

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

Percentage of Churned Customers by Category



26.86%

Churn Rate

Contract Category, Payment Method

Monthly

Yearly

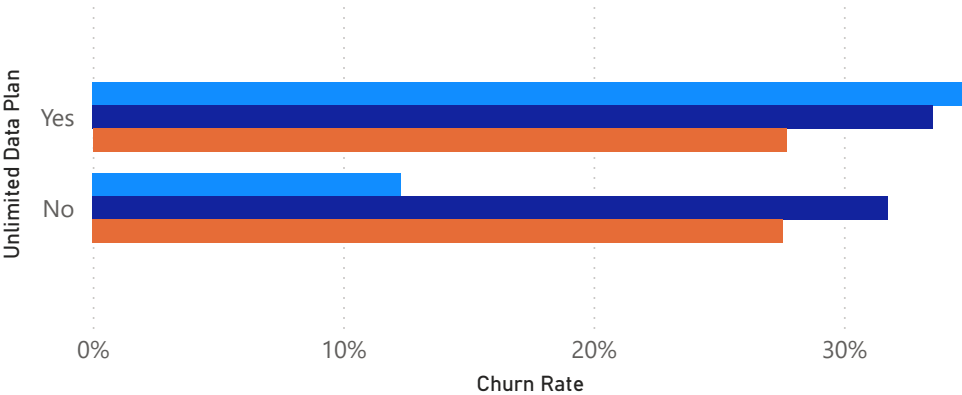
Churn Rate by Unlimited Data Plan and Grouped Consumption

Grouped Consumption

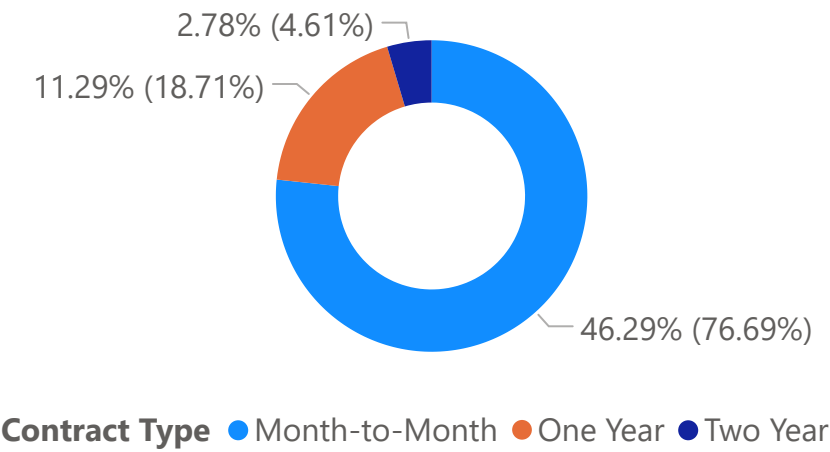
Group 1

Group 2

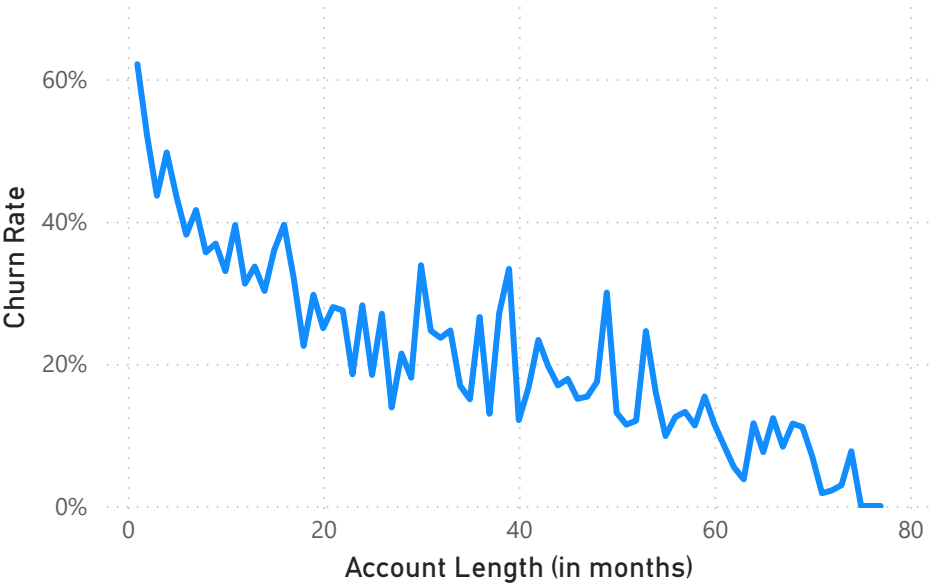
Group 3



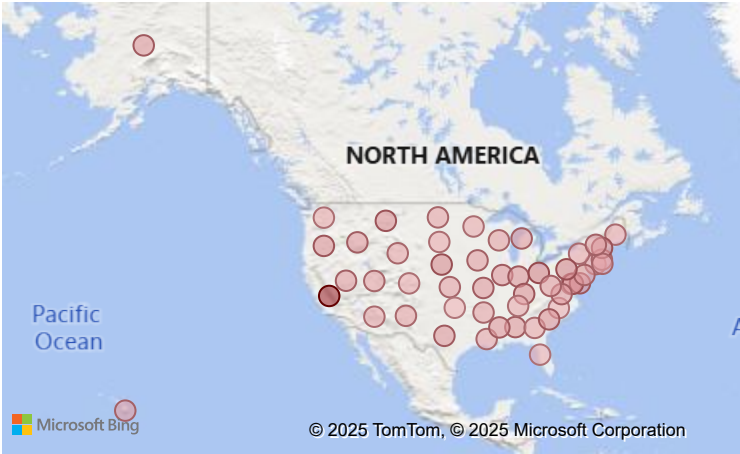
Churn Rate by Contract Type



Churn Rate by Account Length (in months)



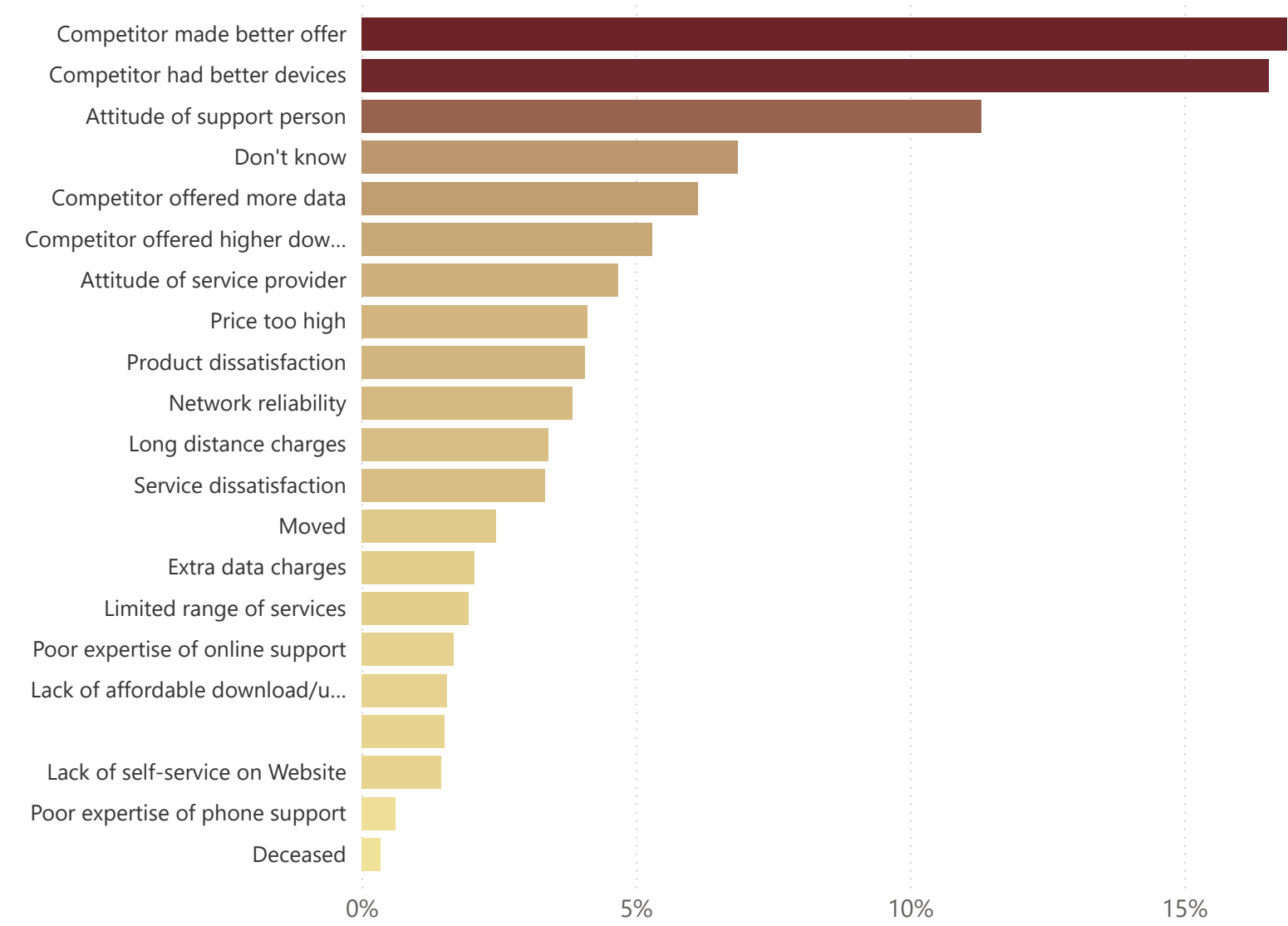
Churn Rate, No of Customers and No of Churned Customers by State



