

6687

Number of Customers

1796

Number of Churned Customers

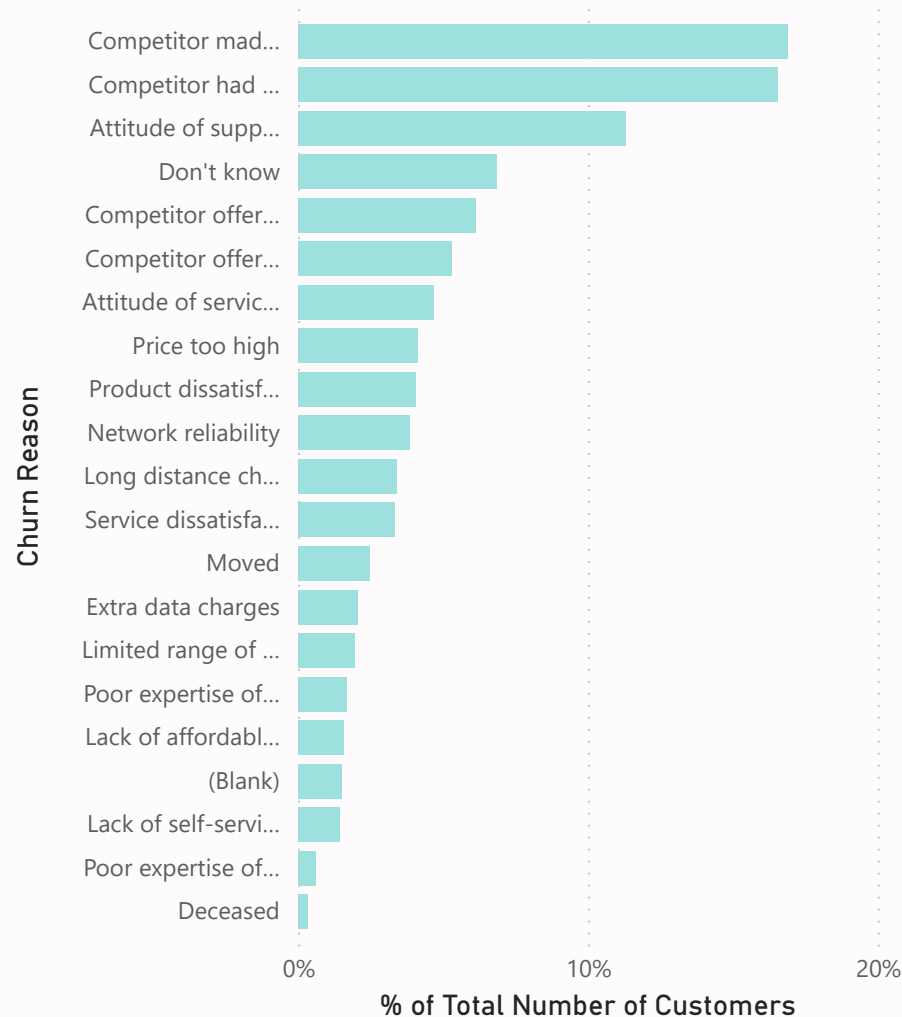
26.86%

Churned Rate

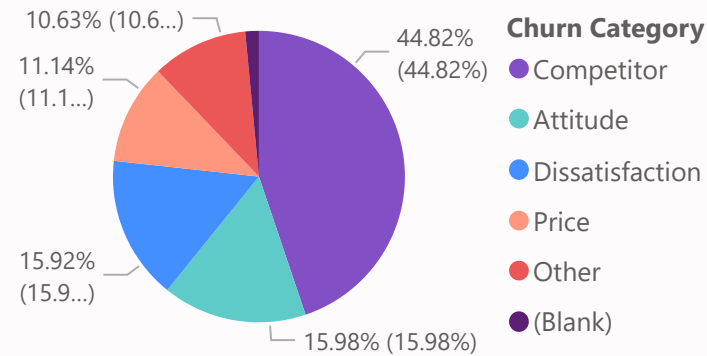
5603

Sum of Number of Customers in Group

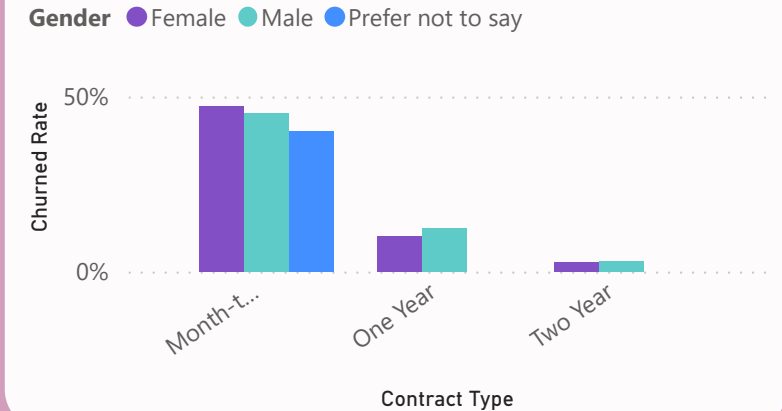
Causes of Customer Churn



Churn Category Analysis



Gender and Contract Type



Churn by State



State	Churned Rate
AK	28.85%
AL	28.57%
AR	24.55%
AZ	23.44%
CA	63.24%
CO	21.97%
CT	25.68%
DC	19.44%
DE	30.33%
FL	21.26%
GA	23.15%
Total	26.86%

