

CHURN ANALYSIS - SUMMARY

Monthly Charge Range
All

Married
All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

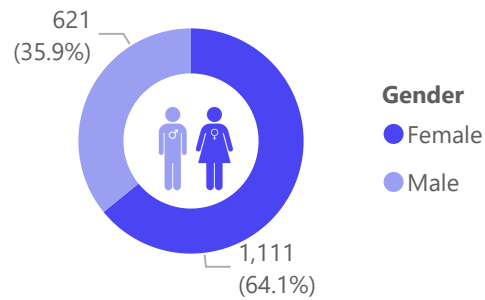
27%

Churn Rate

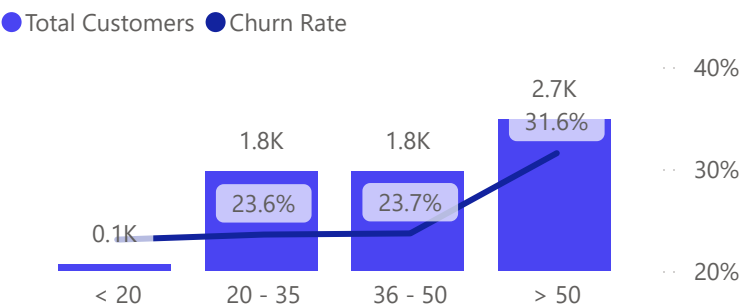


DEMOGRAPHIC

Total Churn by Gender

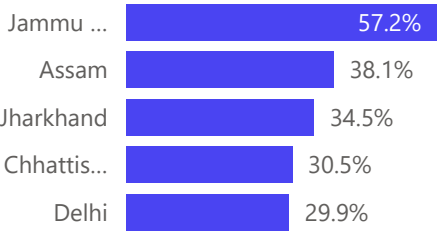


Total Customers and Churn Rate by Age Group



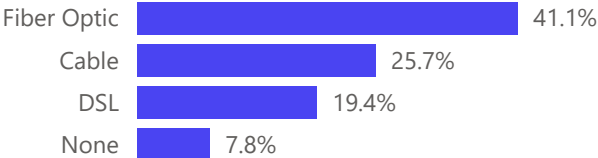
GEOGRAPHIC

Churn Rate by State



SERVICES USED

Churn Rate by Internet Type

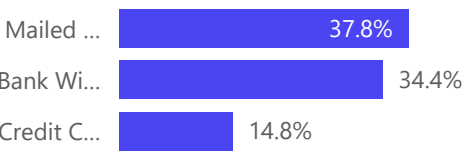


Churn by Services

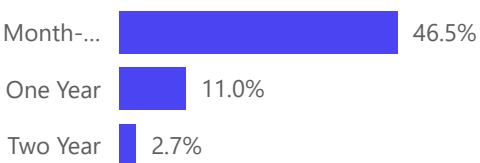
Services	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%
Online_Backup	71.9%	28.1%
Multiple_Lines	54.8%	45.2%