## Summary Insights

- 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

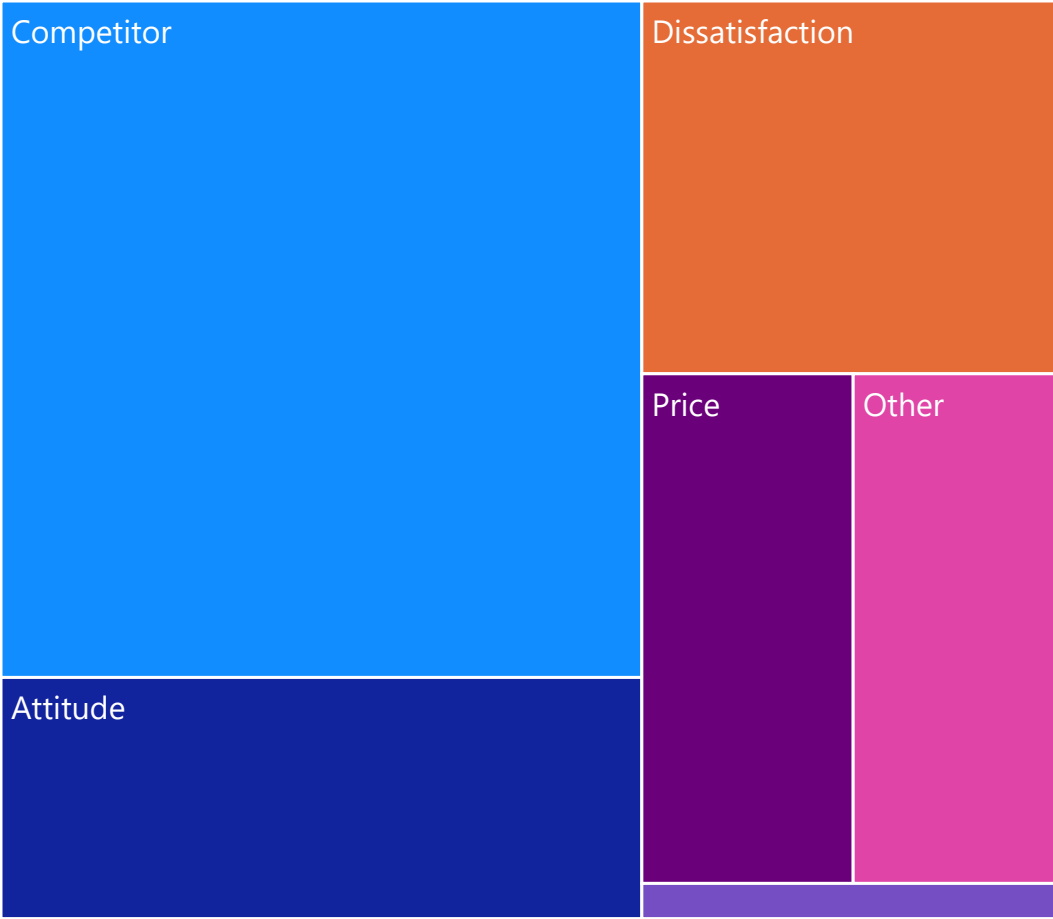
6.687K

Count of Customer ID

1.796K

Sum of Churned

Percentage of Churned Customers by Category

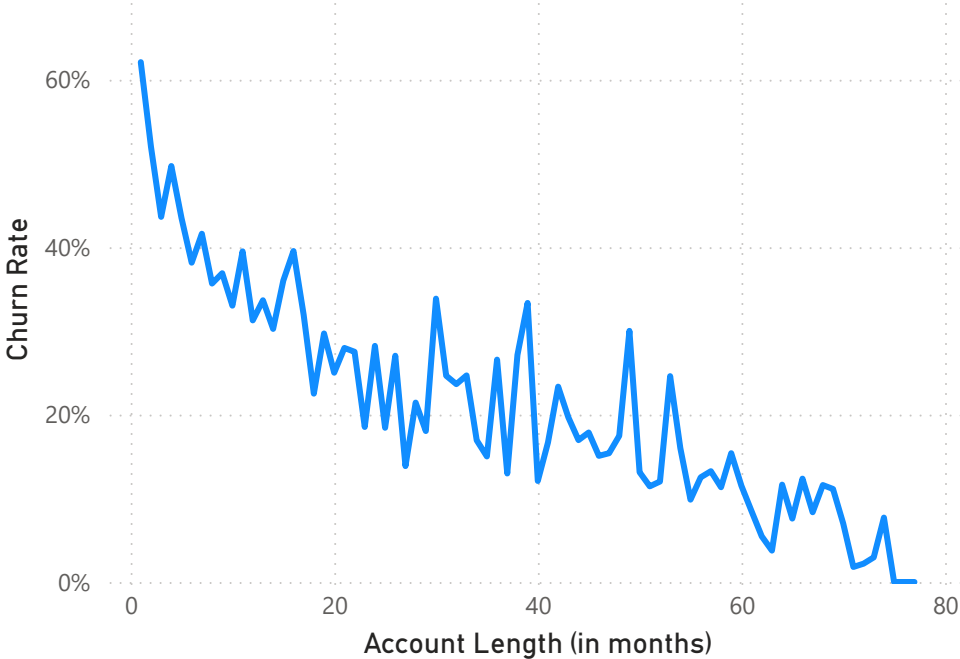


Churn Rate, No of Churned Customers and No of Customers by State

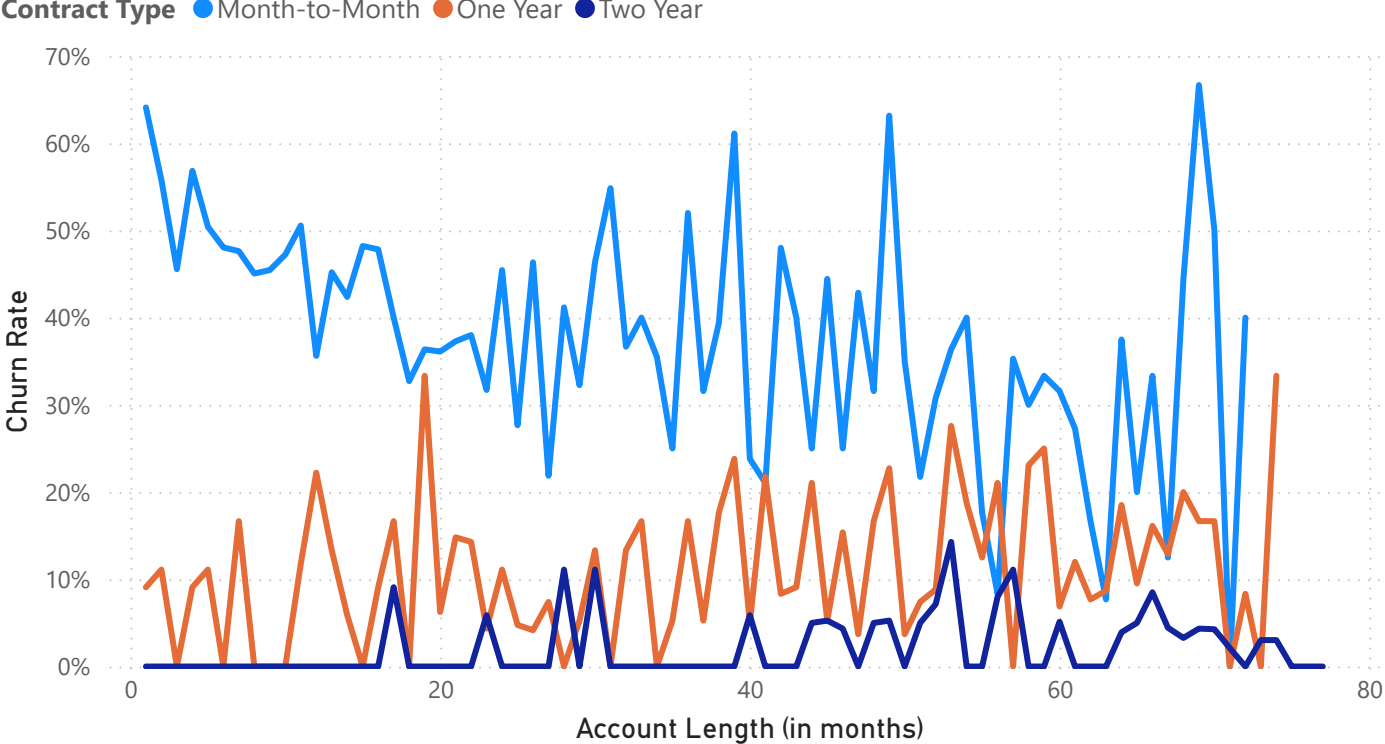


- Almost half of all customers churning are related to competitor offers
- Churn rate in California is massive but we do not know the immediate reasons yet

