

6.123K

Sum of Customer Service Calls

0.92

Avg customer service calls

\$33.64

Avg extra international charges

\$3.37

Avg extra data charges

26.86%

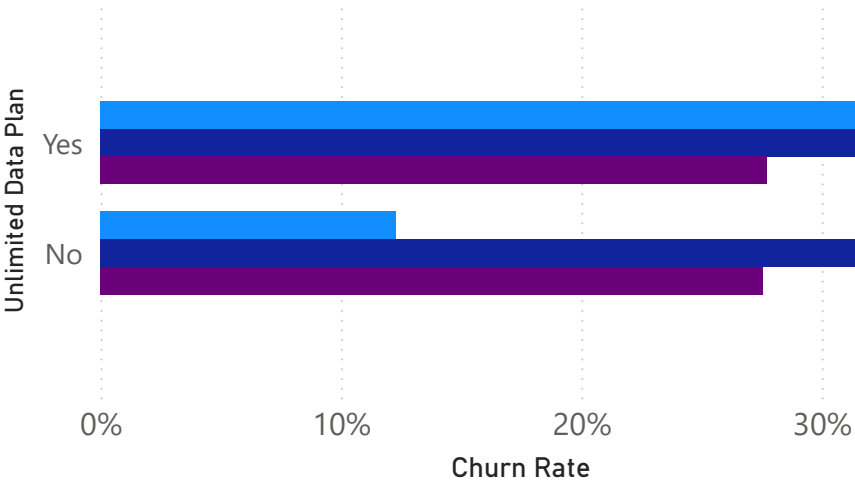
Churn Rate

Contract Category, Payment Method

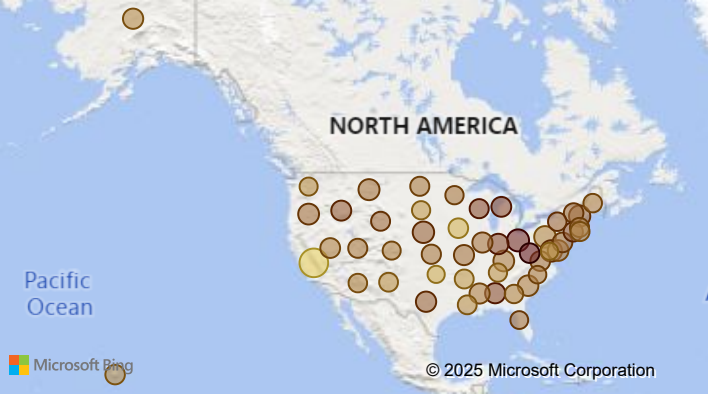
- Monthly
- Yearly

Churn Rate by Unlimited Data Plan and Grouped Consumption

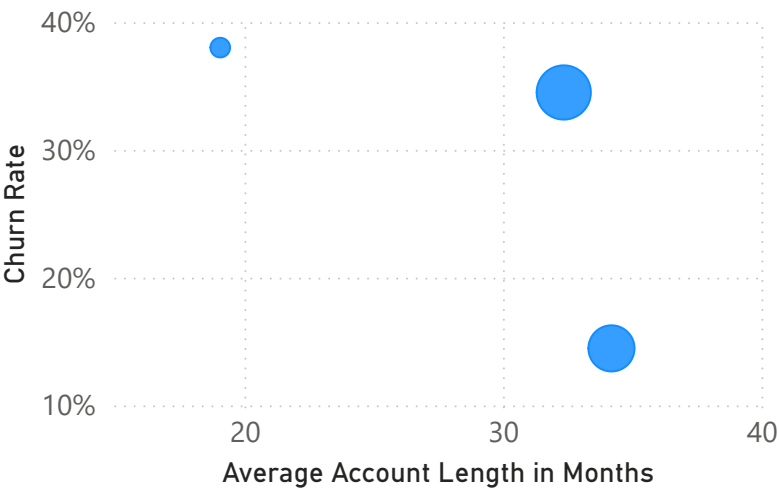
Grouped Consumption Group 1 Group 2 Group 3



Churn Rate by State

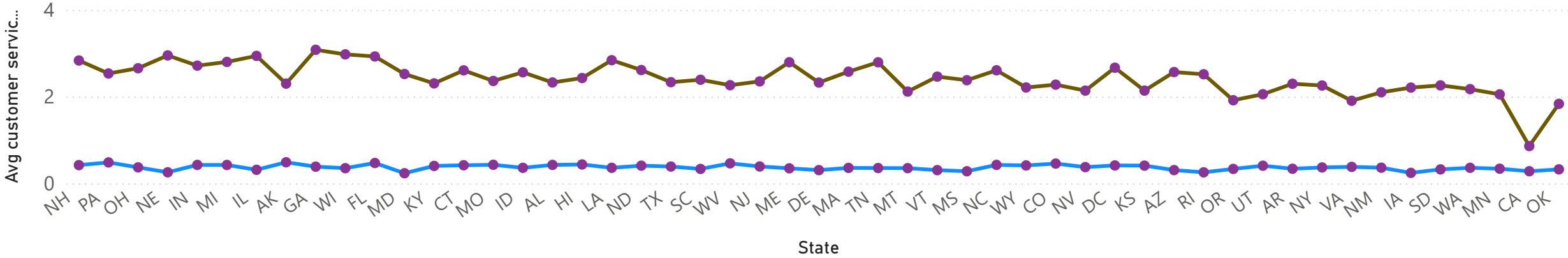


Churn Rate by Account Length (in Months)



Avg Customer Service Calls by Churn Label

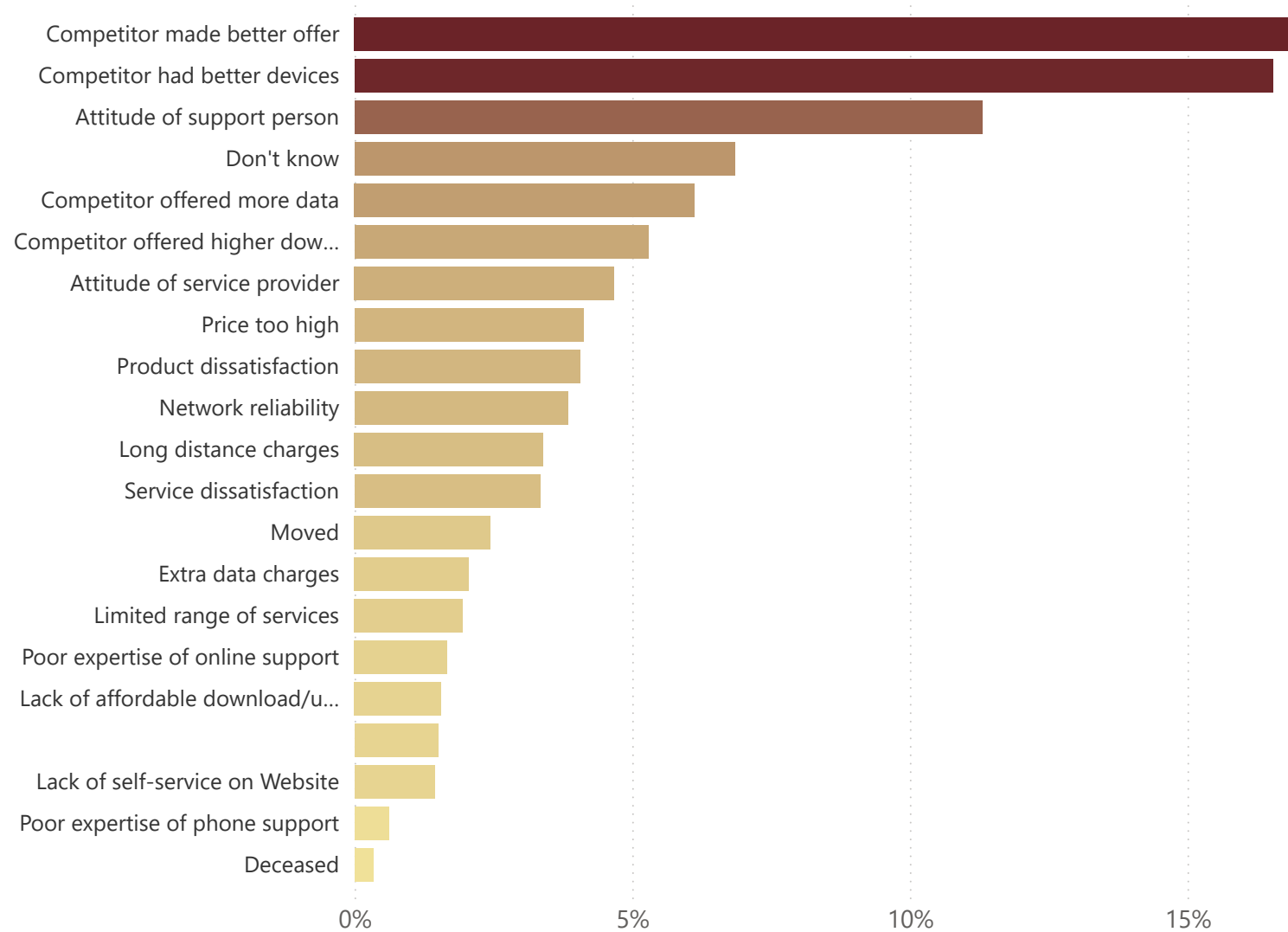
Churn Label No Yes



Key Findings

- The average churn rate is approximately 27%.
- About 45% of reasons why customers churn are related to competitors.
- The churn rate in California is abnormally high (>60%).
- The churn rate for customers who pay for an international plan but don't call internationally is sky-high. These customers can be offered to downgrade their plan.
- The people without a plan can be potential clients for the new promotion of the international plan.
- Moving customers to a one- or two-year contract could greatly reduce churn.

Reasons why Customers Churned



26.86%

Churn Rate

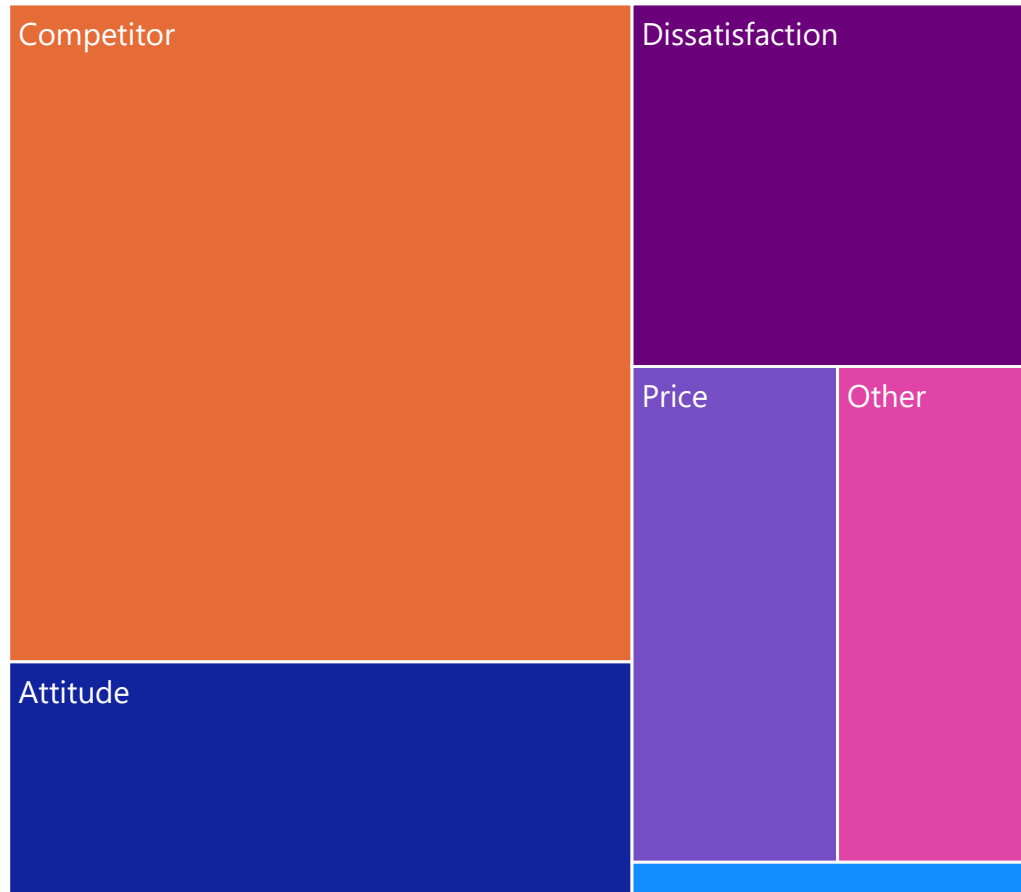
6.687K

Count of Customer ID

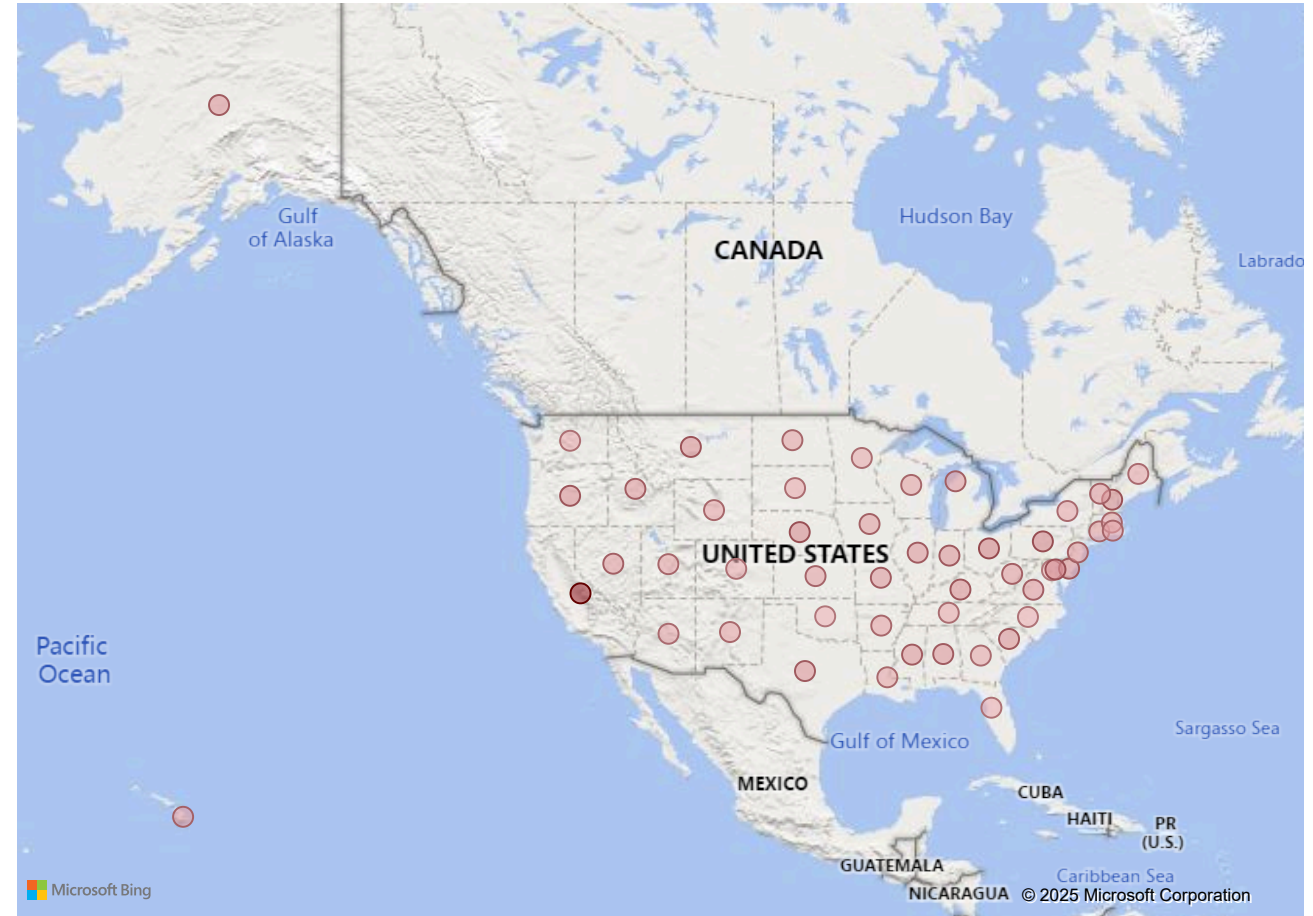
1.796K

Sum of Churned

Percentage of Churned Customers by Category

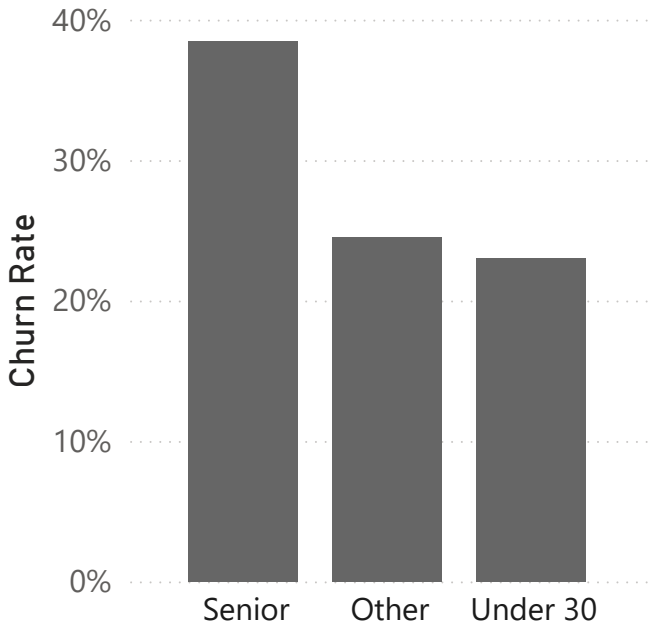


Churn Rate, No of Churned Customers and No of Customers by State

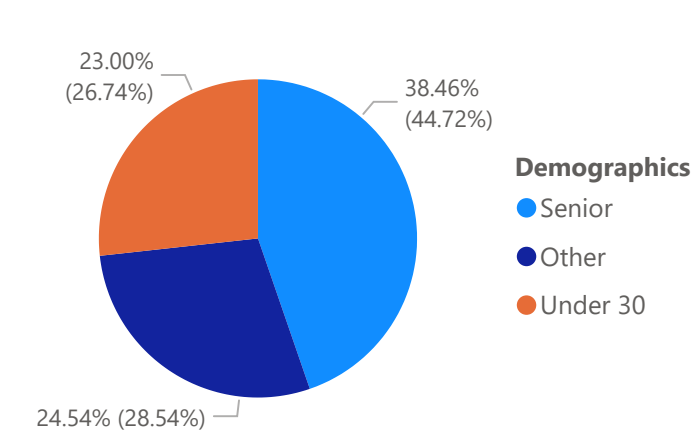


- Almost half of all customers churning are related to competitor offers
- Churn rate in California is massive but we do not know the immediate reasons yet

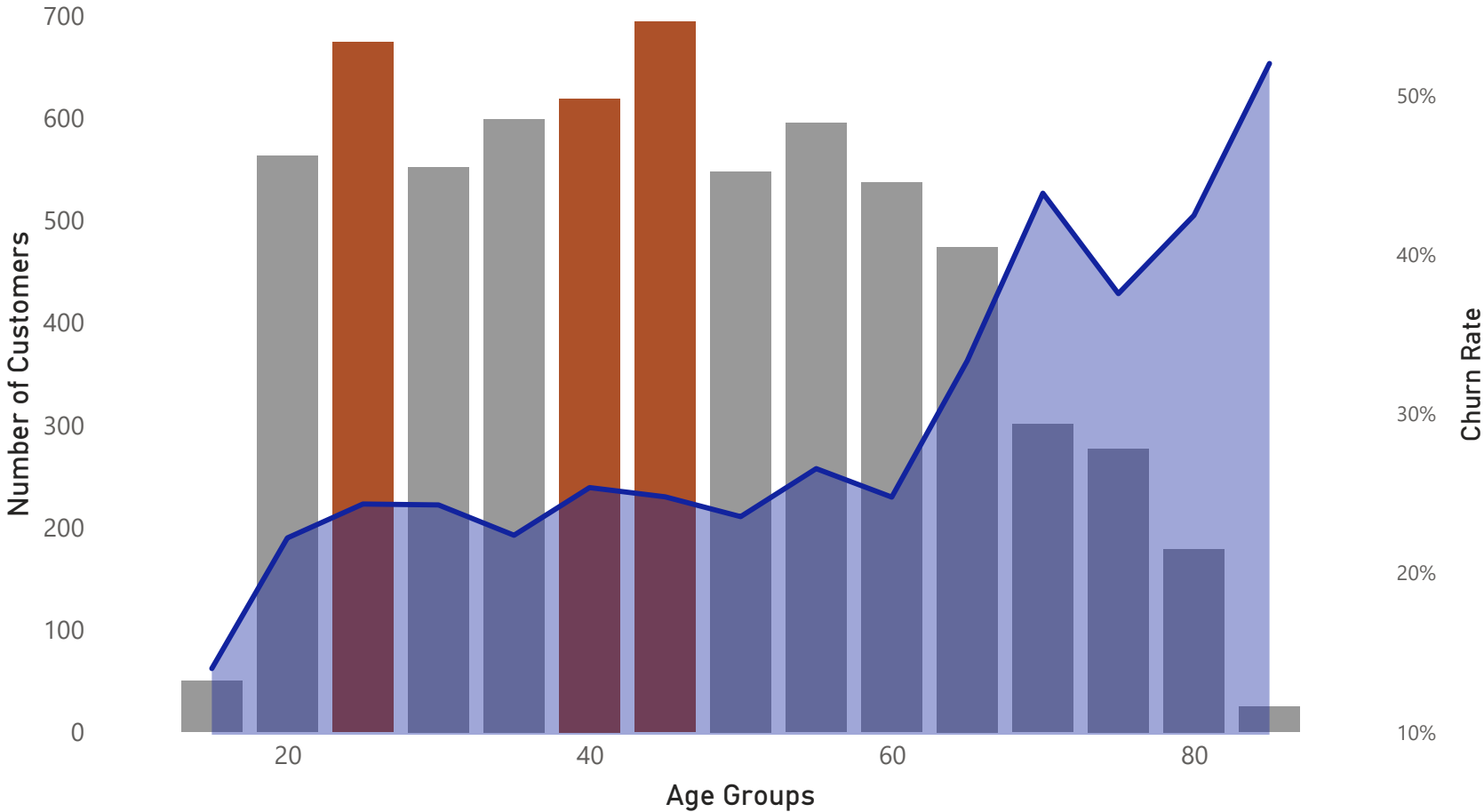
Churn Rate by Demographics



Churn Rate by Demographics



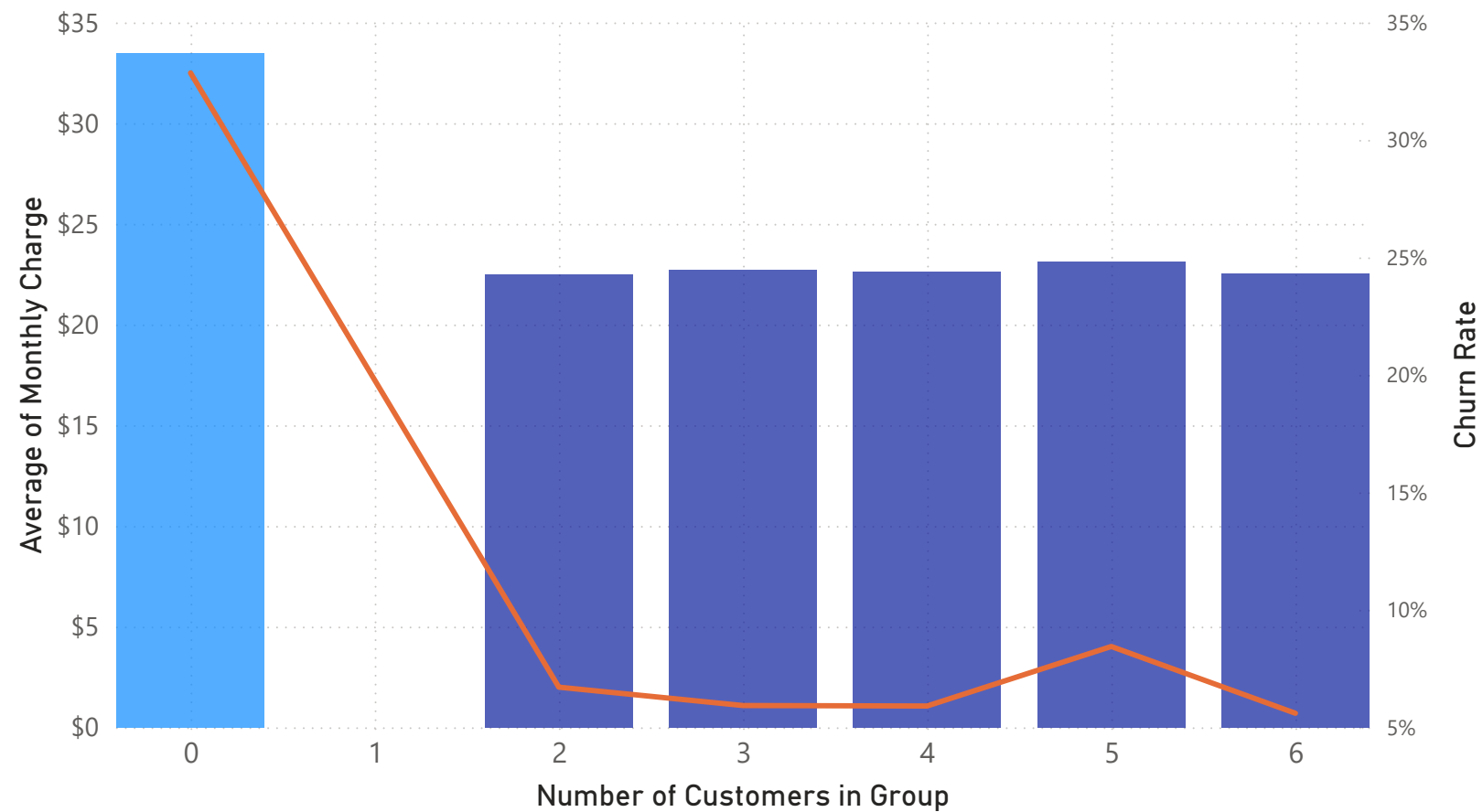
Number of Customers and Churn Rate by Age



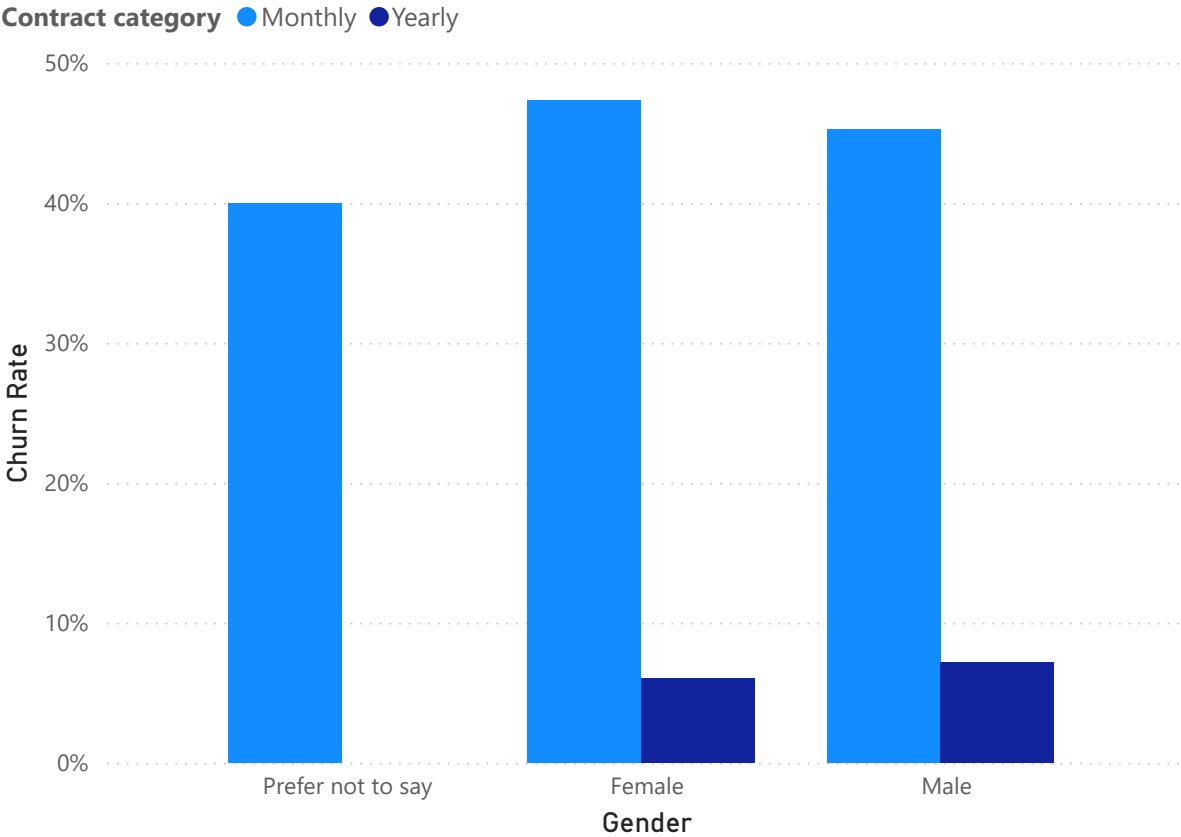
Churn rate for seniors is about 10% higher than the average.

Average of Monthly Charge and Churn Rate by Number of Customers in a Group

Group ● No ● Yes ● Churn Rate



Churn Rate by Gender and Contract Category



Customers who have monthly contracts churn more than customers who have yearly contracts.

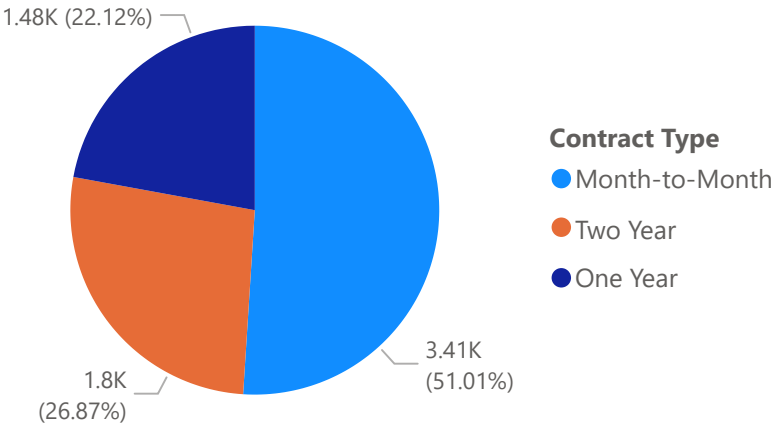
Monthly

46.29%
Churn Rate

Yearly

6.62%
Churn Rate

Count of Customer ID by Contract Type

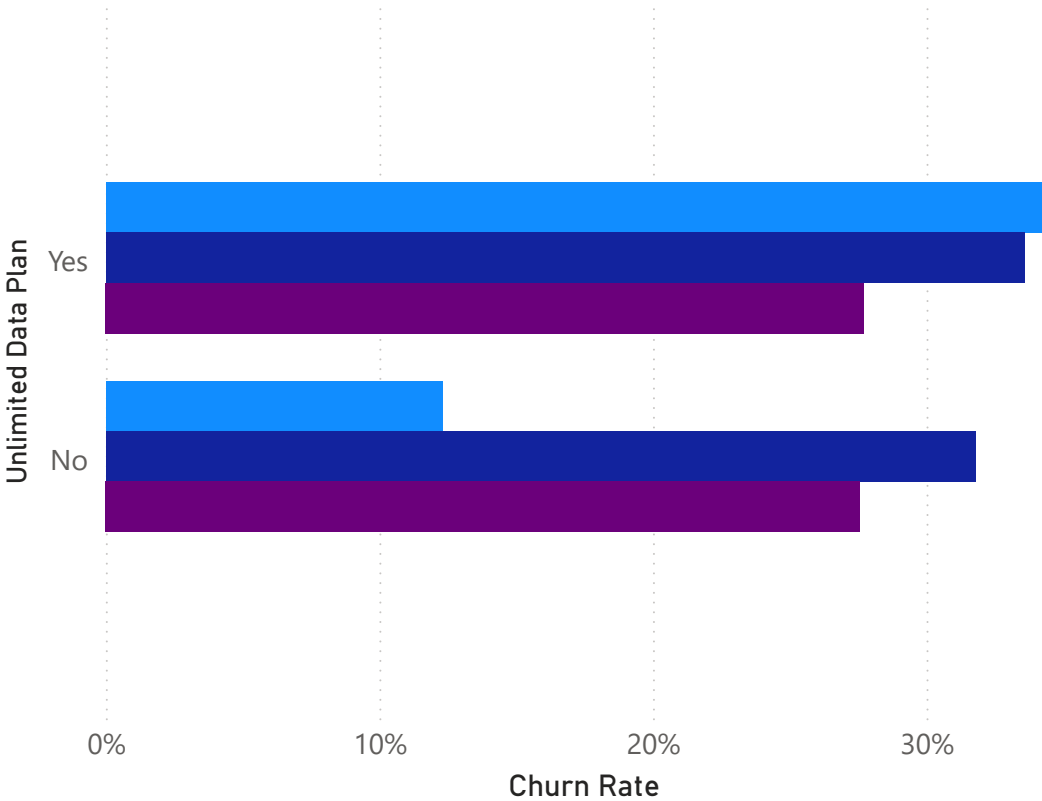


How unlimited data plan influences churn rate

Unlimited Data Plan	Churn Rate	No_customers
No	16.10%	2193.000
Yes	32.11%	4494.000
Total	26.86%	6687.000

Churn Rate by Unlimited Data Plan and Grouped Consumption

Grouped consumption ● Group 1 ● Group 2 ● Group 3



130.97
Average of Local Calls

322.75
Average of Local Mins

51.10
Average of Intl Calls

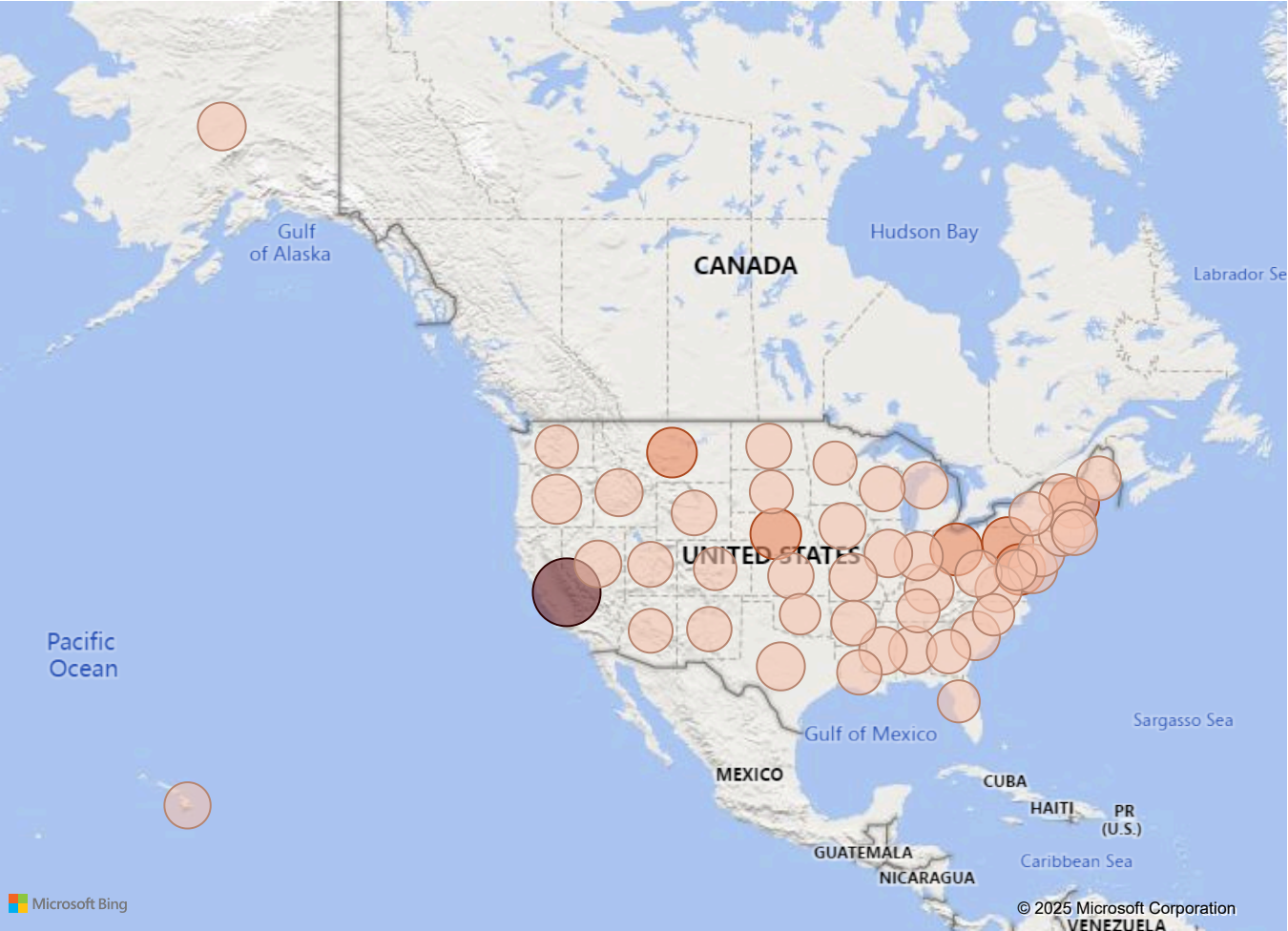
130.07
Average of Intl Mins



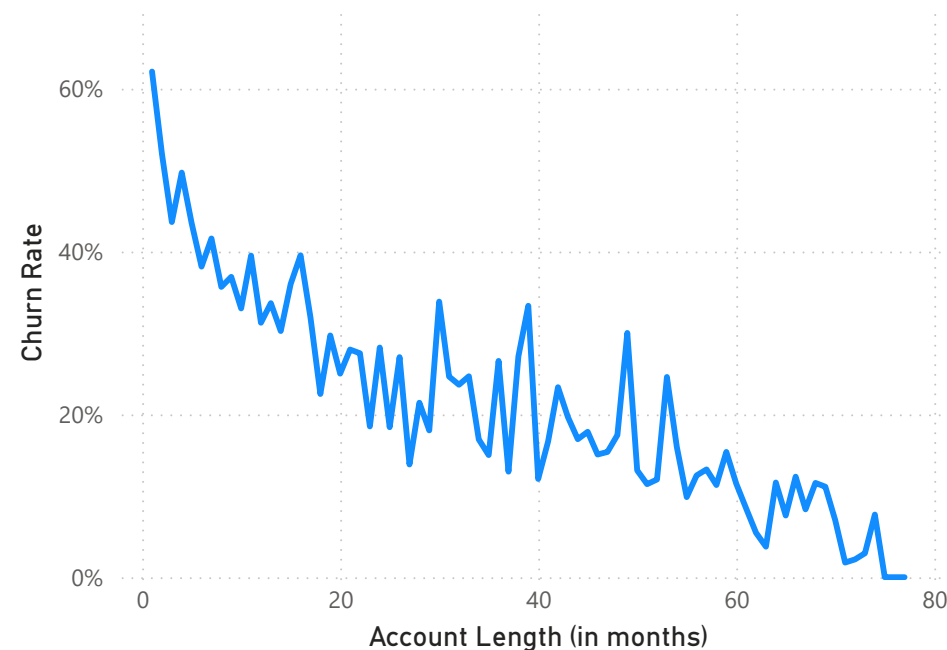
Intl Plan	No	Yes	Total
no	20.01%	40.34%	27.07%
yes	71.19%	7.59%	24.88%
Total	22.21%	34.31%	26.86%

- CA state has a massive churn rate.
- The churn rate of customers who do not have an international plan but do make international calls in CA is 72%. This information is important for the company has it can help the company to make a good decision while allocating its budget for the new promotion.
- The 72% of people without a plan can be potential clients for the new promotion of the international plan

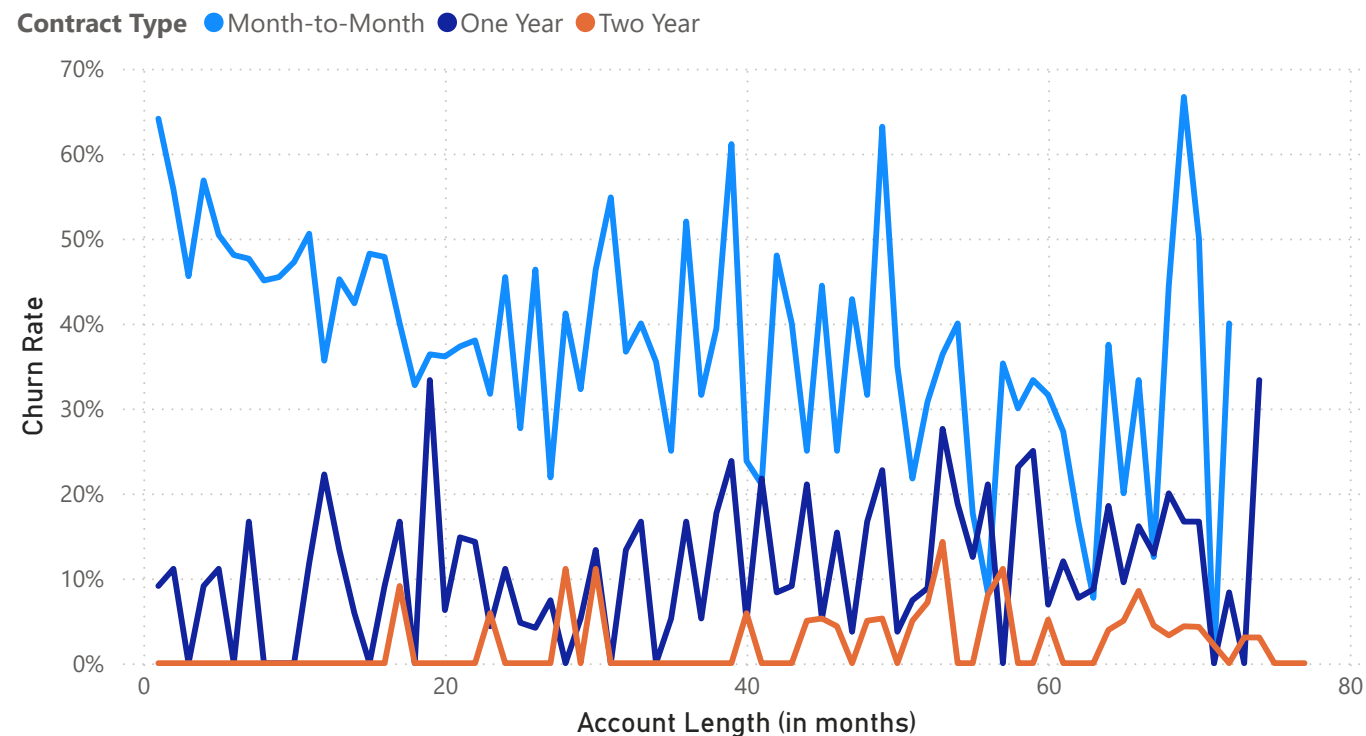
Churn Rate by State



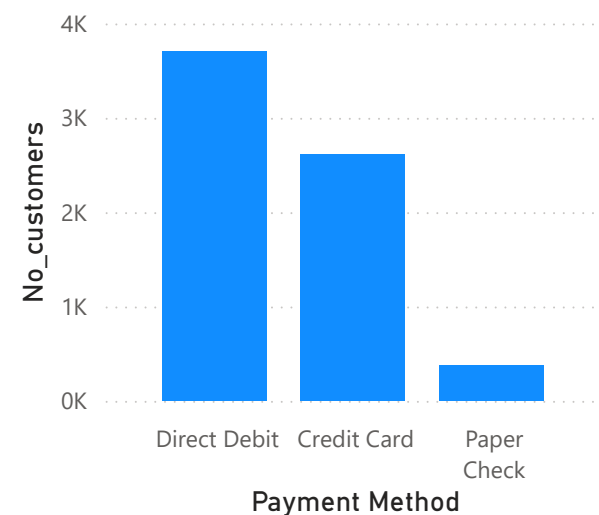
Churn Rate by Account Length (in months)



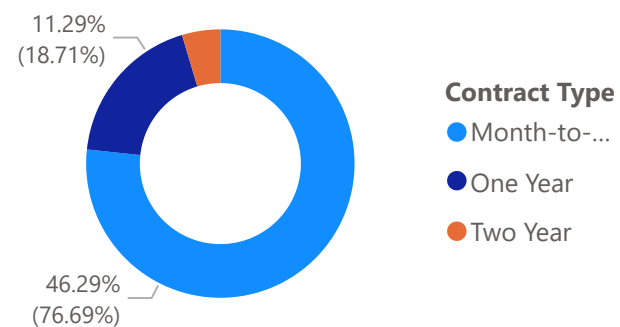
Churn Rate by Account Length (in months) and Contract Type



No of Customers by Payment Method



Churn Rate by Contract Type



26.86%

Churn Rate

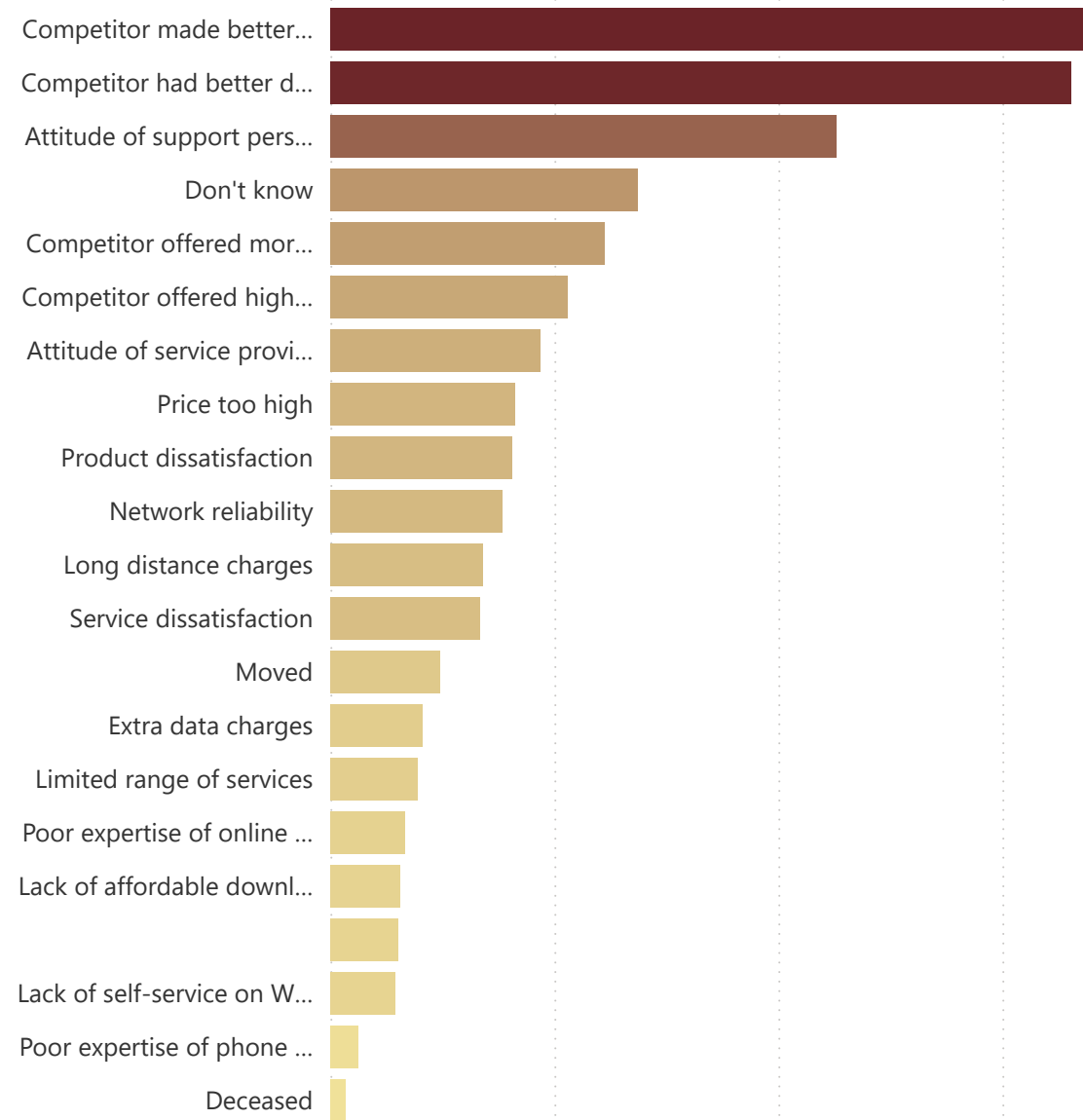
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Count of Customer ID

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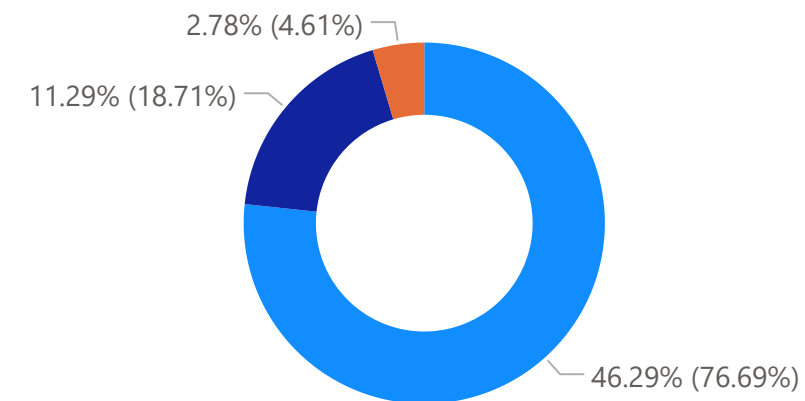
Sum of Churned

Reasons why Customers Churned



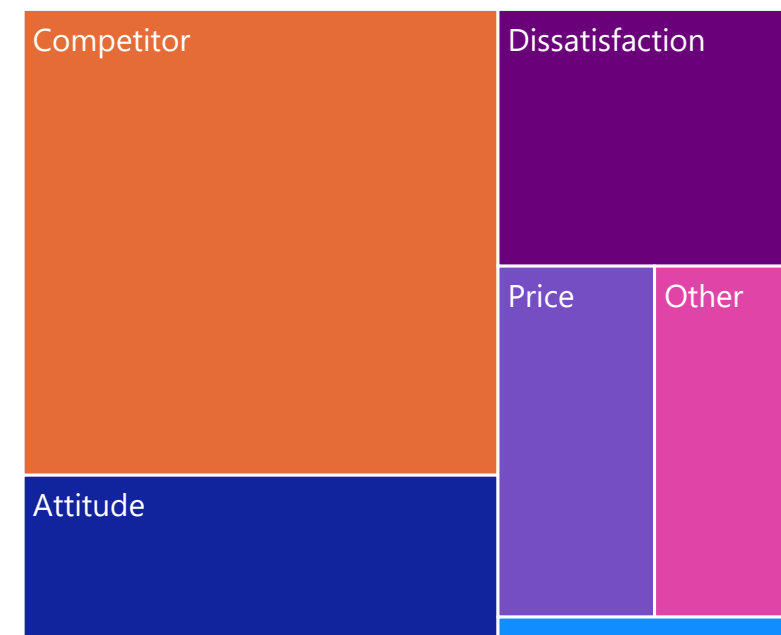
% of Total Number of Customers

Churn Rate by Contract Type

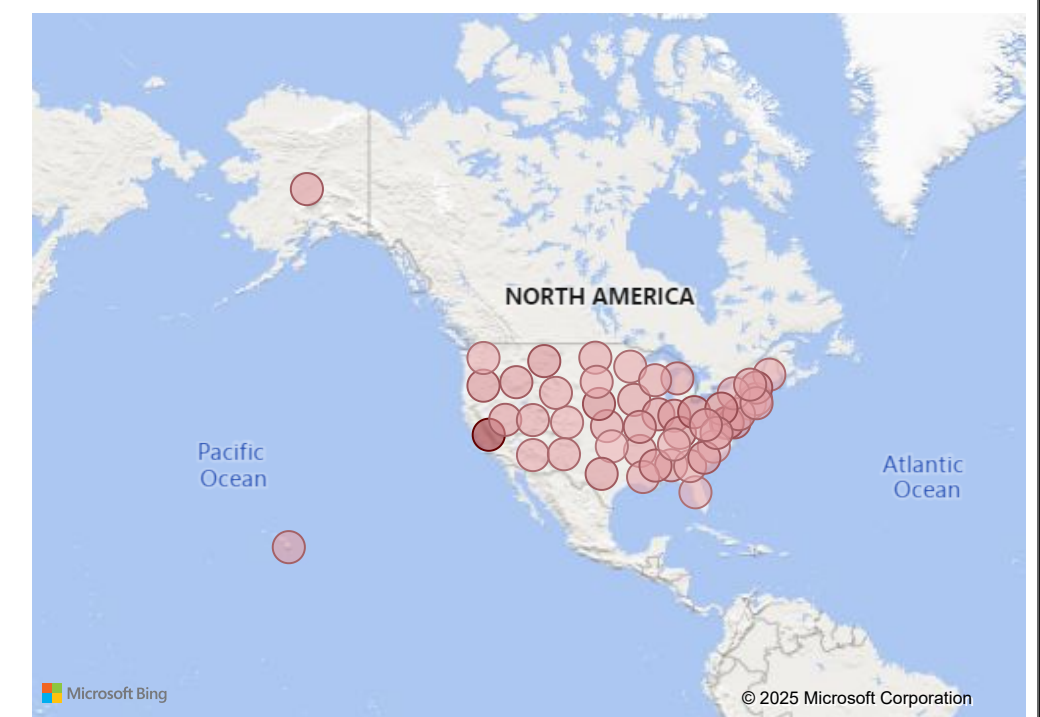


Contract Type ● Month-to-Month ● One Year ● Two Year

Percentage of Churned Customers by Category



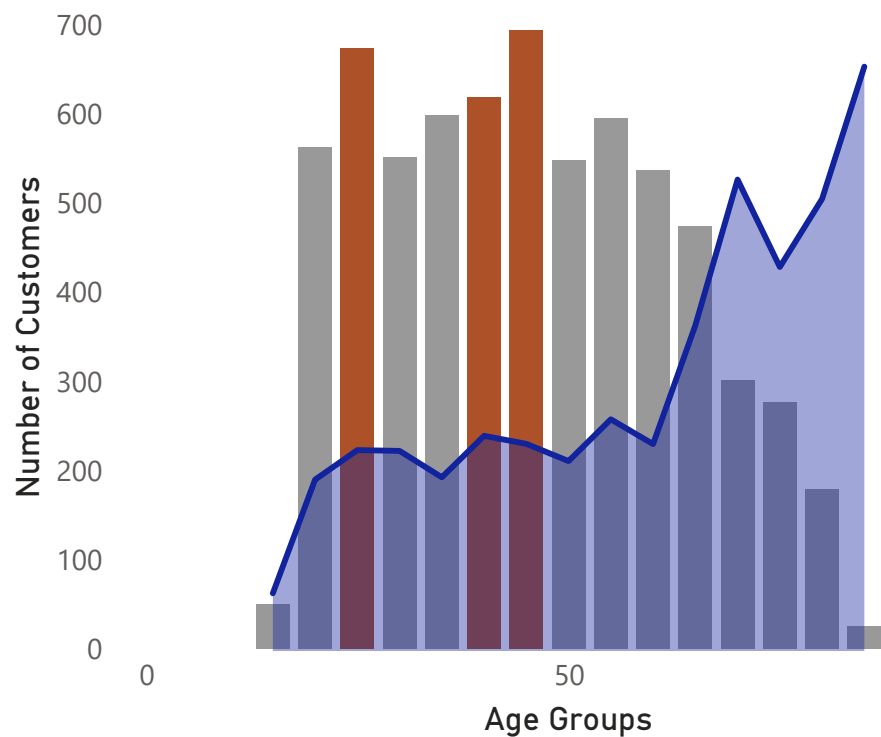
Churn Rate, No of Customers and No of Churned Customers by State



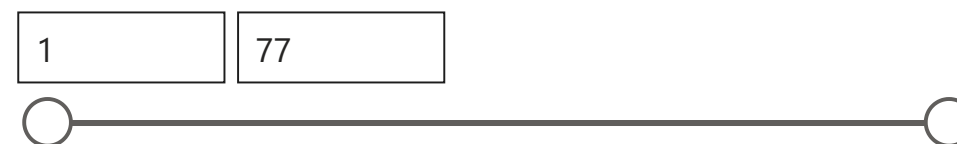
Microsoft Bing

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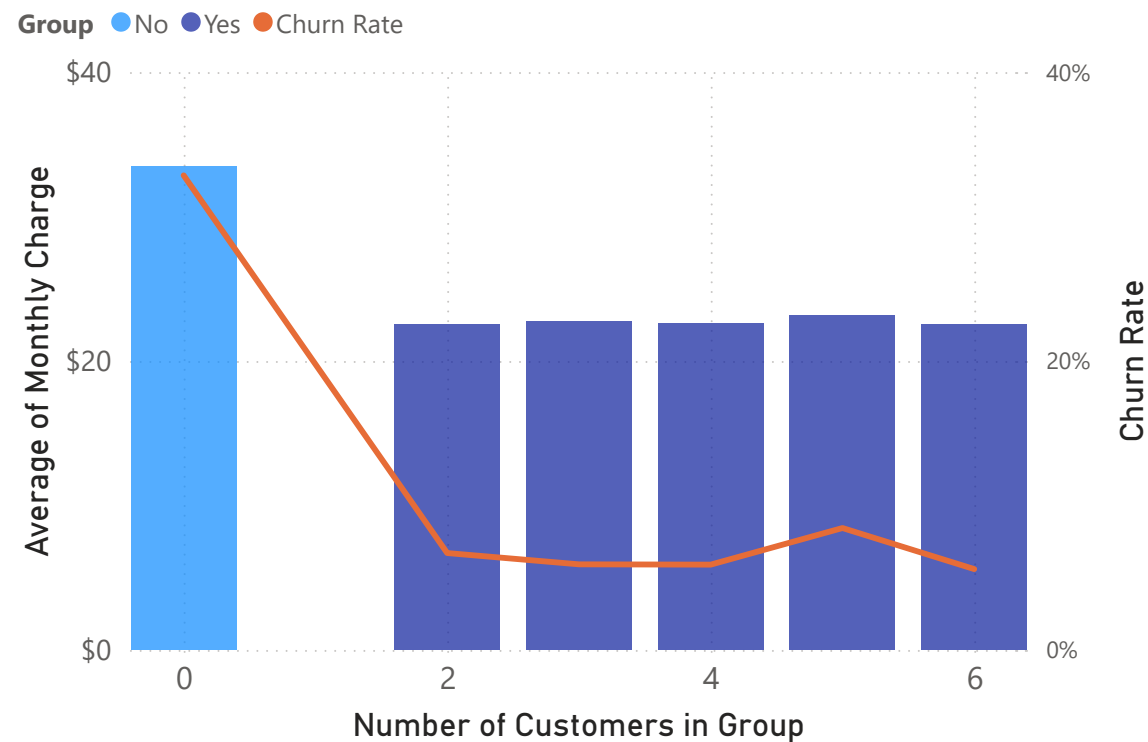
Number of Customers and Churn Rate by Age



Account Length (in Months)



Average of Monthly Charge and Churn rate by Number of Customers in a Group



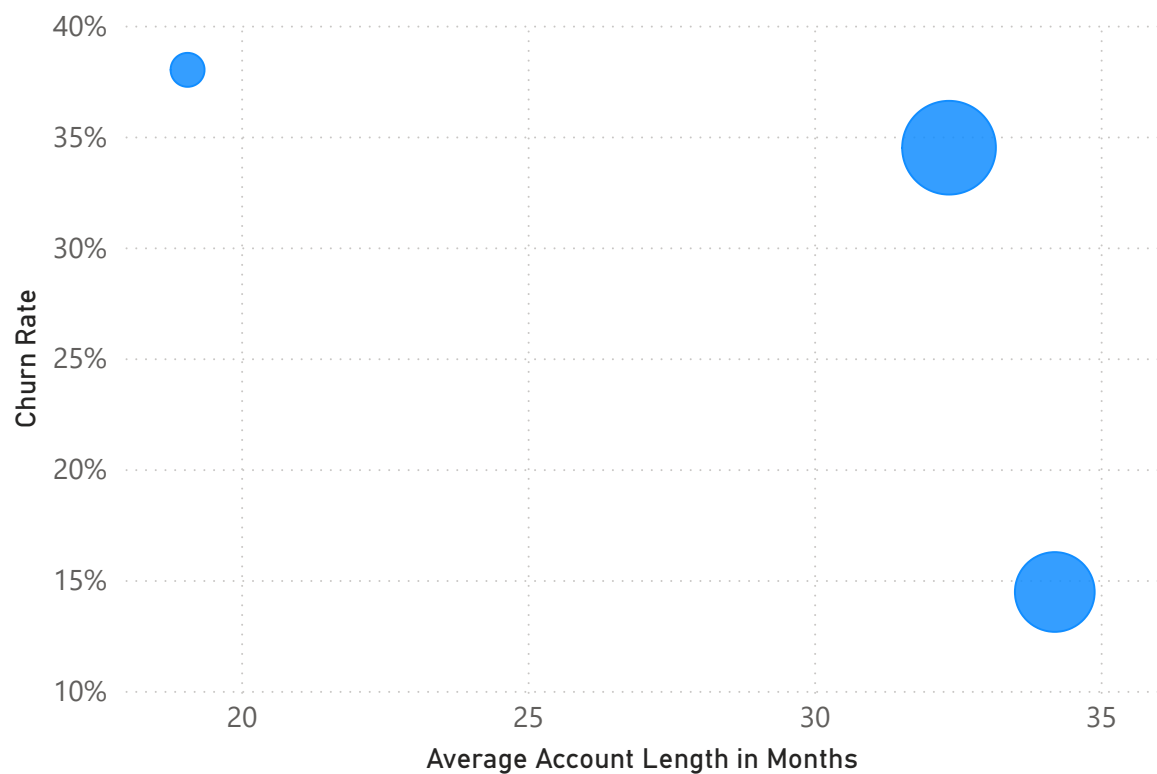
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Churn Rate by Account Length (in Months)

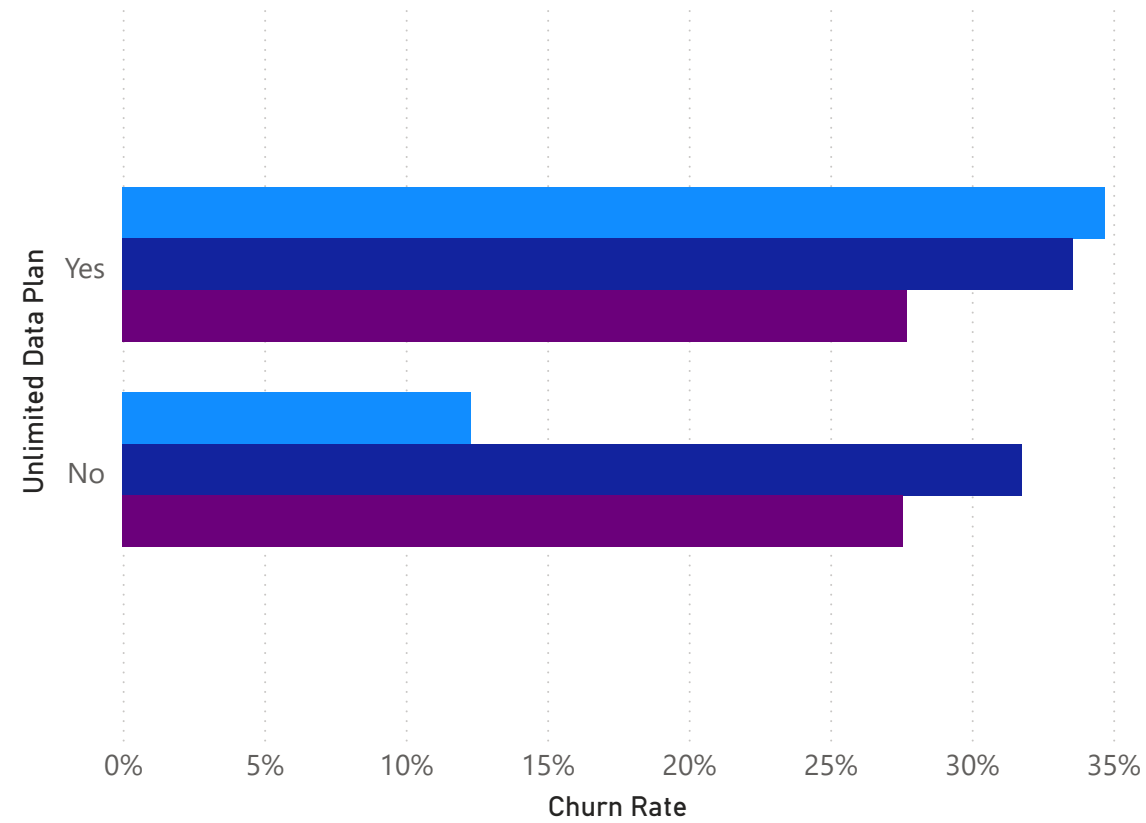


Contract Category, Payment Method

- ^ ☐ Monthly
 - ☐ Credit Card
 - ☐ Direct Debit
 - ☐ Paper Check
- ^ ☐ Yearly
 - ☐ Credit Card
 - ☐ Direct Debit
 - ☐ Paper Check

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Avg extra data charges