

CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Range

All

6,418

Total Customers

411

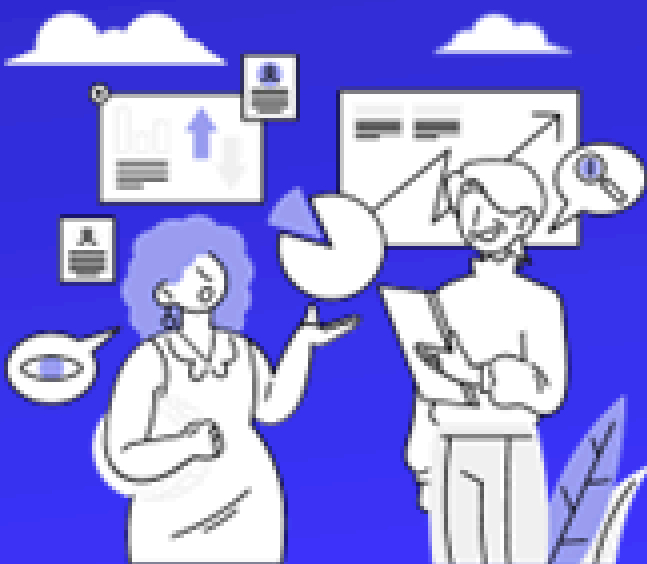
New Joiners

1,732

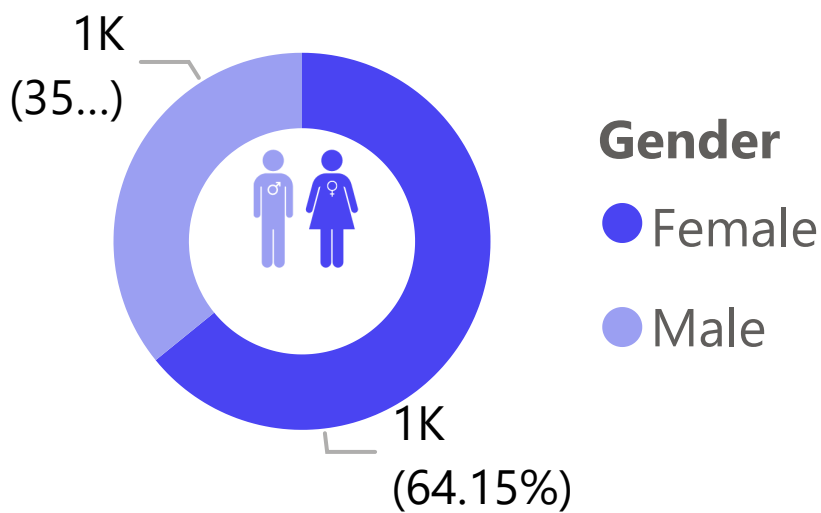
Total Churn

