

Overview

26.86%

Churn Rate

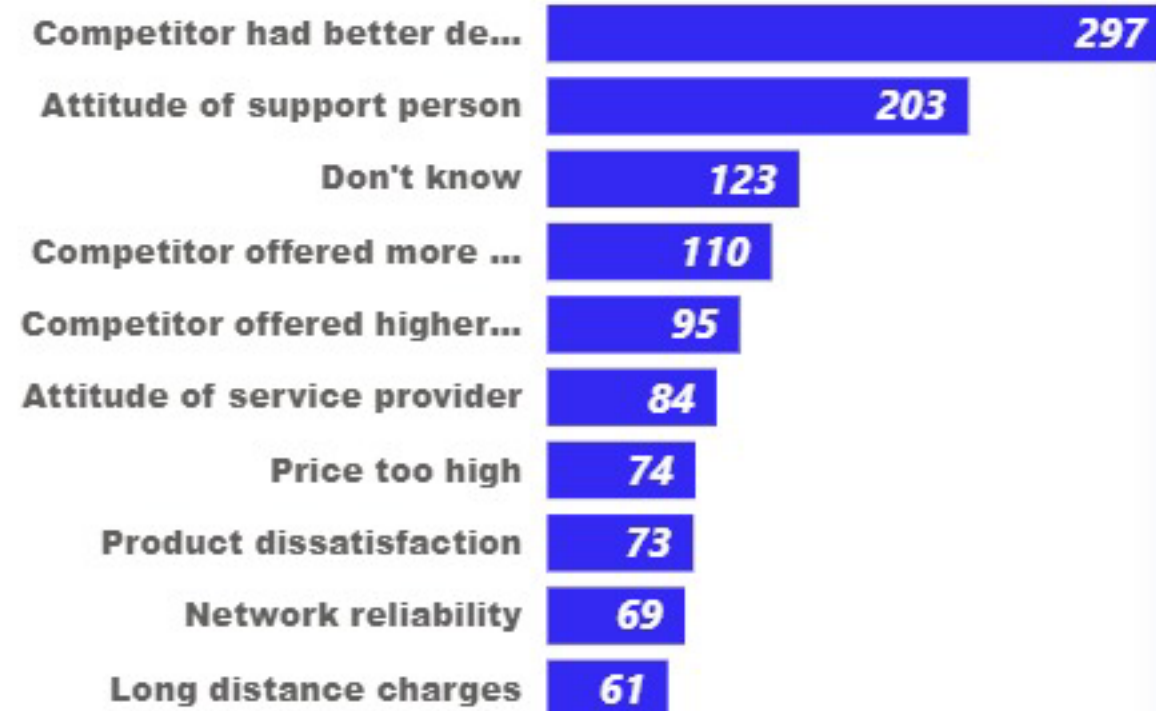
1796

Churned

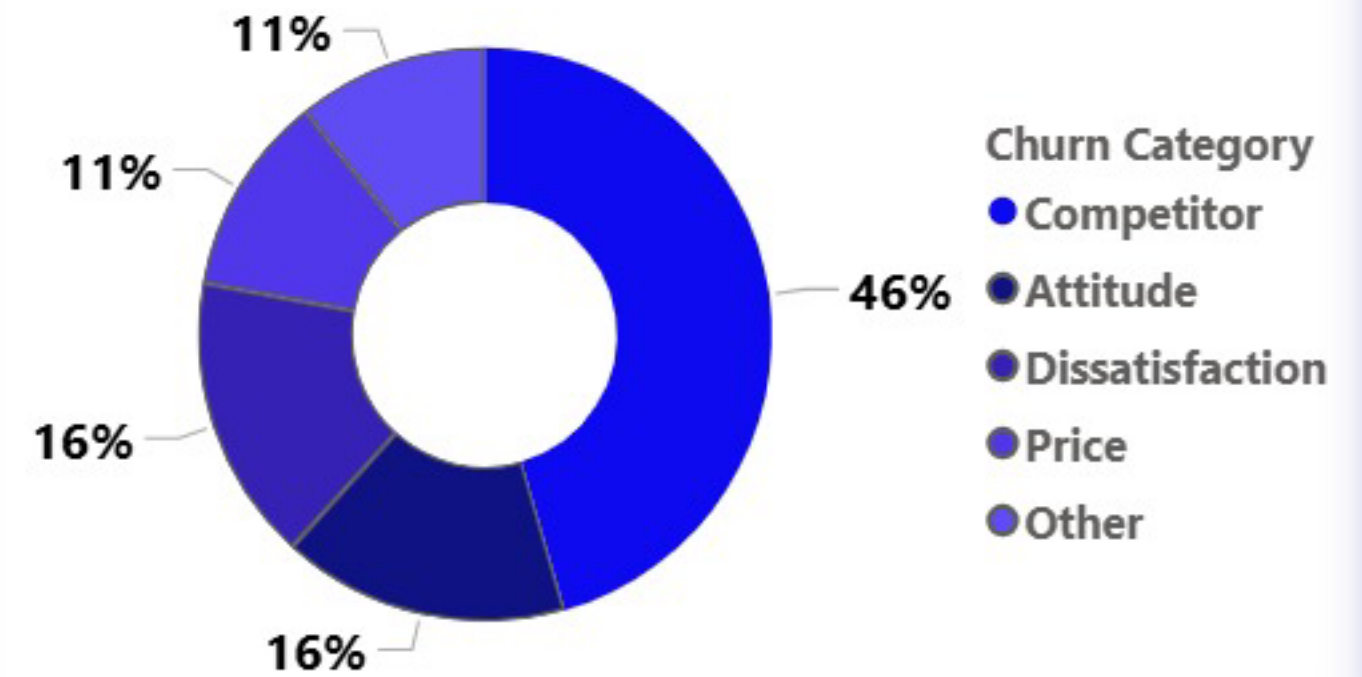
6687

Total Coustomer

Churn Reason



