CHURN ANALYSIS - SUMMARY

Monthly Charge Range: All

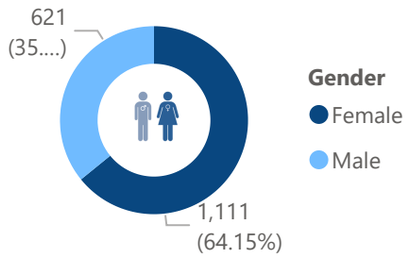
Married: All

Churn Prediction

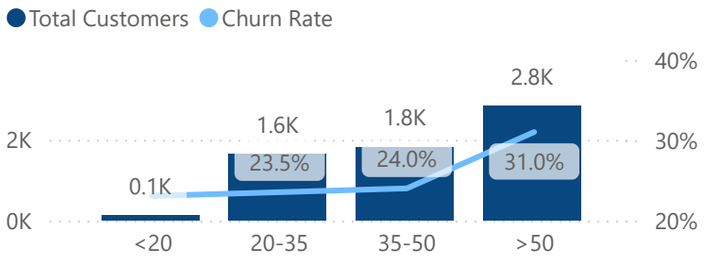
6,418	411	1,732	27.0%
Total Customers	New Joiners	Total Churn	Churn Rate

DEMOGRAPHIC

Total Churn by Gender

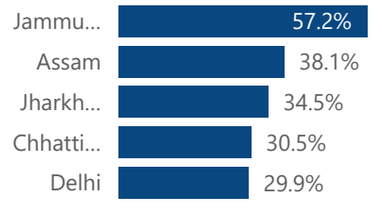


Total Customers and Churn Rate by Age Group



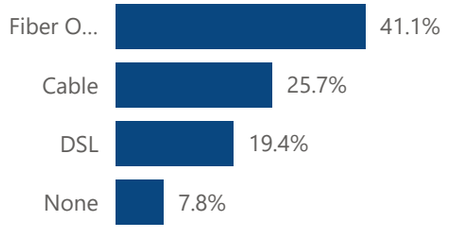
GEOGRAPHIC

Churn Rate by State Top 5



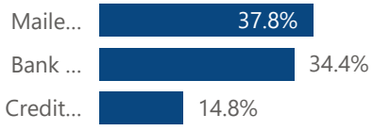
SERVICES USED

Churn Rate by Internet_Type

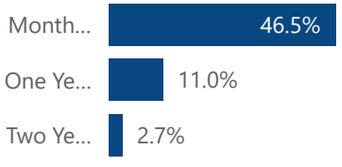


ACCOUNT INFO

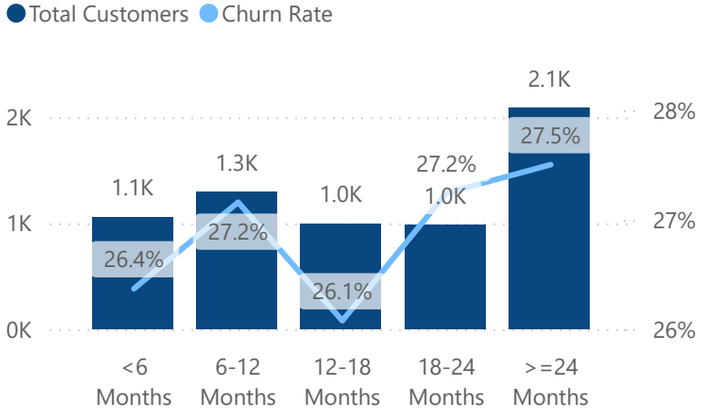
Churn Rate by Payment_Method



Churn Rate by Contract

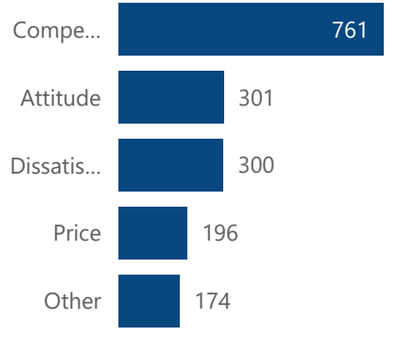


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%

Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Total	**1,732**

CHURN ANALYSIS - PREDICTION

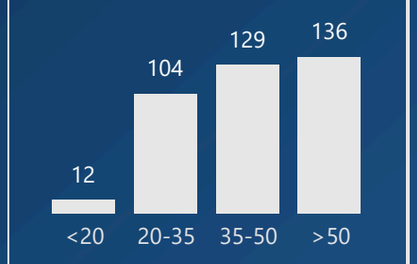