27.0%

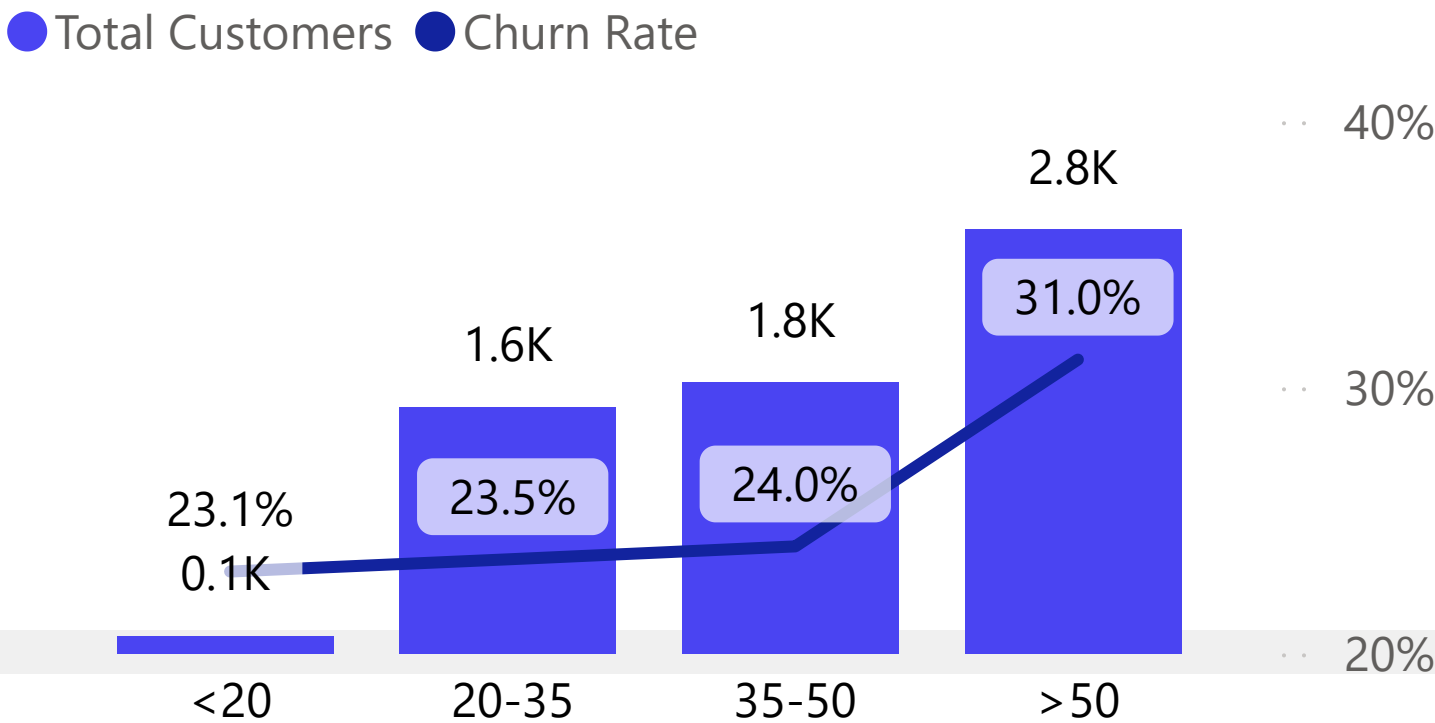
Churn Rate



Total Churn by Gender



Total Customers and Churn Rate by Age Group



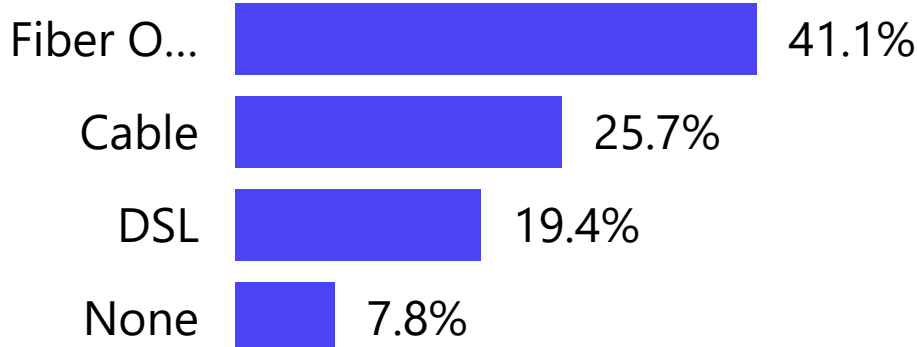
GEOGRAPHIC

Churn Rate by State (Top 5)