6687

Count of Age

1796

Number of Churned Customers

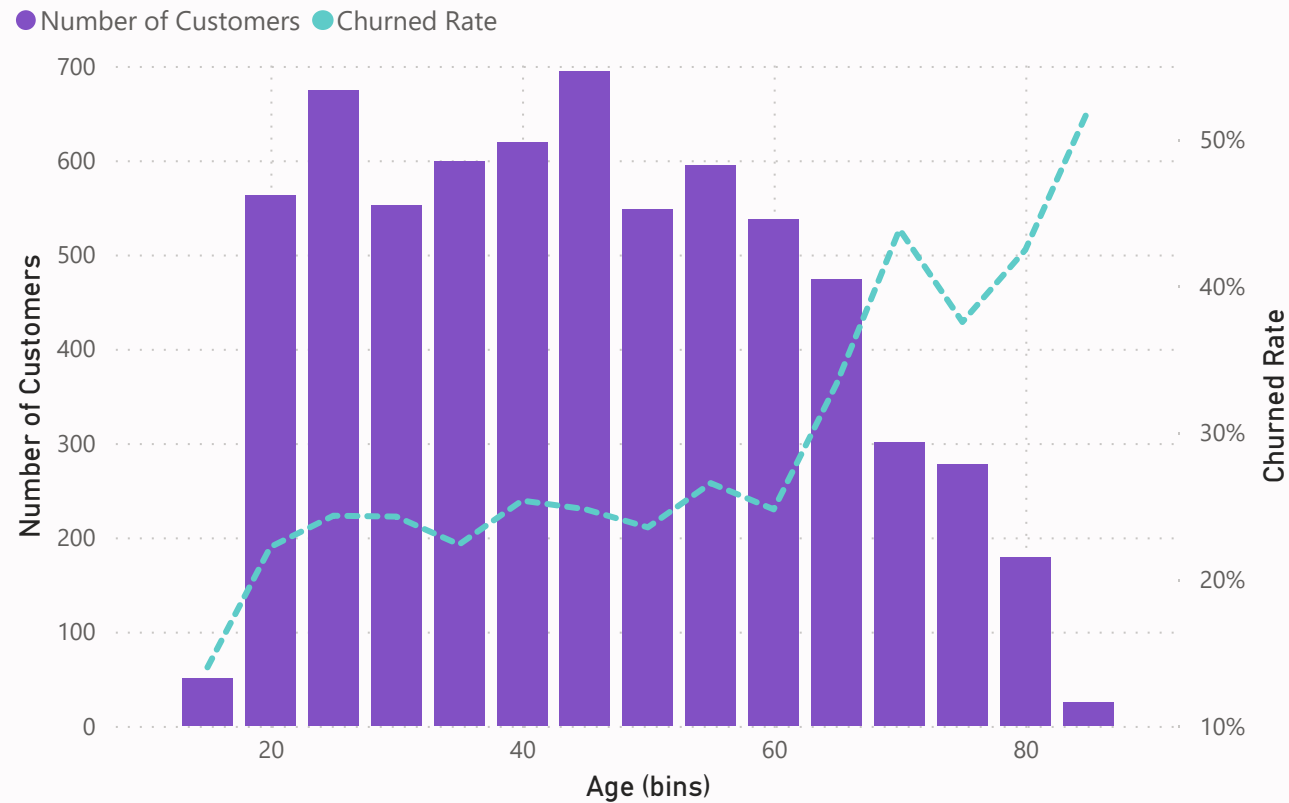
6687

Gender

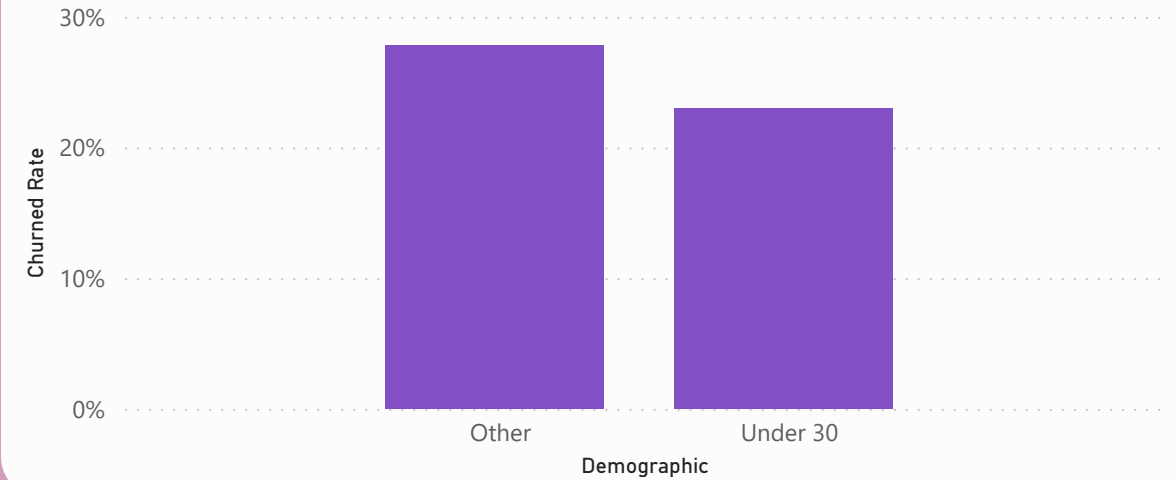
