

Keeping customers

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Keeping customers

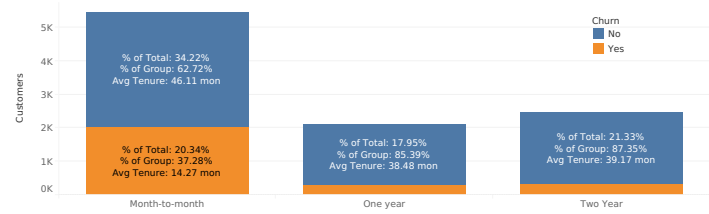
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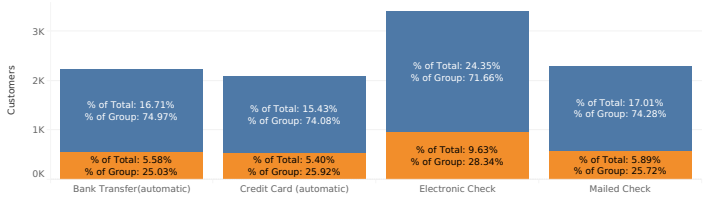
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Contract Types



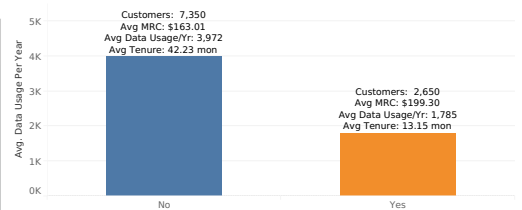
Payment Types



Avg Cost by Contract & Payment Method

Contract	Payment Method / Churn							
	Bank Transfer(automatic)		Credit Card (automatic)		Electronic Check		Mailed Check	
	No	Yes	No	Yes	No	Yes	No	Yes
Month-to-month	160.73	195.61	159.93	192.19	158.76	192.78	159.30	192.87
One year	165.85	221.09	166.60	217.89	163.69	218.38	167.50	224.60
Two Year	165.22	225.75	171.25	220.71	164.34	213.57	165.47	216.51

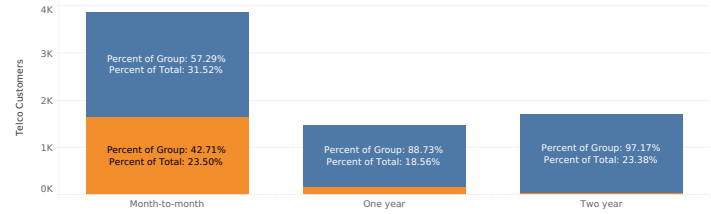
Avg Churner



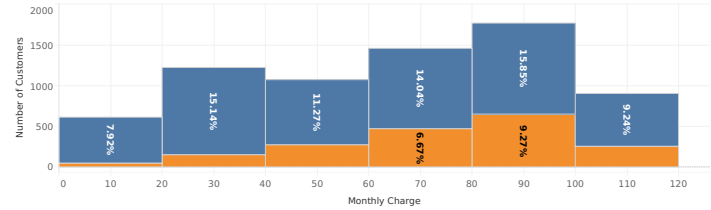
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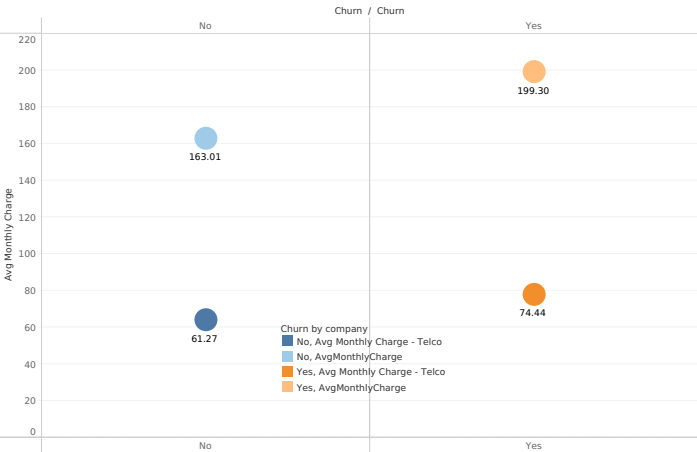
Competitor Contract Types