SERVICES USED

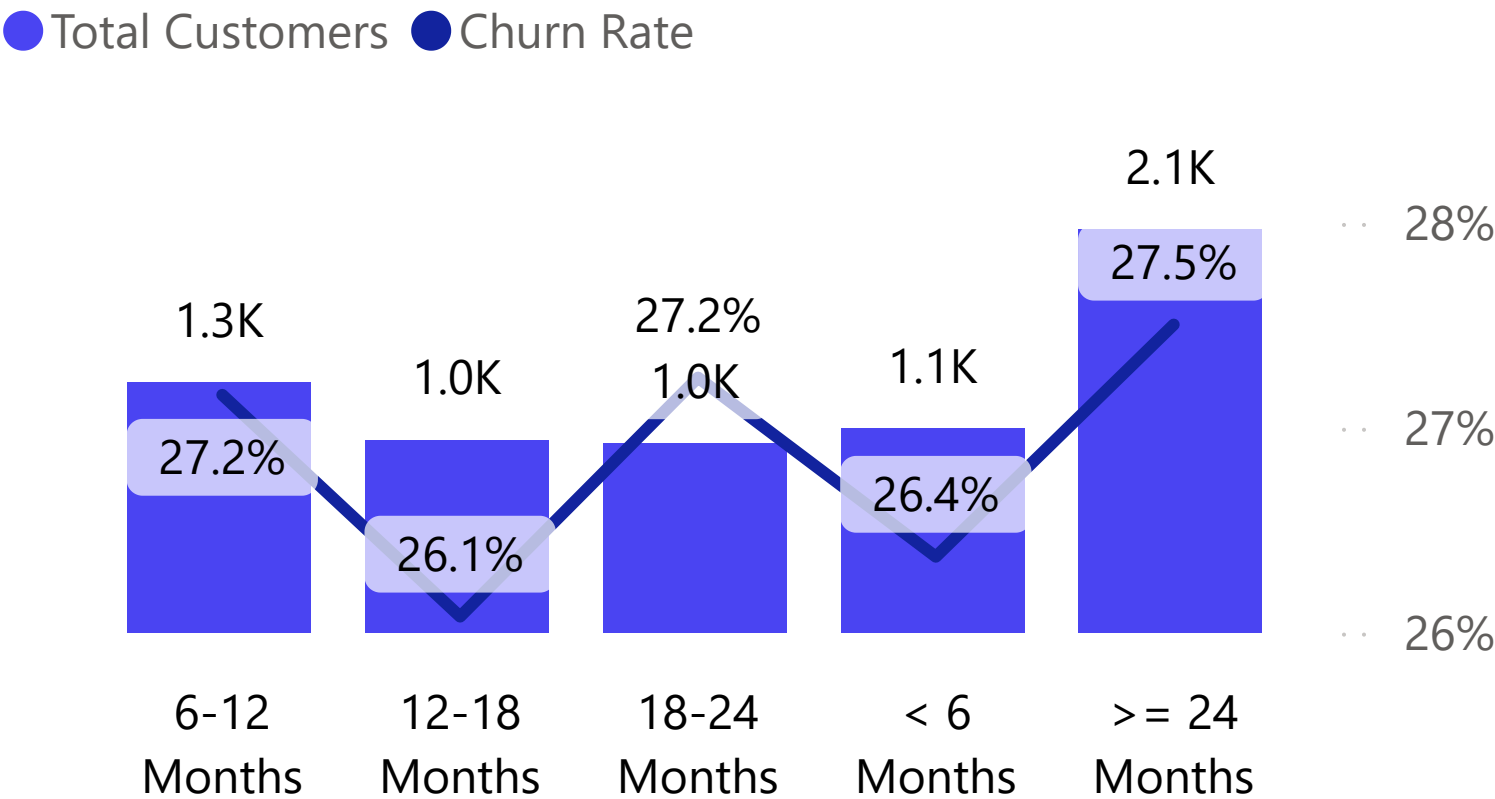
Churn Rate by Internet_Type



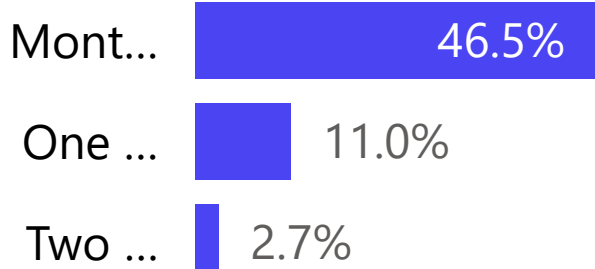
Churn Rate by Payment_Method



Total Customers and Churn Rate by Tenure Group

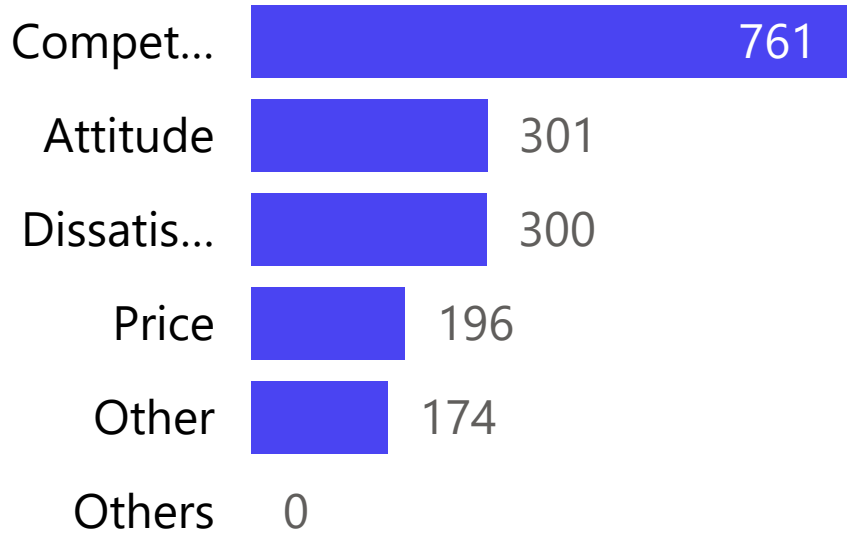


Churn Rate by Contract



CHURN DISTRIBUTION

Total Churn by Churn_Category



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%
Online_Security	84.6%	15.4%
Online_Backup	71.9%	28.1%
Multiple_Lines	54.8%	45.2%

Churn_Reason ▲	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Total	1,732