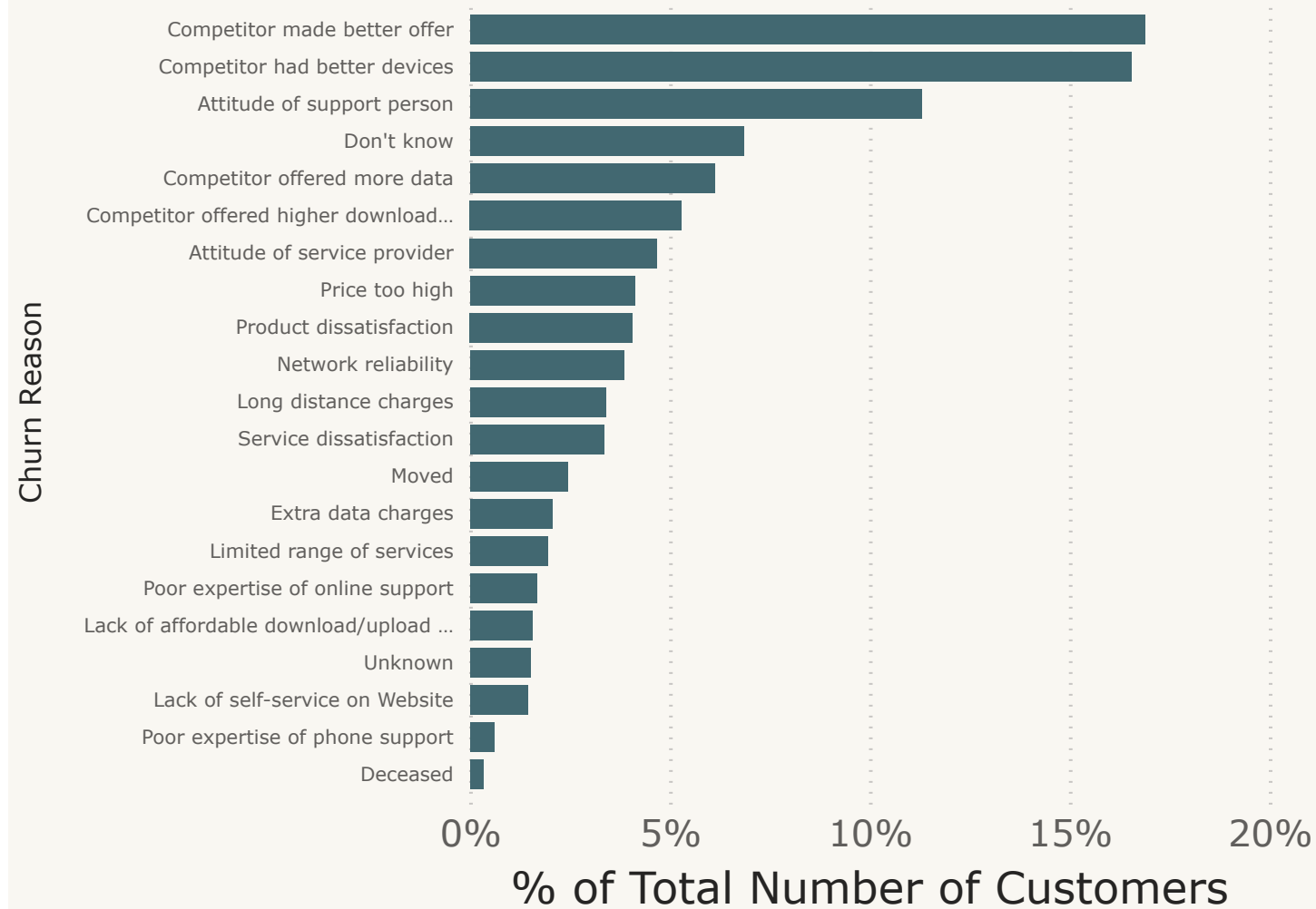
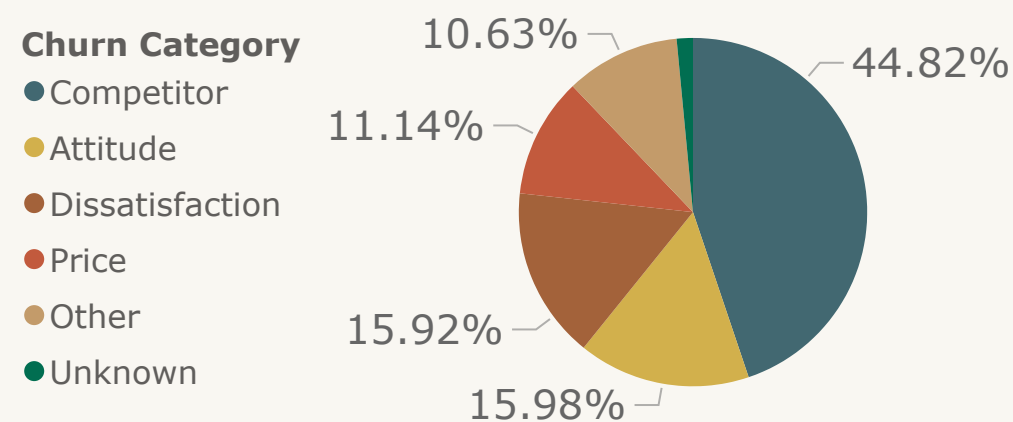


