

3402

Total Customer

1714

Total Male

1688

Total Female

669

Total Churned

19.66%

Churn%

2.47%

Joined QTR %

2649

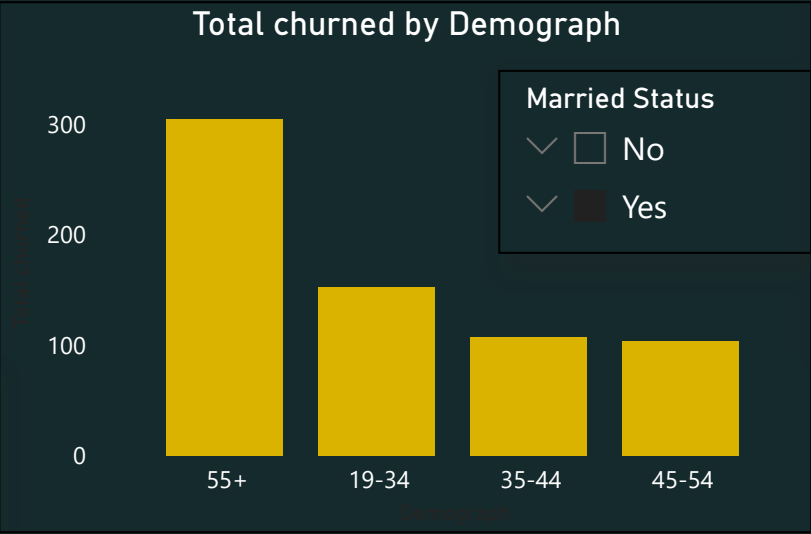
Total Stayed

