

2004
Total Customers

26.60
Churn Rate (%)

107
High Risk Customers

26.74%
Avg Churn Probability

8.85
Avg RFM Score

2.27
Avg Retention Priority

Contract

☐ Month-to-month

☐ One year

☐ Two year

InternetService

☐ DSL

☐ Fiber optic

☐ No

Churn Risk Category

☐ High

☐ Low

☐ Medium

Customer Value Category

☐ High Value

☐ Low Value

☐ Medium Value

Customer Value Category

High

Low

Medium

Total

High Value

Low Value

Medium Value

Total

3

438

109

550

35

555

208

798

69

392

195

656

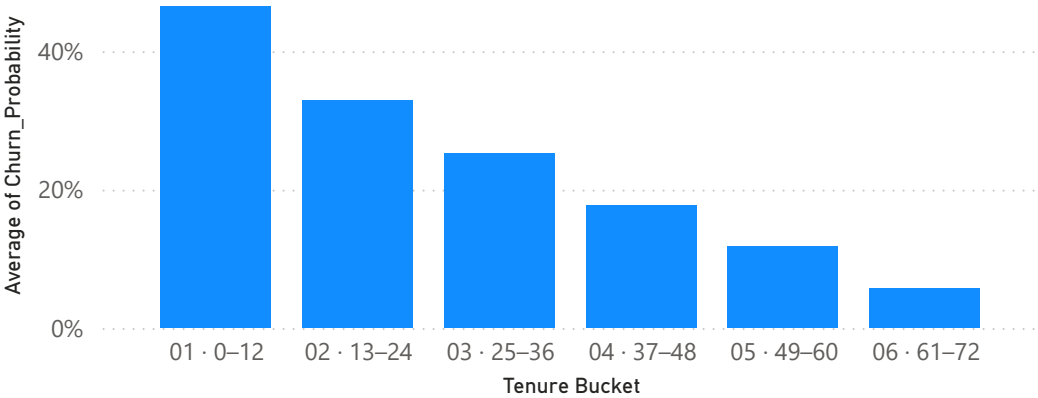
107

1385

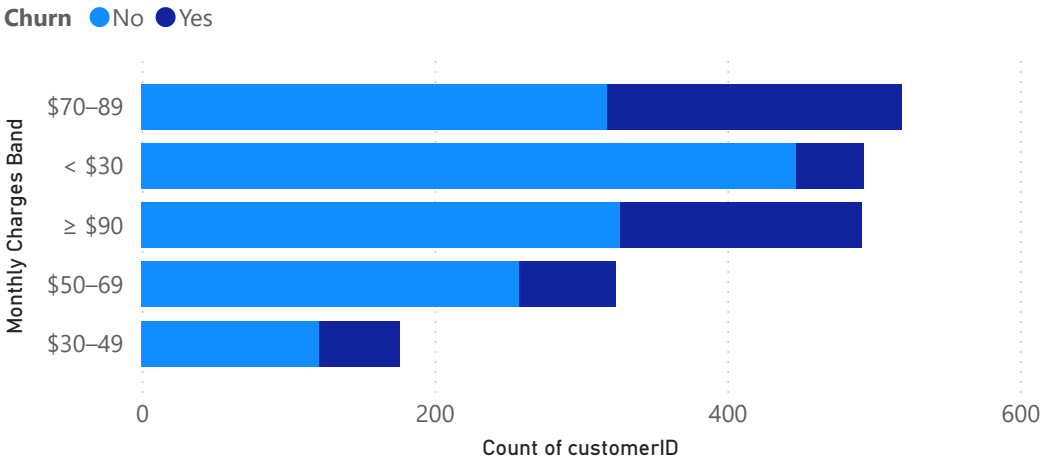
512

2004

Average of Churn_Probability by Tenure Bucket



Count of customerID by Monthly Charges Band and Churn



customerID	Churn Probability %	RFM_Score	RetentionPriority	Risk × Value Segment
0004-TLHLJ	65.70	6	3.94	Low Value – Medium
0013-SMEOE	4.80	14	0.67	High Value – Low
0015-UOCOJ	38.00	7	2.66	Low Value – Low
0016-QLJIS	1.70	14	0.24	High Value – Low
0019-EFAEP	4.50	13	0.58	High Value – Low
0019-GFNTW	0.70	10	0.07	Medium Value – Low
0020-INWCK	5.40	12	0.65	High Value – Low
0023-HGHWL	67.10	3	2.01	Low Value – Medium
0023-XUOPT	62.40	11	6.86	Medium Value – Medium
0030-FNXPP	20.20	2	0.40	Low Value – Low
0031-PVLZI	17.70	4	0.71	Low Value – Low
0042-JVWOJ	4.80	6	0.29	Low Value – Low
0042-RLHYP	0.10	6	0.01	Low Value – Low
0048-LUMLS	20.50	12	2.46	High Value – Low
0052-DCKON	13.80	14	1.93	High Value – Low
0056-EPFBG	4.70	7	0.33	Low Value – Low
0057-QBUQH	1.20	7	0.08	Low Value – Low
0064-YIJGF	40.30	9	3.62	Medium Value – Medium
0071-NDAFP	1.70	7	0.12	Low Value – Low
0074-HDKDG	8.60	11	0.94	Medium Value – Low
0078-XZMHT	2.10	13	0.28	High Value – Low
0080-EMYVY	13.80	8	1.10	Medium Value – Low
0080-OROZO	34.10	12	4.09	High Value – Low
0083-OCIOV	40.10	10	5.00	High Value – Medium

