

CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

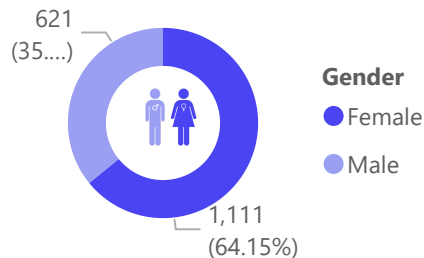
27.0%

Churn Rate

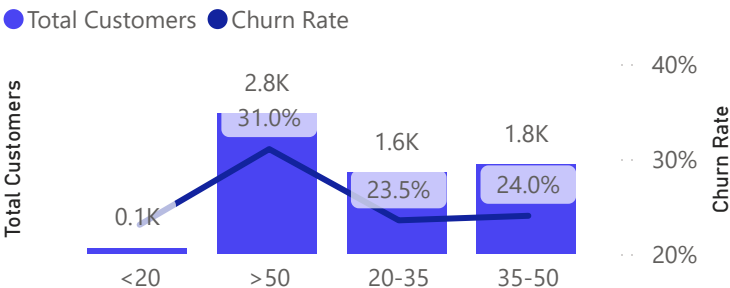


DEMOGRAPHIC

Total Churn by Gender

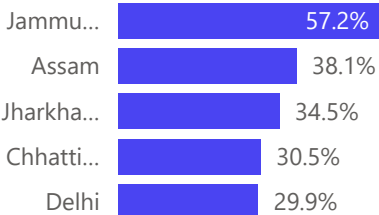


Total Customers and Churn Rate by Age Group



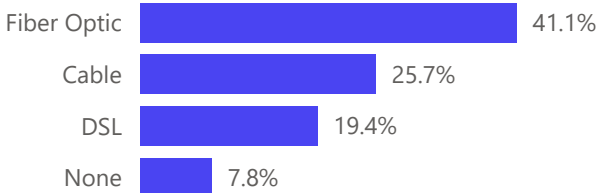
GEOGRAPHIC

Churn Rate by State(Top 5)



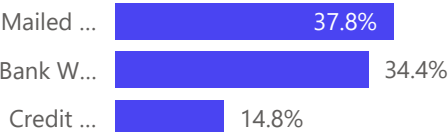
SERVICES USED

Churn Rate by Internet Type

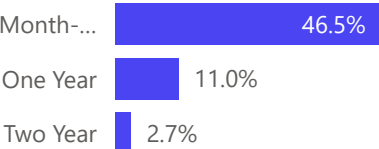


ACCOUNT INFO

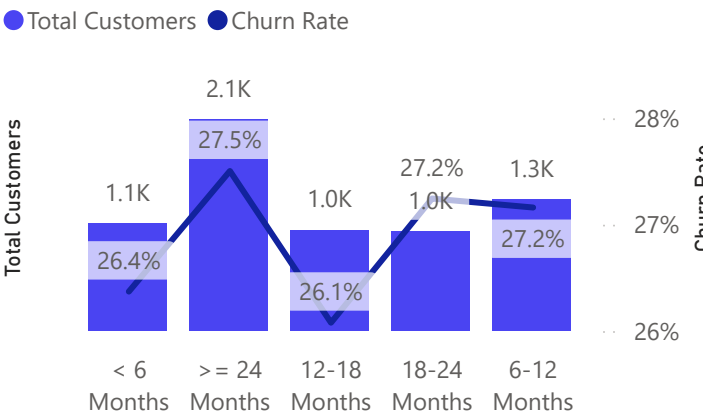
Churn Rate by Payment



Churn Rate by Contract

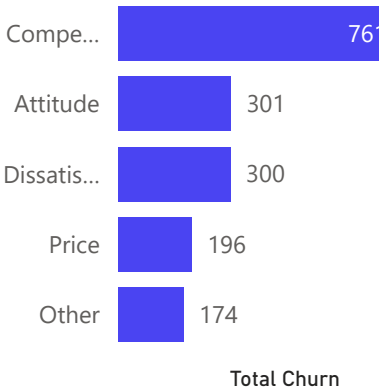


Total Customers and Churn Rate by Tenure Group



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	71.8%	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
Total	1,732

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

Female

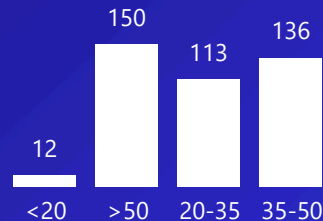
269



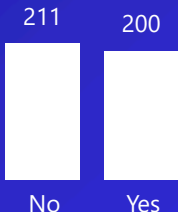
Male

142

by Age Group



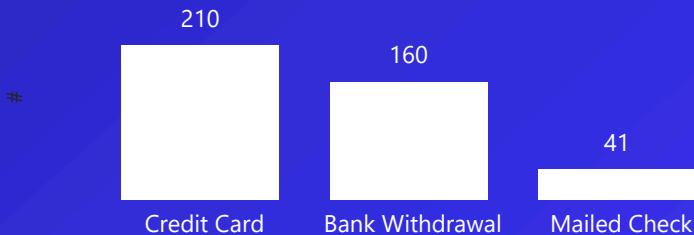
by Marital status



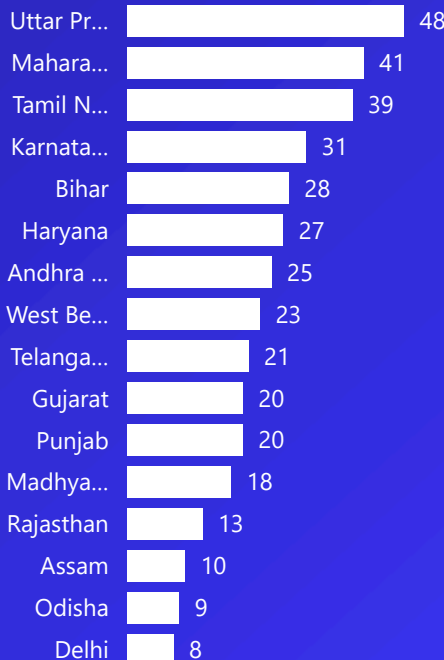
by Tenure Group



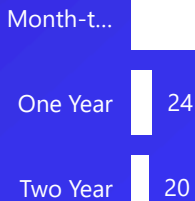
by Payment Method



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_Profit
79700-KER	107.95	456.10	0.00	456.10
91505-DEL	94.85	449.09	0.00	449.09
28281-KAR	80.35	402.69	0.00	402.69
39623-HAR	74.60	387.58	0.00	387.58
21956-JHA	82.30	369.31	0.00	369.31
12056-WES	90.40	362.89	0.00	362.89
26448-BIH	75.30	361.07	0.00	361.07
84789-PUN	107.95	356.58	0.00	356.58
19747-WES	64.50	356.05	0.00	356.05
19811-MAH	89.85	348.30	0.00	348.30
19998-AND	85.70	346.27	0.00	346.27
13666-UTT	95.40	344.18	0.00	344.18
71197-PUN	77.40	339.41	0.00	339.41
48307-WES	69.95	338.98	0.00	338.98
99515-ASS	65.25	337.94	0.00	337.94
33472-HAR	73.85	336.35	0.00	336.35
35606-BIH	75.05	331.73	5.49	326.24
51214-MAH	73.60	324.52	0.00	324.52
Total		49,281.56	108.35	49,173.21