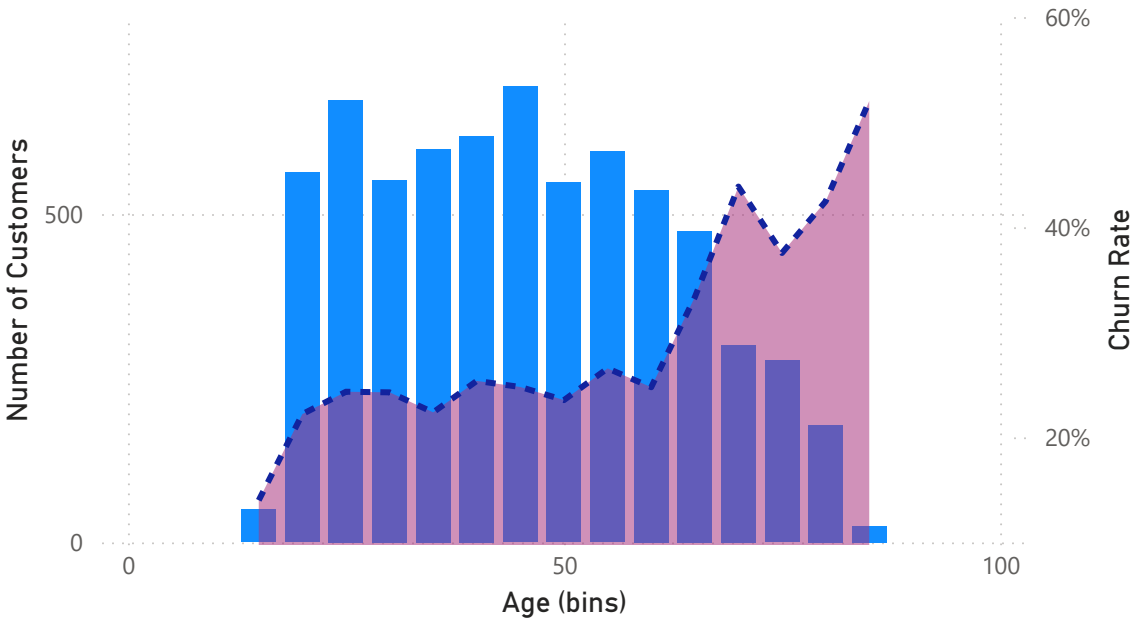| Demographics	Churn Rate
Other	24.54%
Senior	38.46%
Under 30	23.00%
Total	**26.86%**

