



Customer churn analysis

26.86%

Churn rate

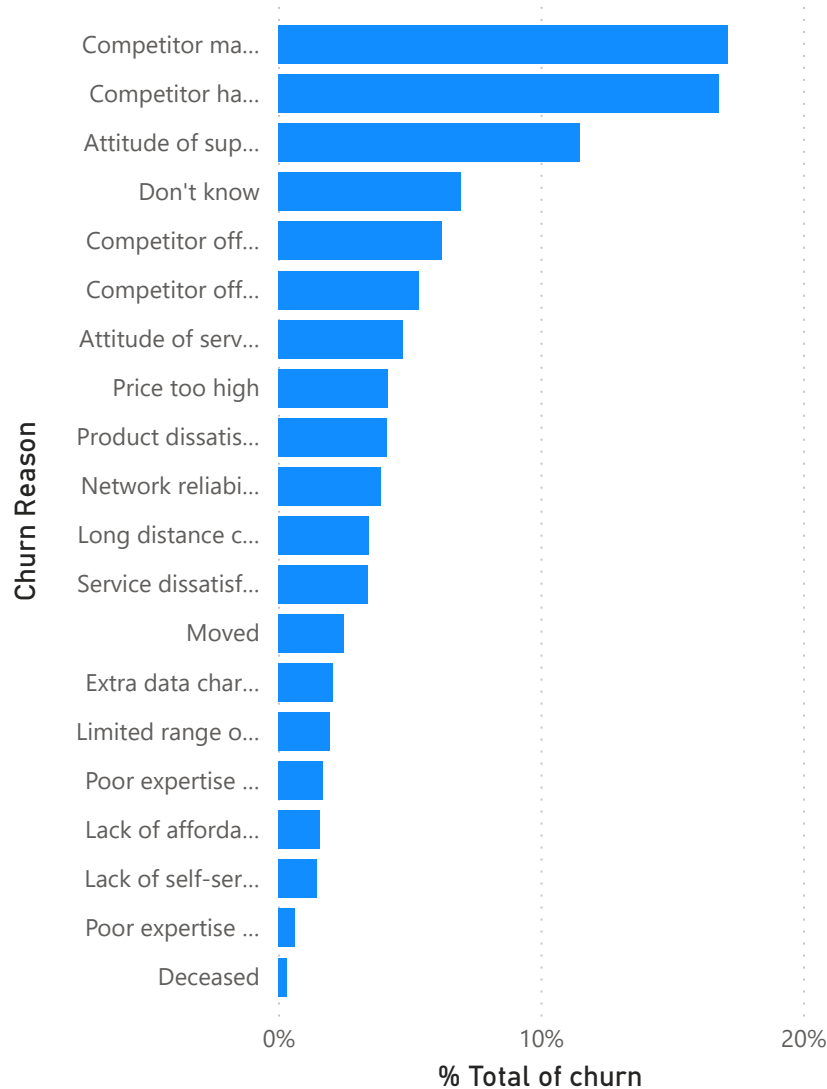
1796

Churned

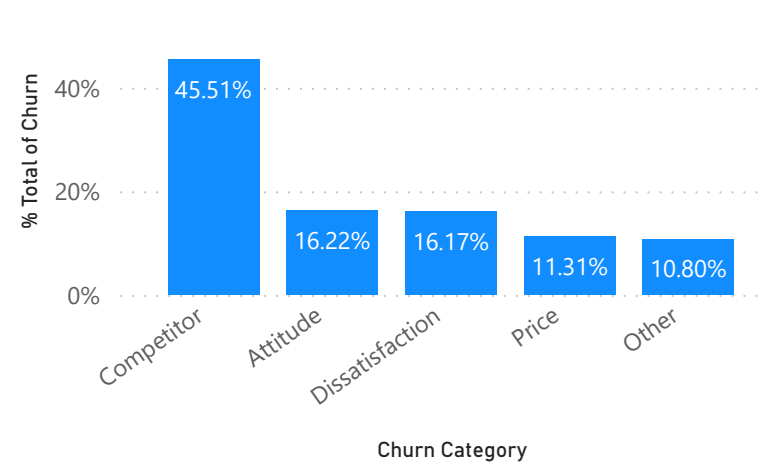
6687

Total customers

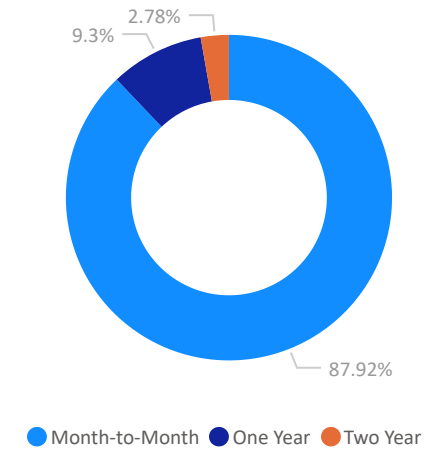
