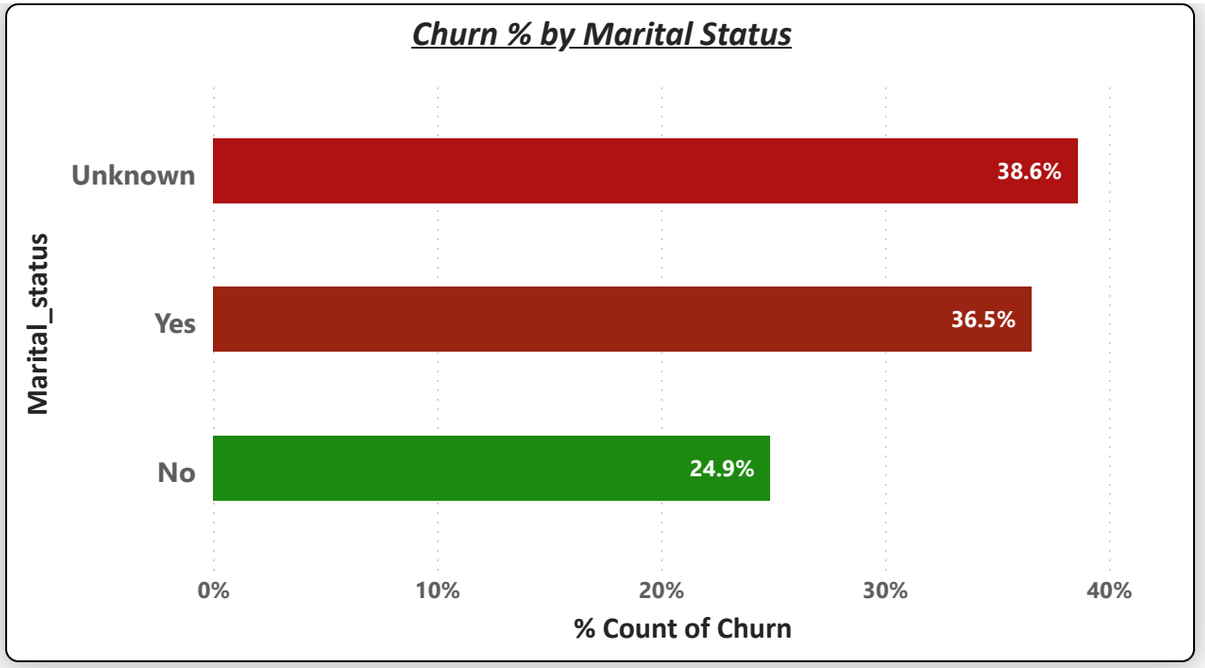
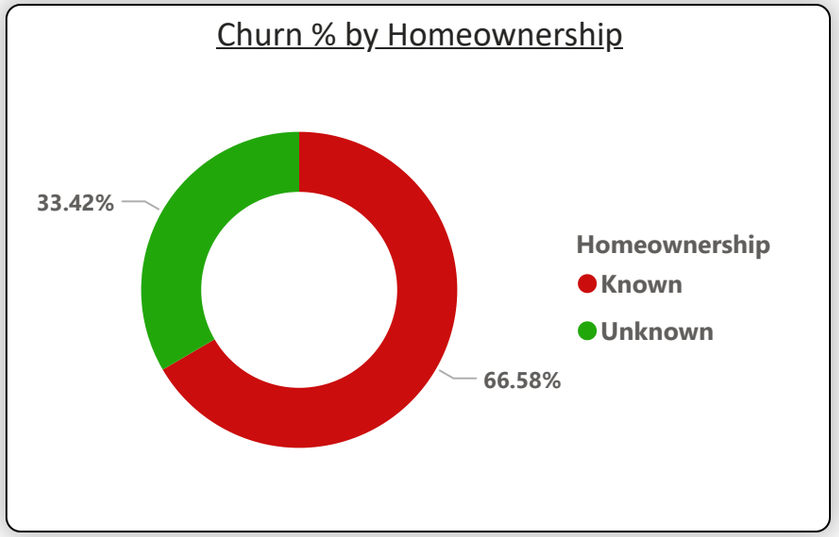