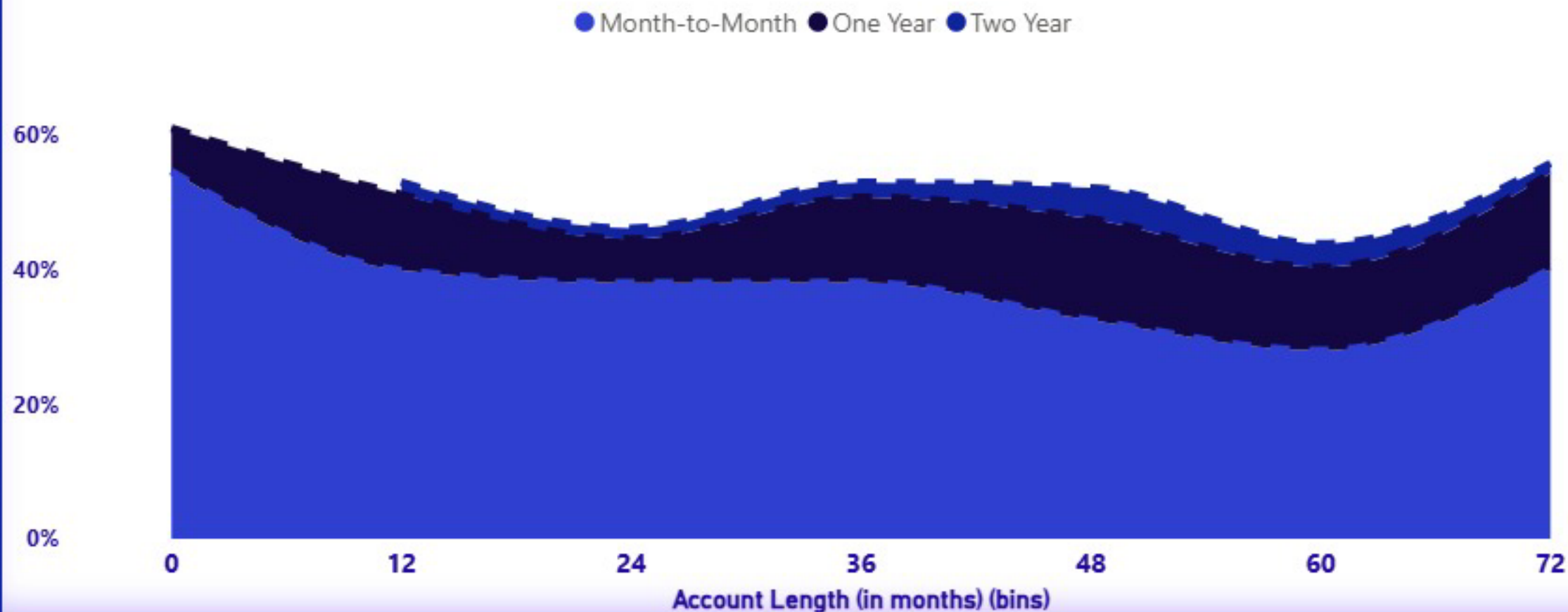
Churn by Category



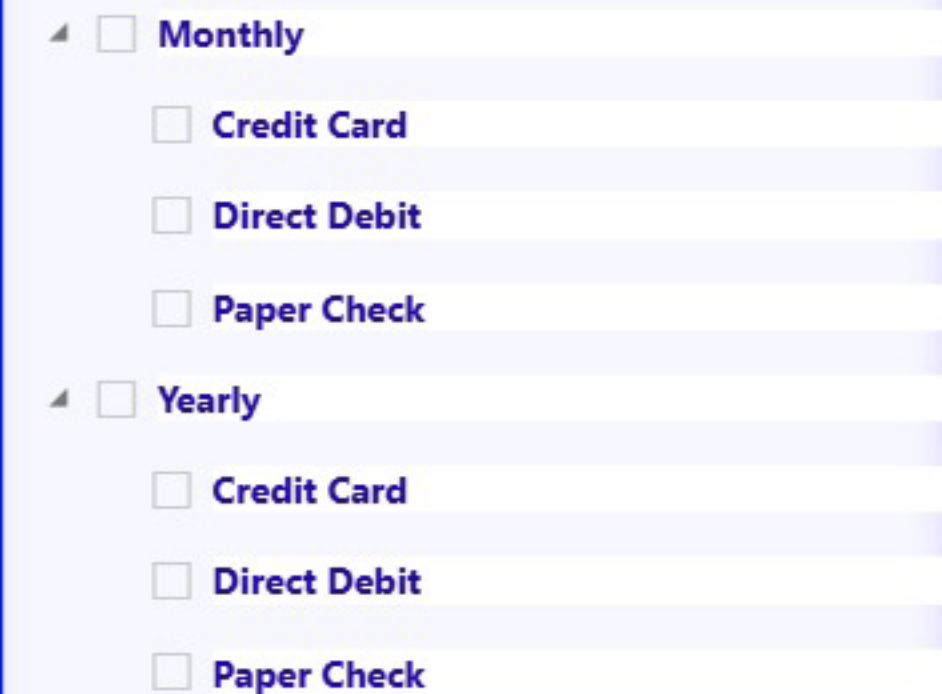
State No Of Coustomer NO Of Churned Coustomer Churn Rate

State	No Of Coustomer	NO Of Churned Coustomer	Churn Rate
WV	213	57	26.76%
OH	158	55	34.81%
OR	156	48	30.77%
AL	161	46	28.57%
MD	140	40	28.57%
Total	6687	1796	26.86%

