

## An Analysis on Churning / *Datacamp exercise*

Overview

The age of Churning

Payments & Contracts

Going International

### Overview

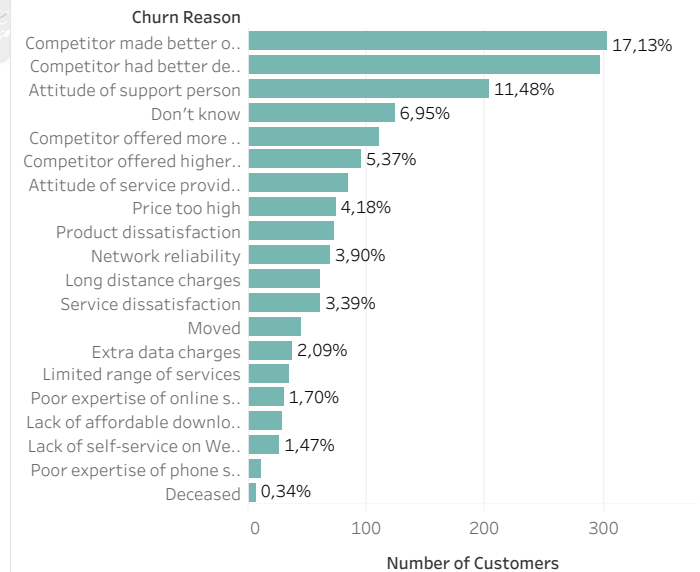
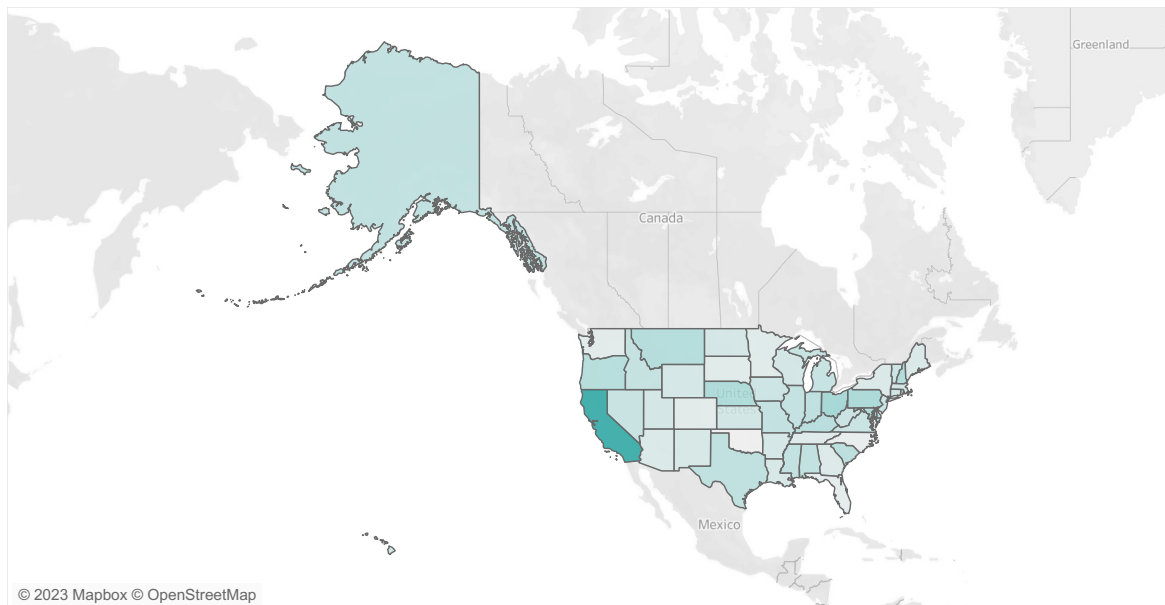
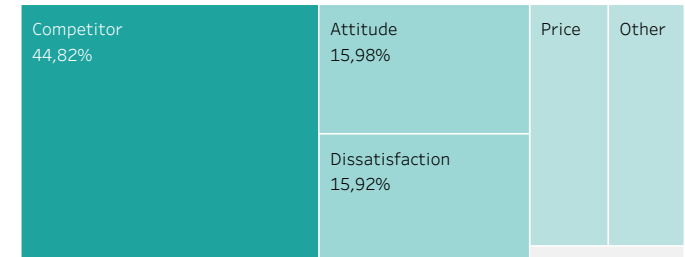
Number of Customers