26.86%

Churned Rate

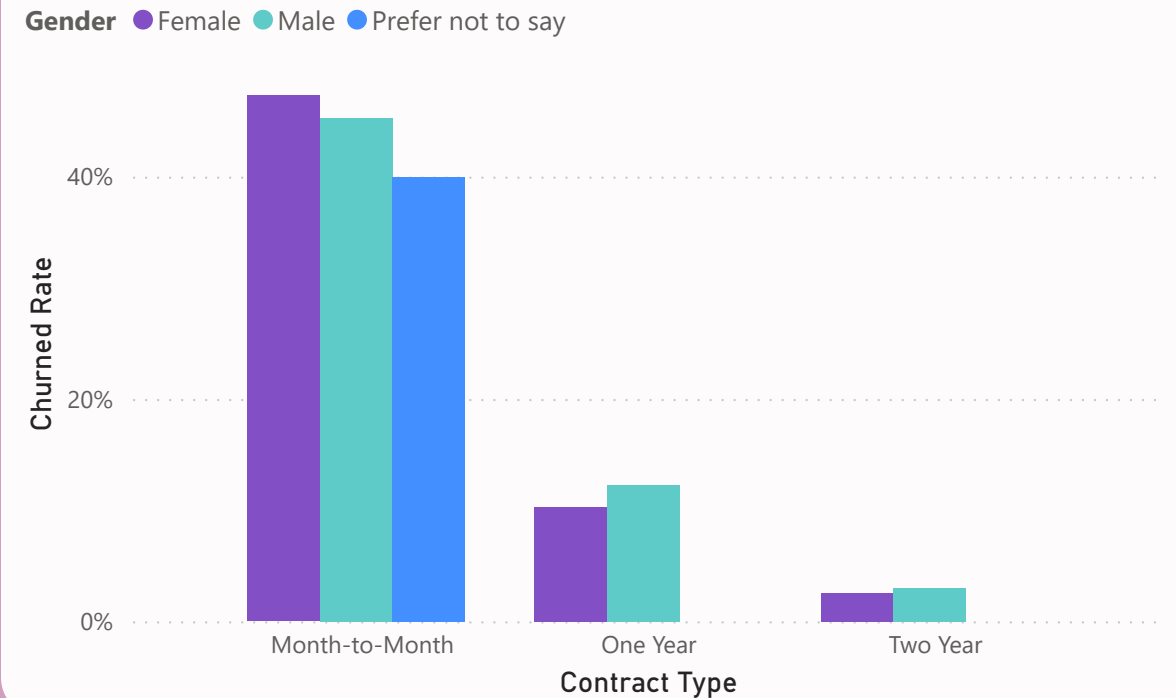
Number of Customers and Churned Rate by Age (bins)