ACCOUNT INFO

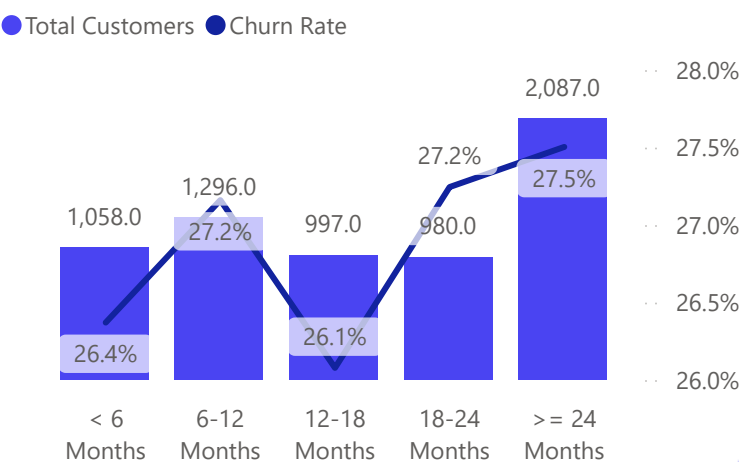
Churn Rate by Payment Method



Churn Rate by Contract

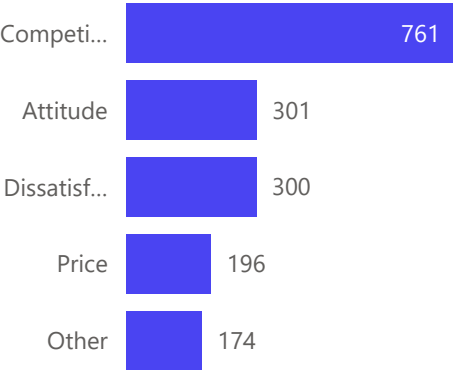


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn_Reason

Total

Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Decreased

Total

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

245

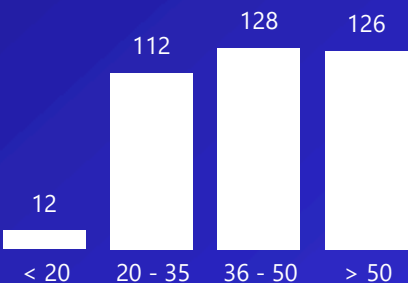
Female



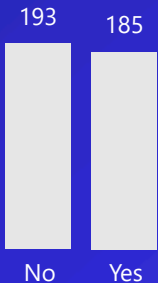
133

Male

by Age Group



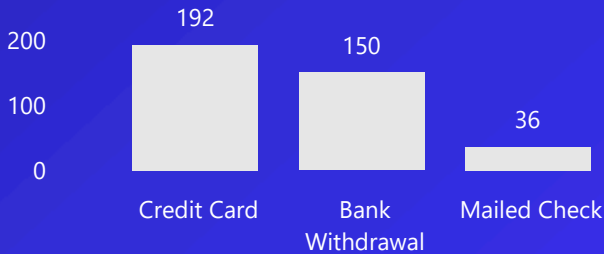
by Married



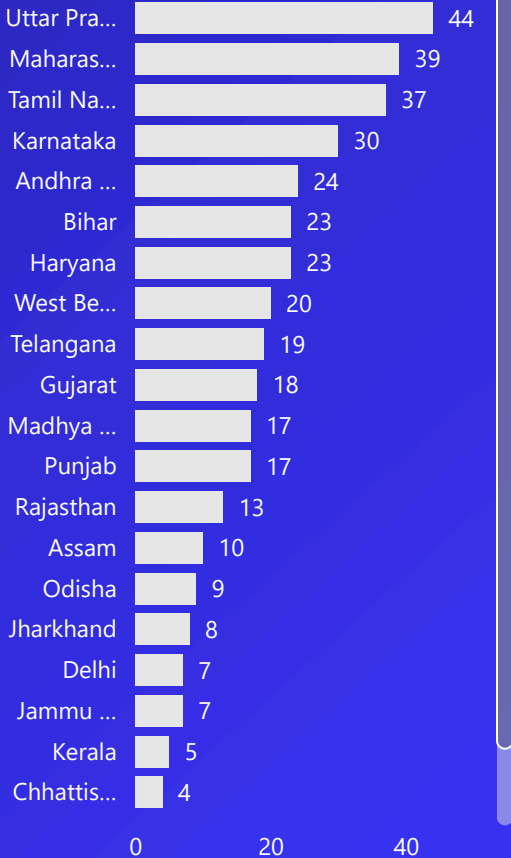
by Tenure Group



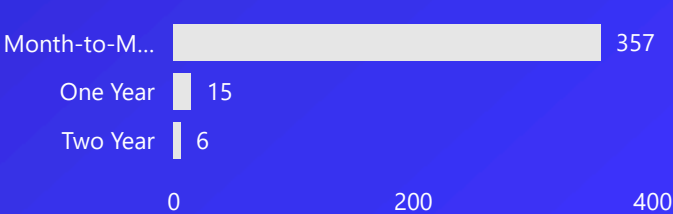
by Payment_Method



by State



by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Nu
11751-TAM	24.30	38.45	0.00	
12056-WES	90.40	362.89	0.00	
12136-RAJ	19.90	31.73	0.00	
12257-ASS	19.55	29.75	0.00	
12340-DEL	62.80	104.99	0.00	
12469-AND	55.30	91.99	0.00	
12490-TEL	74.75	236.76	38.84	
13058-MAD	46.10	138.13	0.00	
13123-BIH	100.20	253.62	0.00	
13666-UTT	95.40	344.18	0.00	
13744-AND	19.65	33.50	0.00	
13823-TEL	24.50	46.40	0.00	
13946-HAR	19.65	43.32	0.00	
14567-TAM	20.35	64.44	0.00	
15349-UTT	50.15	90.02	0.00	
15591-KAR	20.40	66.31	0.00	
15803-UTT	19.15	41.52	0.00	
16032-AND	46.60	91.64	0.00	
16068-BIH	25.25	35.25	0.00	
16244-UTT	19.55	24.65	0.00	

Total 43,029.11 100.24