6687
Number of Customers
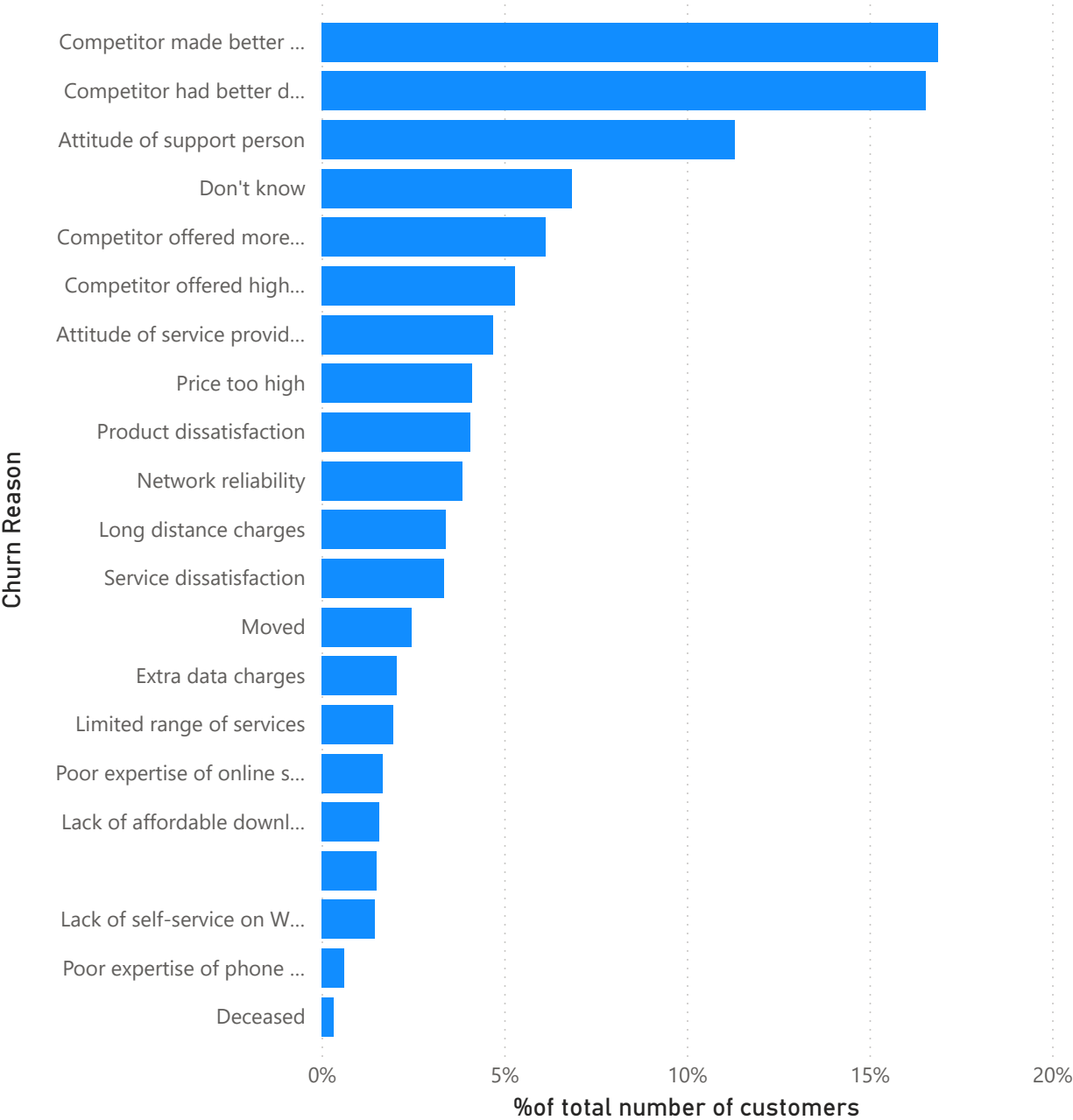
26.86%
Churn Rate

1796
Number of Churned Customers

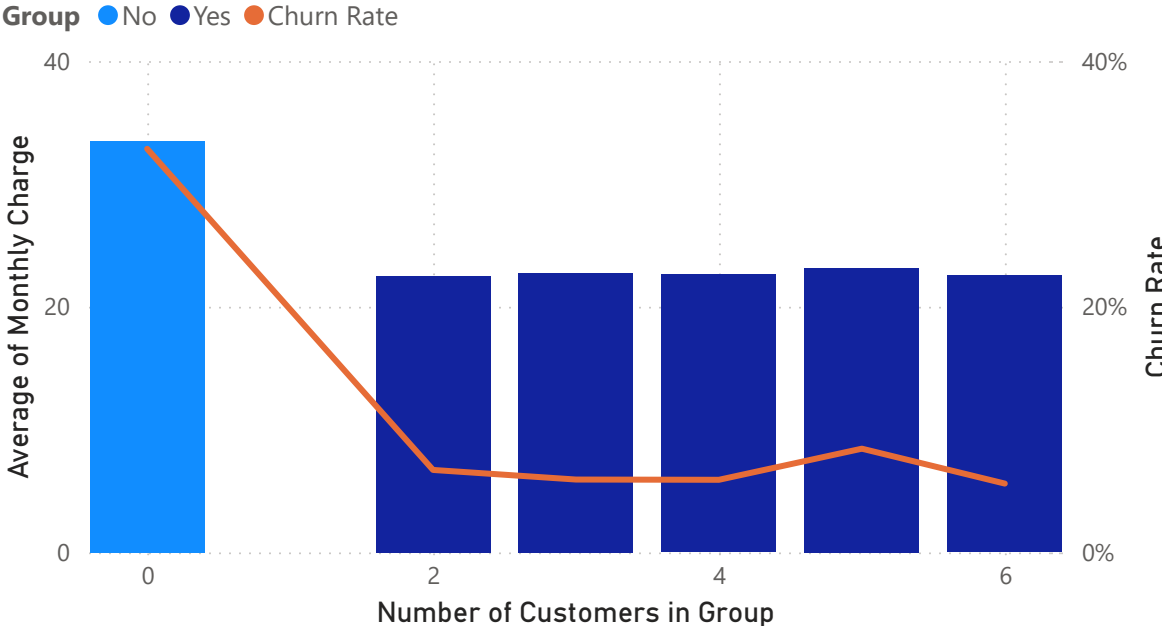**Number of Customers, Churn Rate and Churn Rate by Age (bins)**
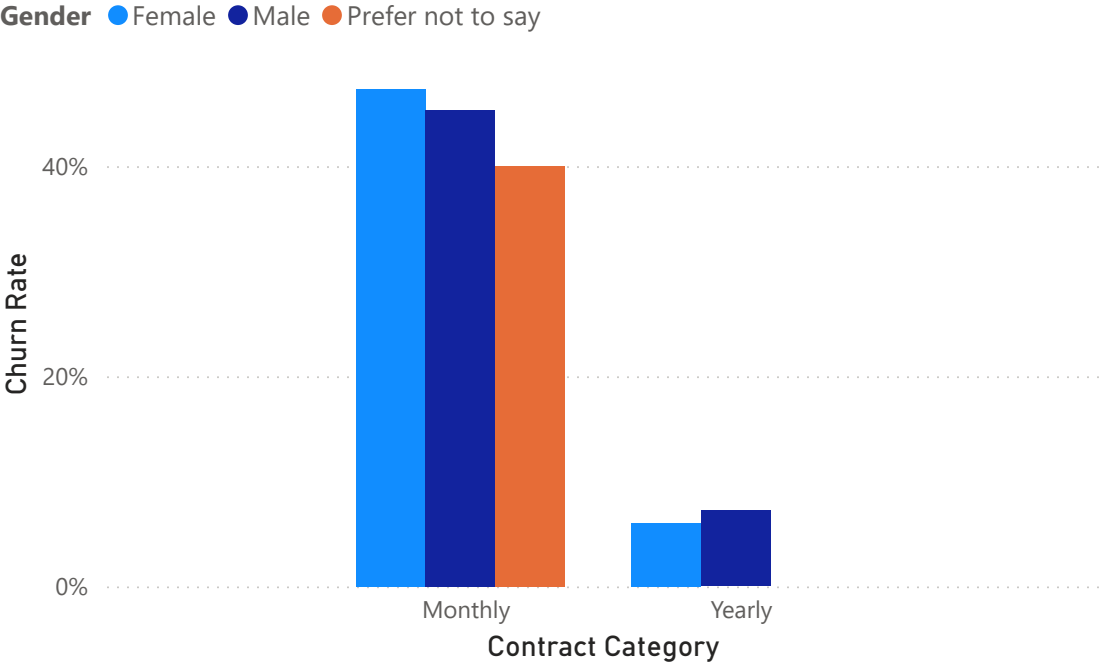
● Number of Customers ● Churn Rate

Churn Reasons
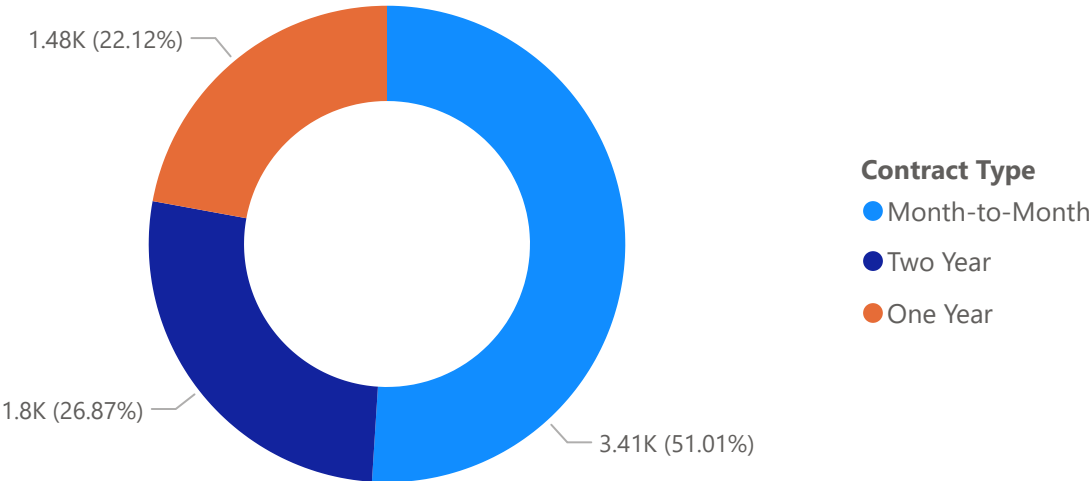

- Competitor made better ...
- Competitor had better d...
- Attitude of support person
- Don't know
- Competitor offered more...
- Competitor offered high...
- Attitude of service provid...
- Price too high
- Product dissatisfaction
- Network reliability
- Long distance charges
- Service dissatisfaction
- Moved
- Extra data charges
- Limited range of services
- Poor expertise of online s...
- Lack of affordable downl...
- Lack of self-service on W...
- Poor expertise of phone ...
- Deceased