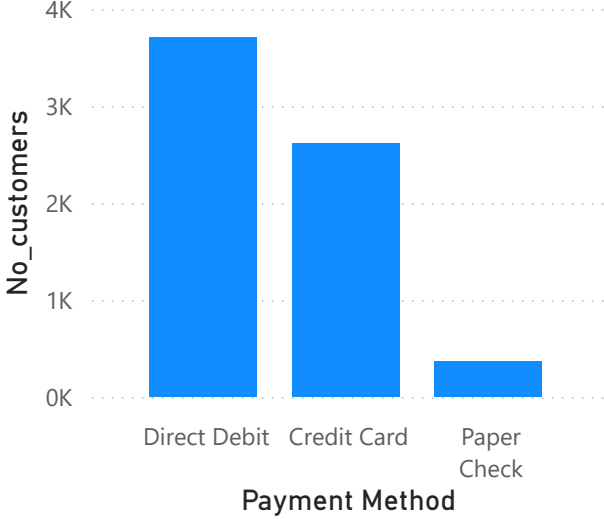
Churn Rate by Account Length (in months)



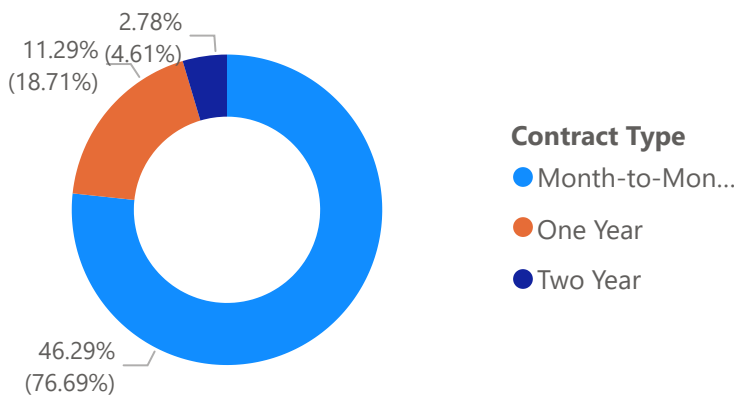
Churn Rate by Account Length (in months) and Contract Type



No of Customers by Payment Method



Churn Rate by Contract Type

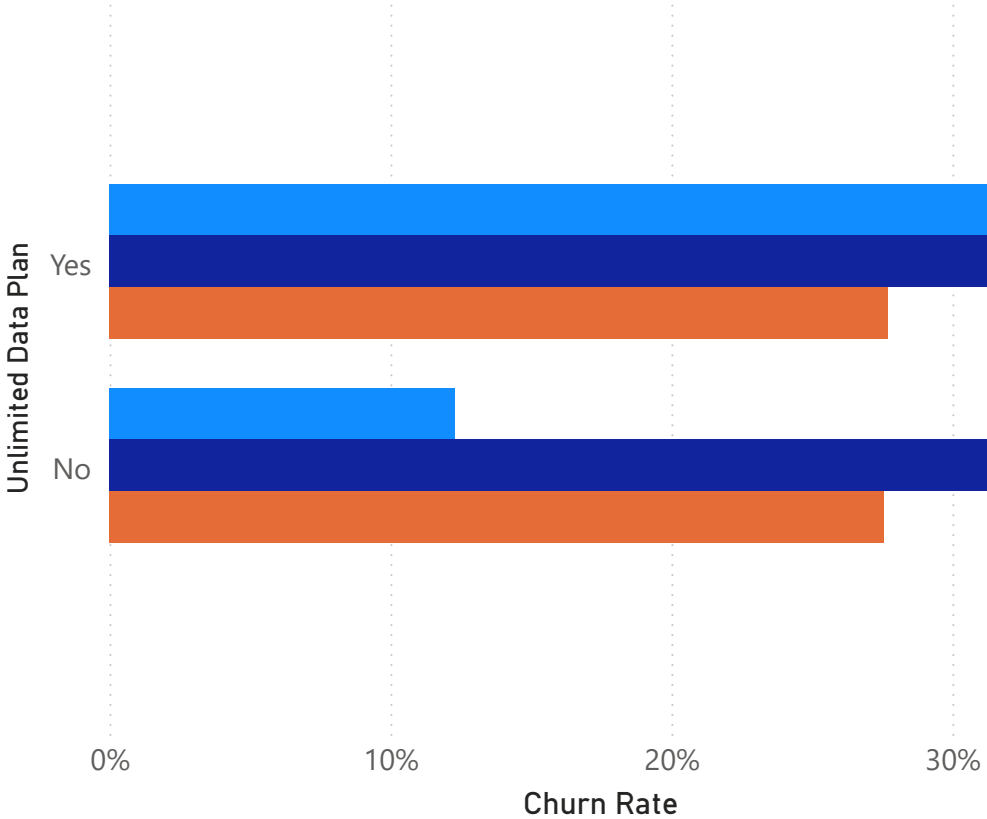


How unlimited data plan influences churn rate

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

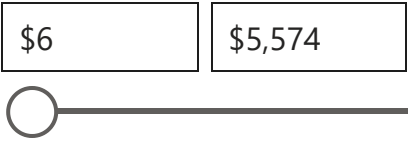
51.10

Average of Intl Calls

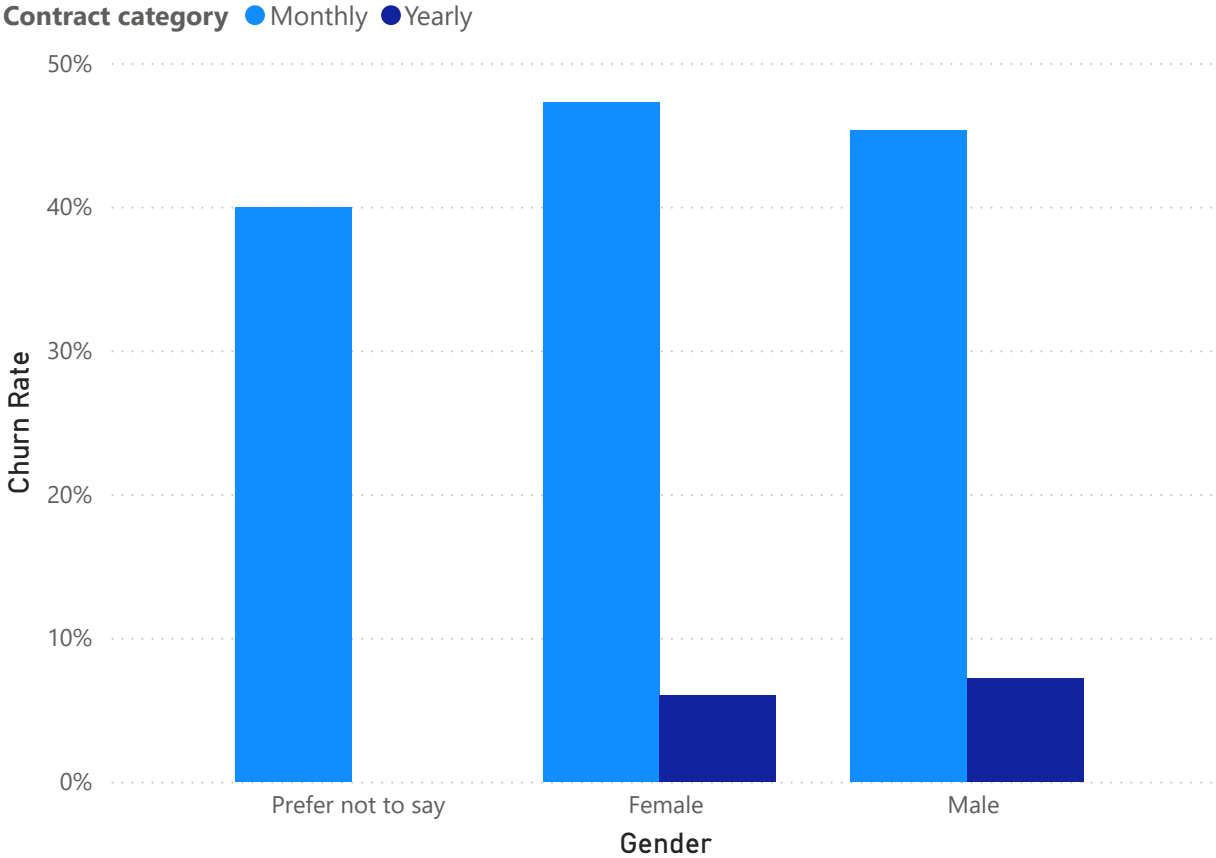
130.07

Average of Intl Mins

Total Charges



Churn Rate by Gender and Contract Category

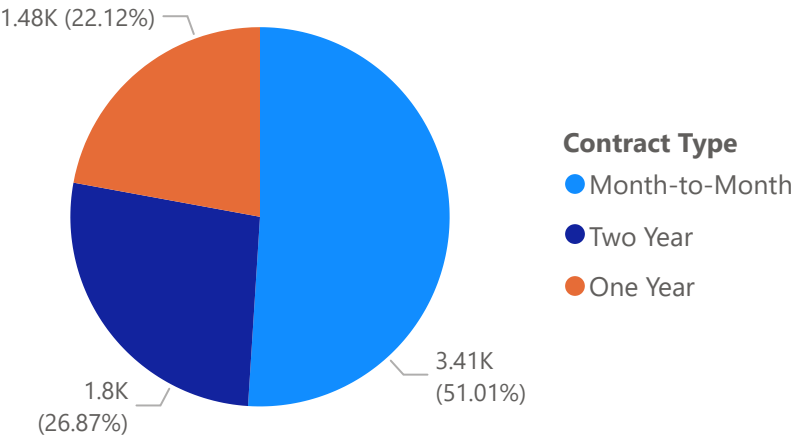


Customers who have monthly contracts churn more than customers who have yearly contracts.