% Customers by Churn Reason



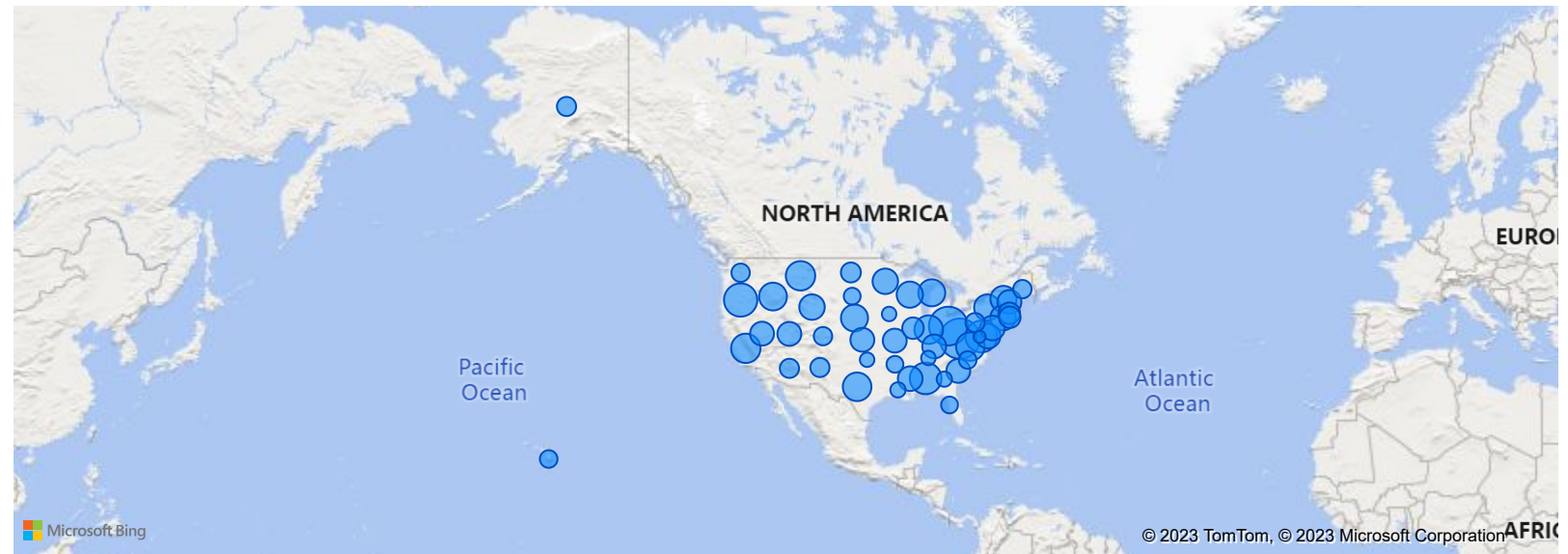
% Total of Churn Category



% Type of contract



Churn rate, Number of customers churn and total customers by State



36.80

Average of Monthly Charge