%of total number of customers

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

Group ● No ● Yes ● Churn Rate

Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say

Churn by Category

- 44.82% (44.82%)
- 1.50% (1.5%)
- 10.63% (10.63%)
- 11.14% (11.14%)
- 15.92% (15.92%)
- 15.98% (15.98%)

Churn Category
- ● Competitor
- ● Attitude
- ● Dissatisfaction
- ● Price
- ● Other
- ●

Monthly
46.29%
Churn Rate

Yearly
6.62%
Churn Rate

Customers by Contract Type

- 1.48K (22.12%)
- 3.41K (51.01%)
- 1.8K (26.87%)

Contract Type
- ● Month-to-Month
- ● Two Year
- ● One Year
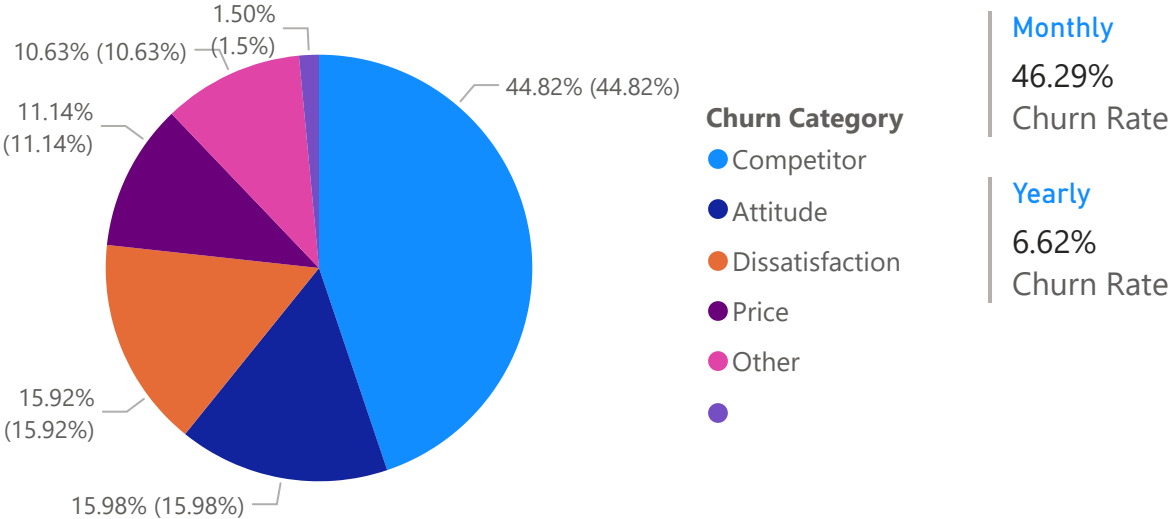
Churn Rate	Number of Customers	Unlimited Data Plan
16.10%	2193	No
32.11%	4494	Yes
26.86%	**6687**	

Churn Rate by Grouped Consumption and Unlimited Data Plan

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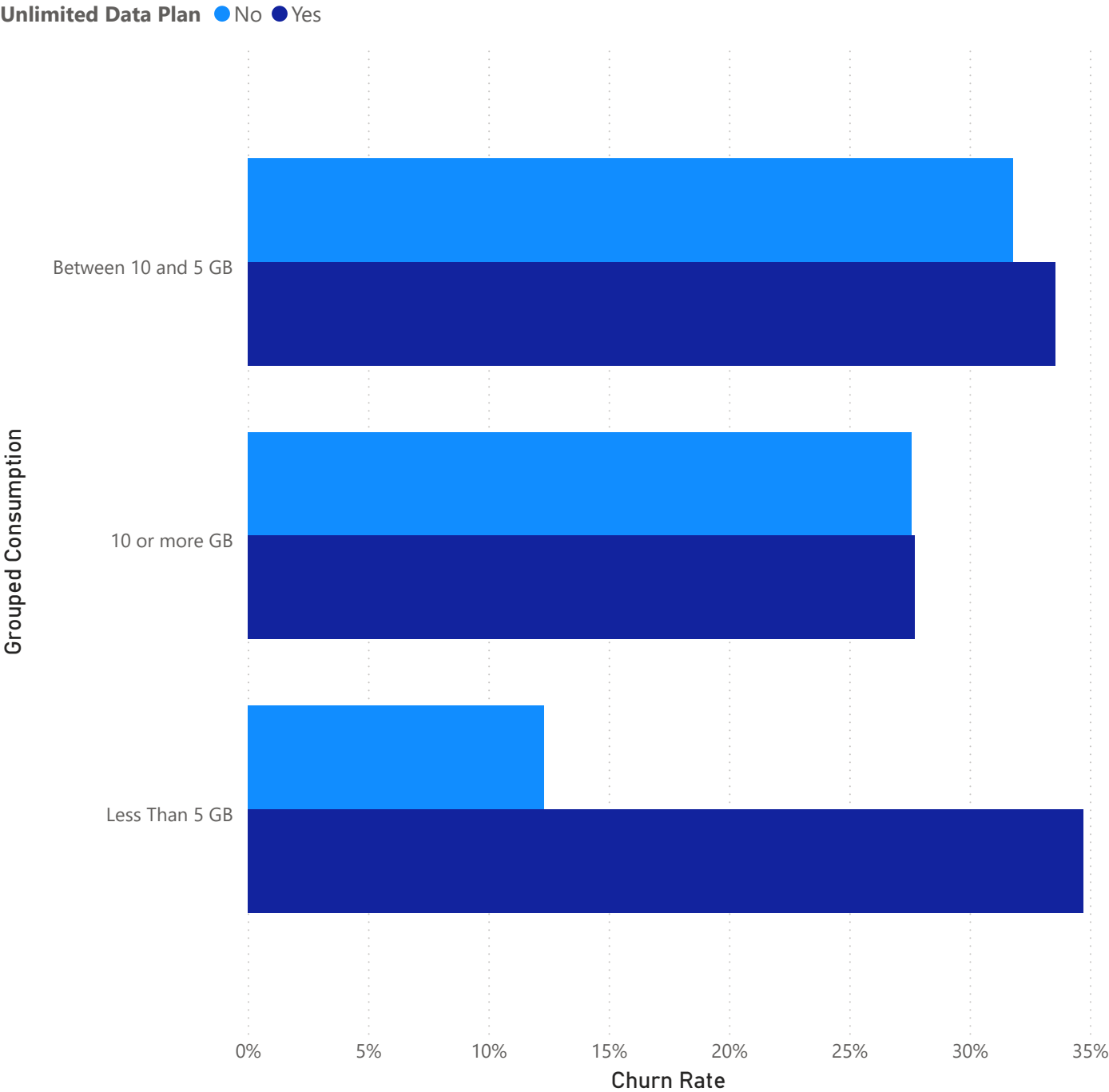
Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%