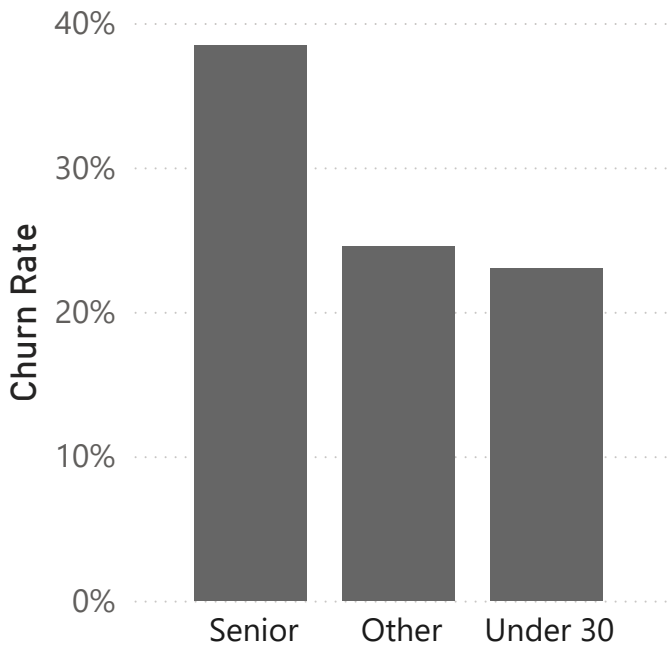
Monthly  
46.29%  
Churn Rate

Yearly  
6.62%  
Churn Rate

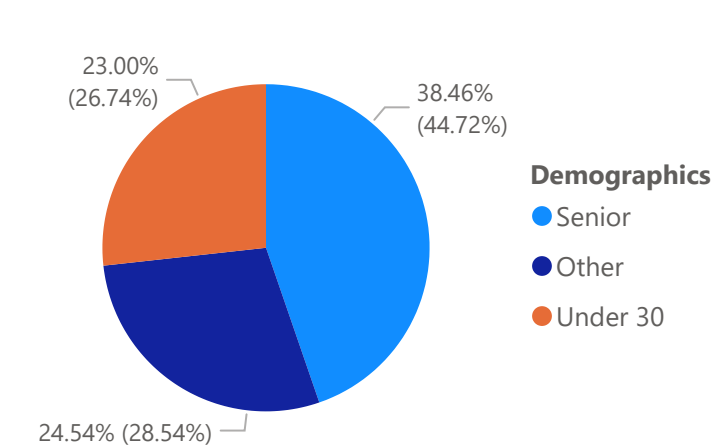
Count of Customer ID by Contract Type



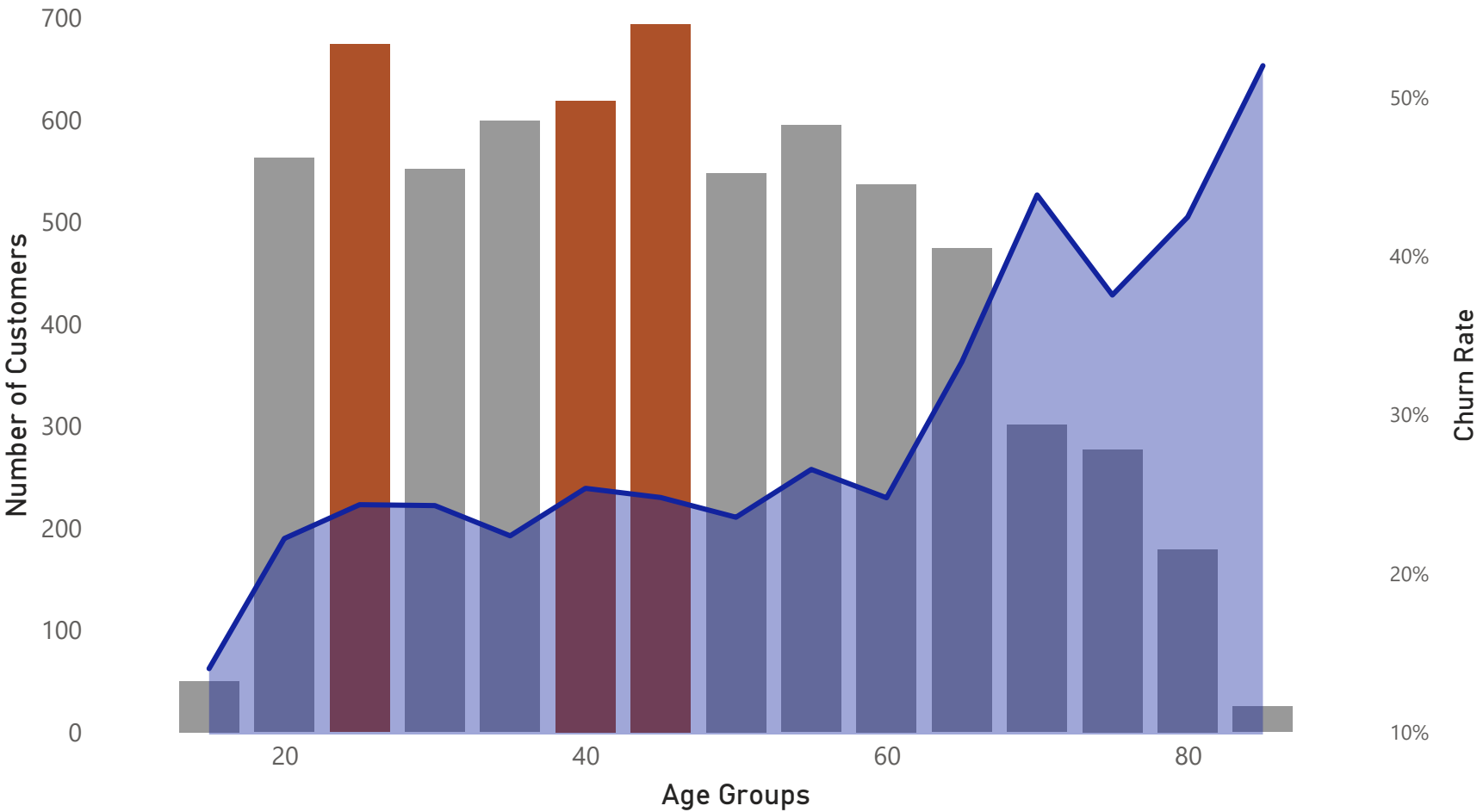
Churn Rate by Demographics



Churn Rate by Demographics



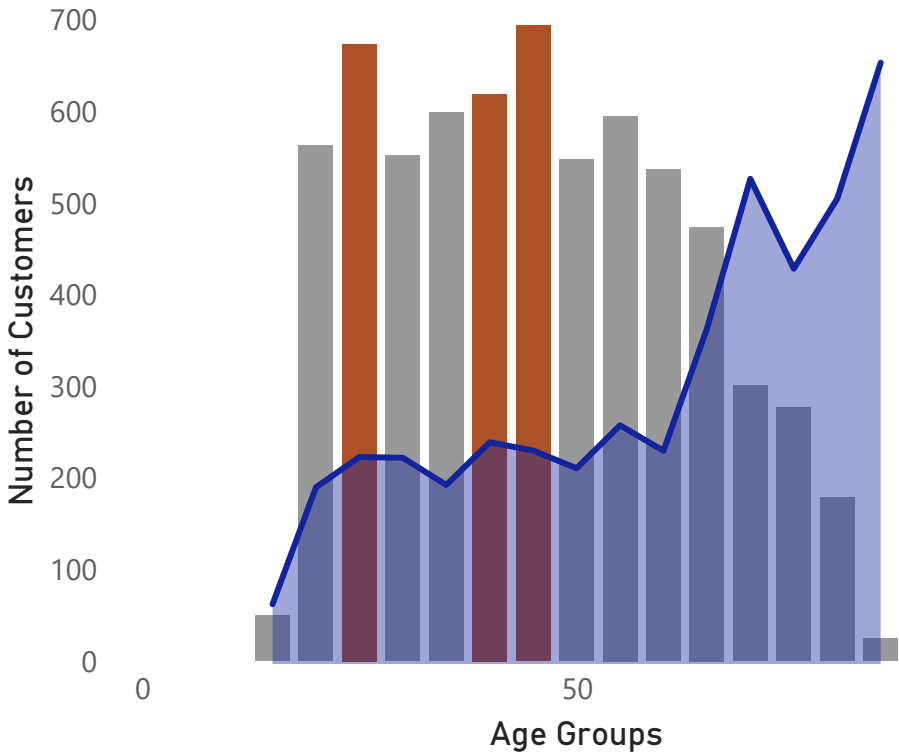
Number of Customers and Churn Rate by Age



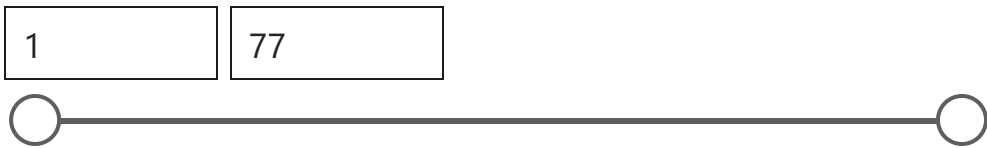
Churn rate for seniors is about 10% higher than the average.



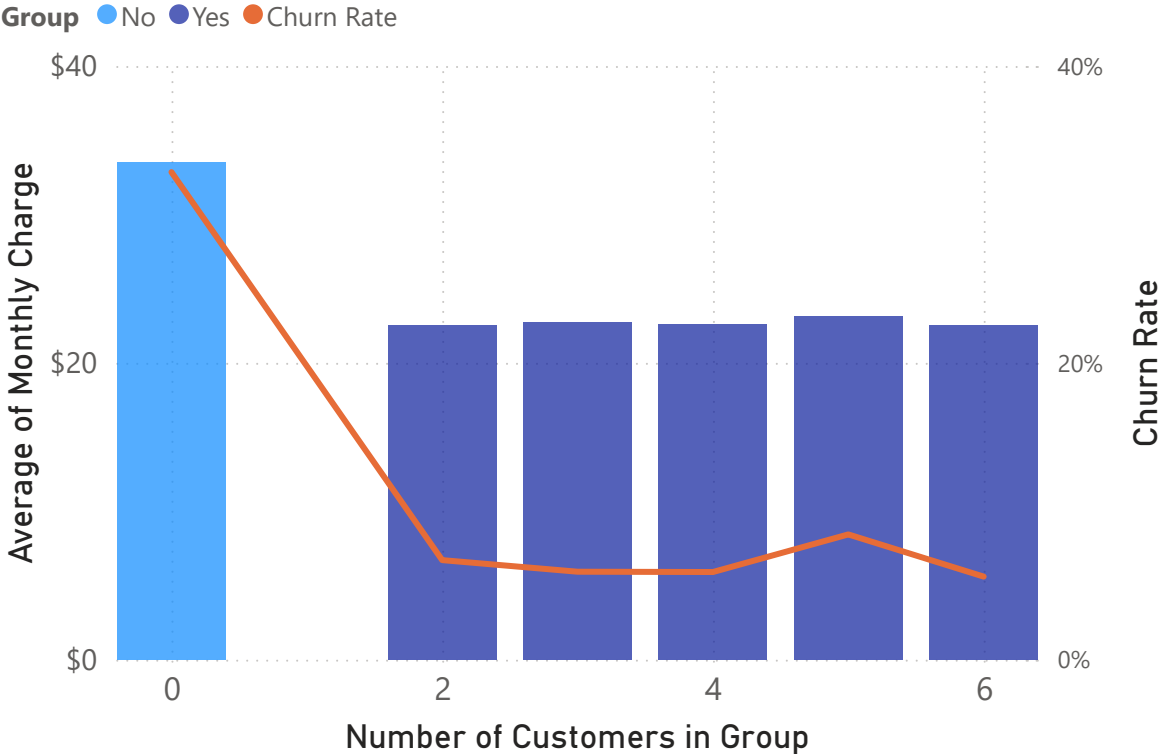
Number of Customers and Churn Rate by Age



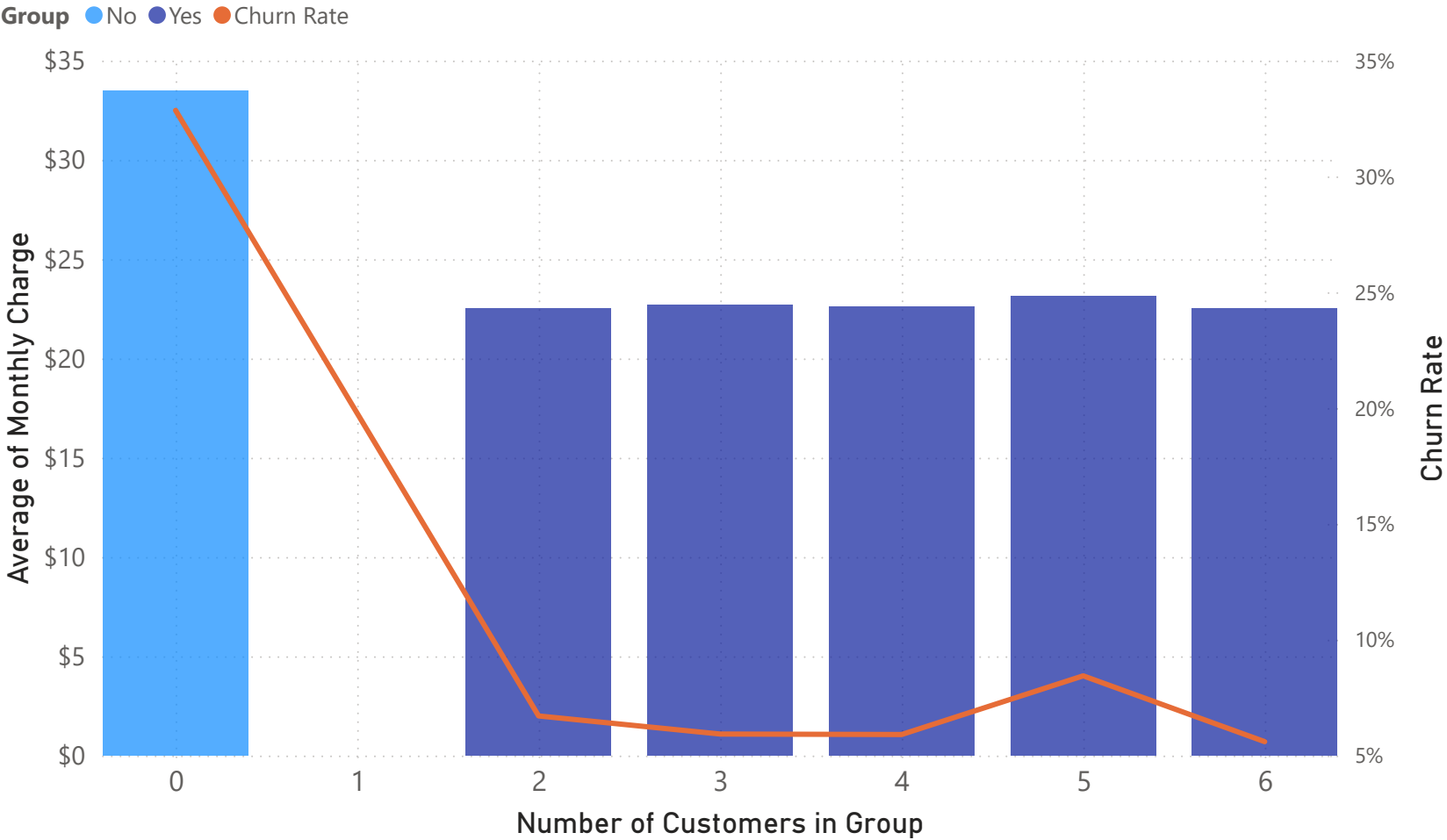
Account Length (in Months)