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

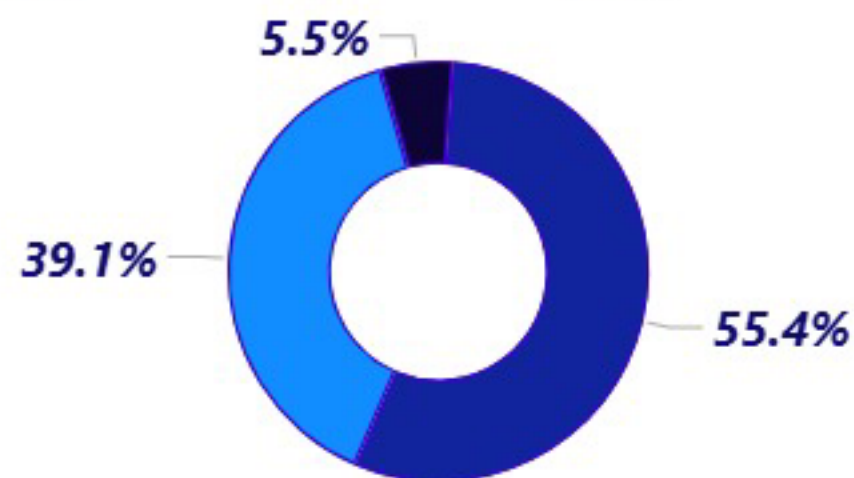


Contract Category, Payment Method

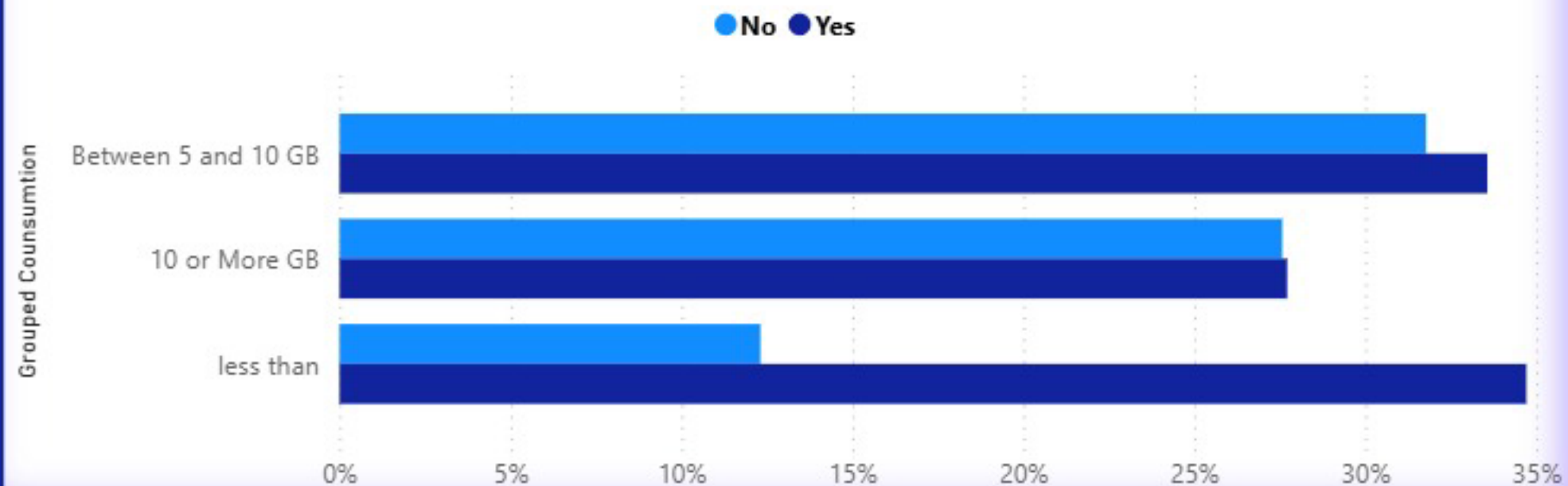


No Of Coustoner by Payment Method

● Direct Debit ● Credit Card ● Paper Check



Churn Rate by Grouped Counsumtion and Unlimited Data Plan



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

6123

Customer Service Calls

33.64

Average of Extra International Charges

3.37

Average of Extra Data Charges

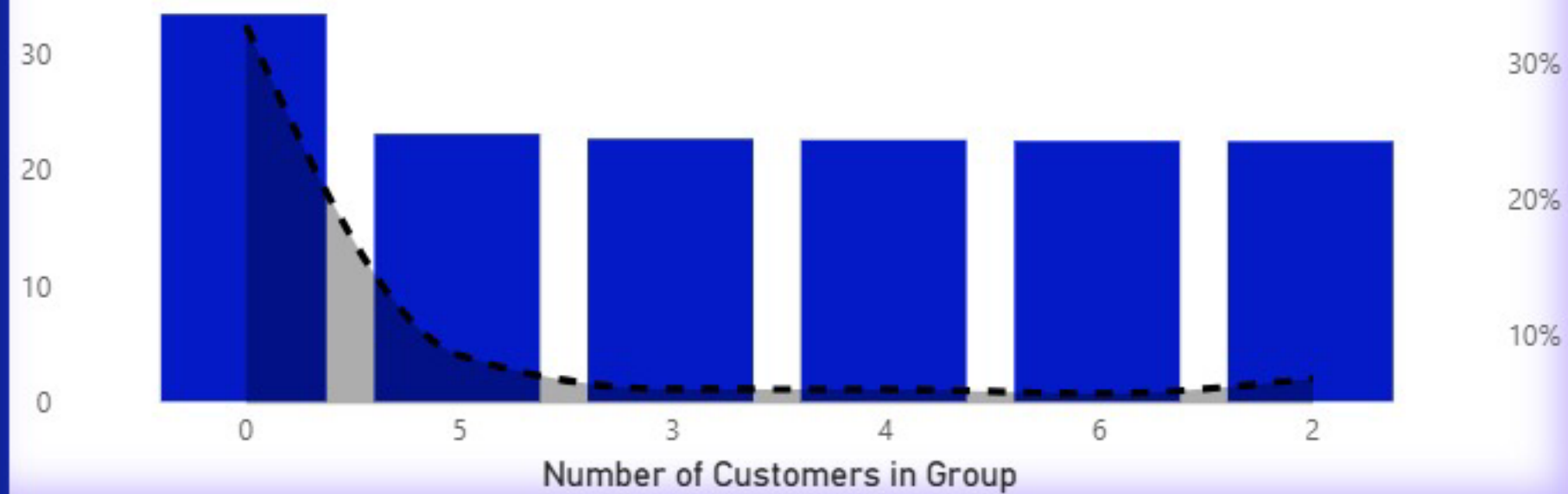
0.92