Churn Rate by State

Microsoft Bing

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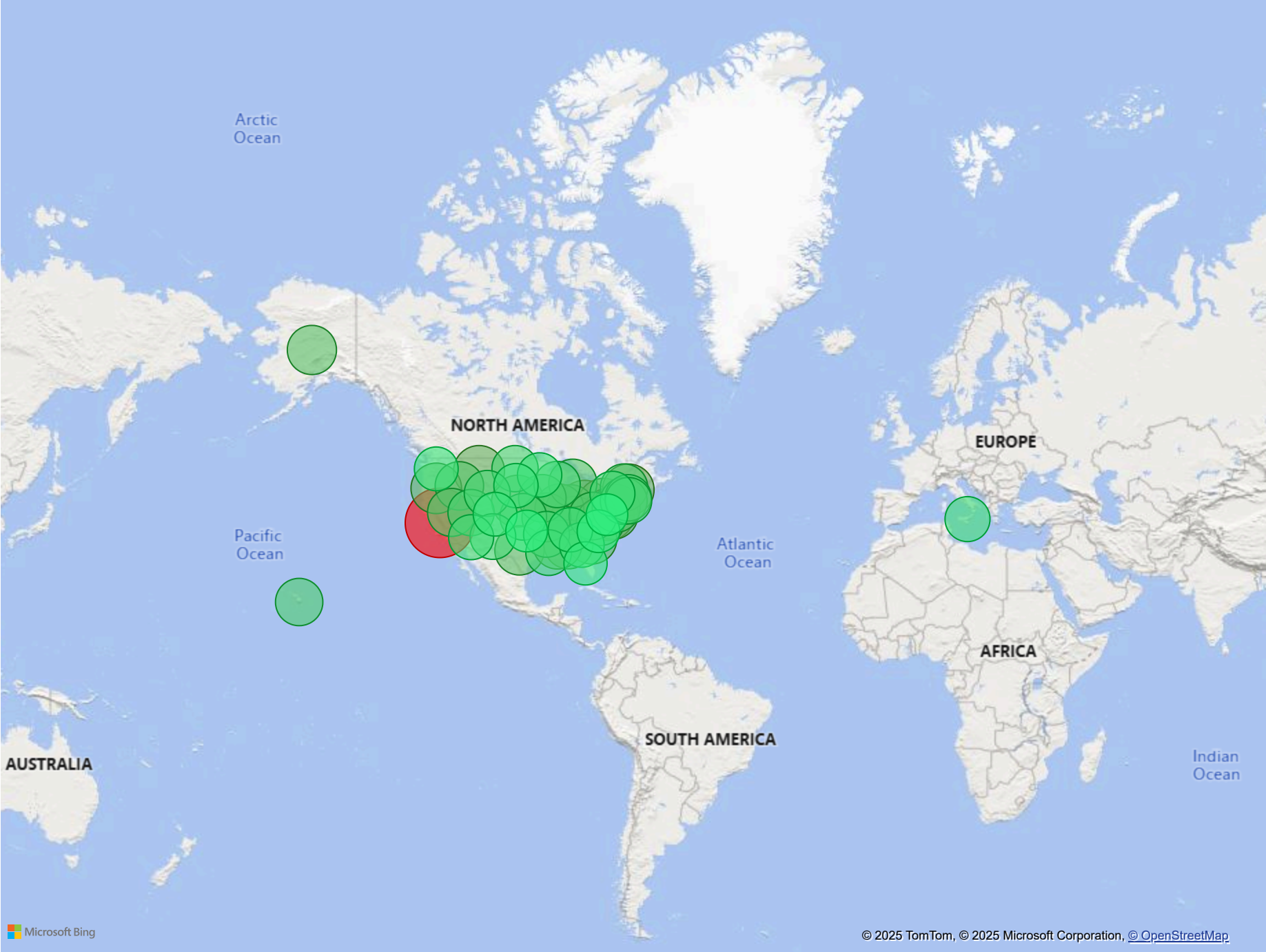
Churn Rate by Account Length (in months)
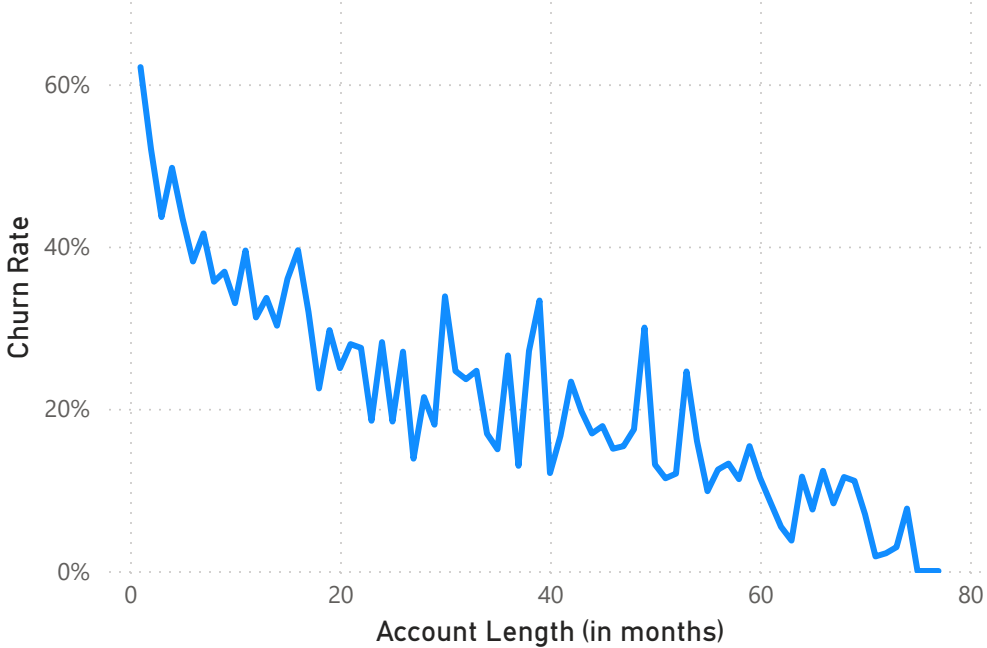
Number of Customers by Payment Method