Churned Rate by Demographic



Gender and Contract Type



6123

Sum of Customer Service Calls

0.92

Average of Customer Service Calls

26.86%

Churned Rate

Monthly

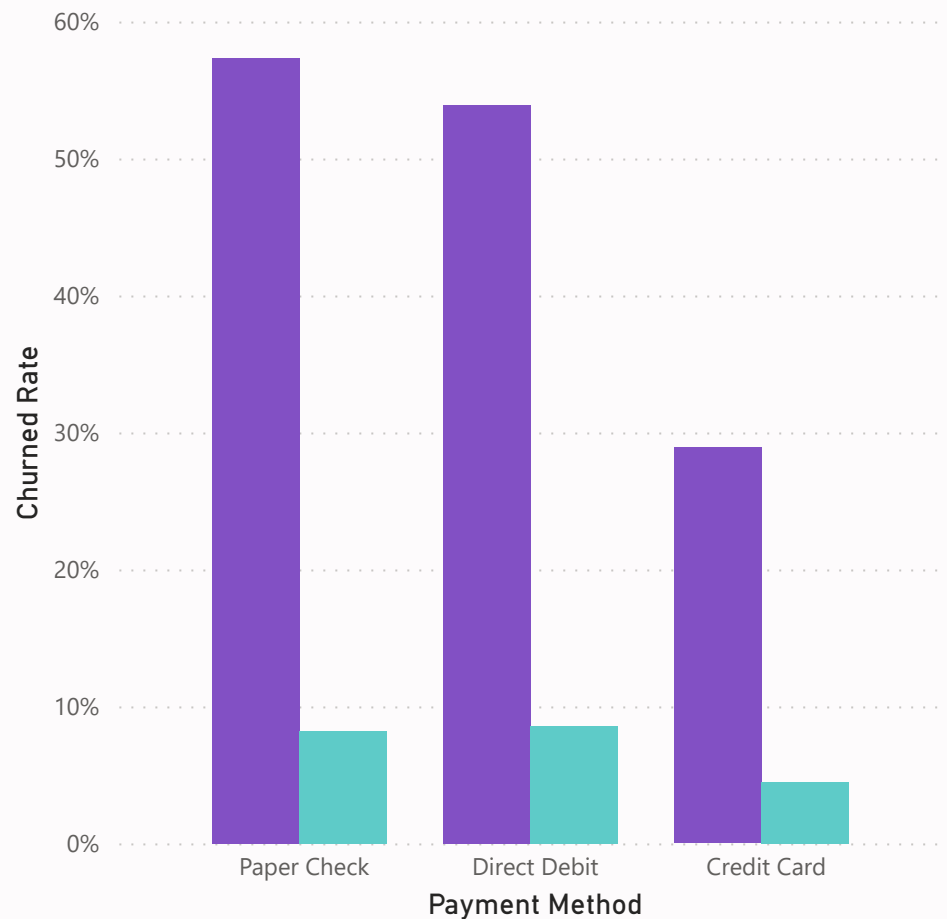
46.29%
Churned Rate

Yearly

6.63%

Churned Rate by Payment Method and Contract Category

