

# CHURN ANALYSIS - SUMMARY

**6,418**

Total Customers

**411**

New Joiners

**1,732**

Total Churn

**27.0%**

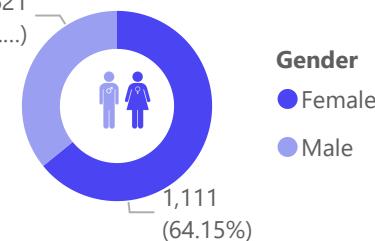
Churn Rate

Churn Prediction

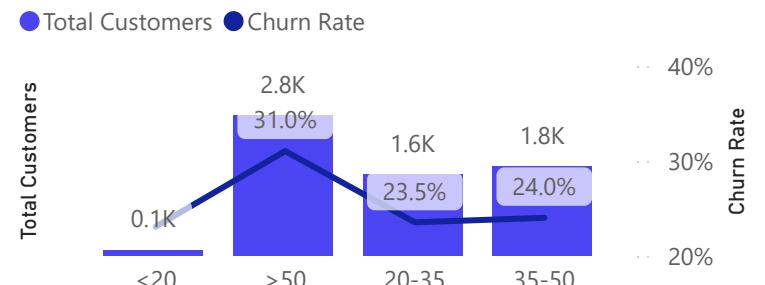


DEMOGRAPHIC

## Total Churn by Gender

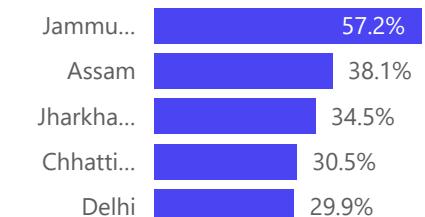


## Total Customers and Churn Rate by Age Group



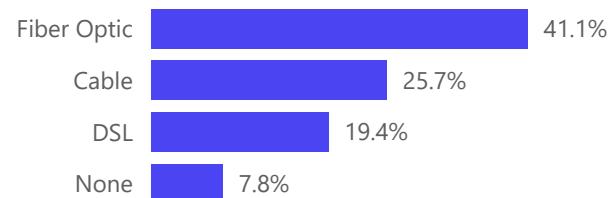
## GEOGRAPHIC

### Churn Rate by State (Top 5)



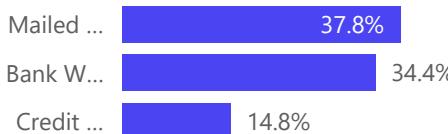
## SERVICES USED

### Churn Rate by Internet Type

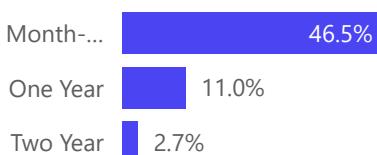


ACCOUNT INFO

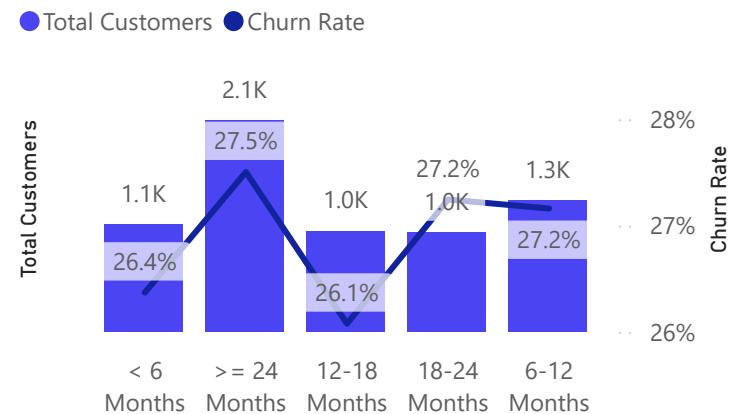
## Churn Rate by Payment



## Churn Rate by Contract

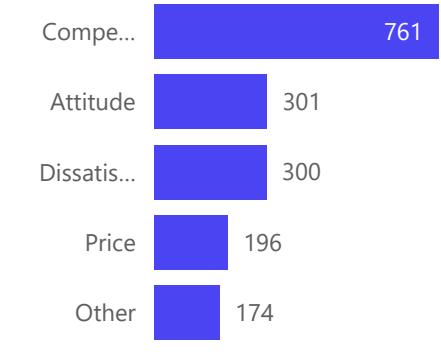


## Total Customers and Churn Rate by Tenure Group



## CHURN DISTRIBUTION

### Total Churn by Churn Category



## Churn by services

Services	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%
Online_Backup	71.0%	28.1%