77.87%

Total Stayed %

84

Jointed last QTR

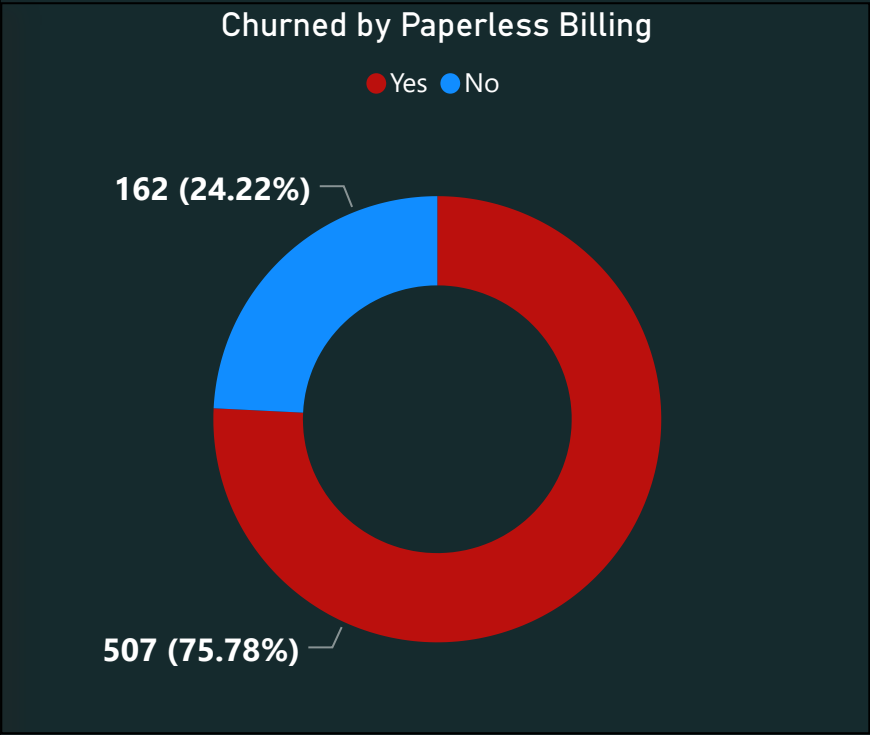
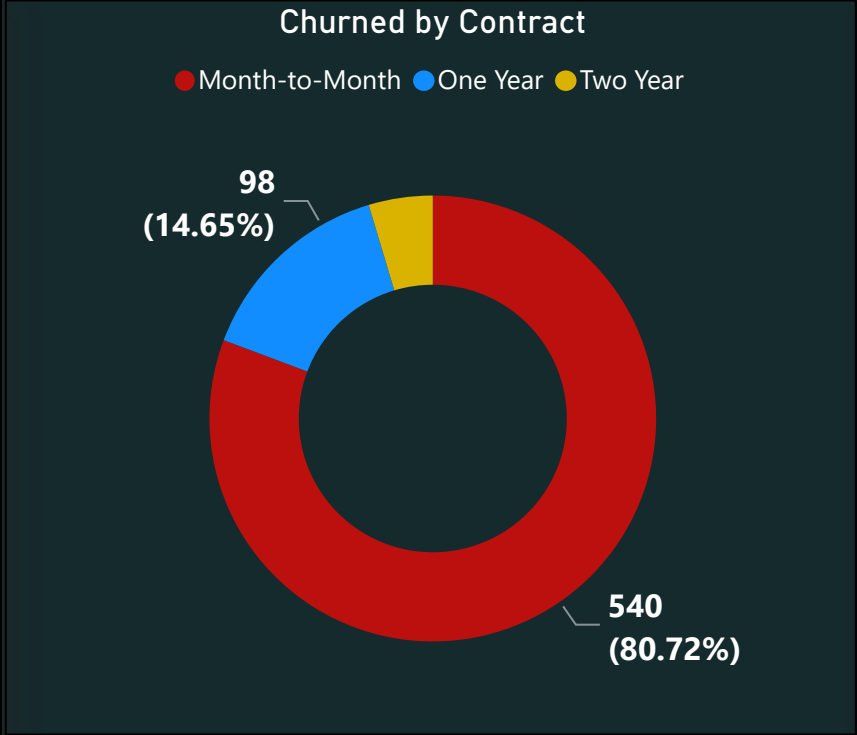
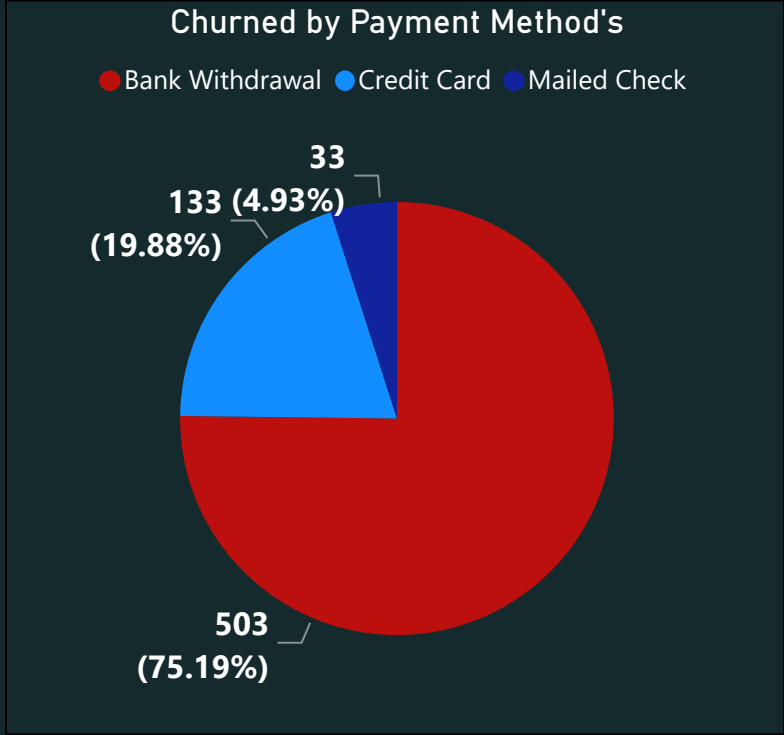