Average of Customer Service Calls

State	Churn Rate ▼	NO Of Churned Coustomer	No Of Coustomer
WV	26.76%	57	213
OH	34.81%	55	158
OR	30.77%	48	156
AL	28.57%	46	161
MD	32.86%	46	140
CA	63.24%	43	68
MT	31.39%	43	137
IN	29.37%	42	143
TX	28.97%	42	145
VA	27.10%	42	155
ID	27.89%	41	147
MI	27.40%	40	146
NE	32.79%	40	122
NY	23.35%	39	167
VT	26.53%	39	147
WI	25.00%	39	156
CT	25.68%	38	148
MN	22.62%	38	168
WY	24.68%	38	154
Total	26.86%	1796	6689

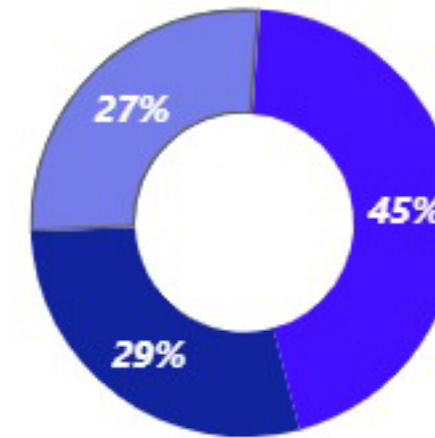
Average of Monthly Charge and Churn Rate by Number of Customers in Group