Churn by Monthly Charge-Telco



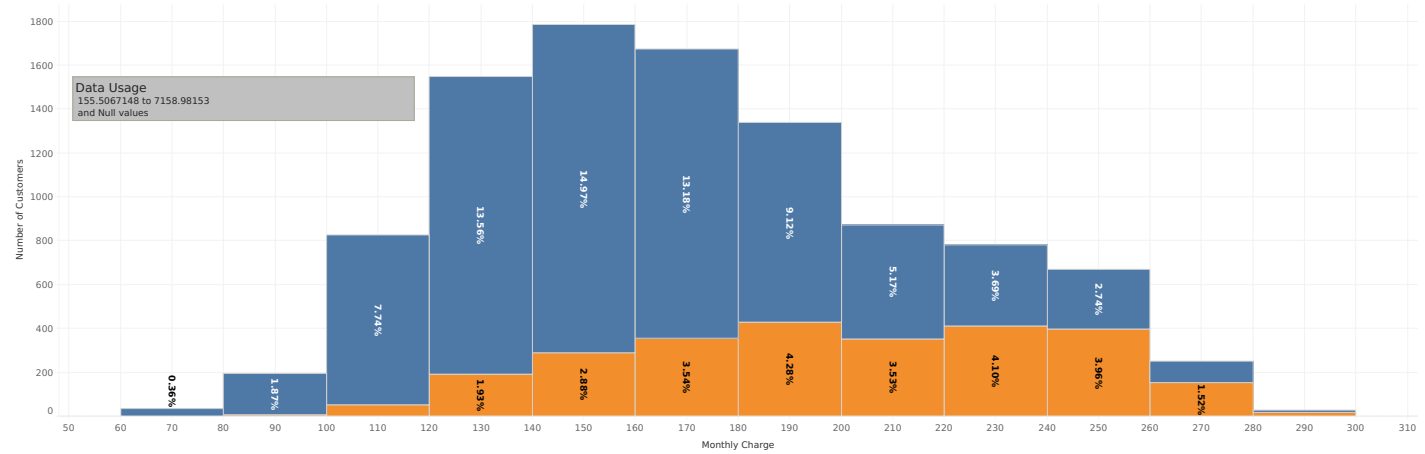
Competitor Comparison



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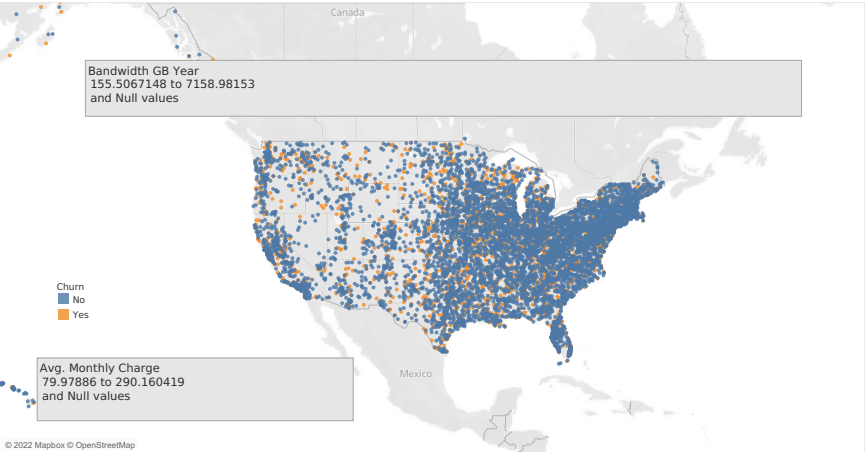
Monthly Charges



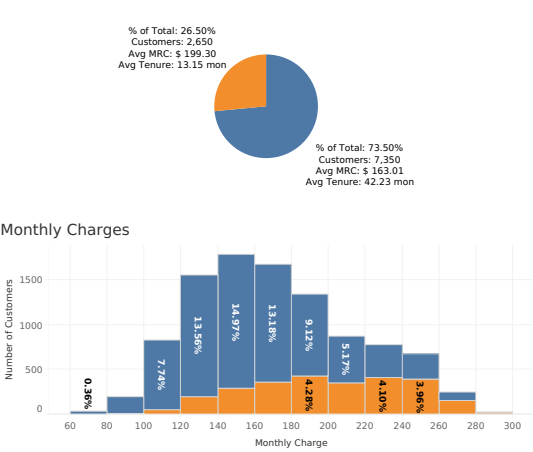
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Continental US Churn Density



Summary



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New plans for low data users?

Lower cost plans?



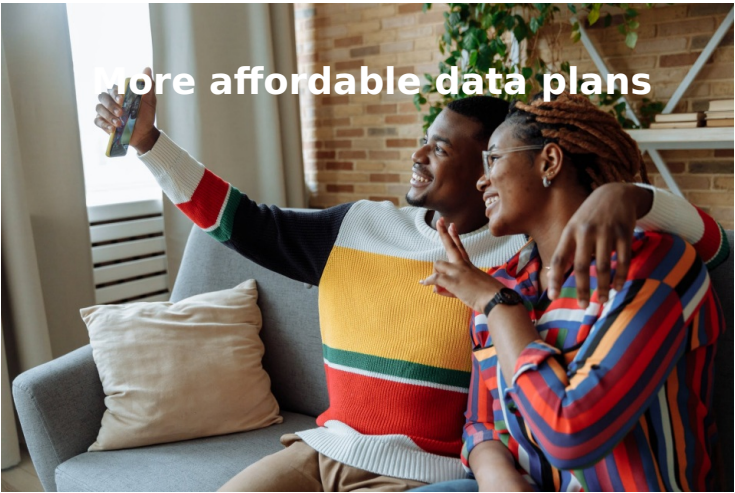
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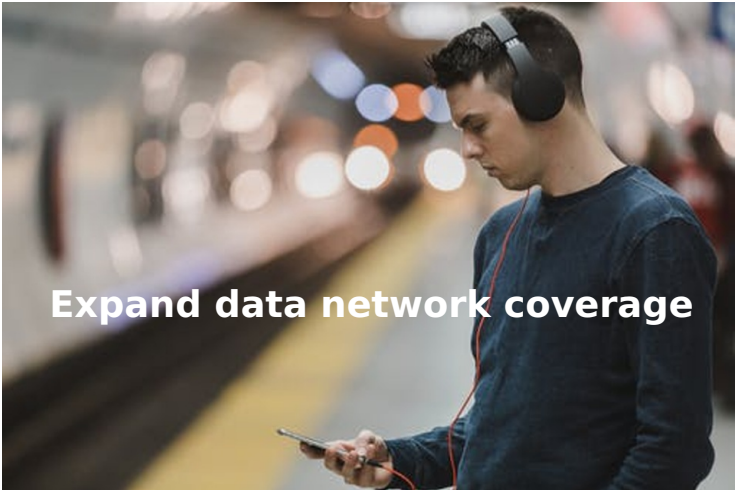
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