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



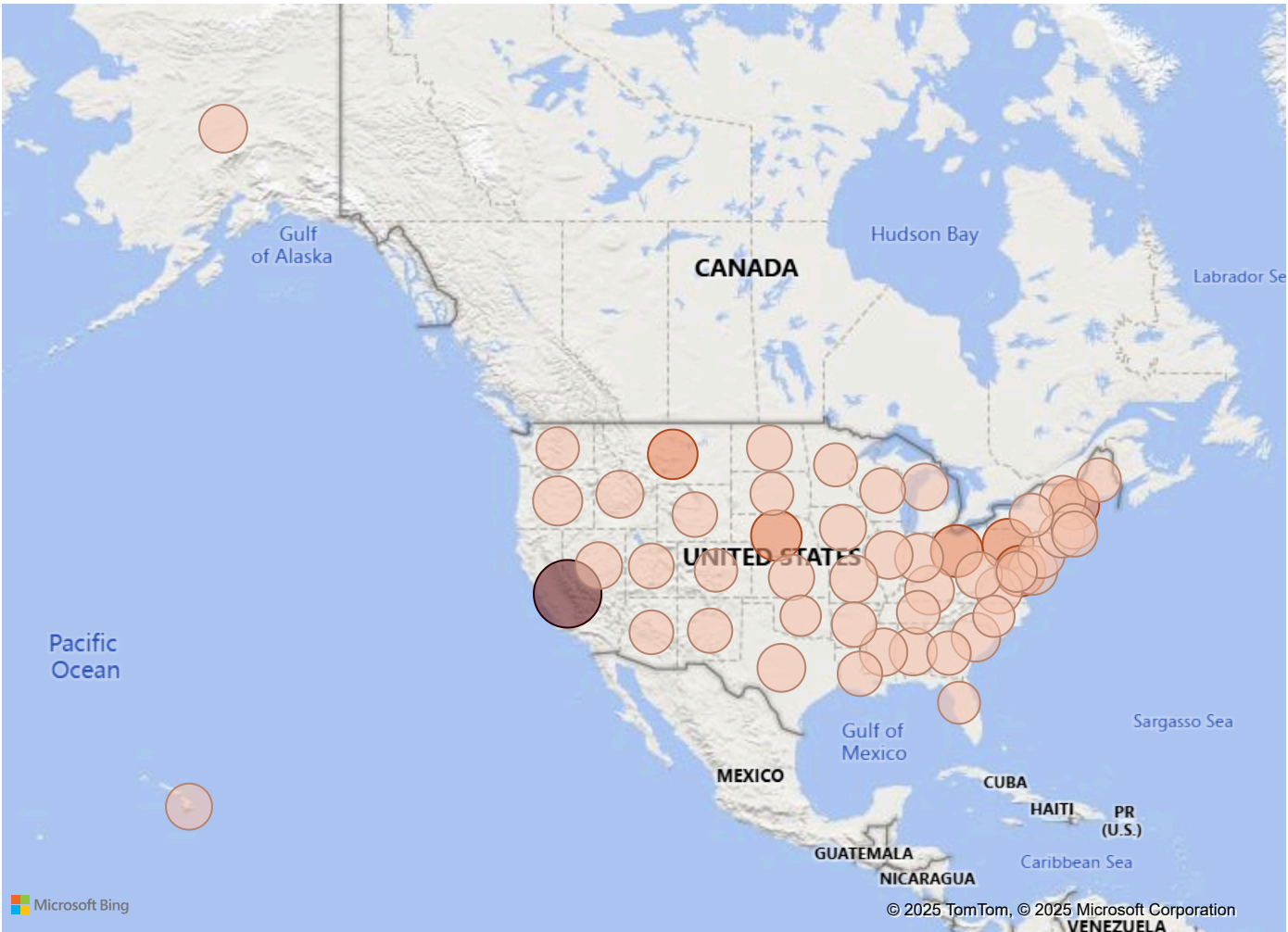
Average of Monthly Charge and Churn Rate by Number of Customers in a Group



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

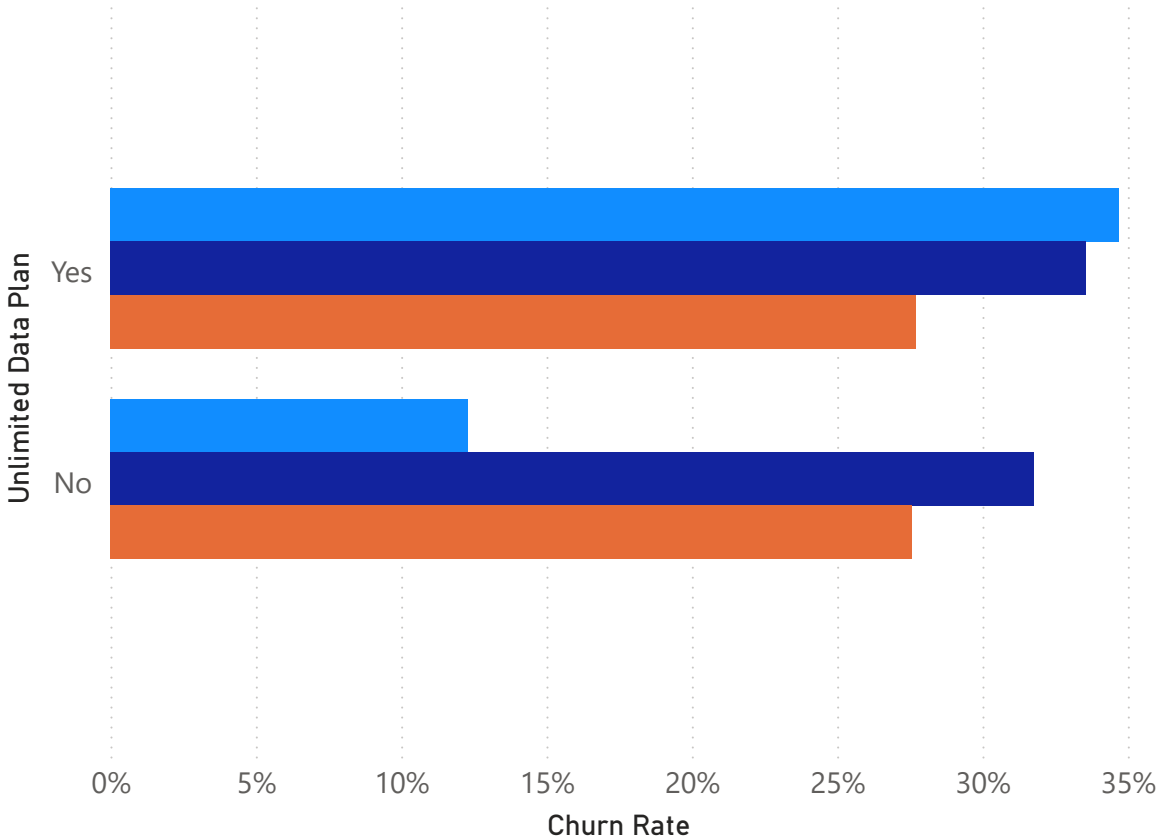
- CA state has a massive churn rate.
- The churn rate of customers who do not have an international plan but do make international calls in CA is 72%. This information is important for the company has it can help the company to make a good decision while allocating its budget for the new promotion.
- 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 Unlimited Data Plan and Grouped Consumption

Grouped consumption    ● Group 1    ● Group 2    ● Group 3



\$33.64

Avg extra international charges

\$3.37

Avg extra data charges

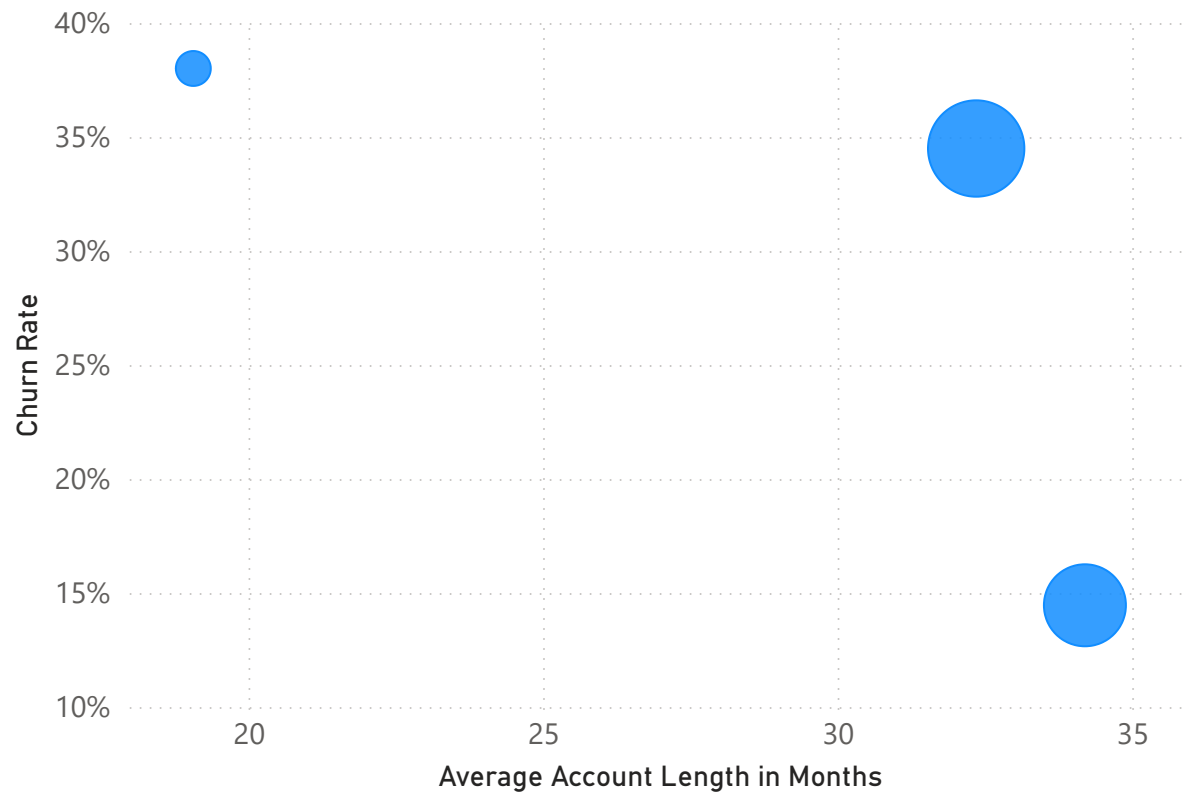
# 6.123K

Sum of Customer Service Calls

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Avg customer service calls

Churn Rate by Account Length (in Months)