0K (5.55%)

3K (39.09%)

4K (55.36%)

Payment Method
- Direct Debit
- Credit Card
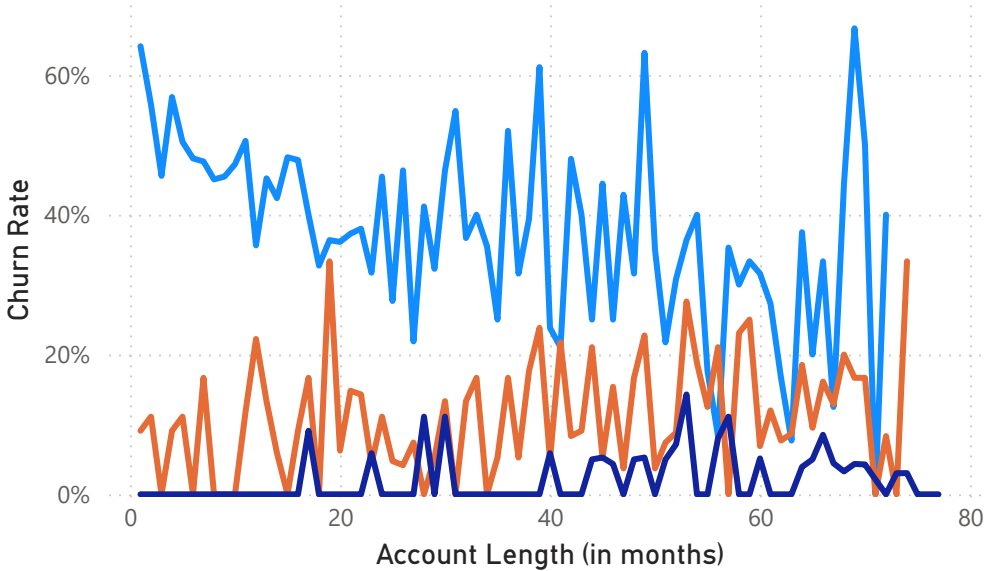- Paper Check
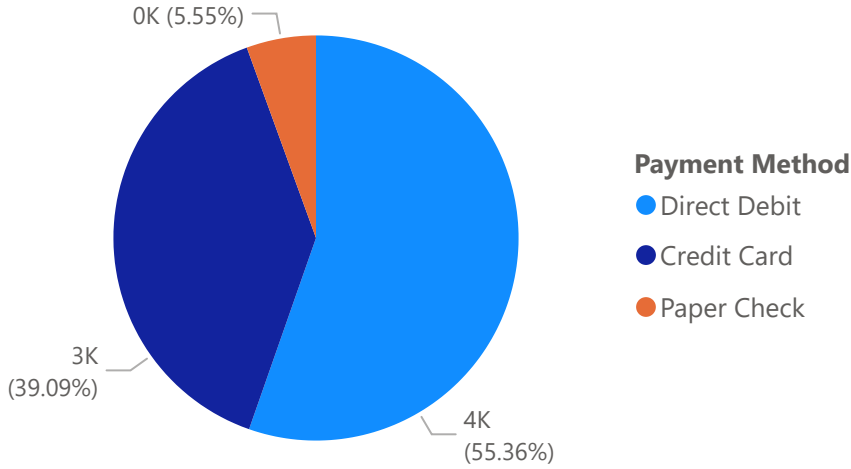
Churn Rate by Account Length (in months) and Contract Type

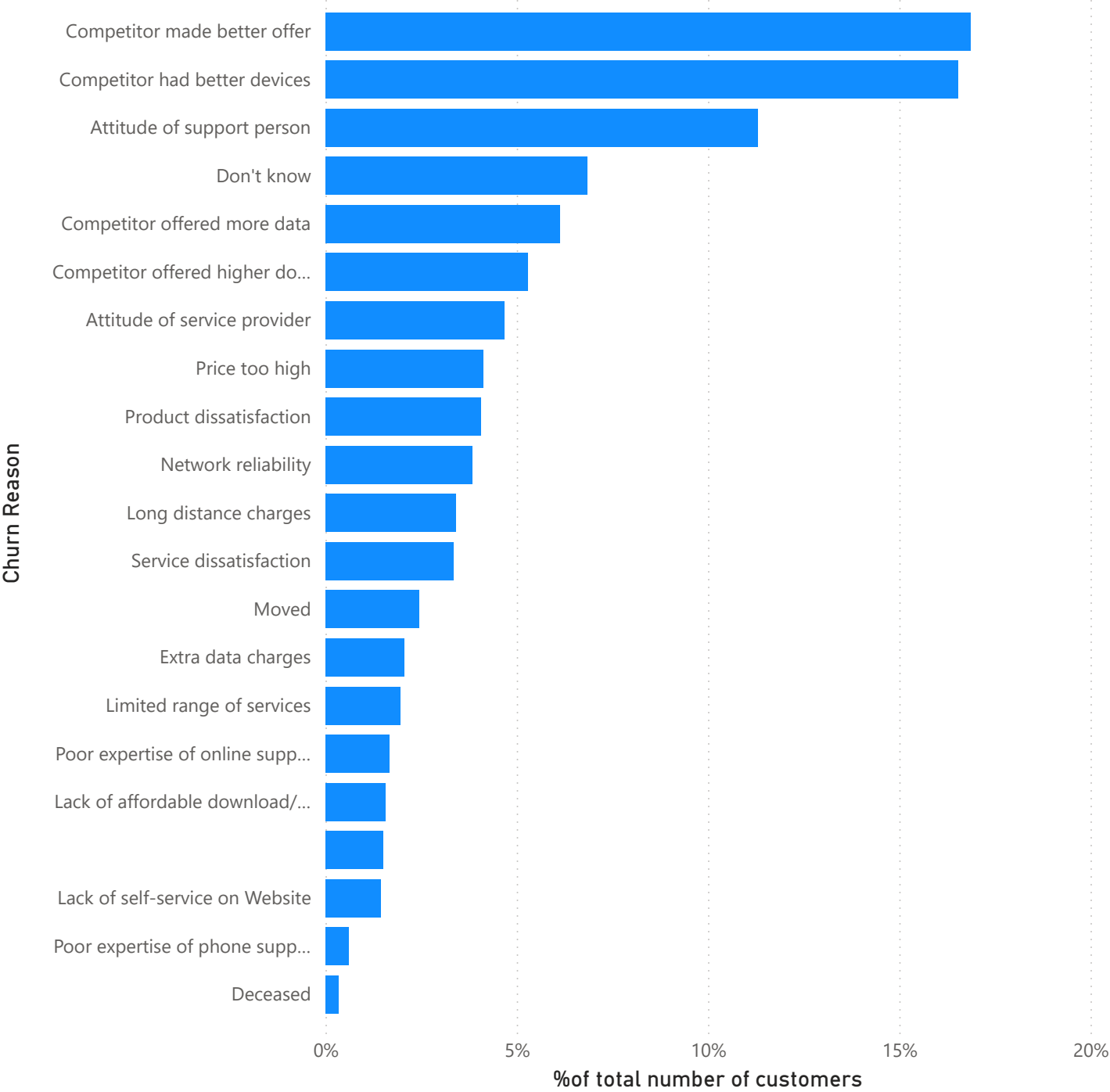**Contract Type** ● Month-to-Month ● One Year ● Two Year
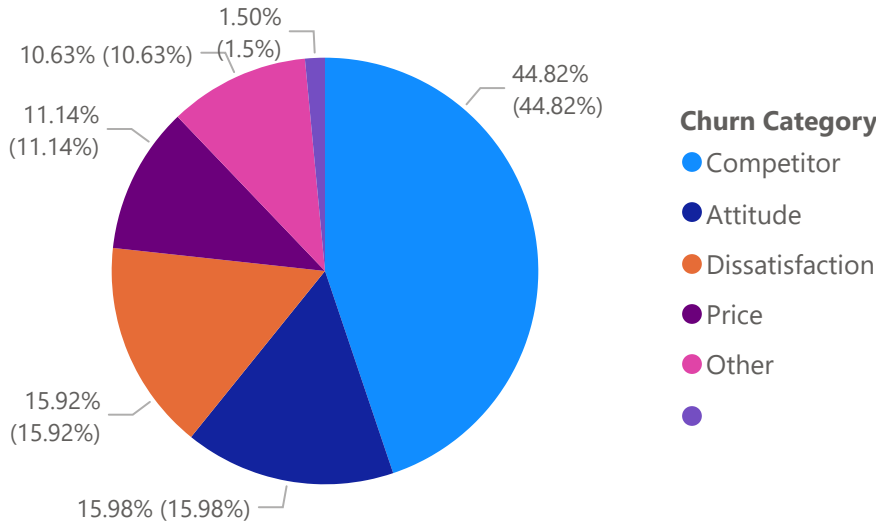
26.86%
Churn Rate