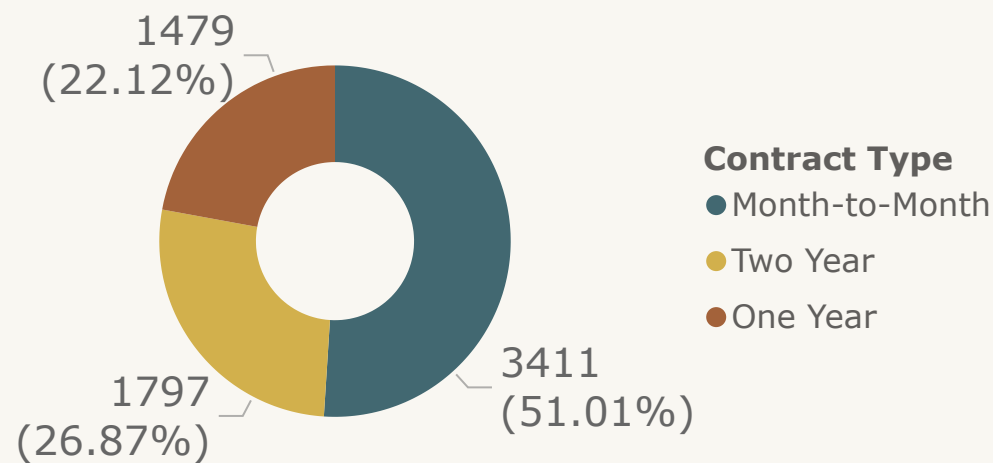
Churn Reasons



Churn Label by Churn Category



Customers by Contract Type



6687

Total Customers

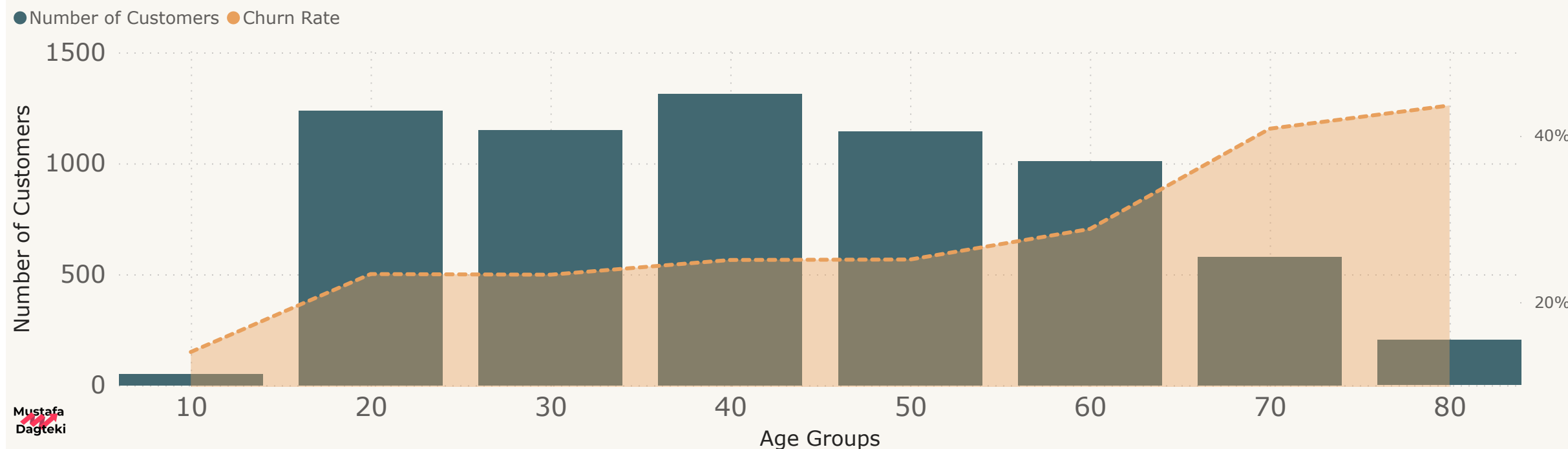
1796

Churned Customers

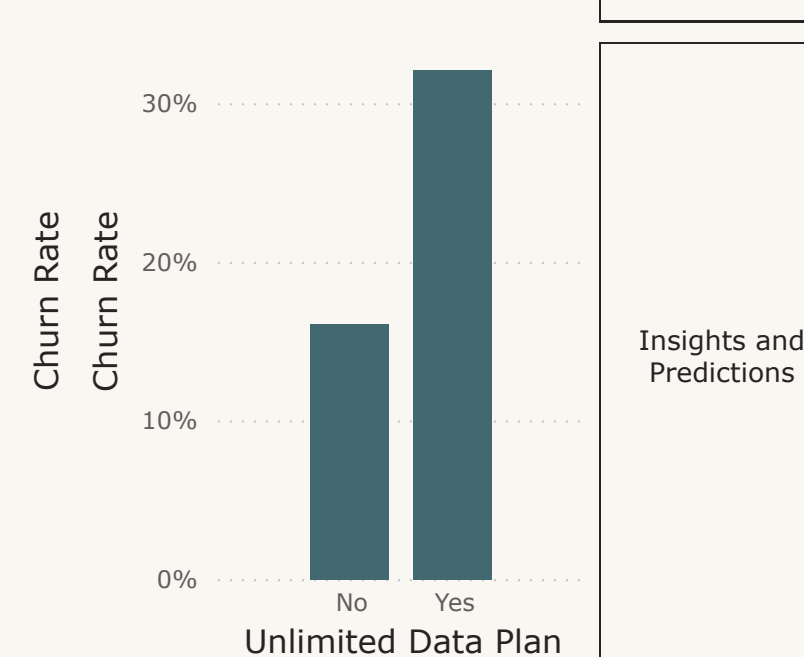
27%

Churn Rate

Number of Customers and Churn Rate by Age Groups



Churn Rate by Unlimited Data Plan



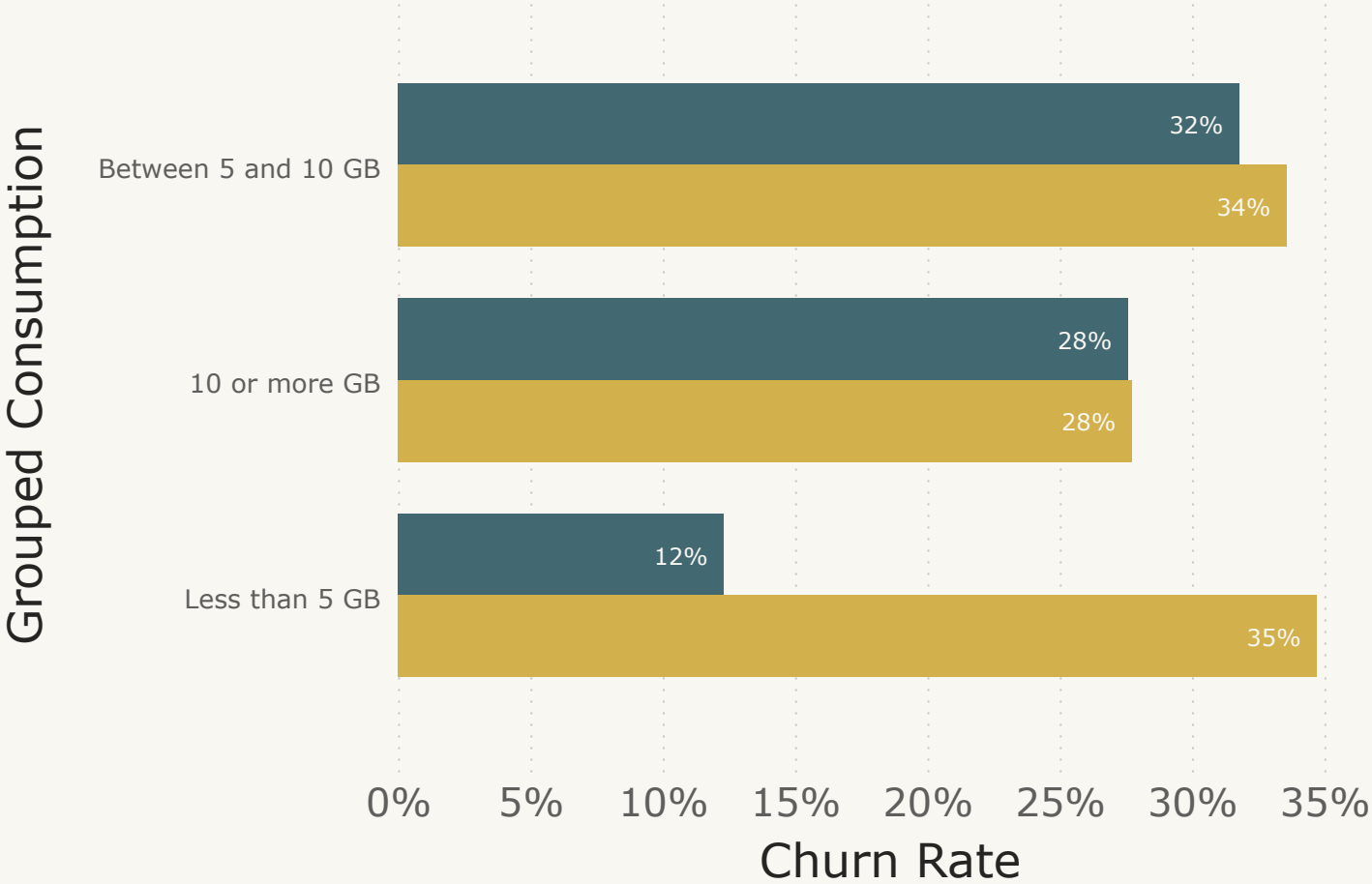
Overview

Payments and Charges

Insights and Predictions

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



3.37

Avg Extra Data Charges

Other

Demographics

27%

Churn Rate

6123

Customer Service Calls

33.64

Avg Extra International Char...

32

Account Length (in months)

\$31

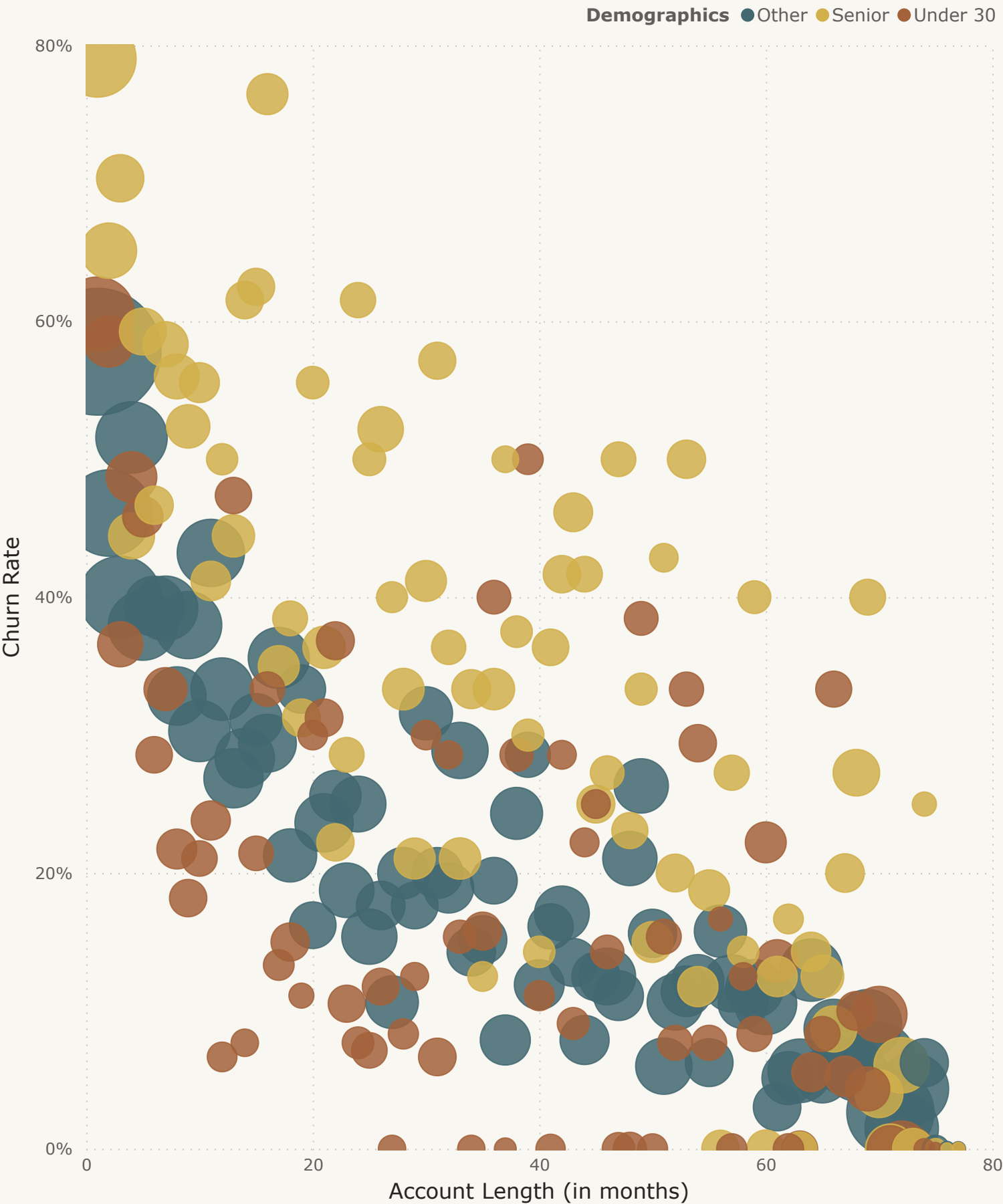
Average Monthly Charge

6.70

Avg Monthly GB Download

Mustafa Dagteki

Churn Rate and Monthly Charge by Demographics and Account Length (in months)



Overview

Payments and Charges

Insights and Predictions

71.76%

Average Churn
Probability

47

No of Customers in
Probability Group

58

Average of Age

\$54.02

Average of Monthly
Charge

\$577

Average of Total
Charges

Overview

Churned

No

Yes

Payments and
Charges

Churn
Probability

0.17%

53.86%

18.07%

71.76%

35.96%

Insights and
Predictions

Account Length (in months) and Gender by Age Groups