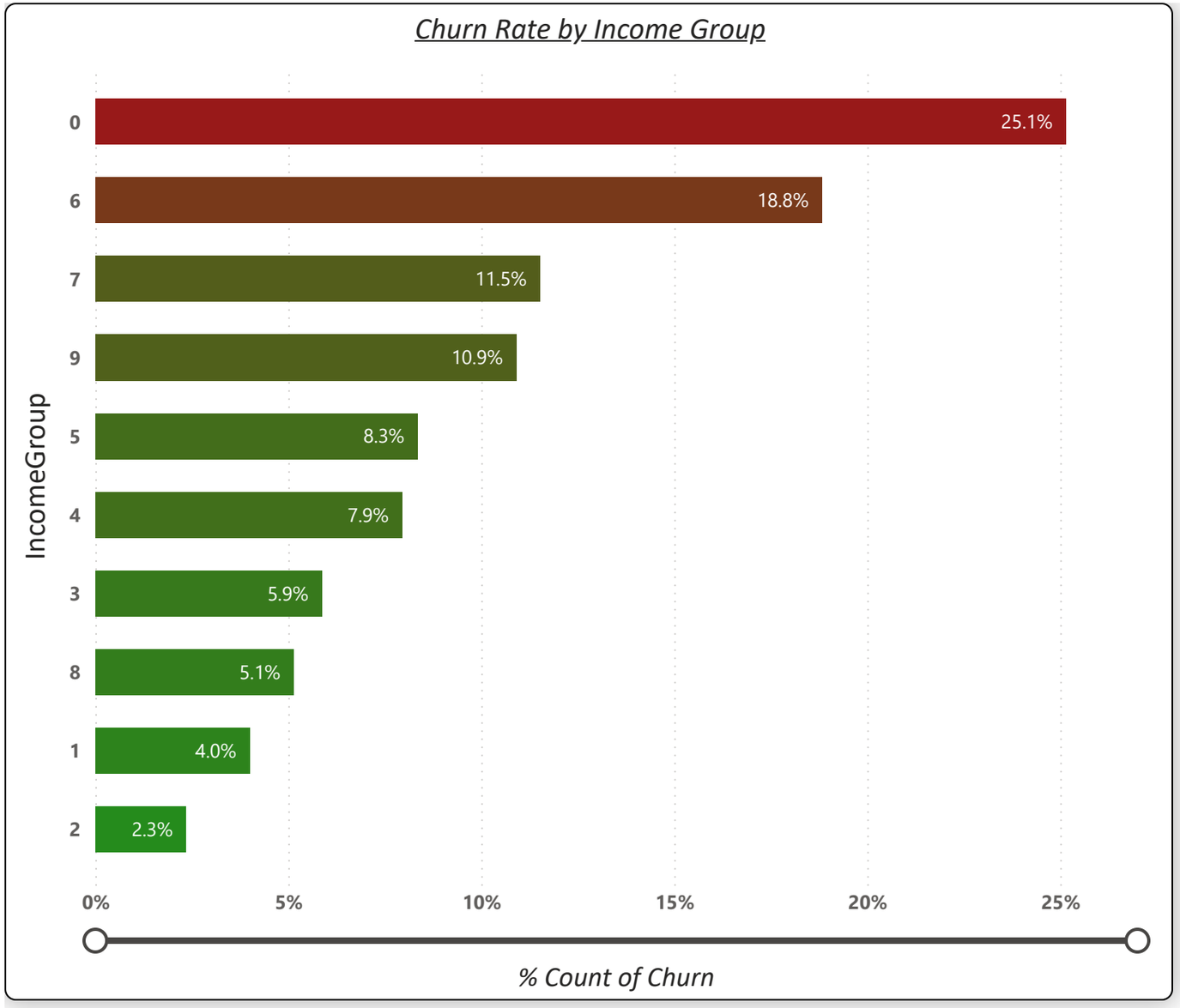