761.42

Average of Total Charges

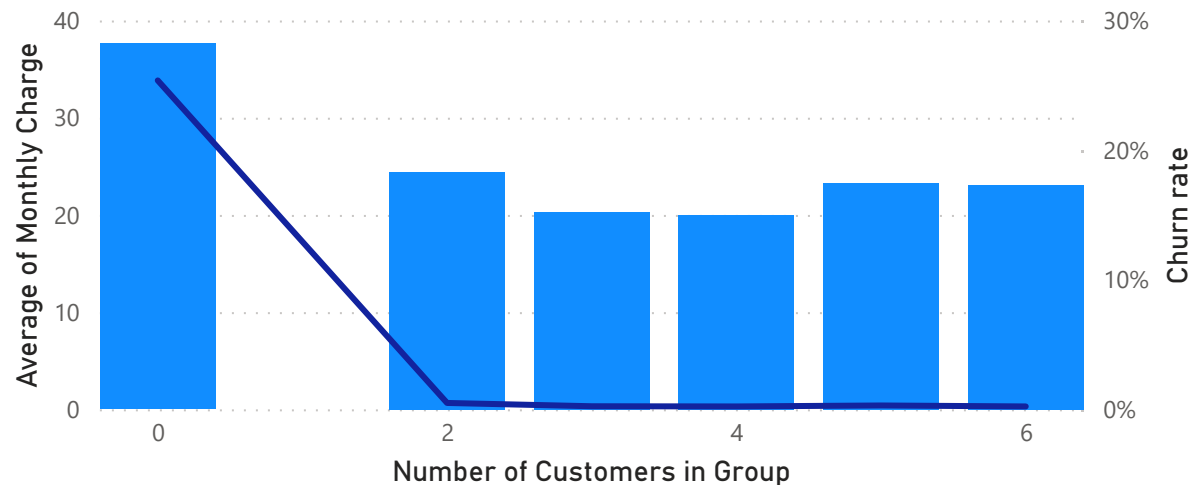
Account Length of months

1

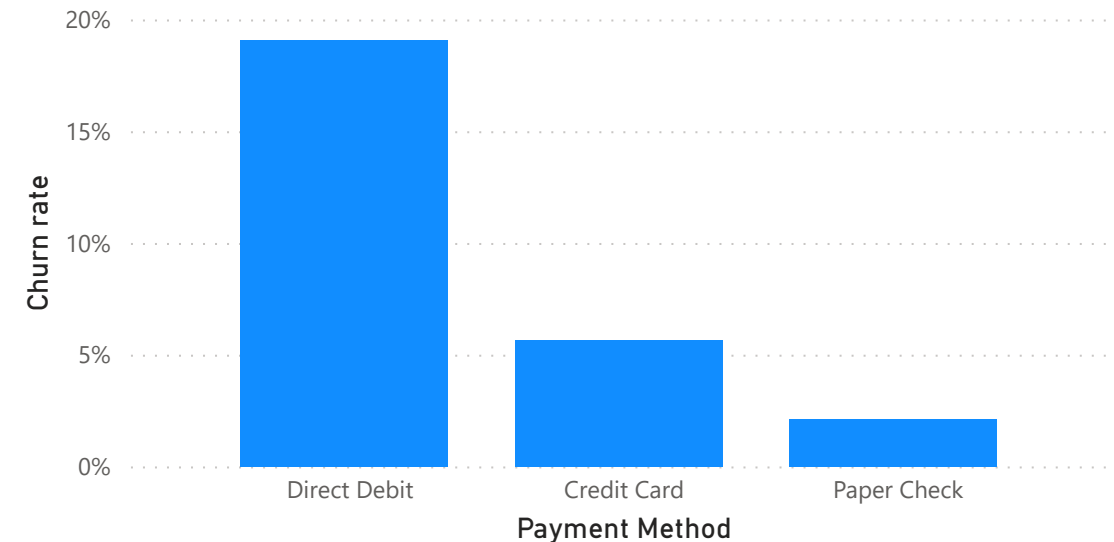
74

Average of Monthly Charge and Churn rate by Number of Customers in Group