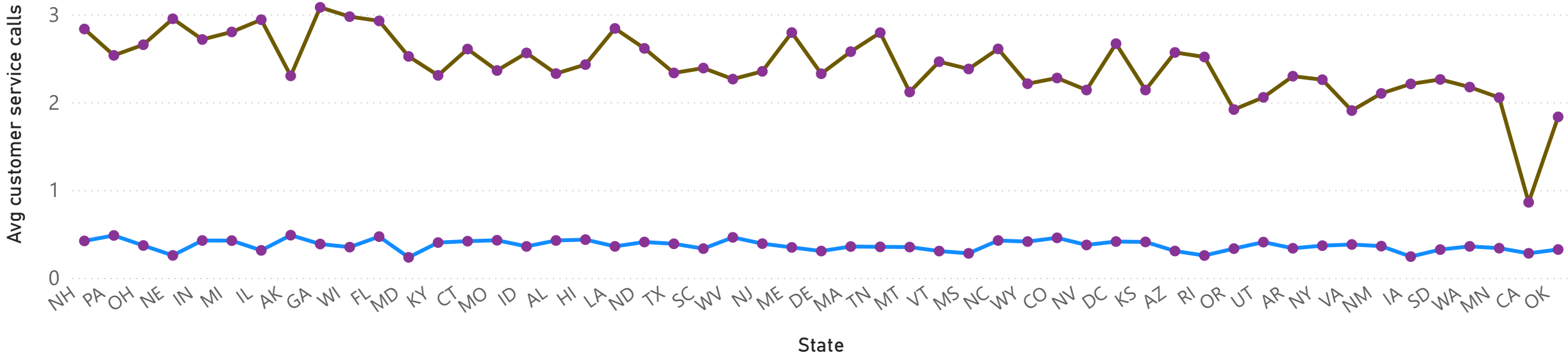


Contract Category, Payment Method

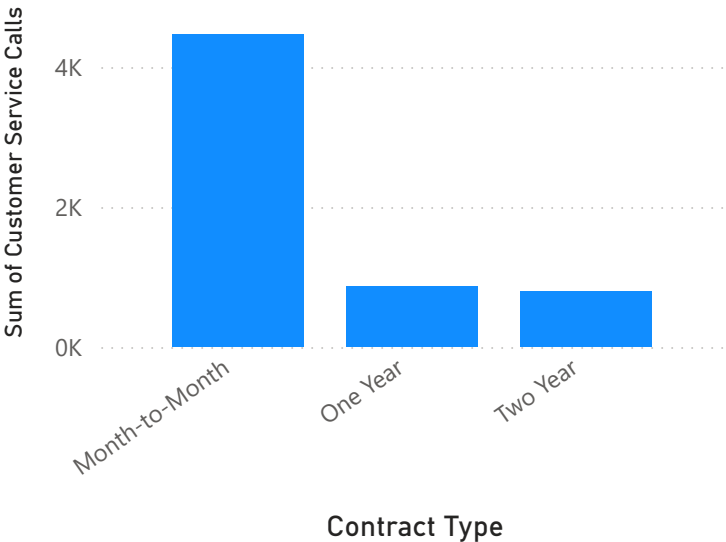
- ☐ Monthly
  - ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check
- ☐ Yearly
  - ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check

Avg Customer Service Calls by Churn Label

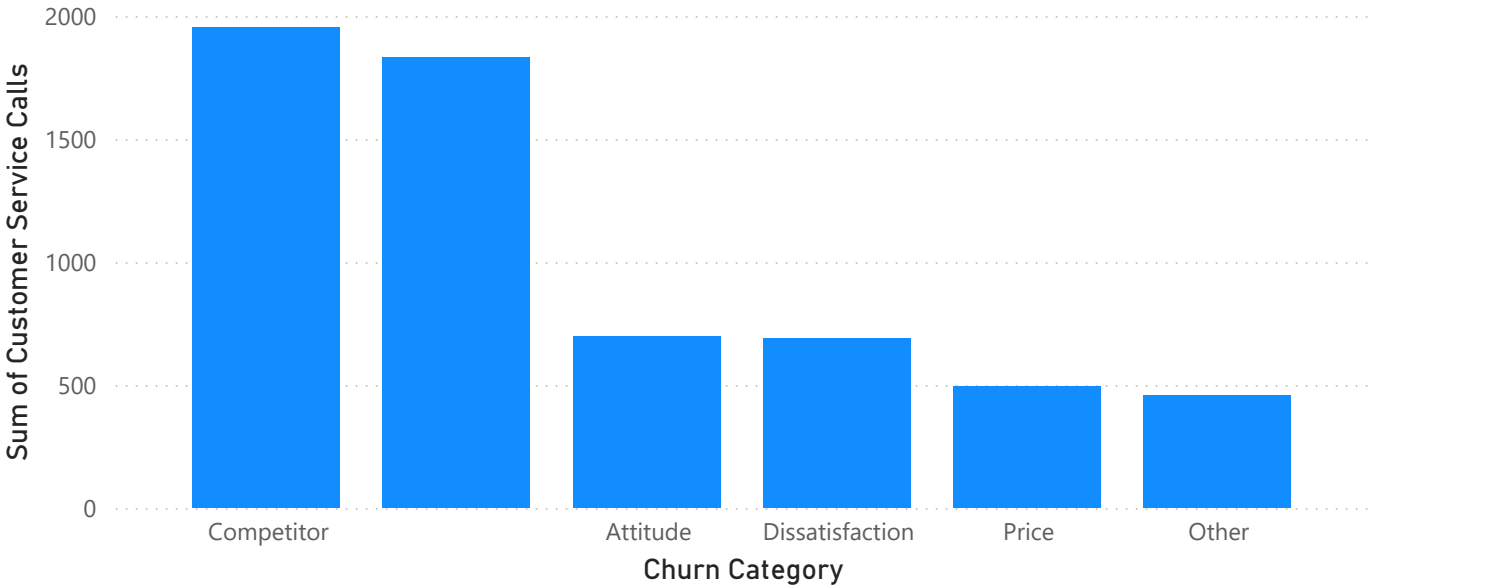
Churn Label ● No ● Yes



Sum of Customer Service Calls by Contract Type



Sum of Customer Service Calls by Churn Category



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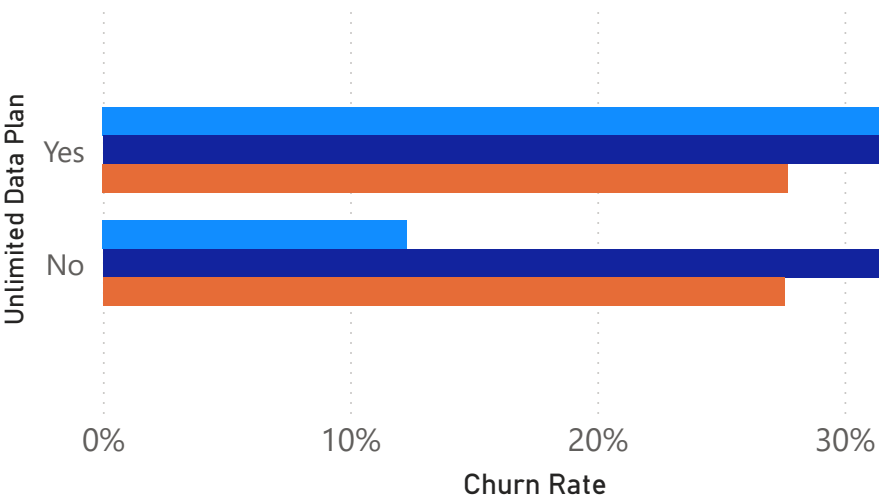
Avg extra international charges

\$3.37

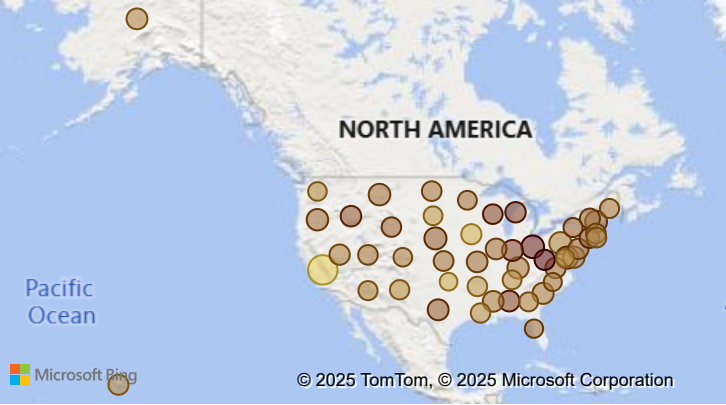
Avg extra data charges

Churn Rate by Unlimited Data Plan and Grouped Consumption

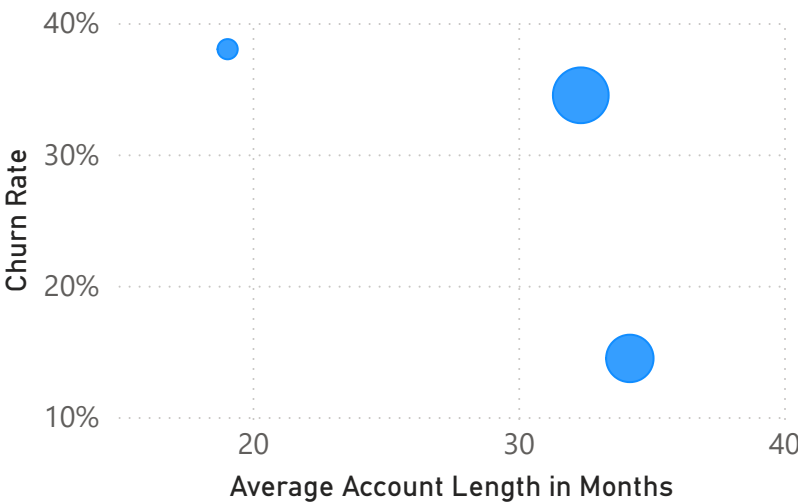
Grouped Consumption Group 1 Group 2 Group 3