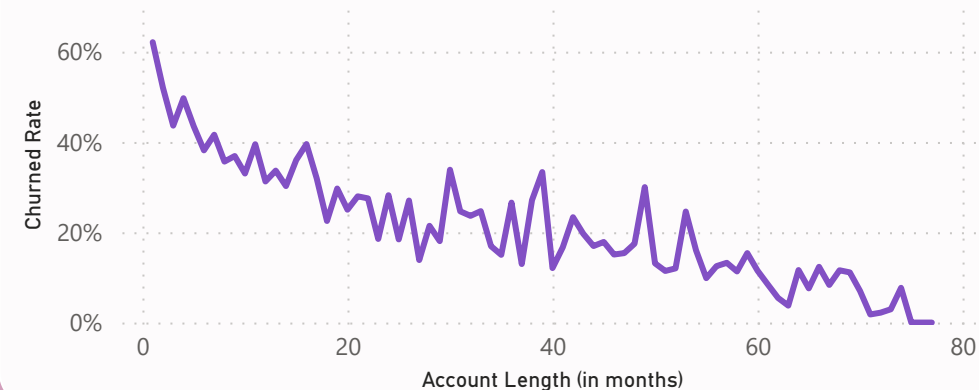
Contract Category ● Monthly ● Yearly



Contract Category, Payme... ▾

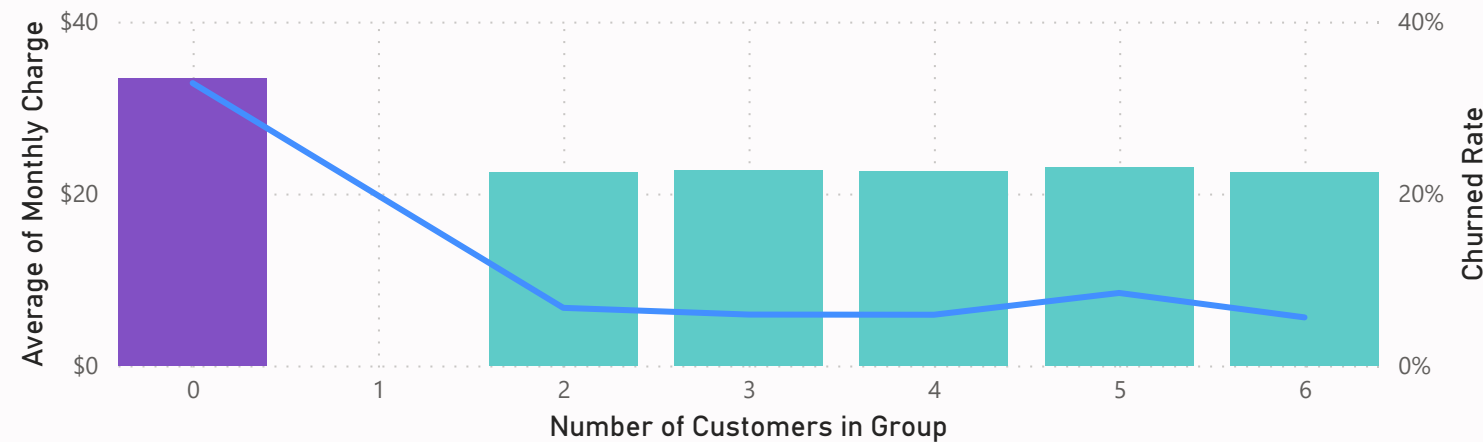
- Monthly
 - Credit Card
 - Direct Debit
 - Paper Check
- Yearly
 - Credit Card
 - Direct Debit