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107

High Risk Customers

26.74%

Avg Churn Probability

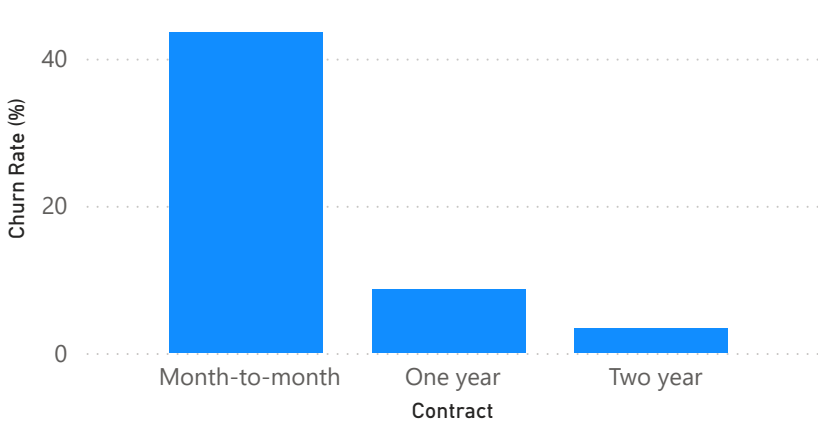
8.85

Avg RFM Score

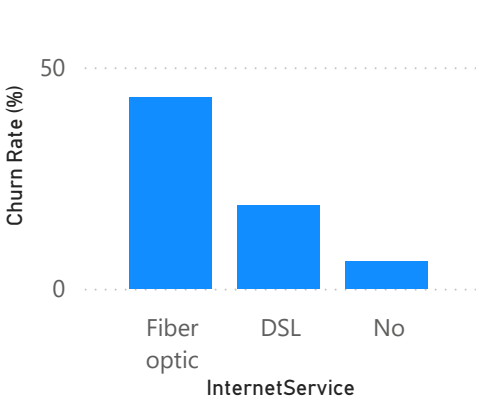
2.27