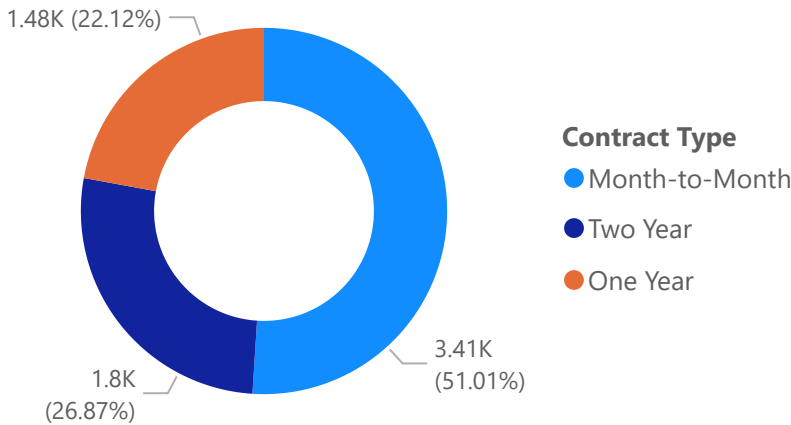# 6687
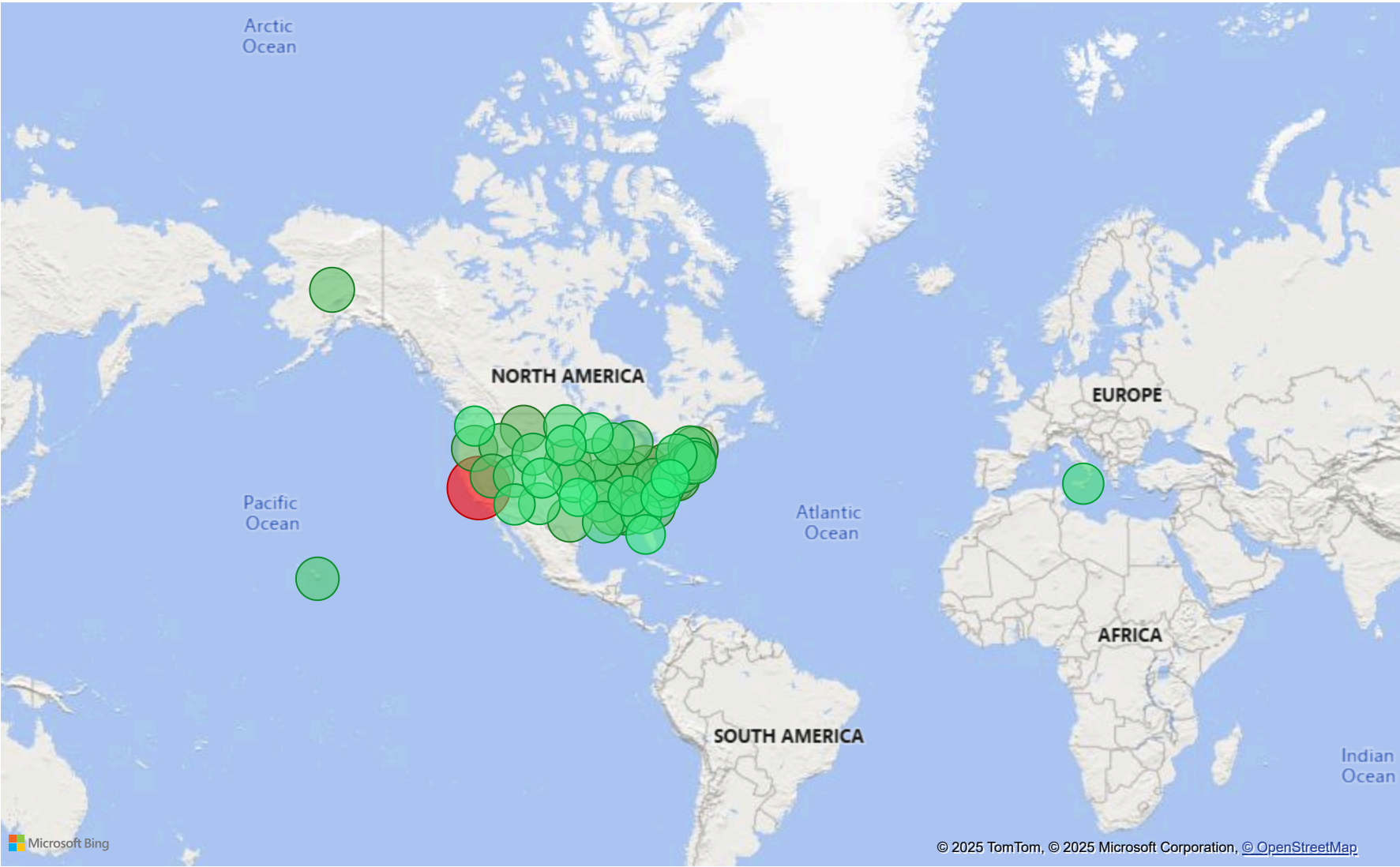Number of Customers