Churn Rate by State

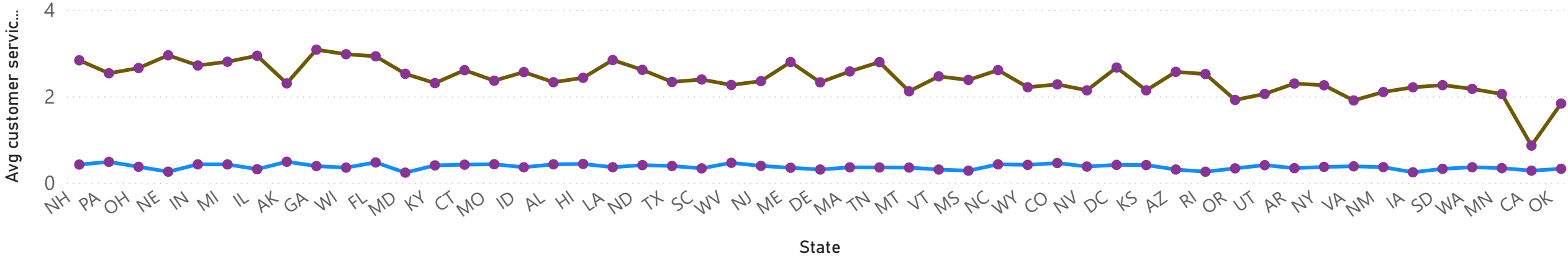


Churn Rate by Account Length (in Months)



Avg Customer Service Calls by Churn Label

Churn Label No Yes



26.86%

Churn Rate

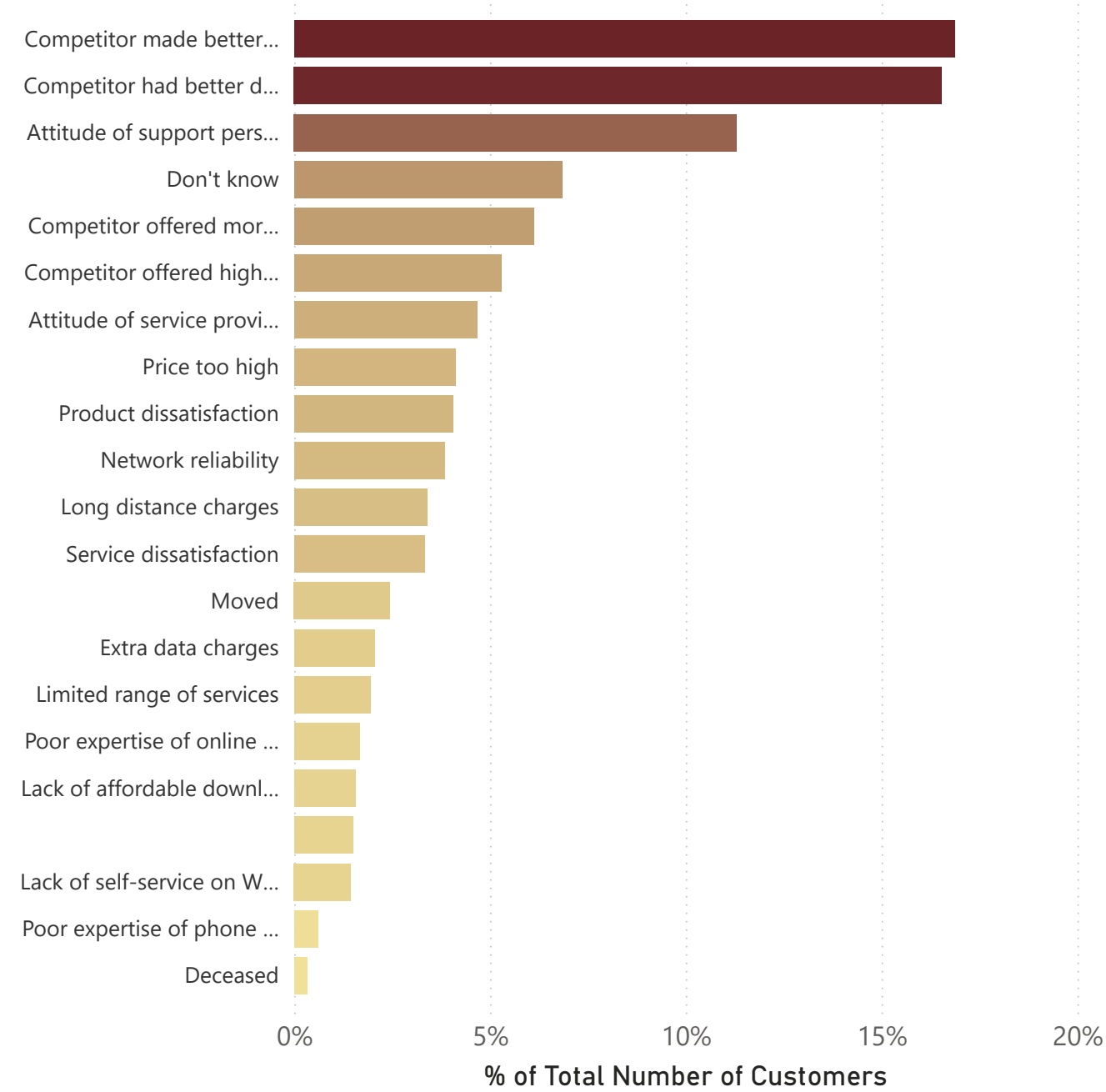
6.687K

Count of Customer ID

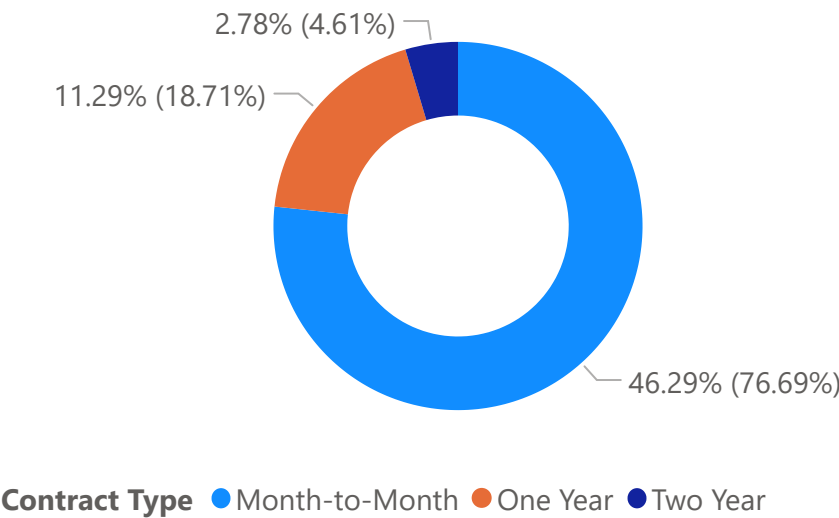
1.796K

Sum of Churned

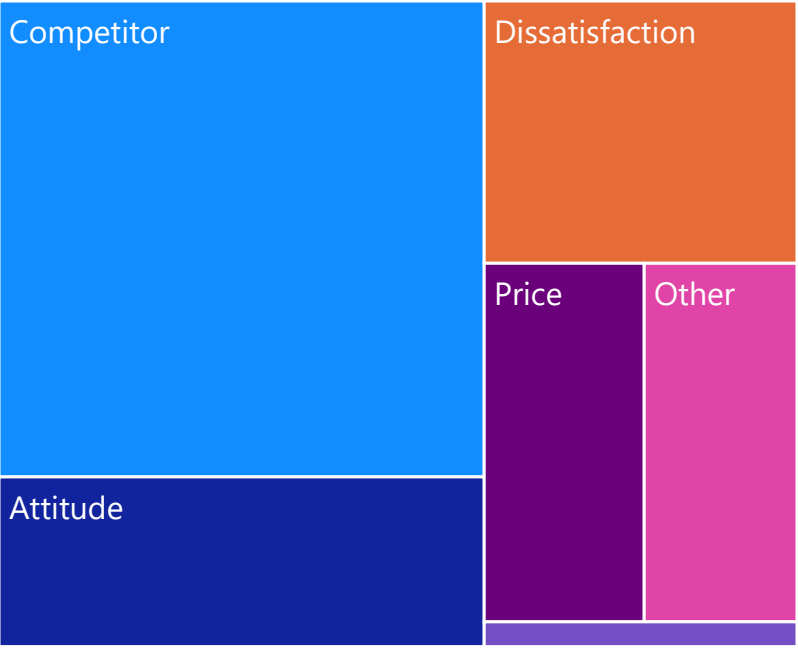
Reasons why Customers Churned



Churn Rate by Contract Type



Percentage of Churned Customers by Category



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