● Average of Monthly Charge ● Churn rate

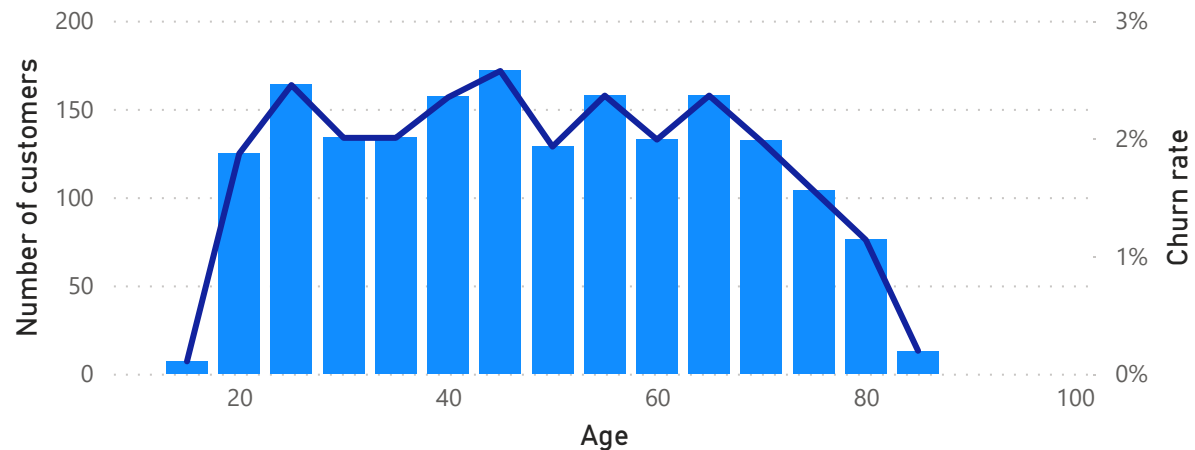


Churn rate by Payment Method



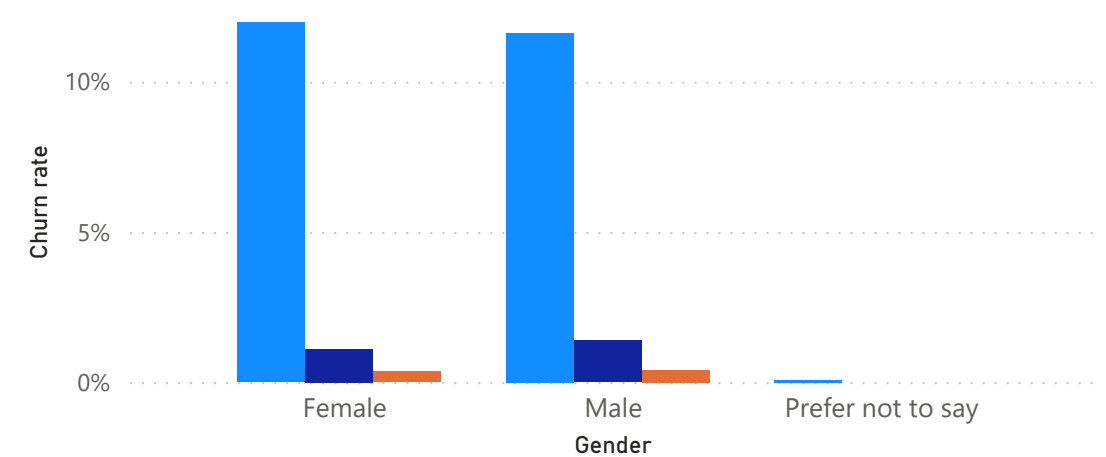
Number of Customers and Churn Rate by Age