Churned Rate by Account Length (in months)



Average of Monthly Charge and Churned Rate by Customers in Group

Group ● No ● Yes ● Churned Rate



3.37

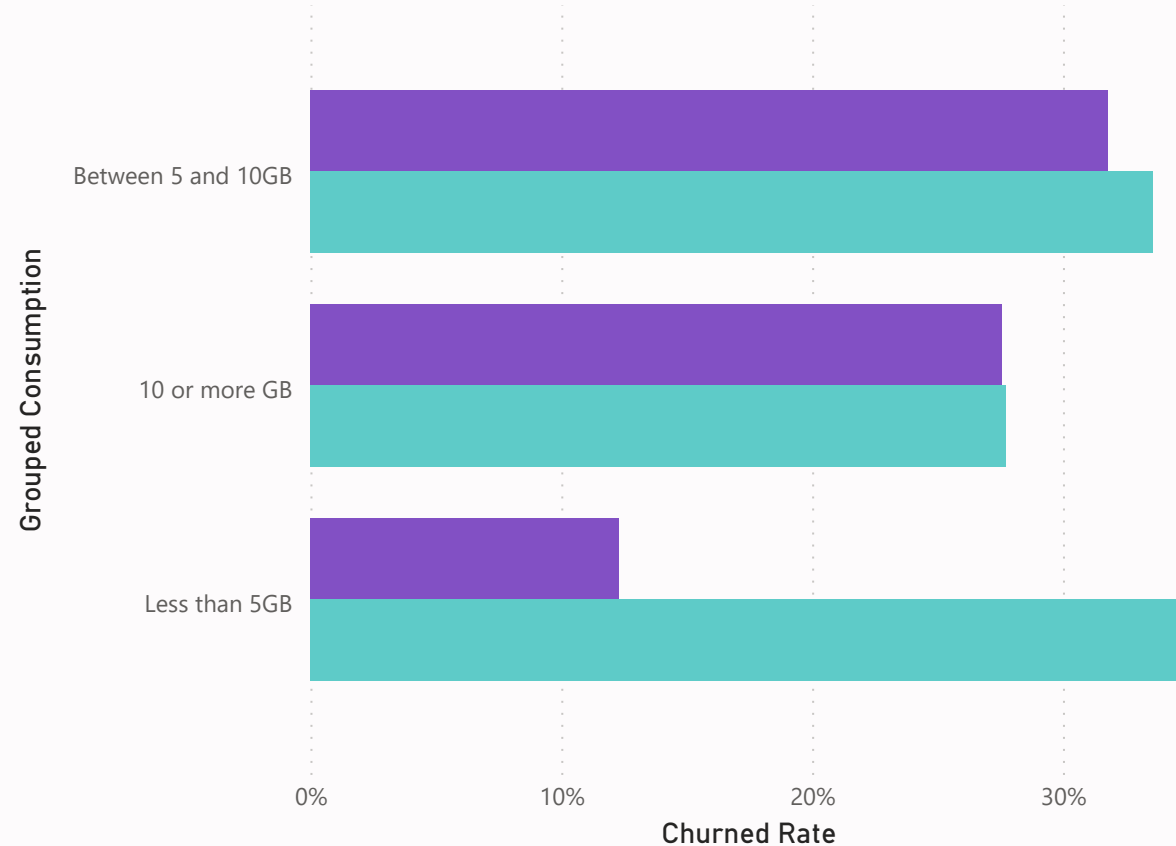
Average of Extra Data Charges

33.64

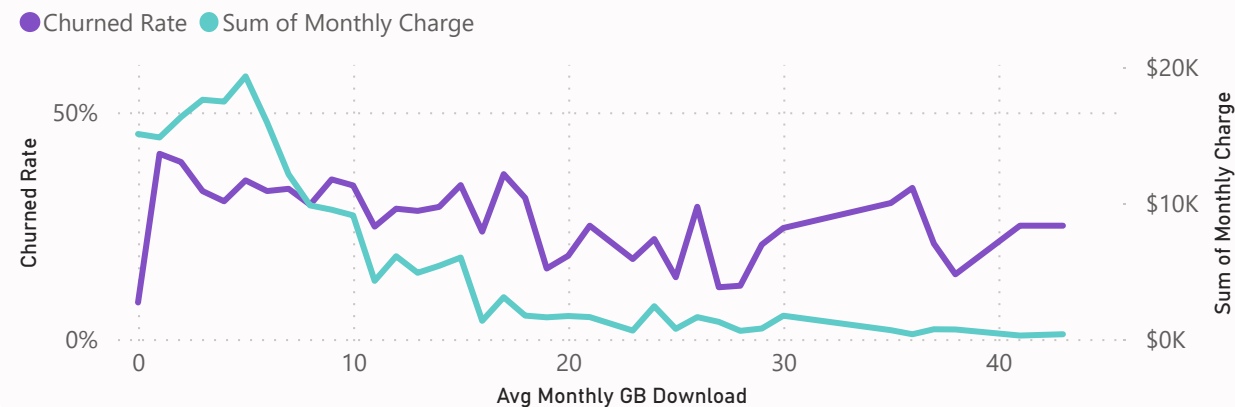
Average of Extra International Charges

Churned Rate by Grouped Consumption and Unlimited Data Plan

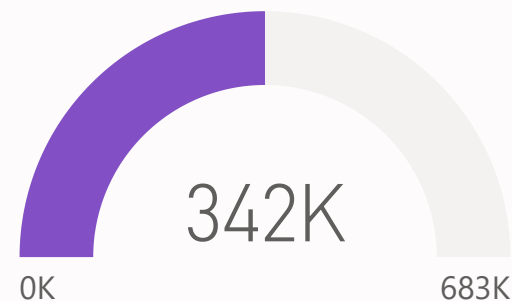
Unlimited Data Plan ● No ● Yes



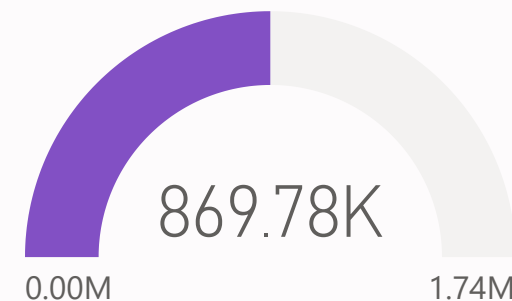