Marketing offers

Accepted 46.24%

Not Accepted 53.76%

**Telecom Customer churn**



Internet Service ×  
Yes

Phone Service ×  
Yes

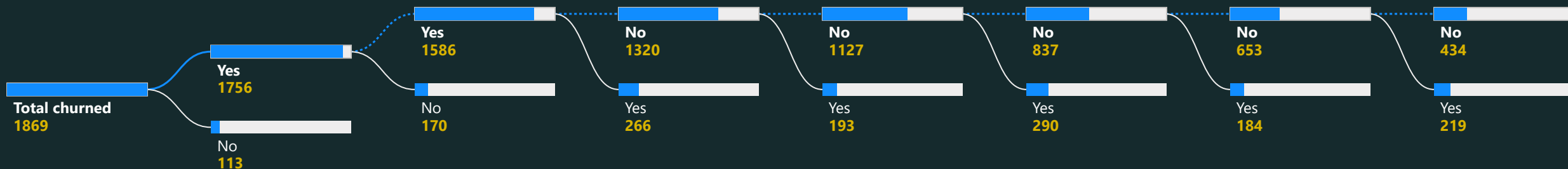
Online Security ×  
No

Premium Tech Su... ×  
No

Online Backup ×  
No

Device Protection... ×  
No

Streaming TV ×



21.37M

Total Revenue

13.82K

Total Refunds

Due to poor internet service and phone service, there can be seen many churns in other services also International calls charge are much higher due to this company losing their customer.

International calli... ×  
Yes

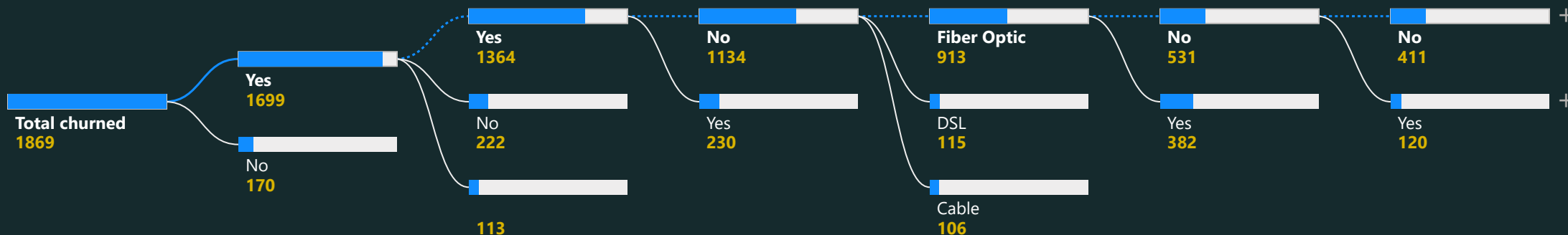
Unlimited Data ×  
Yes

Online Security ×  
No

Internet Type ×  
Fiber Optic

Streaming Music ×  
No

Streaming Movies ×



Top 10 cities with maximum churn



Bank Withdrawal had the highest Total churned at 826, followed by Credit Card at 265 and Mailed Check at 109.

At 473, 55+ (senior citizens) had the highest Total churned and was 127.40% higher than 45-54, which had the lowest Total churned at 208.

Those who are not married recorded high churned 1200 (32.96)

City	Total customer	Total churned	Total male	Total Female	Total stayed%	Churn%
Acampo	4	3	2	2	25.00%	75.00%
Acton	4		1	3	100.00%	
Adelanto	5	1	3	2	80.00%	20.00%
Adin	4	2	1	3	50.00%	50.00%
Agoura Hills	5	2	2	3	20.00%	40.00%
Aguanga	4	1	1	3	75.00%	25.00%
Ahwahnee	4	1	2	2	50.00%	25.00%
Alameda	8		4	4	100.00%	
Alamo	4		2	2	100.00%	
Albany	4	2	3	1	50.00%	50.00%
Albion	4		2	2	100.00%	
Alderpoint	4	1	3	1	75.00%	25.00%
Alhambra	9	3	5	4	44.44%	33.33%
Aliso Viejo	4		2	2	100.00%	
Alleghany	4		4		75.00%	
Alhambra	4	3	2	2	25.00%	75.00%
<b>Total</b>	<b>7043</b>	<b>1869</b>	<b>3555</b>	<b>3488</b>	<b>67.02%</b>	<b>26.54%</b>

Churn Reason	Total churned
Service dissatisfaction	63
Product dissatisfaction	77
Price too high	78
Poor expertise of phone support	12
Poor expertise of online support	31
Network reliability	72
Moved	46
Long distance charges	64
Limited range of services	37
Lack of self-service on Website	29
Lack of affordable download/upload speed	30
Extra data charges	39
Don't know	130
Deceased	6
Competitor offered more data	117
Competitor offered higher download speeds	100
<b>Total</b>	<b>1869</b>