1796
Churned

Churn Reasons

%of total number of customers

Churn Reason (bars, top to bottom):
- Competitor made better offer
- Competitor had better devices
- Attitude of support person
- Don't know
- Competitor offered more data
- Competitor offered higher do...
- Attitude of service provider
- Price too high
- Product dissatisfaction
- Network reliability
- Long distance charges
- Service dissatisfaction
- Moved
- Extra data charges
- Limited range of services
- Poor expertise of online supp...
- Lack of affordable download/...
- Lack of self-service on Website
- Poor expertise of phone supp...
- Deceased

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Customers by Contract Type

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

Churn Rate by State

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Number of Customers, Churn Rate and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

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

Group ● No ● Yes ● Churn Rate

Account Length (in months)

| 1 | 4 |

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category 🔵 Monthly 🔵 Yearly

0.92

Avg Customer Service Calls

6123
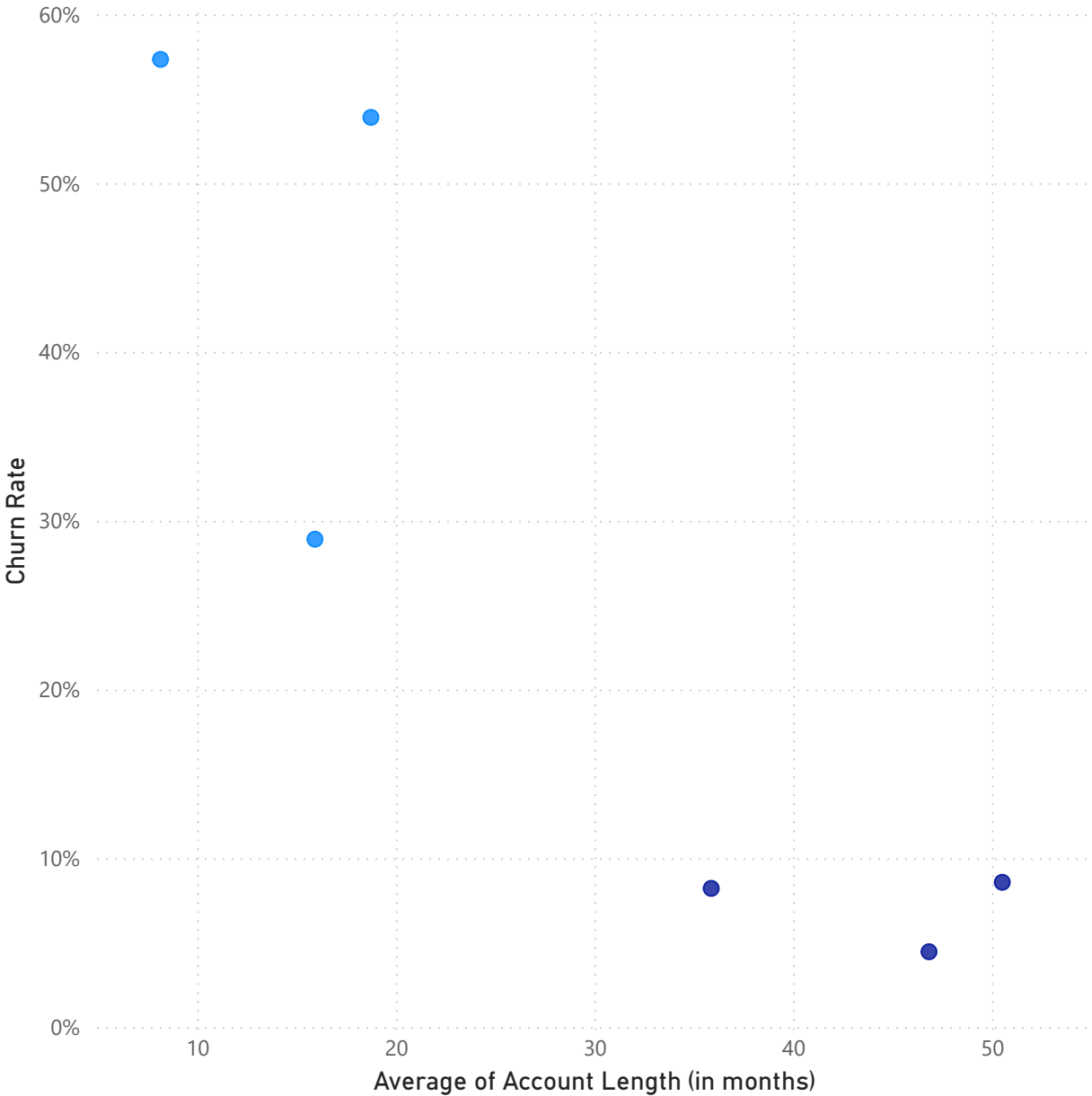
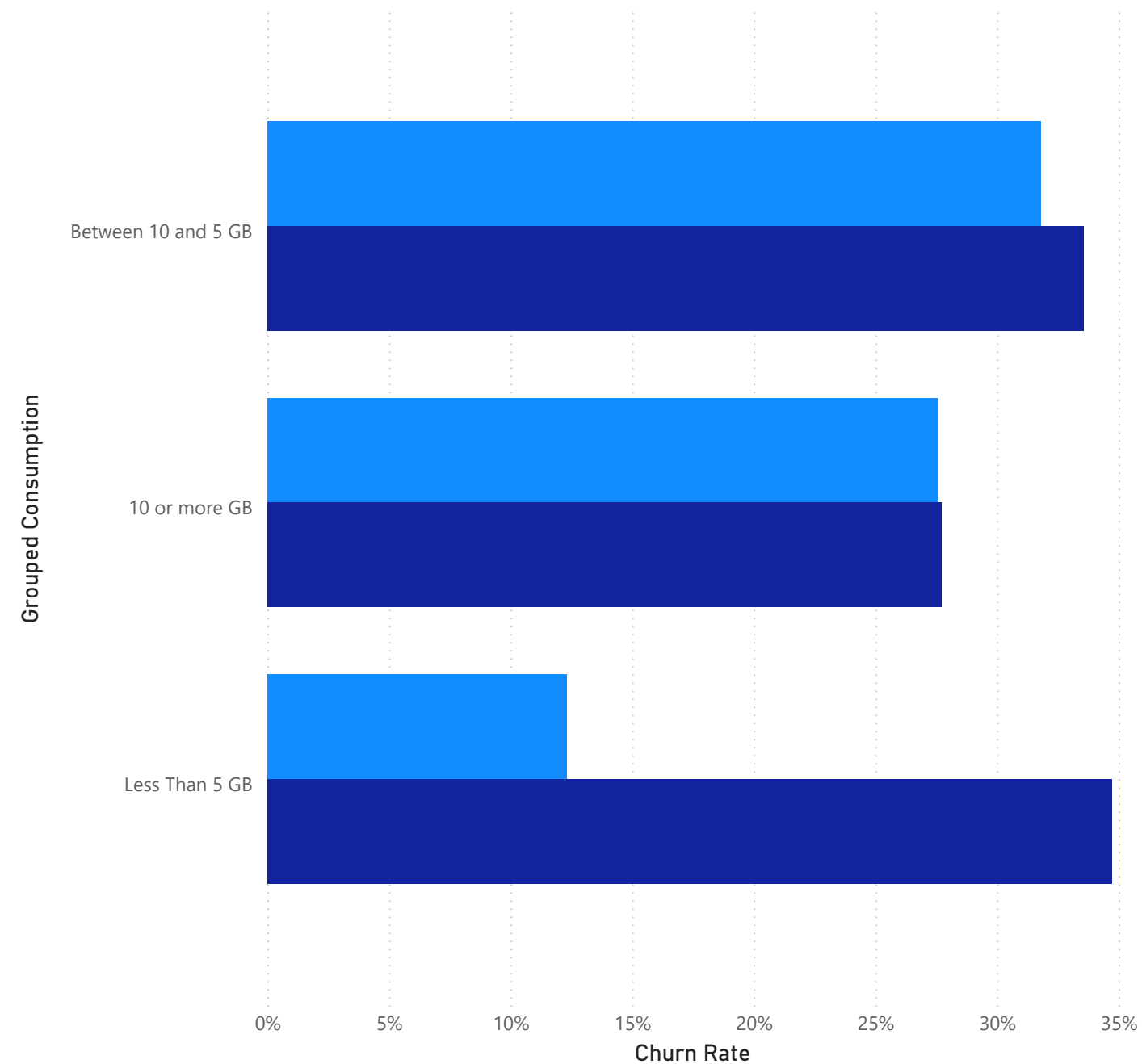Sum of Customer Service Calls