Churned Rate and Sum of Monthly Charge by Avg Monthly GB Download



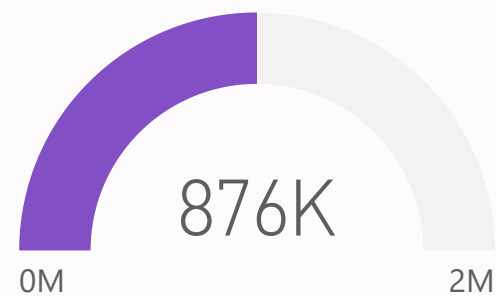
International Calls



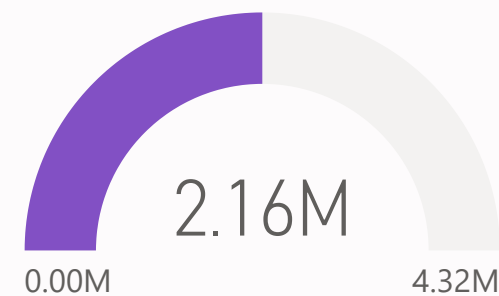
International Mins



Local Calls



Local Mins



6123

Customer Service Calls

0.92

Average of Customer Service Calls

33.64

Average of Extra International Charges

3.37

Average of Extra Data Charges

Intl Active Churned Rate

No	22.21%
Yes	34.31%
Total	26.86%

Churned Rate by State



Average of Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