Churn_Reason	Total Churn
Others	0
Deceased	5
Poor expertise of phone support	12
Lack of self-service on Website	27
Lack of affordable download/upload speed	28
Poor expertise of online support	30
<b>Total</b>	<b>1,732</b>

# CHURN ANALYSIS - PREDICTION

Summary

## PREDICTED CHURNER PROFILE

Female

**269**



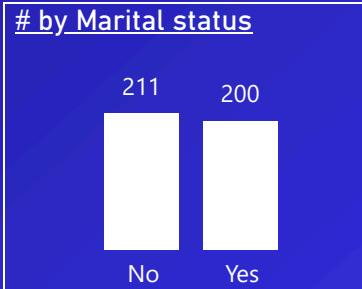
Male

**142**

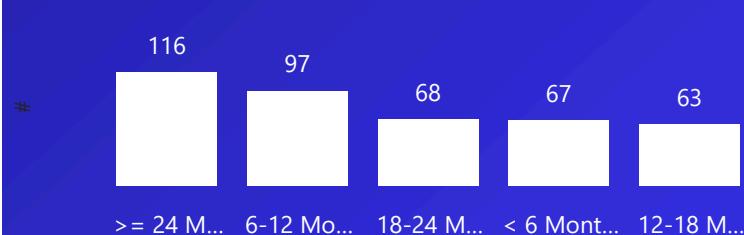
### # by Age Group



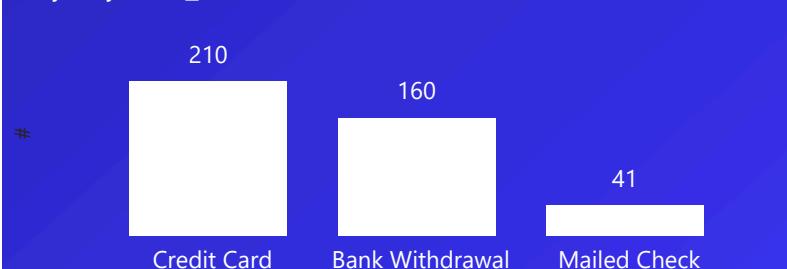
### # by Marital status



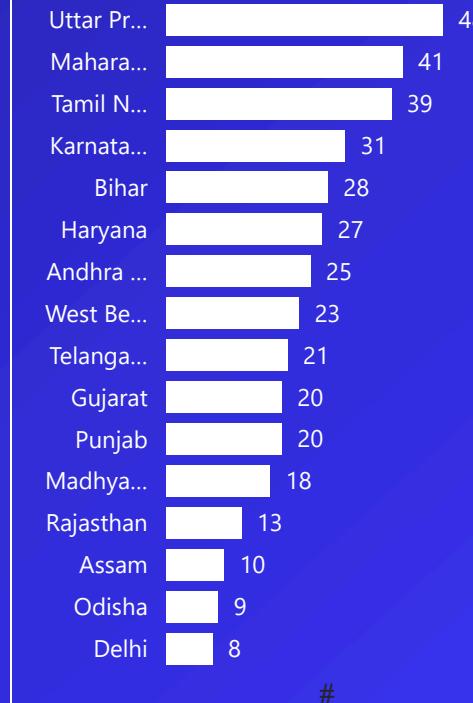
### # by Tenure Group



### # by Payment Method



### # by State



### # by Contract



## CUSTOMERS AT RISK

**COUNT OF PREDICTED CHURNERS : 411**

Customer_ID	Monthly_Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Total_Discounts
79700-KER	107.95	456.10	0.00	
91505-DEL	94.85	449.09	0.00	
28281-KAR	80.35	402.69	0.00	
39623-HAR	74.60	387.58	0.00	
21956-JHA	82.30	369.31	0.00	
12056-WES	90.40	362.89	0.00	
26448-BIH	75.30	361.07	0.00	
84789-PUN	107.95	356.58	0.00	
19747-WES	64.50	356.05	0.00	
19811-MAH	89.85	348.30	0.00	
19998-AND	85.70	346.27	0.00	
13666-UTT	95.40	344.18	0.00	
71197-PUN	77.40	339.41	0.00	
48307-WES	69.95	338.98	0.00	
99515-ASS	65.25	337.94	0.00	
33472-HAR	73.85	336.35	0.00	
35606-BIH	75.05	331.73	5.49	
51214-MAH	73.60	324.52	0.00	
<b>Total</b>		<b>49,281.56</b>		<b>108.35</b>