**Customer Churn Analysis** 

Filters

Demographics

Service Plans

Calls and Charges

**Customers by Churn** 

24.83%

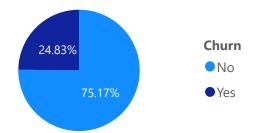
Churn Rate

575

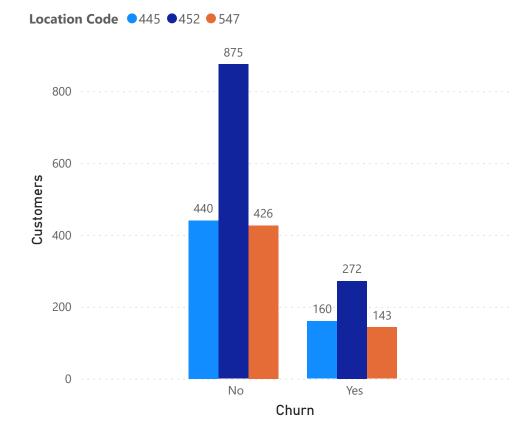
**Churn Customers** 

2316

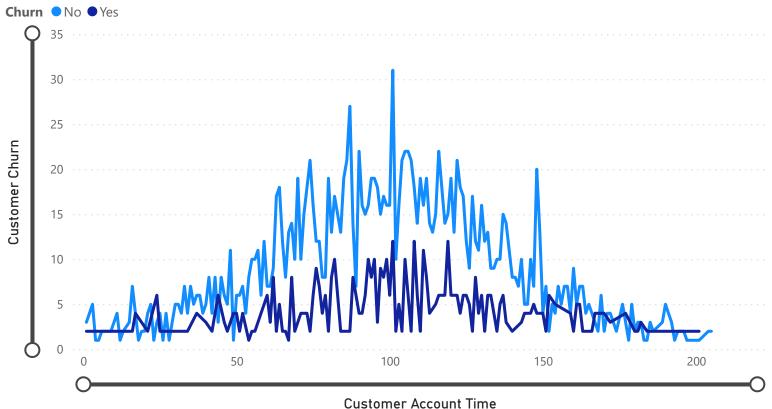
**Total Customers** 



Customers Churn By Location Code



**Customer Churn by Customer Account Time** 



## **Customer Churn Analysis**

**Filters** 

Demographics

Service Plans

0

Calls and Charges

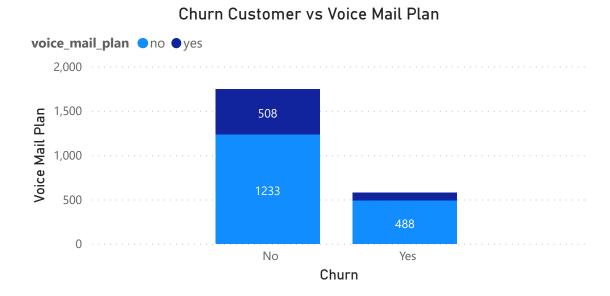
24.83% churn\_rate%

2316

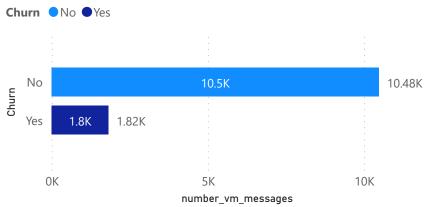
**Count of Customers** 

2316

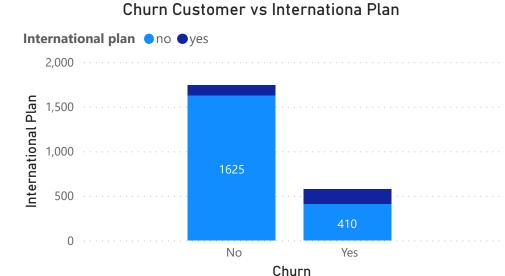
Count of Churn



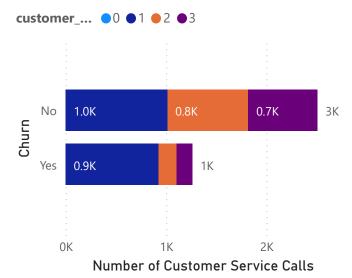
## Voice Mail Messages by Churn



customer\_service\_calls by customer\_service\_calls and Churn









customer service calls

10

**Customer Churn Analysis Filters** Demographics Service Plans Calls and Charges Count of Churn by intl\_rate Average call By Call Catergory 0.08**Churn** ● No ● Yes ■ Avg of t... ■ Avg of t... ■ Avg of t... 101.69 100.53 avg\_day\_rate avg\_night\_rate avg\_intl\_rate avg\_eve\_rate 100 avg call Count of Churn Average of total local charge by Churn Count of Churn by Total Charge Churn No Yes Churn 50 0.2 Average of total\_local\_charge Average Minutes Spend By Call intl rate (bins) Catergory by Churn Count of Churn Minimum Maximum Minutes by Catergory ● Average... ● Average... ▶ • Min of total... ● Min of tot... ● Min of tot... ● Min of tot... ● Max of tot... 204 205 334 336 200 avg call minutes 150 50 100 100 total\_local\_charge (bins) 2 Yes No No Yes Churn Churn