● Count of New group of Age ● Churn rate



Churn rate by Gender and Contract Type

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



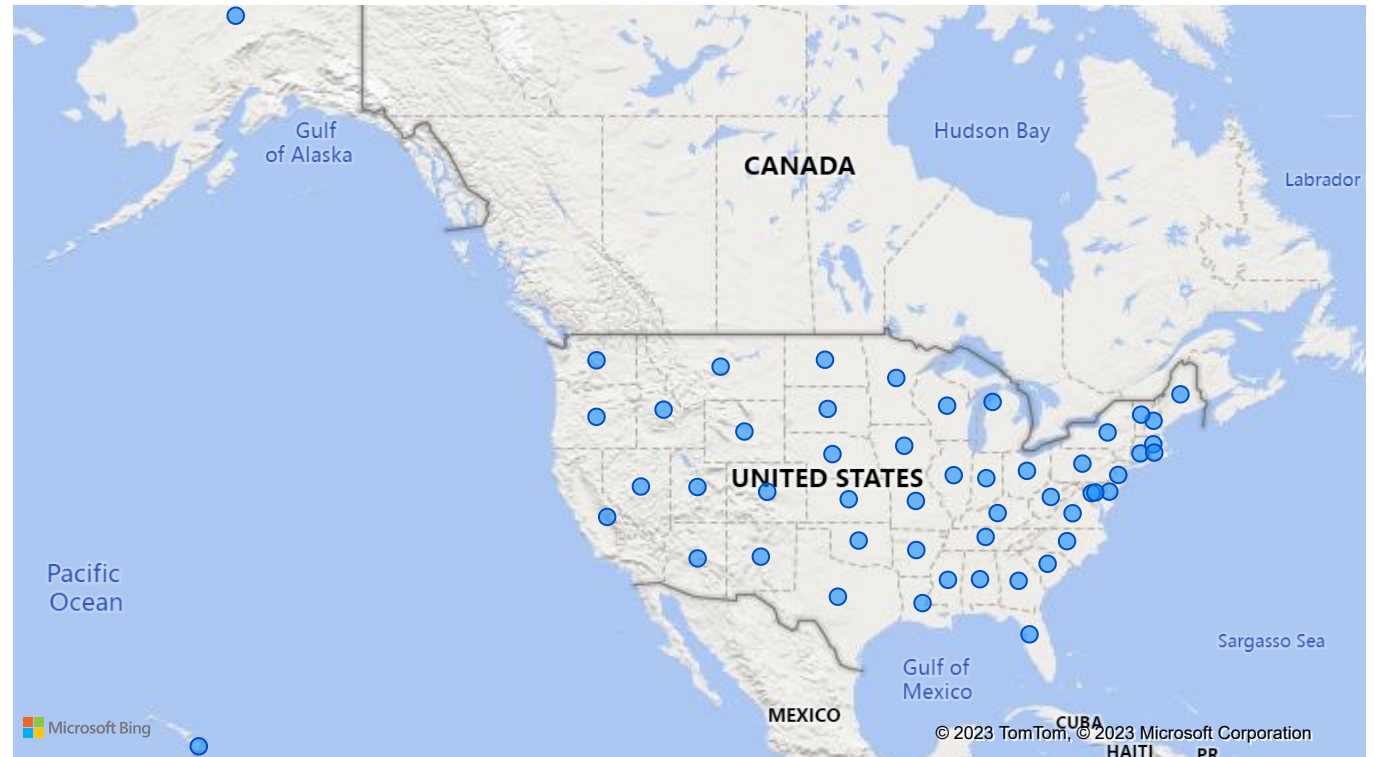
4303

Customer Service Calls

2.40

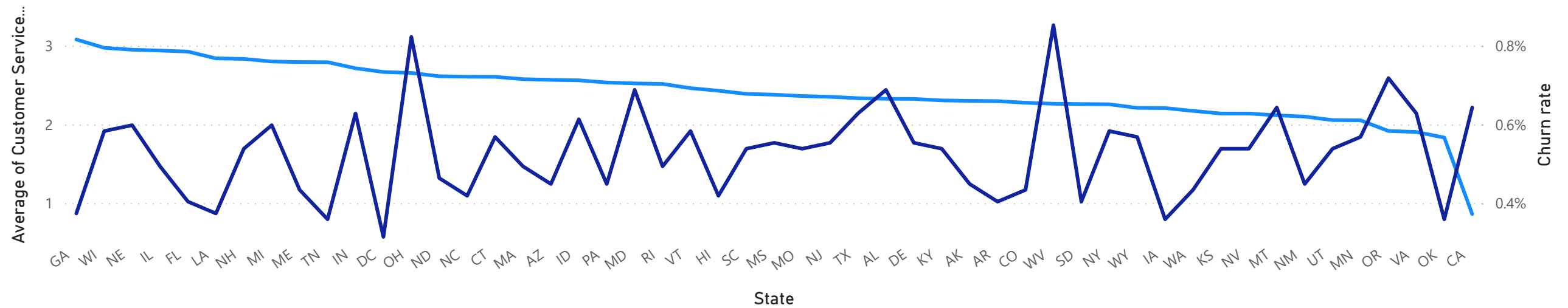
Average of Customer Service Calls

Customer churn by State



Average of Customer Service Calls and Churn rate by State