● Average of Monthly Charge ● Churn Rate



Churn by Demo graphics

● senior ● other ● under30



Monthly

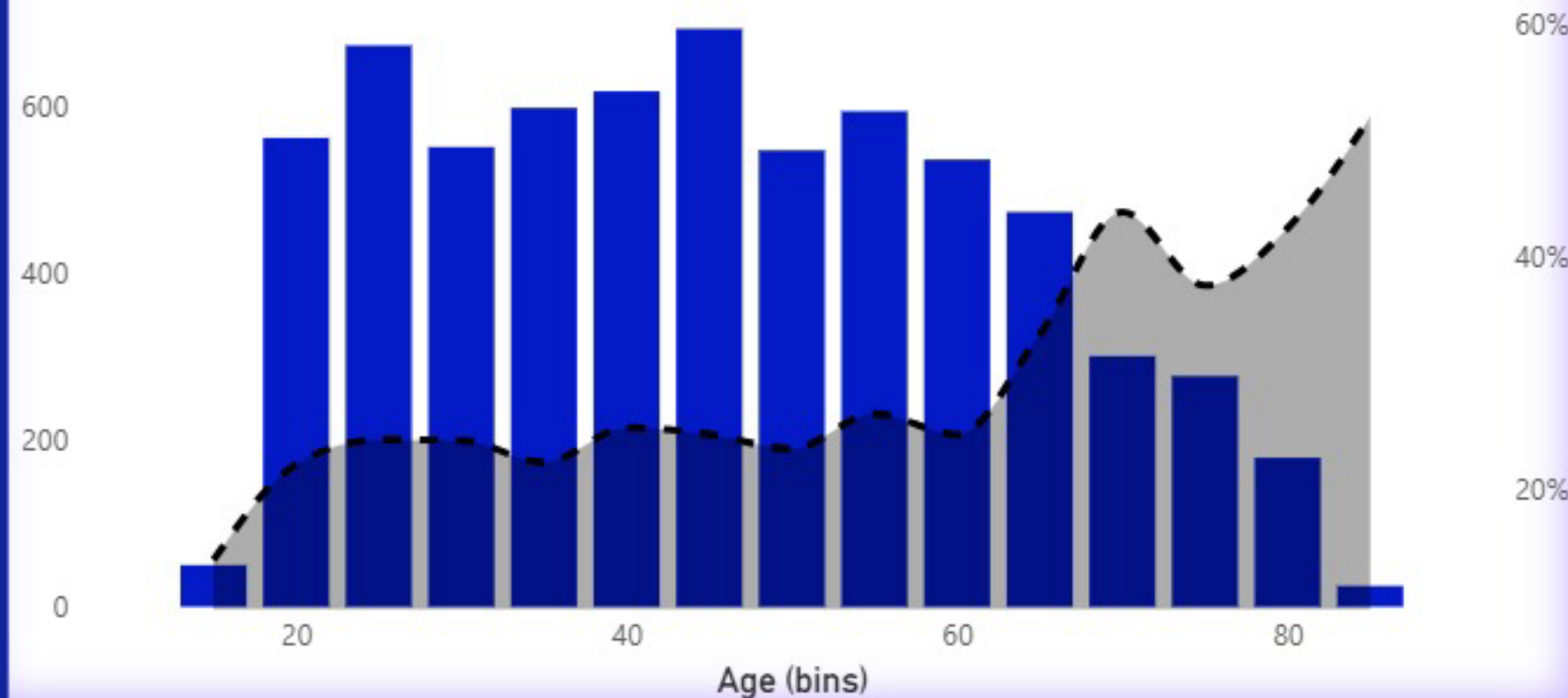
31.28%
Churn Rate

Yearly

11.29%
Churn Rate

No Of Coustomer and Churn Rate by Age (bins)

● No Of Coustomer ● Churn Rate



Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say