6.687

Churn Rate

26,86%

The graphs below, as well as the map, can be used as filter



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# The age of Churning

Pick Metric

Number of churned Customers

Contract Type

Tutti

Churn Category

Tutti

Payment Method

Tutti

Unlimited Data Plan

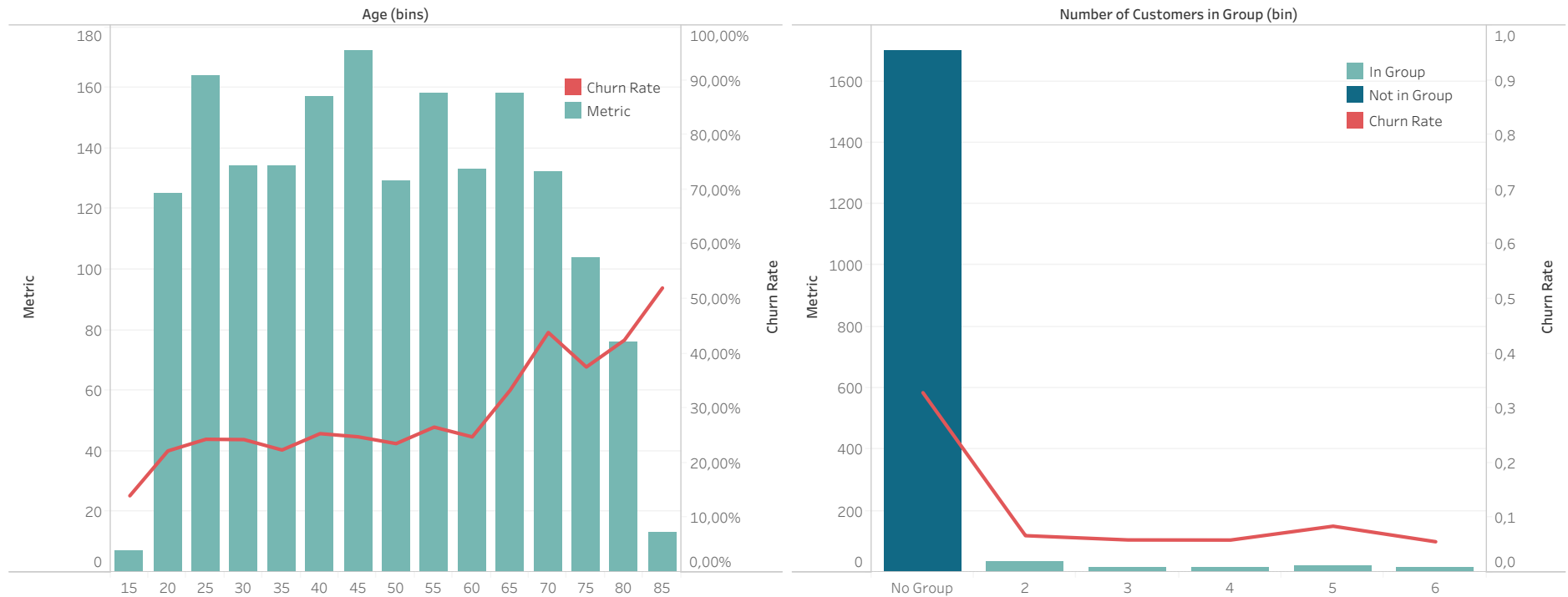
Tutti

Intl Plan

Tutti

Account Length (in months)

Da 1 a 77



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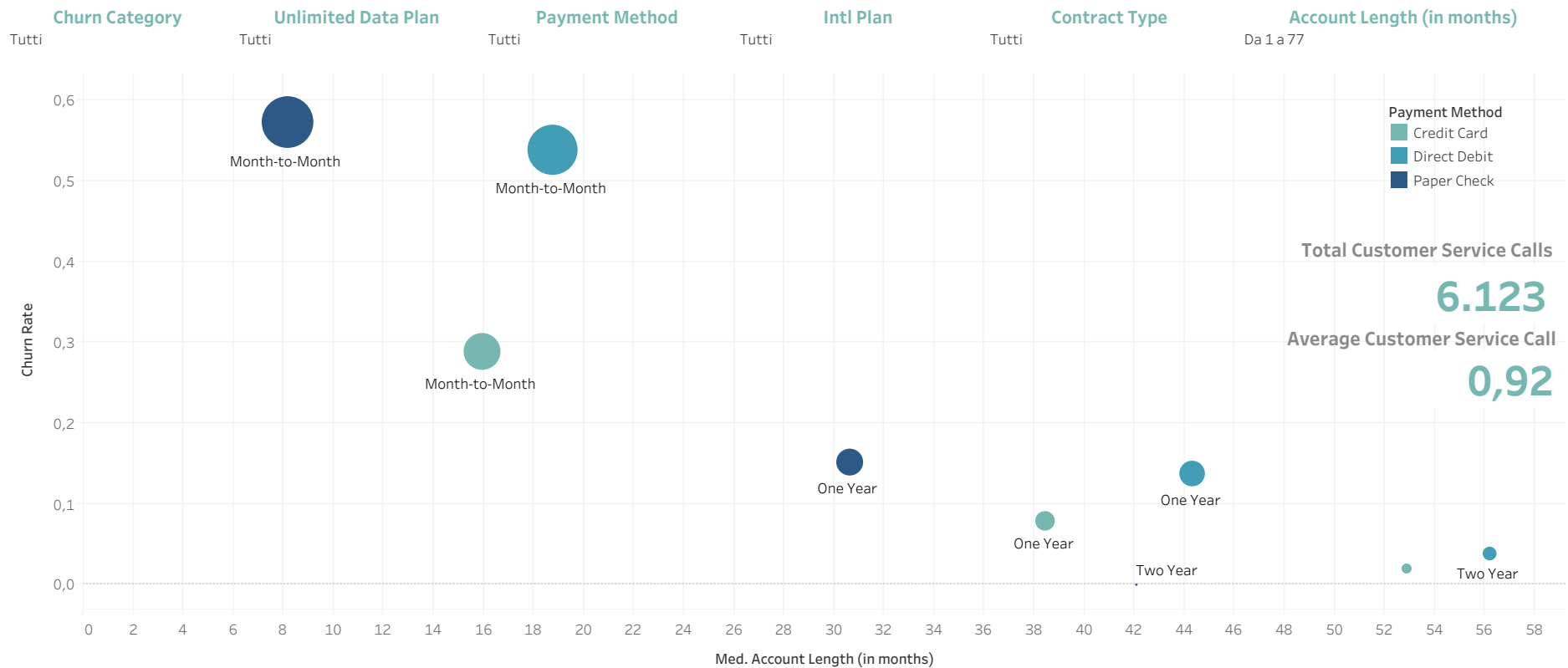
Overview

