate

Yearly

11.29%
Churn Rate

churn rate by intl plan and intl active

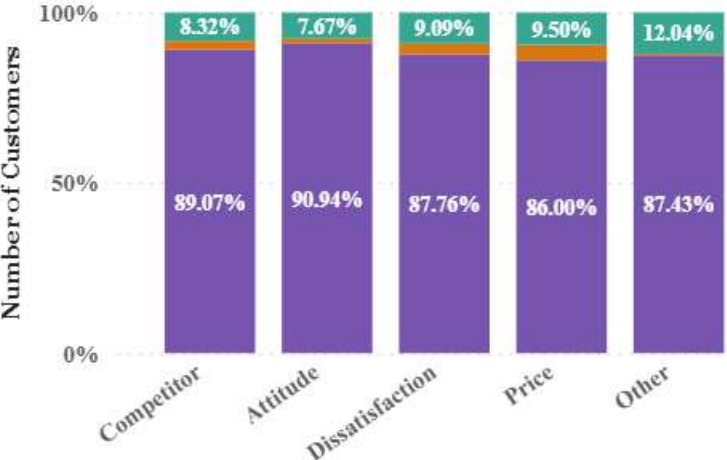
| Intl Plan | No | Yes | Total |
|-----------|--------|--------|--------|
| no | 20.01% | 40.34% | 27.07% |
| yes | 71.19% | 7.59% | 24.88% |
| Total | 22.21% | 34.31% | 26.86% |

Average of Monthly Charge by Number of Customers in Group



Number of Customers by Churn Category and Contract Category

Contract C... ● Monthly ● Two Year ● Yearly



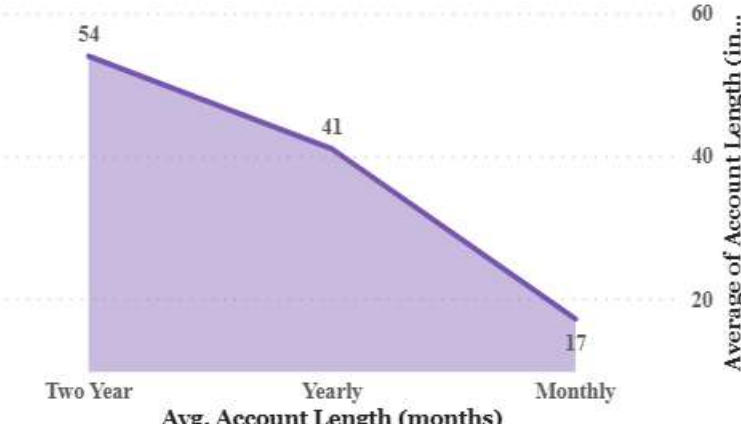
Churn Category

Churn Rate and Number of Customers by State and Intl Plan

Intl Plan ● no ● yes



Average of Account Length (in months) by Contract Category



Customer Service Calls and Utilization

Avg Customer Service Calls

0.92

Total Customer Service Calls

6123

Avg Extra International Charges

33.64

Avg Extra Data Charges

3.37

Account Length (in months)

All



Average of Monthly Charge and Churn rate by Group plans

Group ● No ● Yes ● Churn Rate

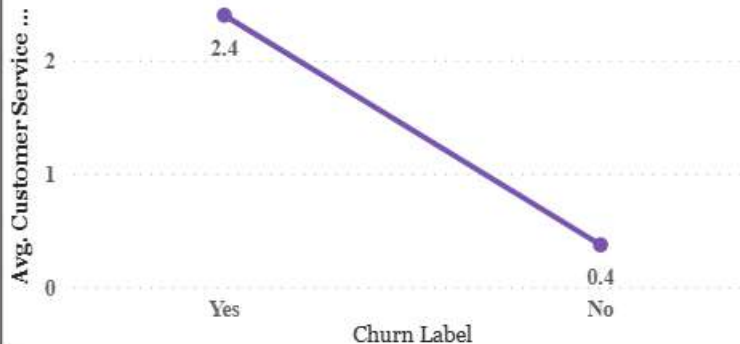


Avg. Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



Avg. Customer Service Calls by Churn Label



Churn Rate by Unlimited Data Plan