33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

Grouped Consumption

- Between 10 and 5 GB
- 10 or more GB
- Less Than 5 GB

0% 5% 10% 15% 20% 25% 30% 35%

Churn Rate

0.92
Avg Customer Service Calls

33.64
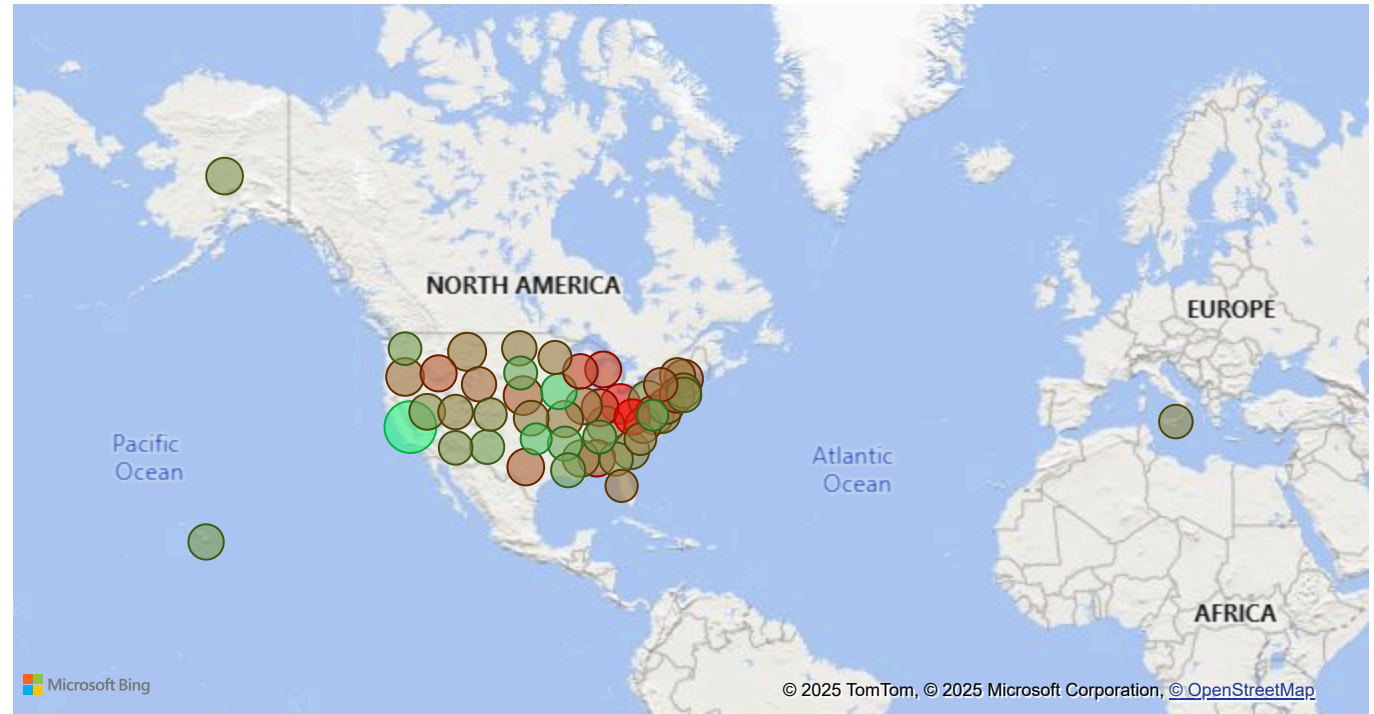Avg Extra International Charges

6123
Sum of Customer Service Calls

3.37
Avg Extra Data Charges

Churn Rate by State

Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes