

# Churn\_Case\_Study\_fin

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**Last data refresh:**  
02.05.2023 10:02:44 UTC

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02.05.2023 10:16:03 UTC

# 26,86%

Churn Rate

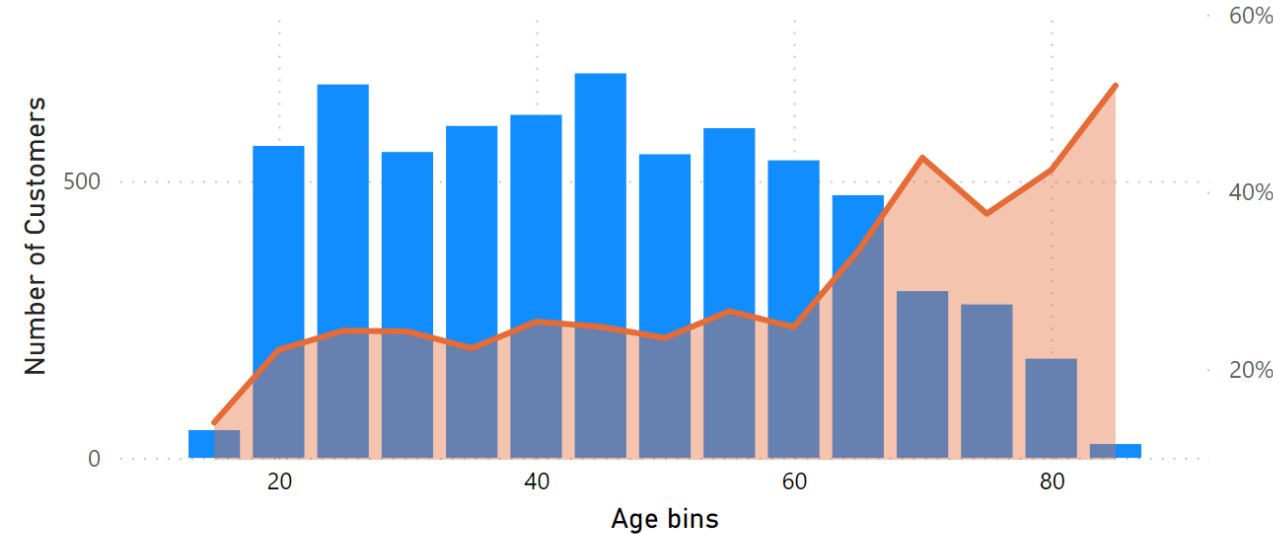
# 1796

Cymma Churned

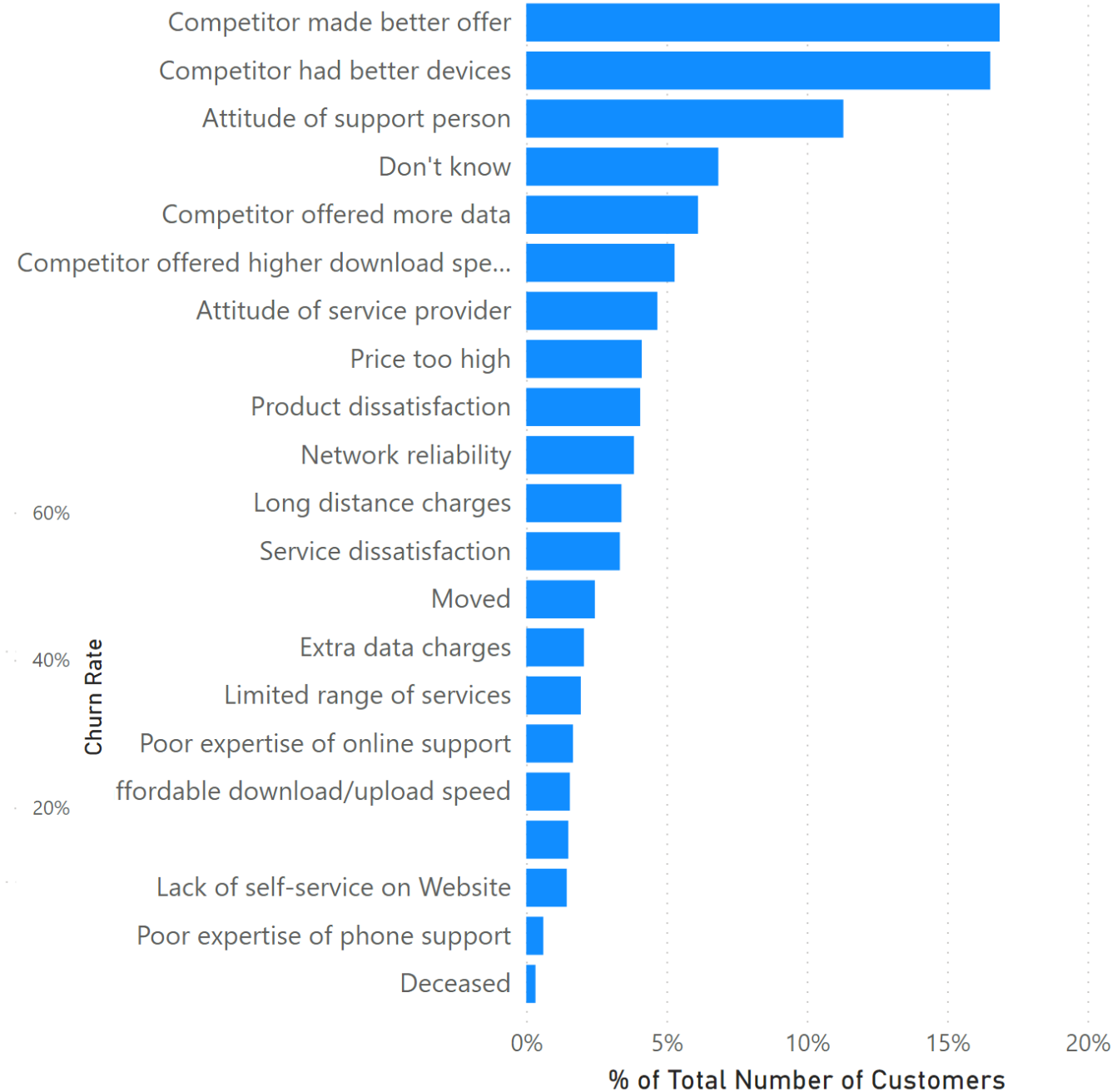
Senior	Under 30	Churn Rate
No	No	22,41%
No	Yes	23,00%
Yes	No	38,46%
Bcero		30,27%

Number of Customers and Churn Rate by Age (bins)

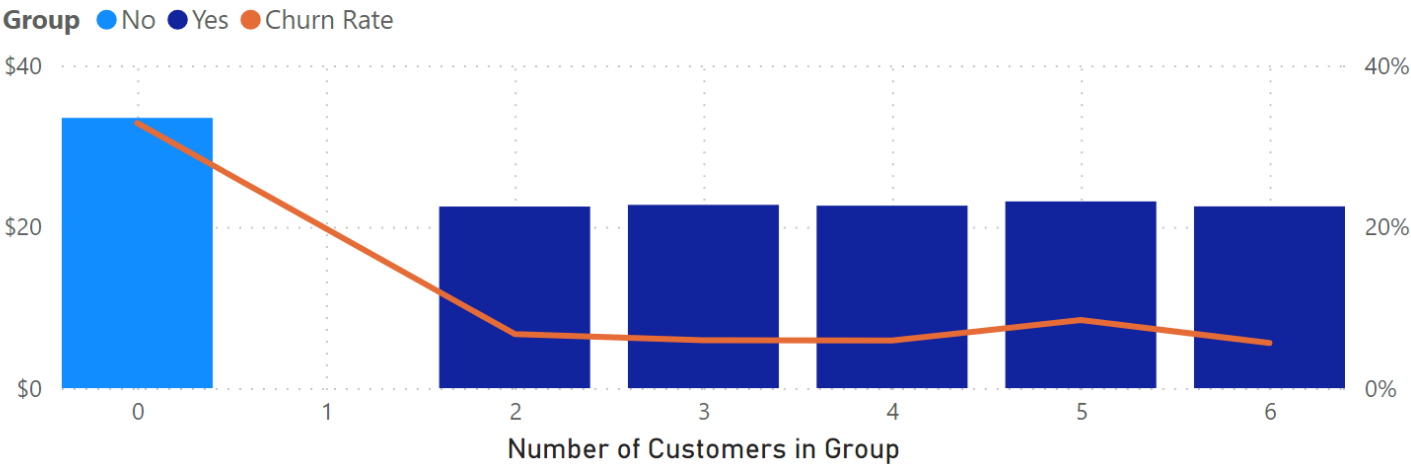
● Number of Customers ● Churn Rate



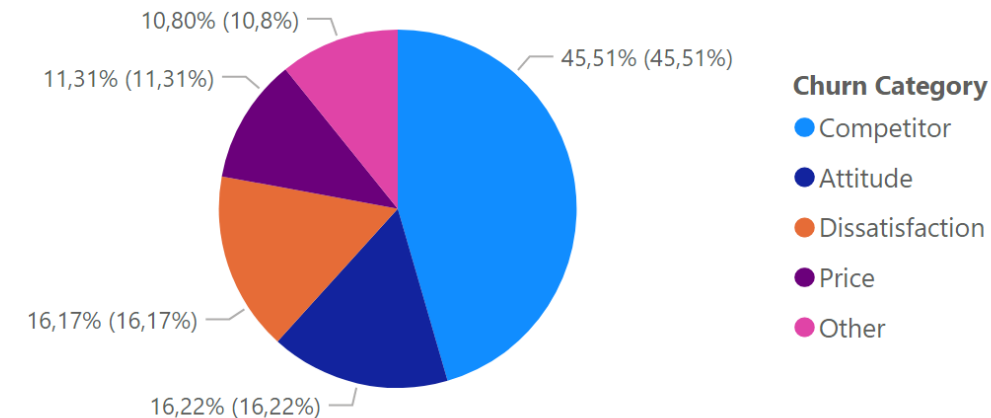
## Churn Reasons



Average Number of Customers in Group by Monthly Charge

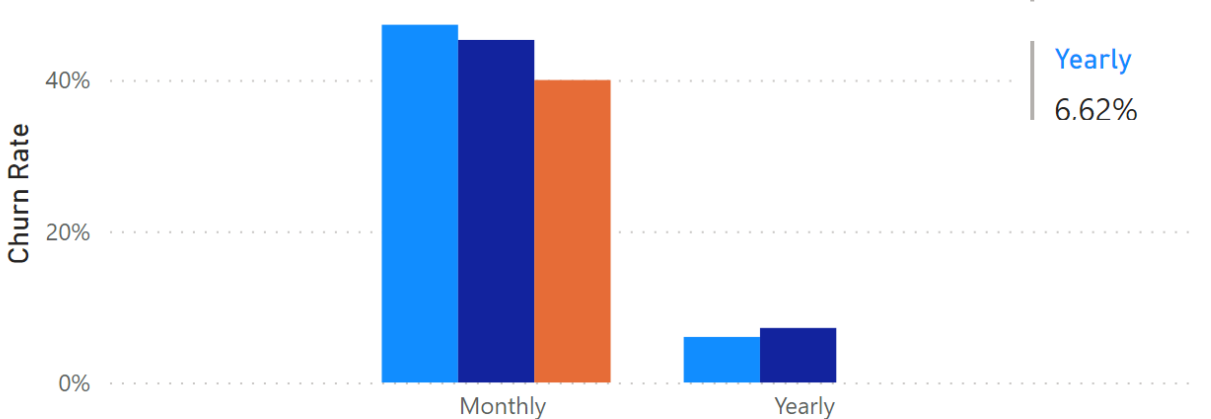


Churn Label by Category

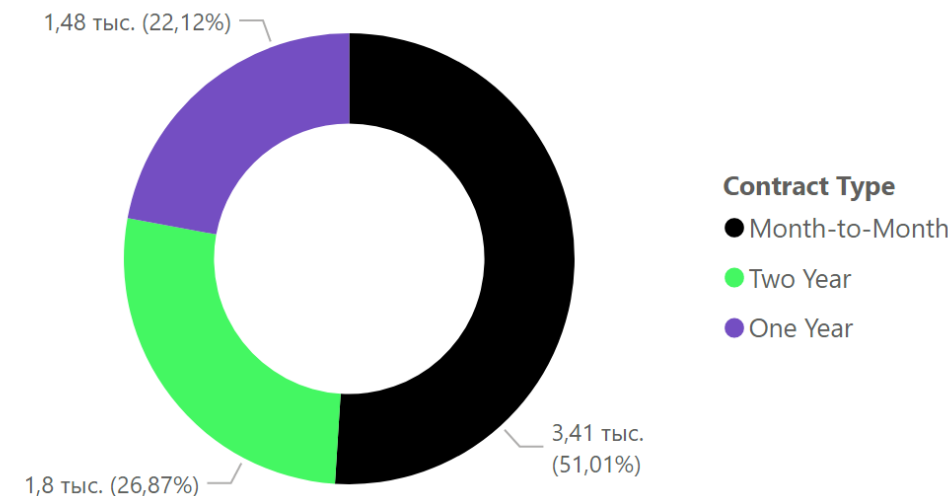


Churn Rate by Gender and Contract Category

**Gender** ● Female ● Male ● Prefer not to say

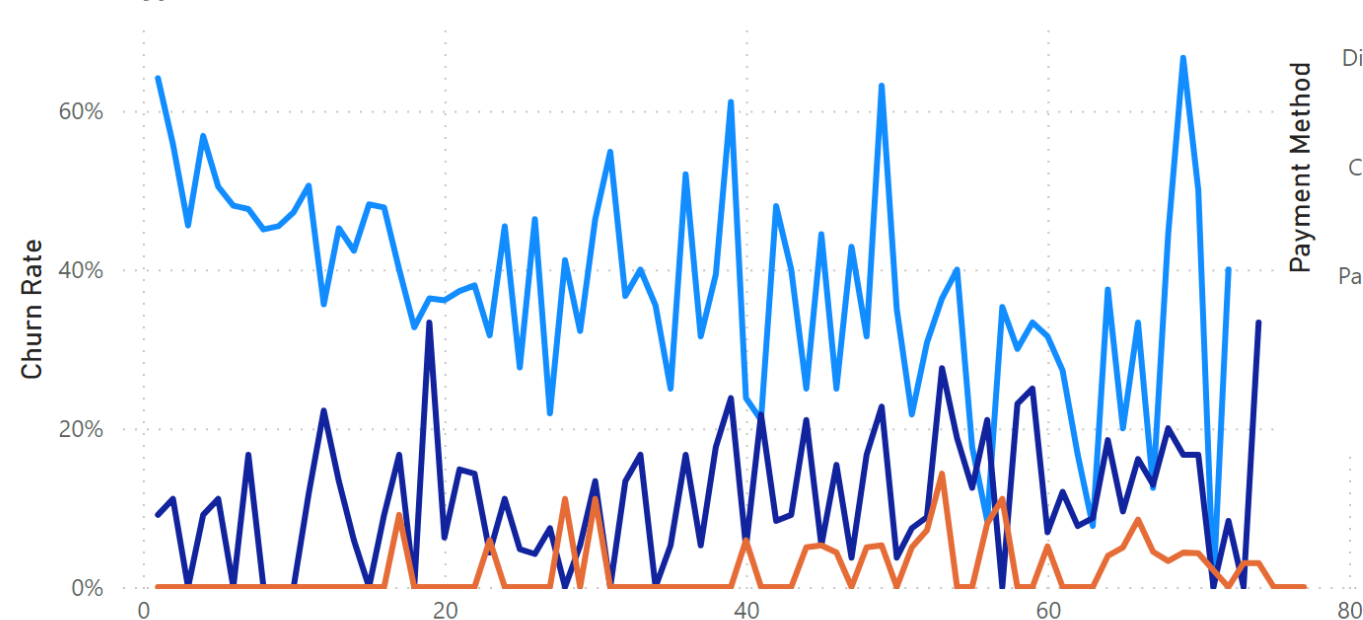


Customers by Contract type

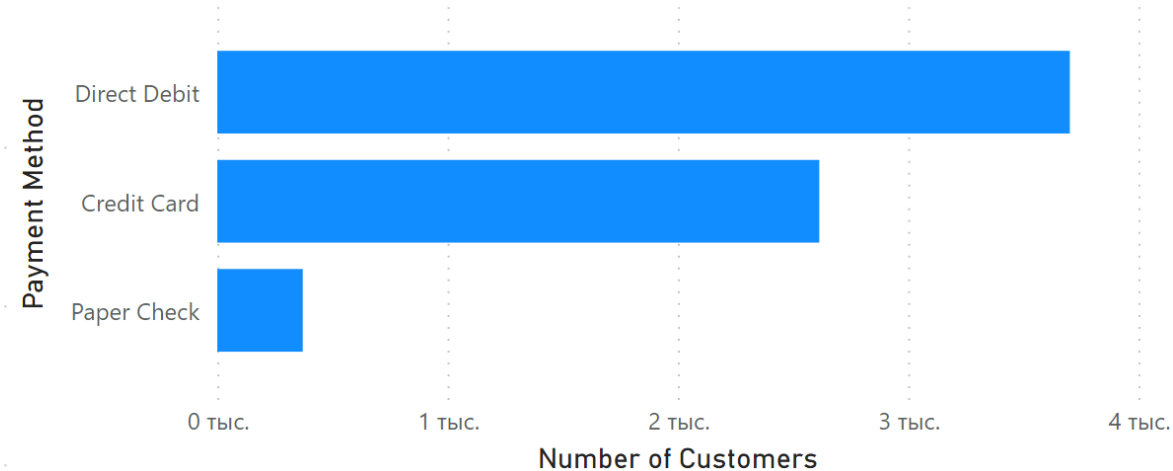


Churn Rate by Account Length (in months)

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

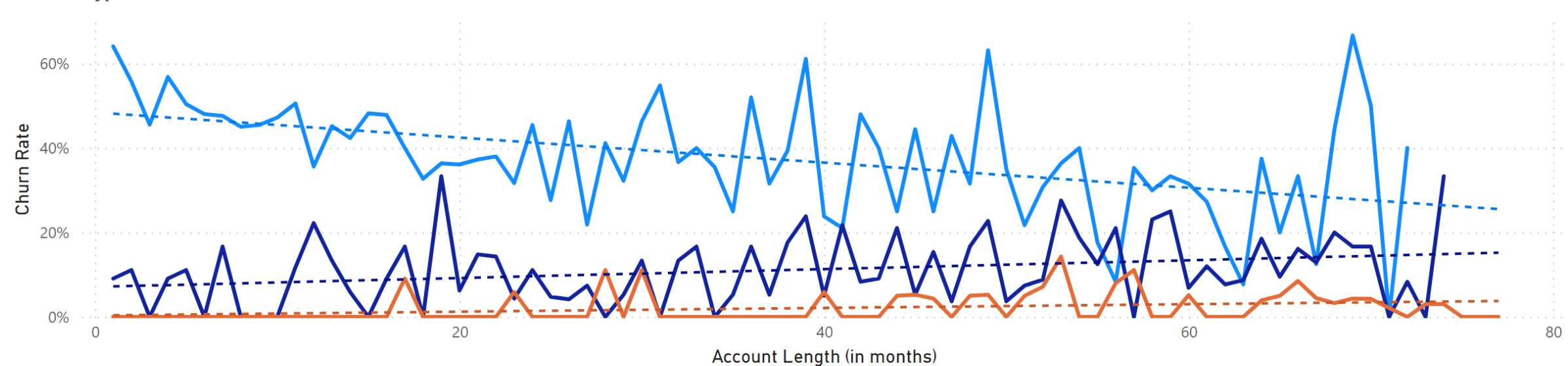


Number of Customers by Payment Method



Churn Rate по Account Length (in months) и Contract Type

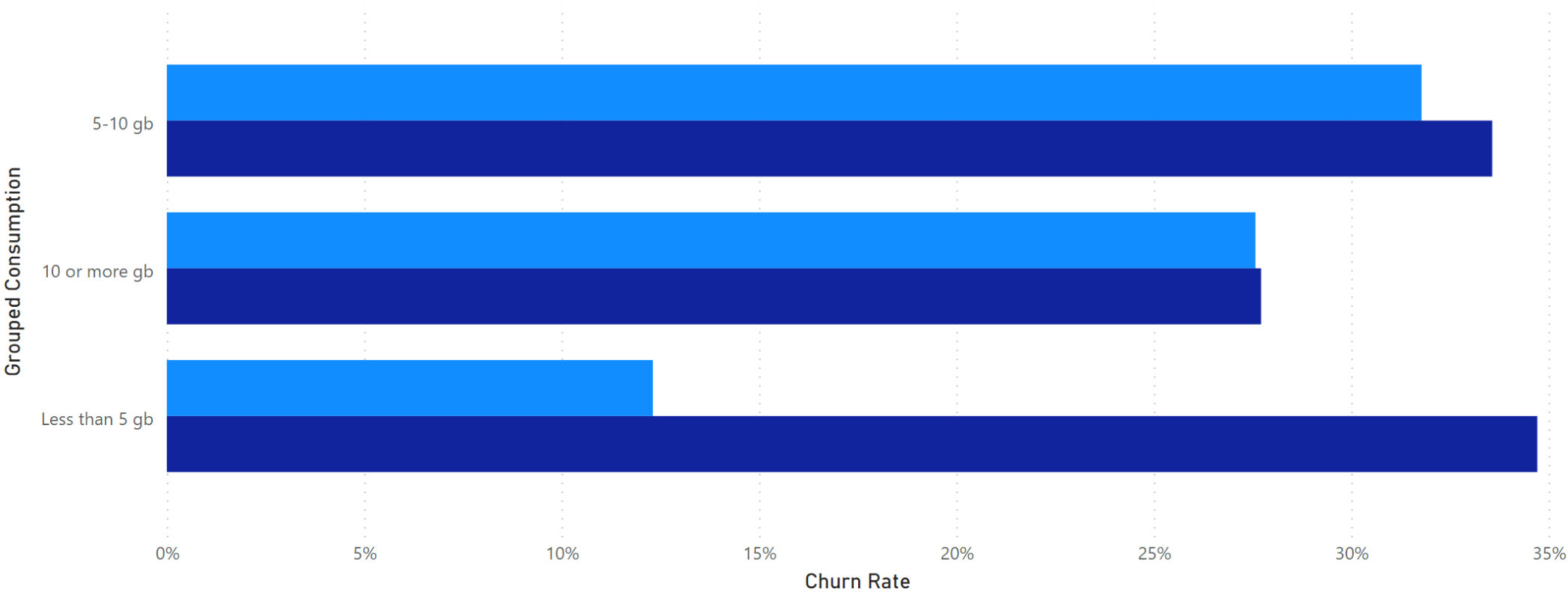
Contract Type ● Month-to-Month ● One Year ● Two Year



Churn Rate	Unlimited Data Plan
16,10%	No
32,11%	Yes
26,86%	

Churn Rate by Unlimited Data Plan and Grouped Consumption

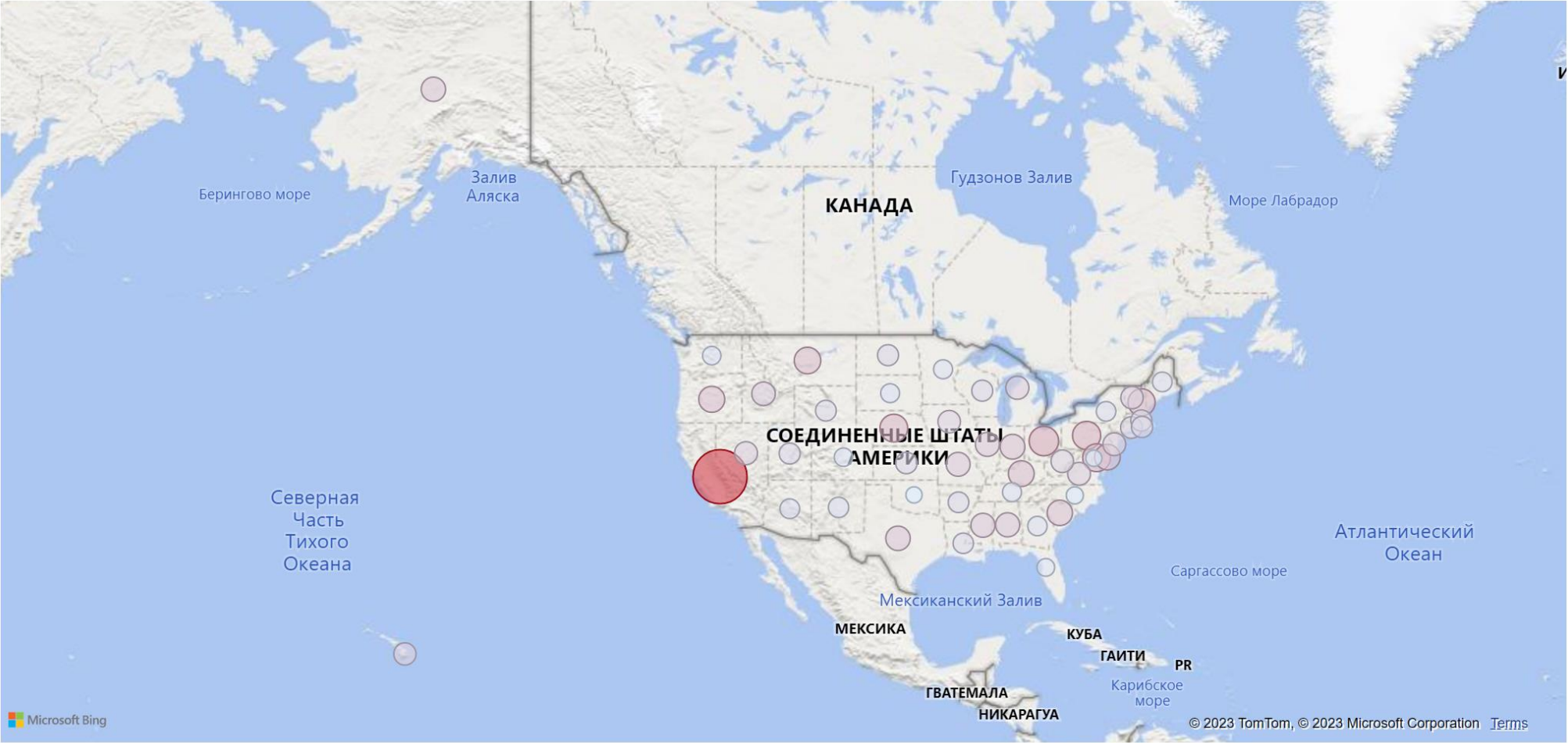
Unlimited Data Plan    ● No    ● Yes



Churn rate by Intl Plan and Intl Activity

Intl Plan	No	Yes
yes	71,19%	7,59%
no	20,01%	40,34%

Churn Rate by State





# 26,86%

Churn Rate

# 6687

Количество Customer ID

# 1796

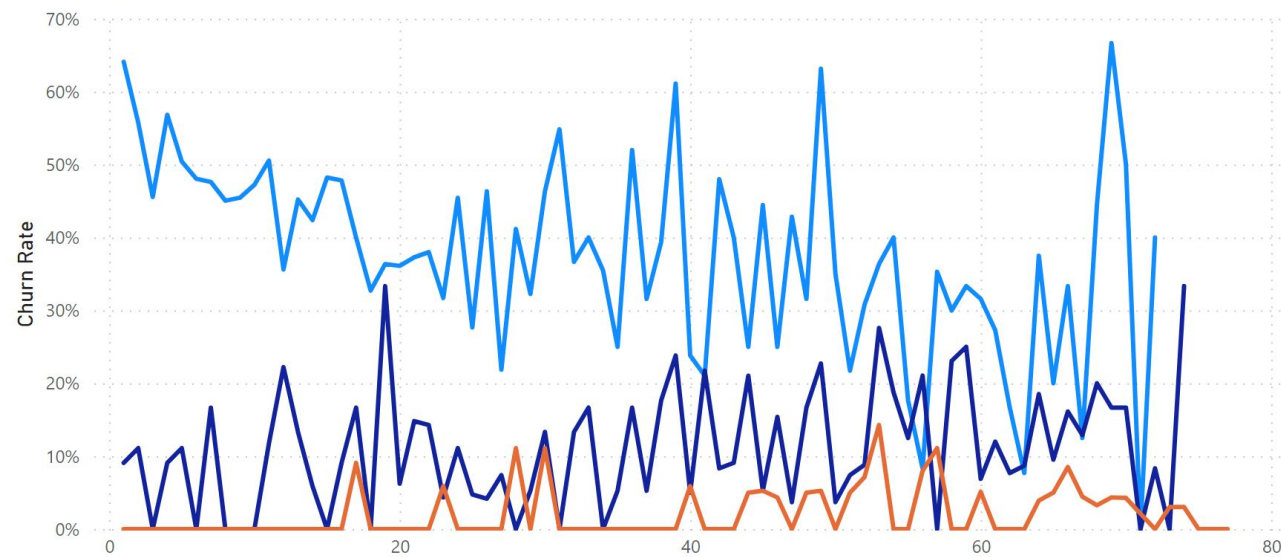
Сумма Churned

%GT Number of Churn Label for Churn Category

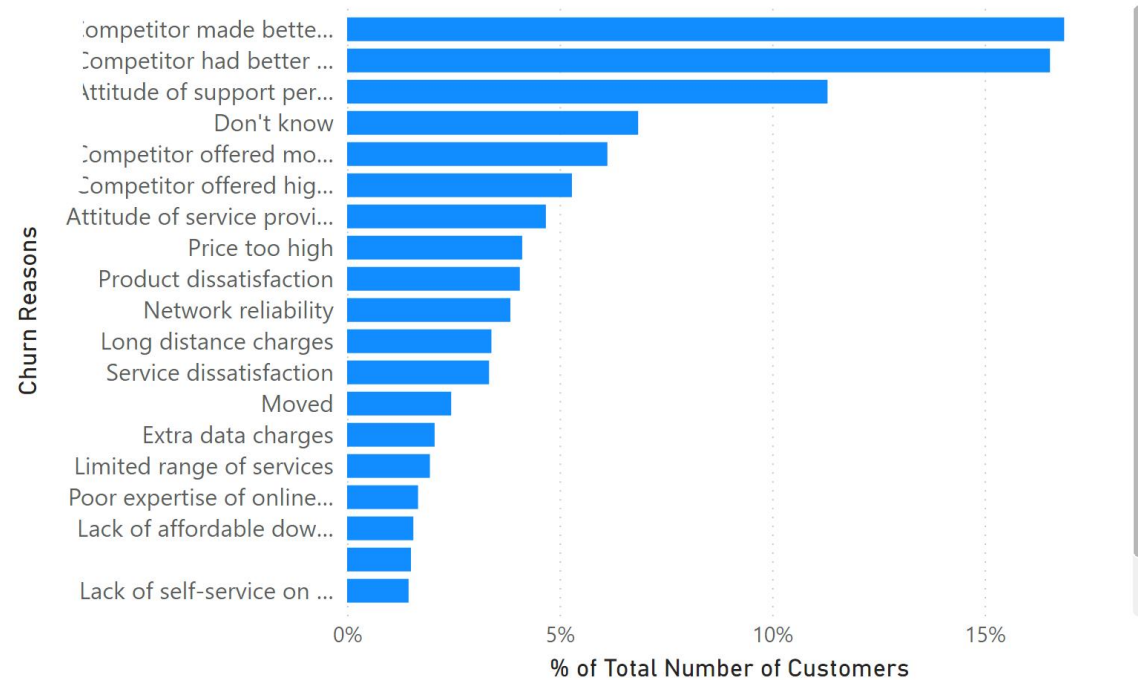


Churn Rate by Account Length (in months)

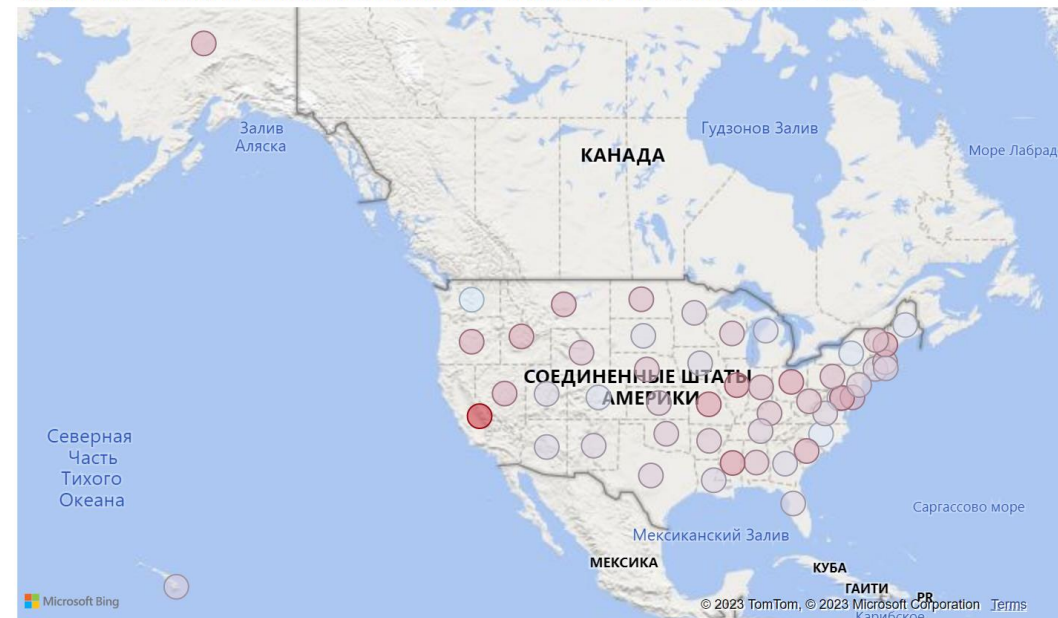
Contract Type ● Month-to-Month ● One Year ● Two Year



Churn Reasons

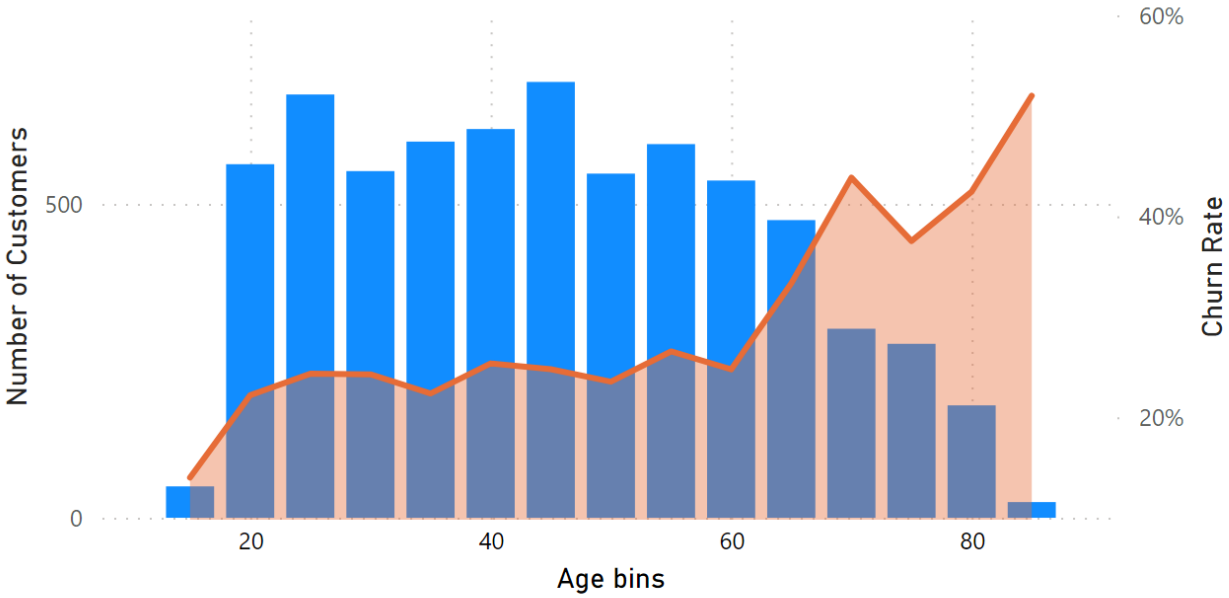


Churn Rate, Number of Churned Customers и Number of Customers ПО State



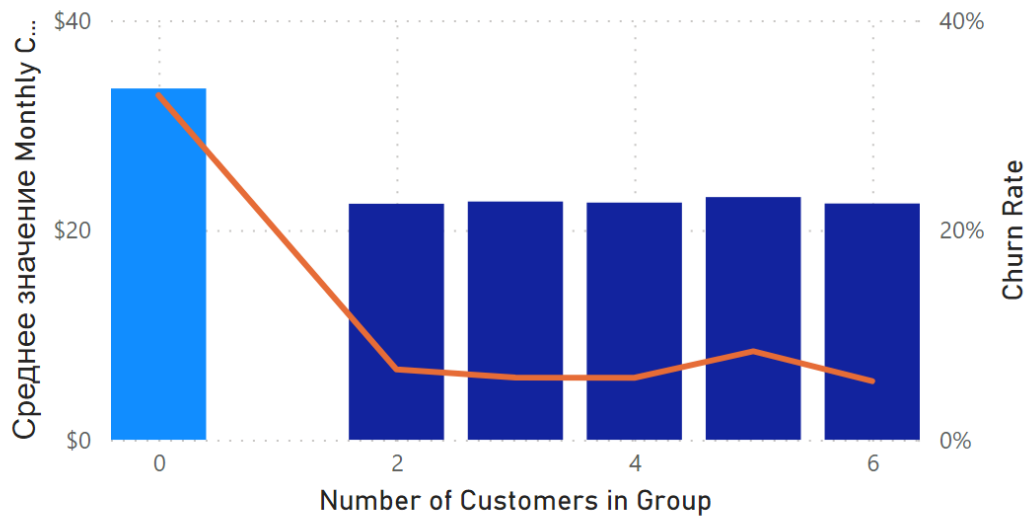
Number of Customers and Churn Rate by Age (bins)

Number of Customers Churn Rate



Среднее значение Monthly Charge и Churn Rate по Number of Customers in Group и Group

Group No Yes Churn Rate



Account Length (in months)





# 6123

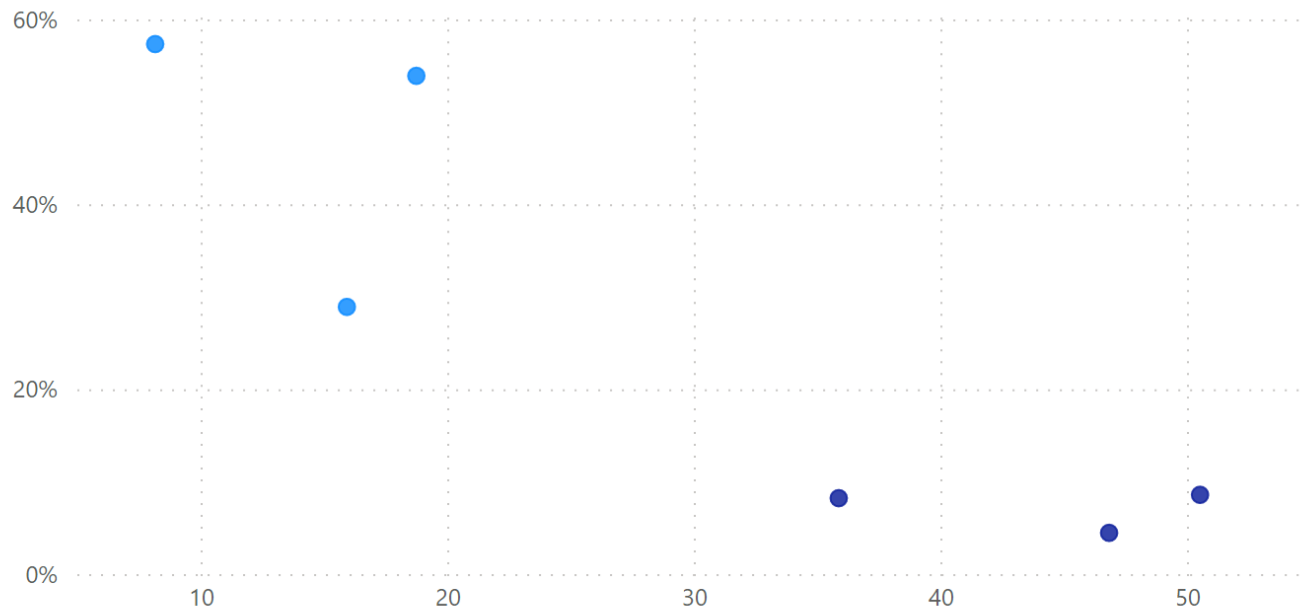
Cymma Customer Service Calls

# 0,92

Avg Customer Service Calls

## Churn Rate by Account Length (in months)

**Contract Category** ● Monthly ● Yearly



**Contract Category**

☐ Monthly

☐ Yearly

**Payment Method**

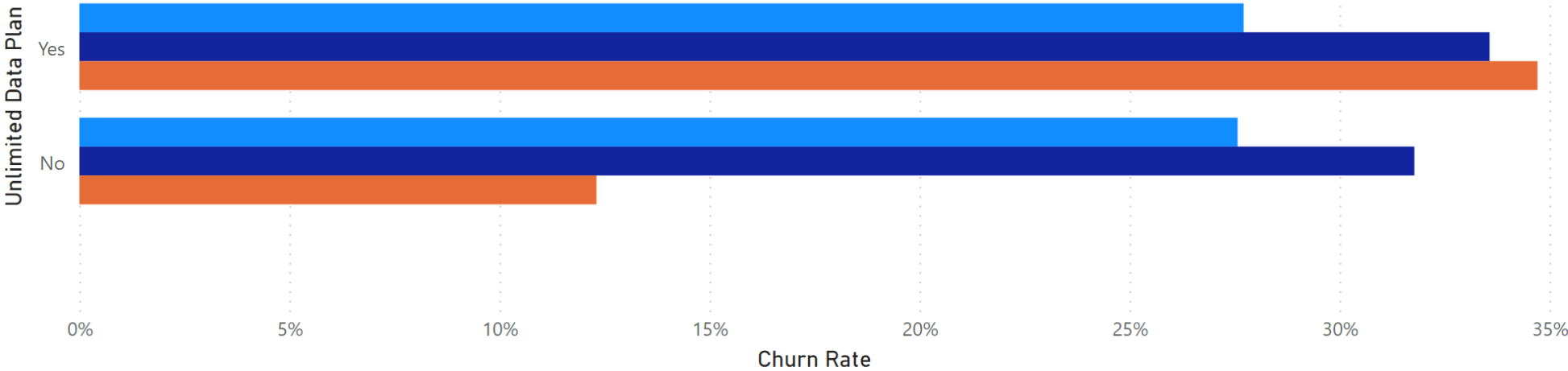
☐ Credit Card

☐ Direct Debit

☐ Paper Check

Churn Rate by Unlimited Data Plan and Grouped Consumption

Grouped Consumption 10 or more gb 5-10 gb Less than 5 gb



6,38

Avg Extra International Charges

3,37

Avg Extra Data Charges

6123

Сумма Customer Service Calls

6,38

Avg Extra International Charges

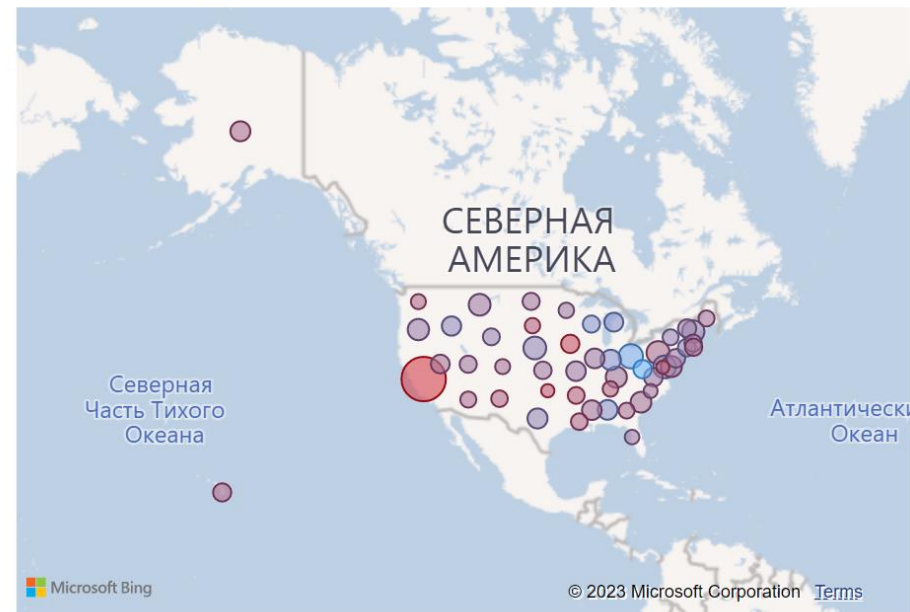
0,92

Avg Customer Service Calls

3,37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls по State и Churn Label

Churn Label ● No ● Yes