The age of Churning

Payments & Contracts

Going International

# Payments & Contracts



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Overview	The age of Churning	Payments & Contracts	Going International
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Going International

Contract Type  
Tutti

Payment Method  
Tutti

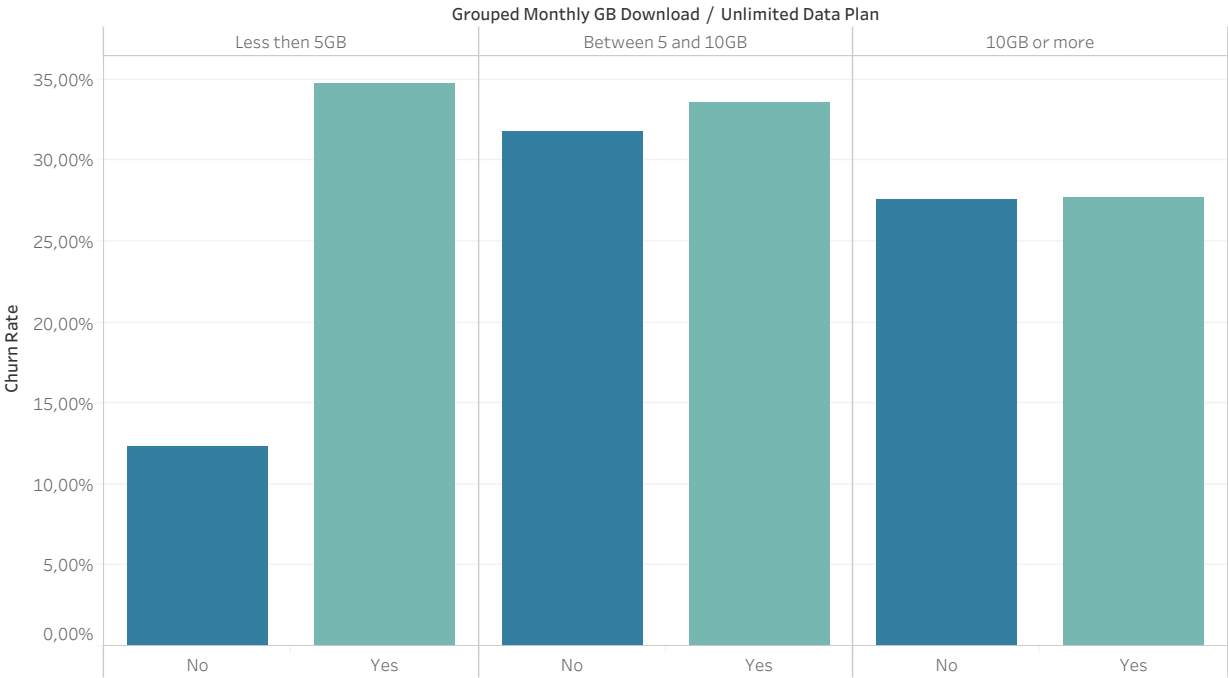
Unlimited Data Plan  
Tutti

Intl Plan  
Tutti

Unlimited Data Plan  
No  
Yes

Churn Rate  
7,59% 71,19%

percentage churned from unlimited



Intl Active	Intl Plan	
	no	yes
No	20,01%	71,19%
Yes	40,34%	7,59%

Number of Customers  
6.687

Number of Churning Customers  
1.796

Extra Data Charges  
\$3.37

Extra International Data Charges  
\$33.64