Avg Retention Priority

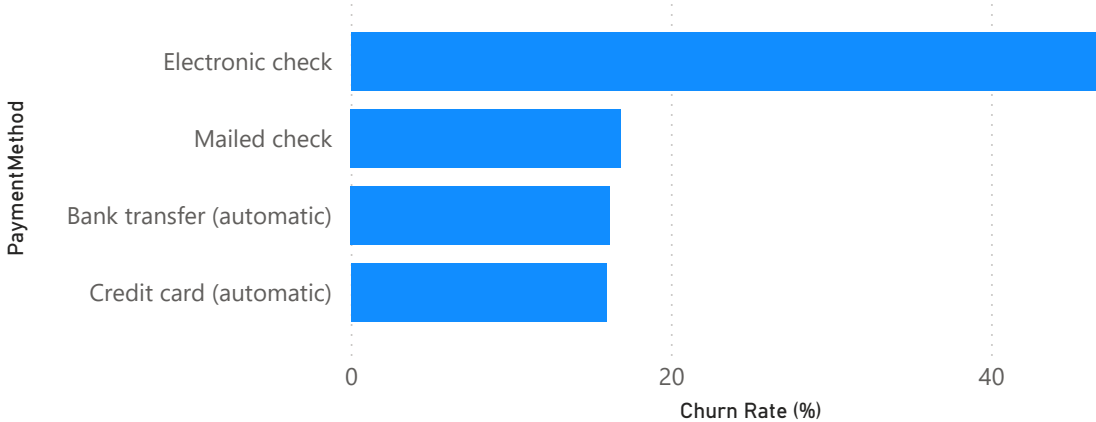
Churn Rate (%) and Avg Churn Probability by Contract



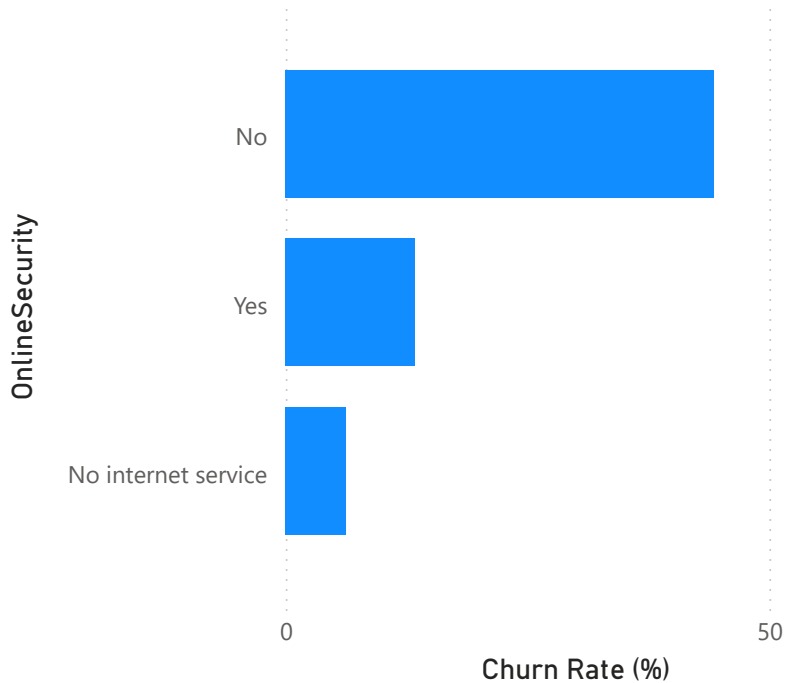
Churn Rate (%) and Total Customers by InternetService