Summary

PREDICTED CHURNER PROFILE

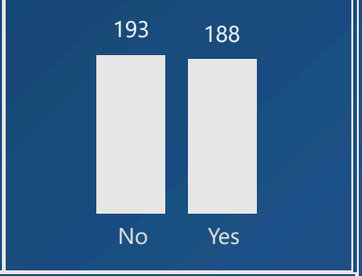
249 Female

132 Male

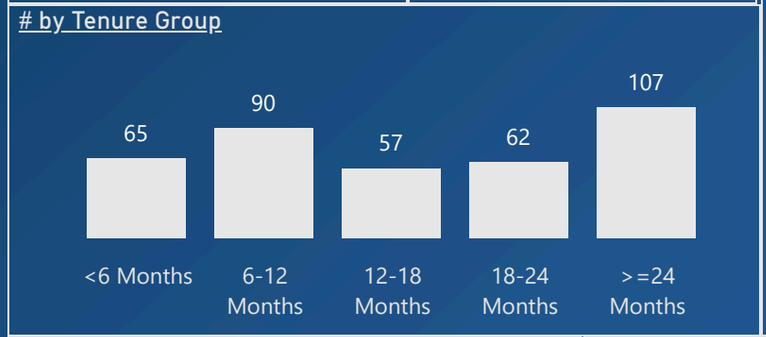
by Age Group



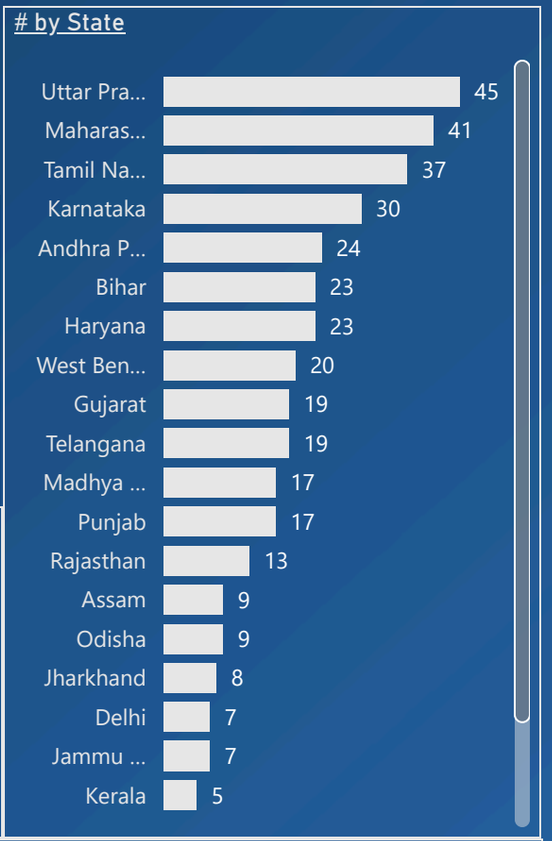
by Marital Status



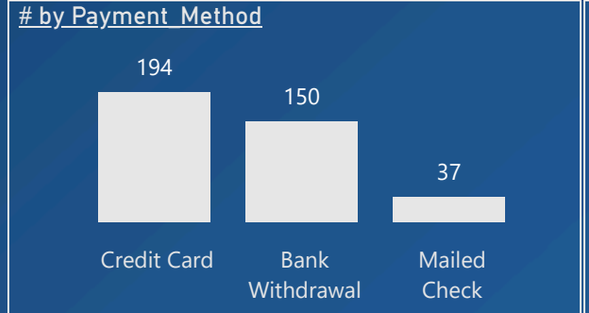
by Tenure Group



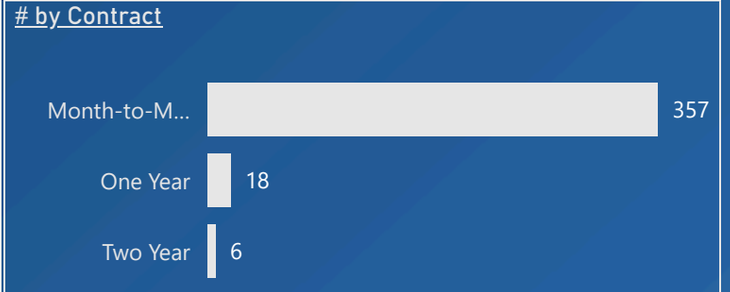
by State



by Payment_Method



by Contract



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

Customer_ID	Monthly_ Charge	Sum of Total_Revenue	Sum of Total_Refunds	Sum of Number_of_ Referrals	Count Predicted Churner
13666-UTT	95.40	344.18	0.00	15	1
16764-WES	20.80	68.94	0.00	15	1
18015-ODI	49.90	64.83	0.00	15	1
18027-UTT	19.90	41.34	0.00	15	1
19541-ODI	45.25	153.20	0.00	15	1
19747-WES	64.50	356.05	0.00	15	1
25048-TEL	24.00	56.95	0.00	15	1
31129-AND	70.35	94.77	0.00	15	1
31294-KAR	49.75	91.54	0.00	15	1
31918-KAR	41.35	107.25	0.00	15	1
Total		**43,096.26**	**100.24**	**2773**	**381**