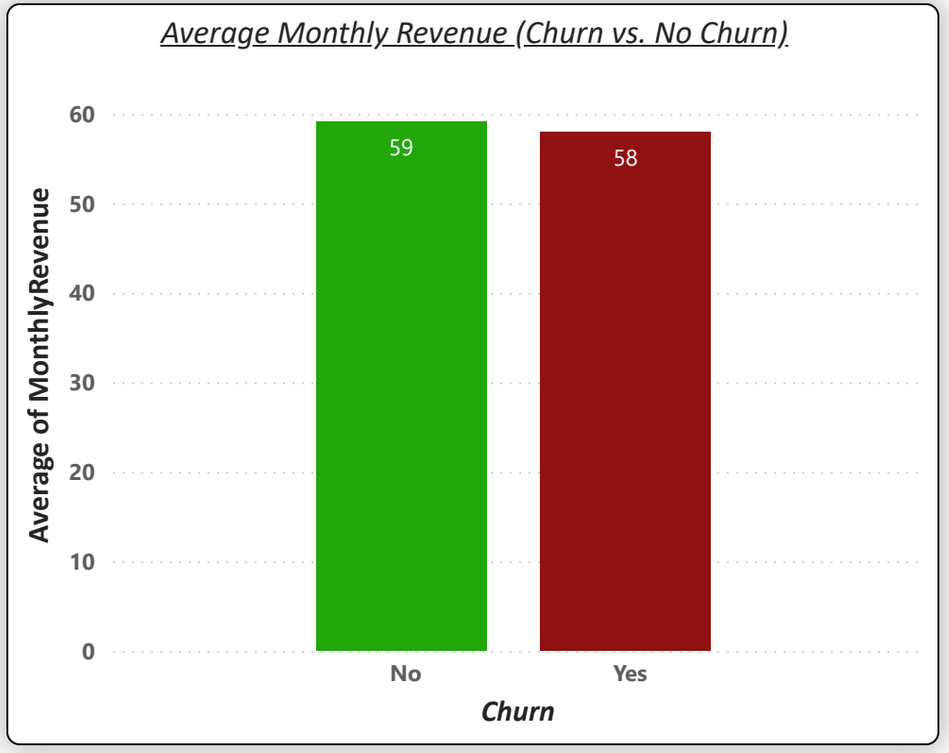
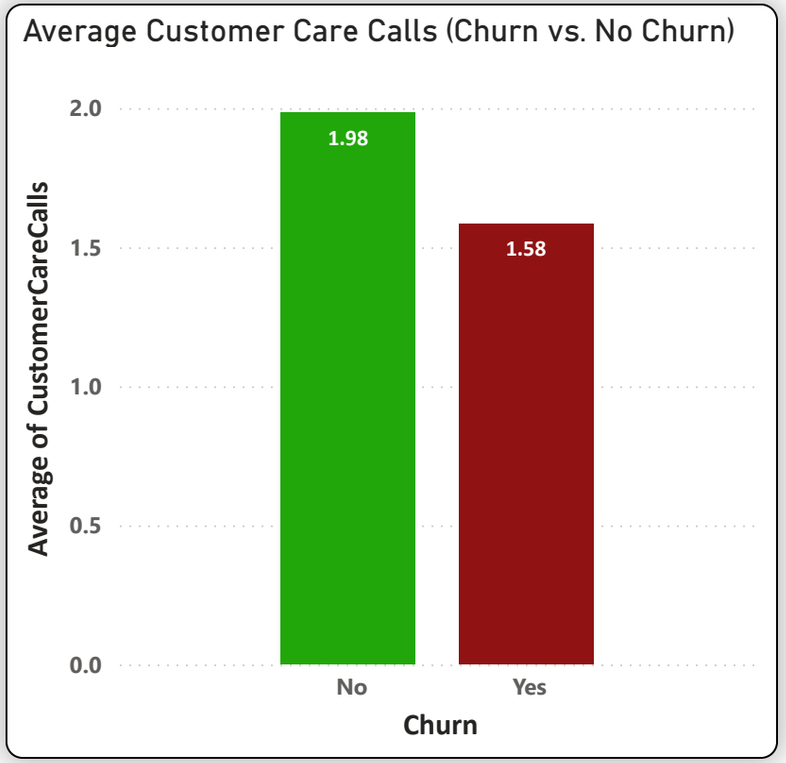

Churn % by Marital Status
Unknown
Yes
No
38.6%
36.5%
24.9%
Marital_status
0%
10%
20%
30%
40%
% Count of Churn


Churn % by Homeownership
33.42%
66.58%
Homeownership
Known
Unknown


Churn Rate by Income Group
IncomeGroup
0
6
7
9
5
4
3
8
1
2
25.1%
18.8%
11.5%
10.9%
8.3%
7.9%
5.9%
5.1%
4.0%
2.3%
0%
5%
10%
15%
20%
25%
% Count of Churn

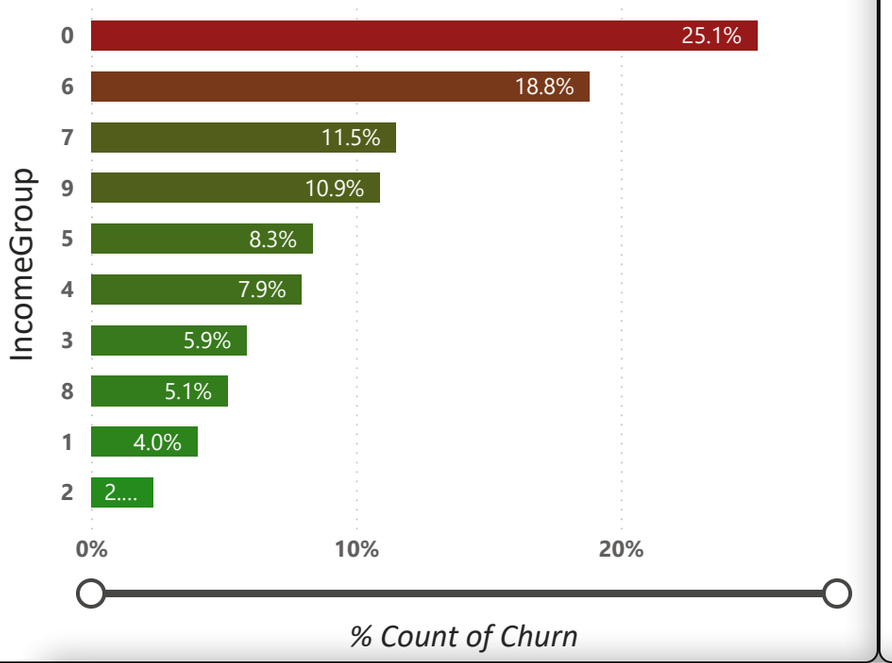

Average Monthly Revenue (Churn vs. No Churn)
60
50
40
30
20
10
0
Average of MonthlyRevenue
59
58
No
Yes
Churn


Average Customer Care Calls (Churn vs. No Churn)
2.0
1.5
1.0
0.5
0.0
Average of CustomerCareCalls
1.98
1.58
No
Yes
Churn

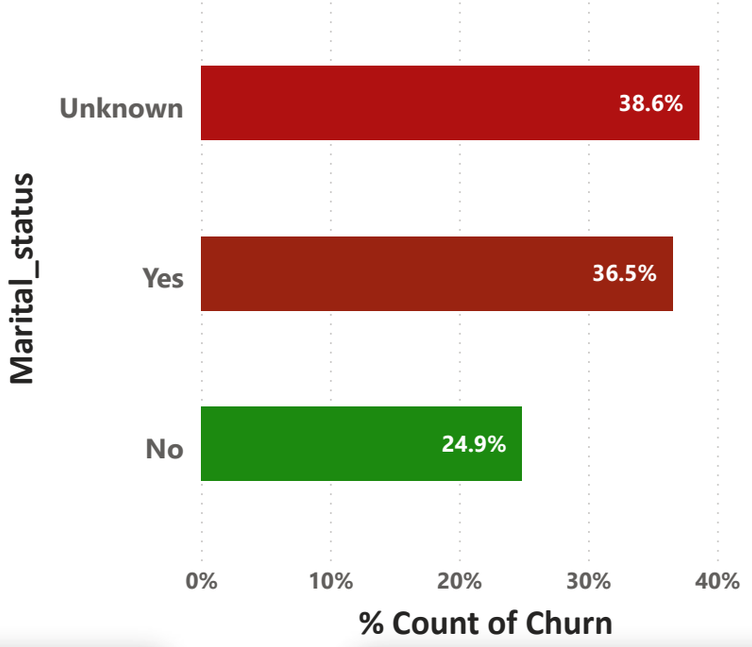
Customer Churn Dashboard – Cell2Cell Dataset