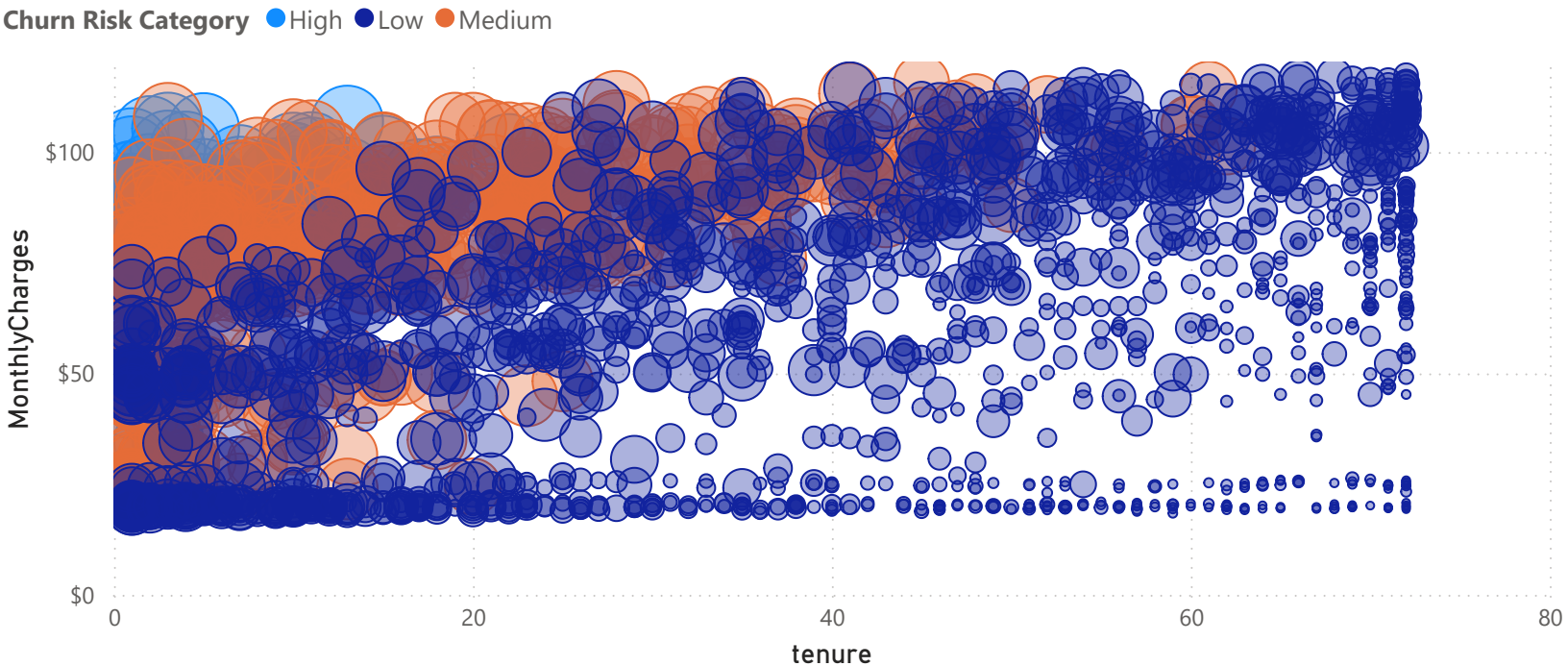
Churn Rate (%) by PaymentMethod



Churn Rate (%) by OnlineSecurity



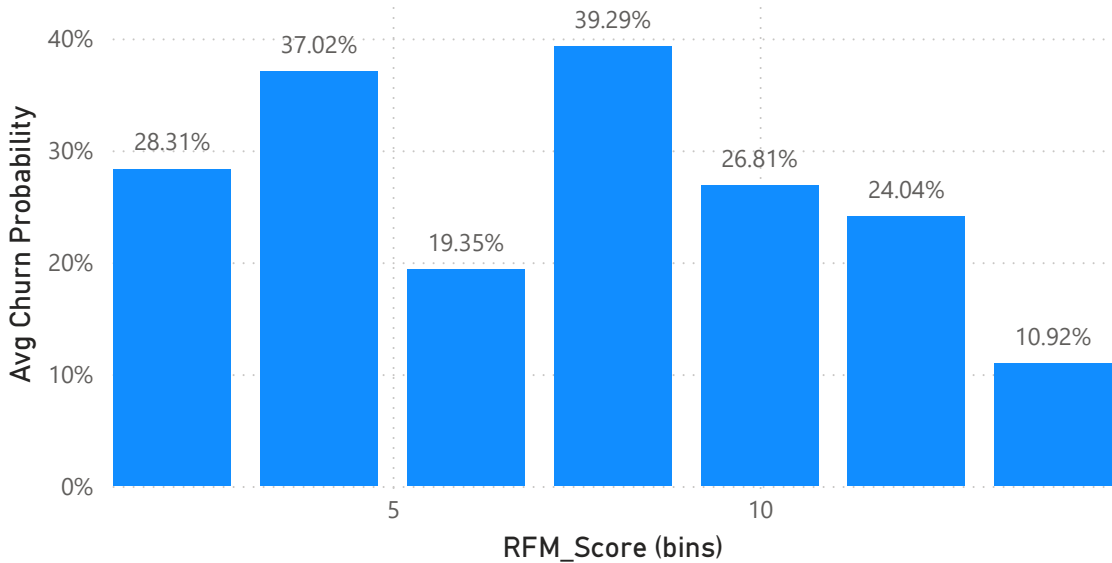
Average of Churn_Probability, Sum of RFM_Score, Sum of RetentionPriority, First Contract and First InternetService by Churn Risk Category, tenure and MonthlyCharges



26.74%
Avg Churn Probability

8.85
Avg RFM Score

Avg Churn Probability by RFM Score Range



Average of MonthlyCharges by Churn Risk Category, RetentionPriority and Churn_Probability

Churn Risk Category ● High ● Low ● Medium

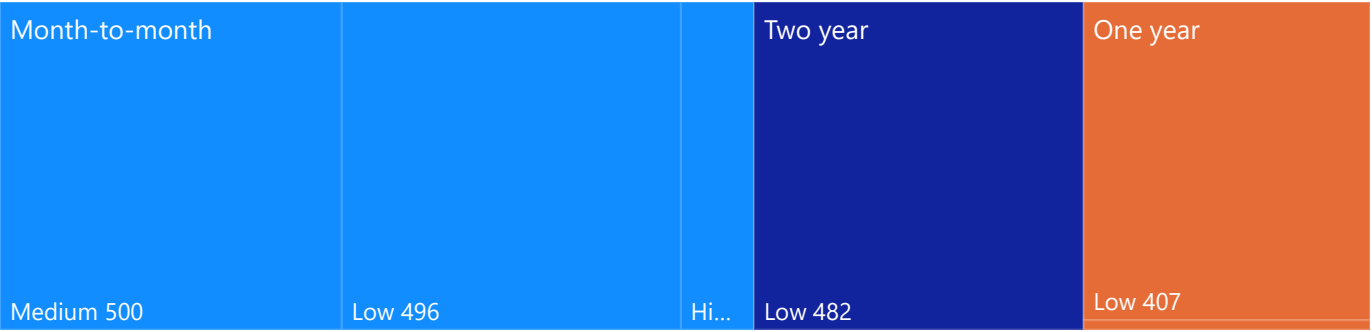


2.27
Avg Retention Priority

3
High Value Churners Count

customerID	Contract	RFM_Score	Churn Probability %	RetentionPriority	MonthlyCharges
6030-REHUX	Month-to-month	13	61.70	8.03	\$110.85
3606-TWKGI	Month-to-month	12	73.50	8.82	\$106.9
3957-LXOLK	Month-to-month	13	67.90	8.83	\$106.15
8868-WOZGU	Month-to-month	13	65.60	8.52	\$105.7
5519-YLDGW	Month-to-month	12	66.40	7.96	\$103.9
7392-YYPYJ	Month-to-month	12	70.50	8.46	\$100.65
3393-FMZPV	Month-to-month	13	66.90	8.69	\$100.25
4817-VYYWS	Month-to-month	13	64.50	8.39	\$100.2
9094-AZPHK	Month-to-month	12	73.10	8.77	\$100.15
7780-OTDSO	Month-to-month	12	66.40	7.97	\$99.4
6088-BXMRG	Month-to-month	13	60.10	7.81	\$98.85
4021-RQSNY	Month-to-month	12	67.90	8.14	\$98.5
4735-ASGMA	Month-to-month	12	66.60	7.99	\$98.35
1658-BYGOY	Month-to-month	11	72.40	7.96	\$95.45
3793-MMFUH	Month-to-month	11	76.20	8.39	\$95.05
7225-CBZPL	Month-to-month	11	73.70	8.11	\$94.8
7943-RQCHR	Month-to-month	10	78.30	7.83	\$94.75
1626-ERCMM	Month-to-month	11	72.30	7.96	\$94.55
4626-GYCZP	Month-to-month	10	78.20	7.82	\$93.85
0236-HFWSV	Month-to-month	11	74.20	8.16	\$93.35

Customer Risk Distribution by Contract Type



2004
Total Customers

533
Churned Customers

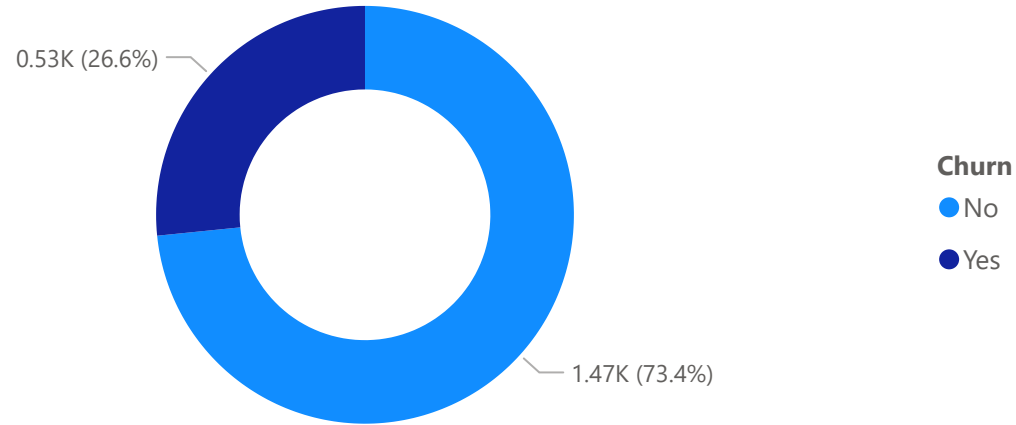
26.60
Churn Rate (%)