● Average of Customer Service Calls ● Churn rate



3.48

Average of Extra Data Charges

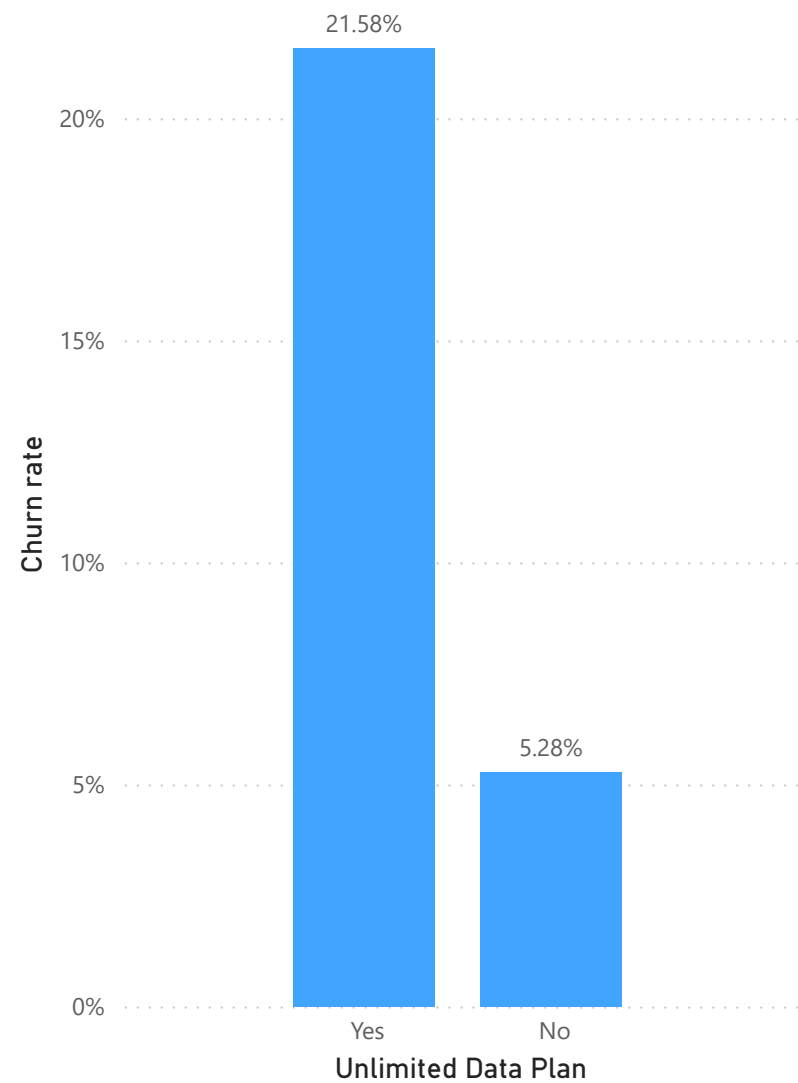
31.15

Average of Extra International Charges

7.19

Average of Monthly GB Download

Churn rate by Unlimited Data Plan



Churn rate by Avg Monthly GB Download (bins) and Unlimited Data Plan