Demographic, Revenue, and Service Insights

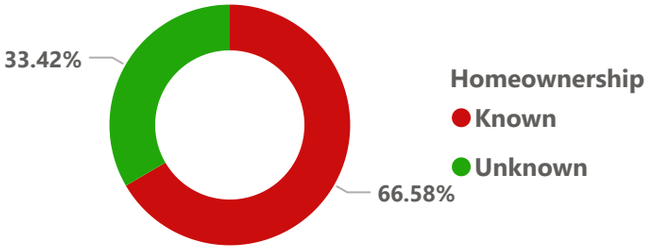
Churn Rate by Income Group



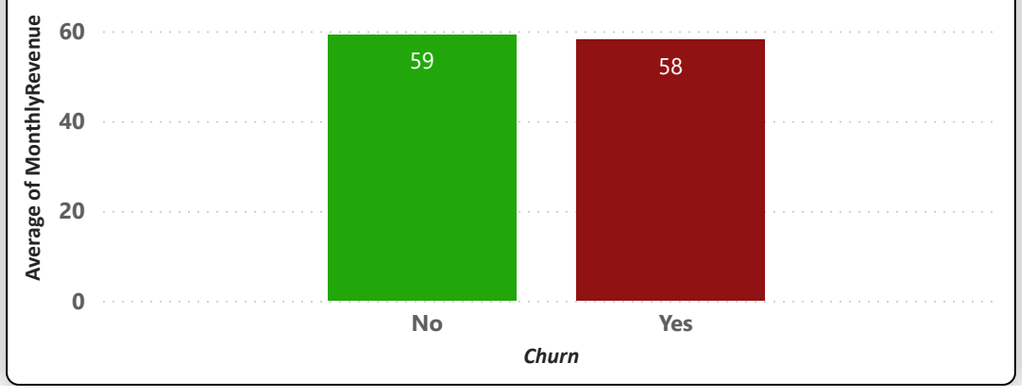
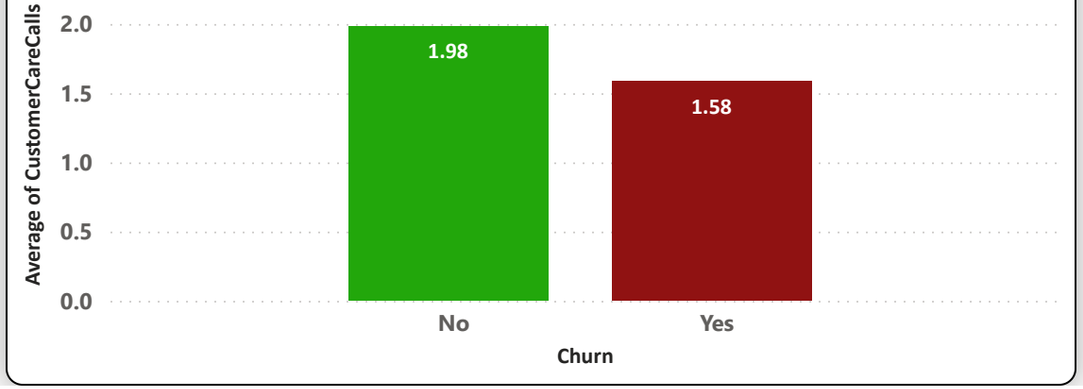
Churn % by Marital Status



Churn % by Homeownership



Average Monthly Revenue (Churn vs. No Churn)



Average Customer Care Calls (Churn vs. No Churn)