26.74%
Avg Churn Probability

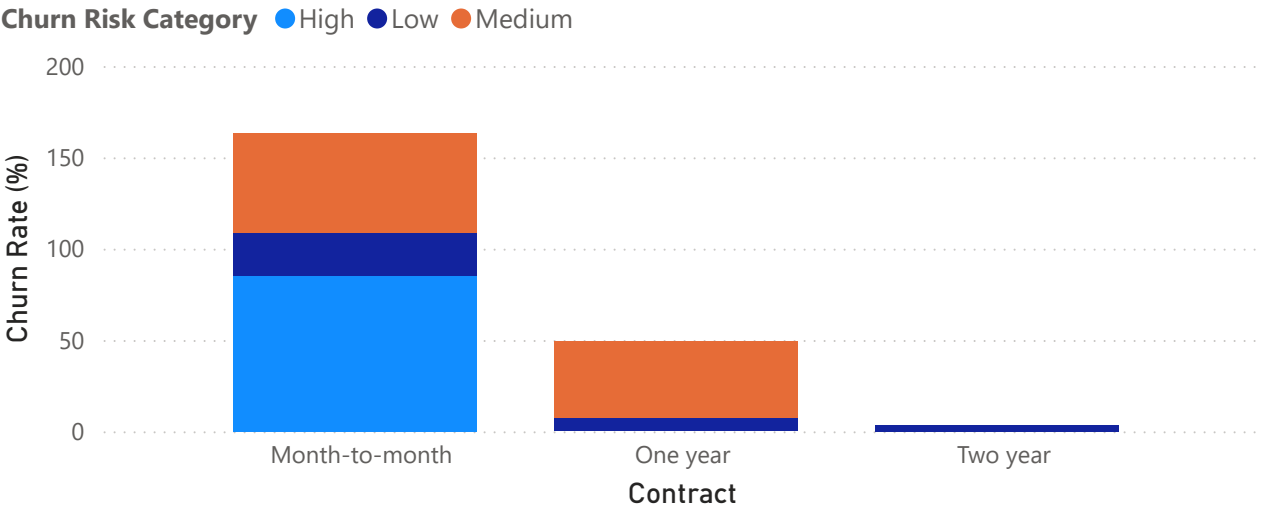
\$64
Avg Monthly Charge

8.85
Avg RFM Score

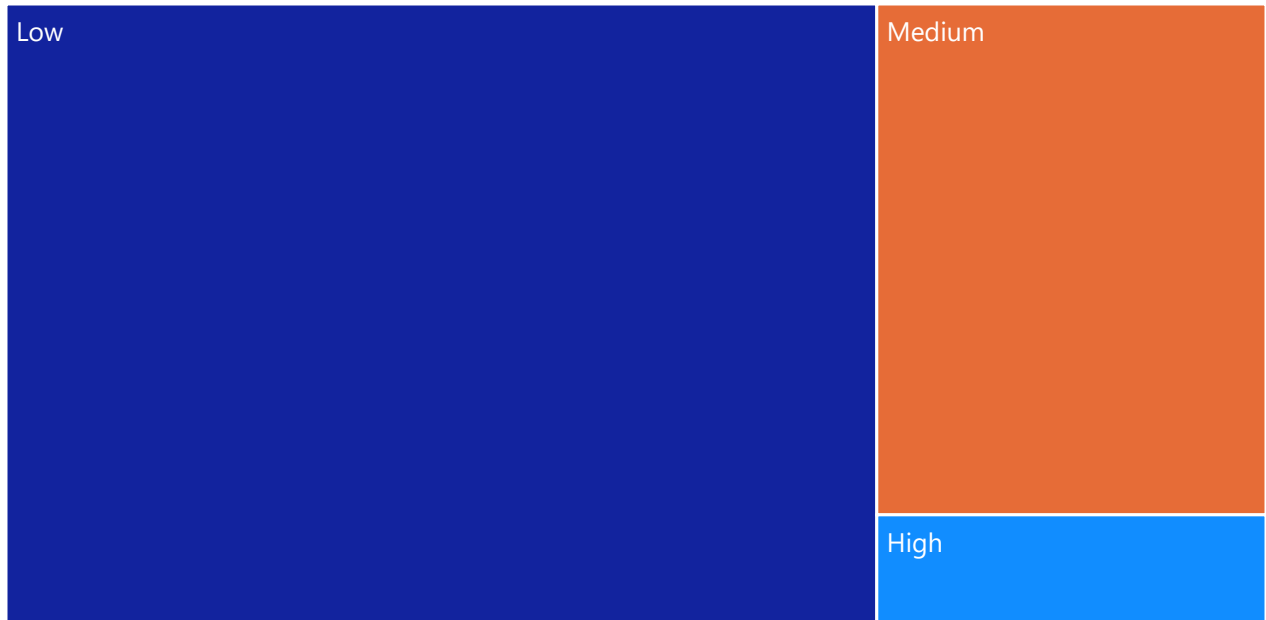
Count of customerID by Churn



Churn Rate (%) by Contract and Churn Risk Category



Count of customerID by Churn Risk Category



Avg Monthly Charge by Churn Risk Category

