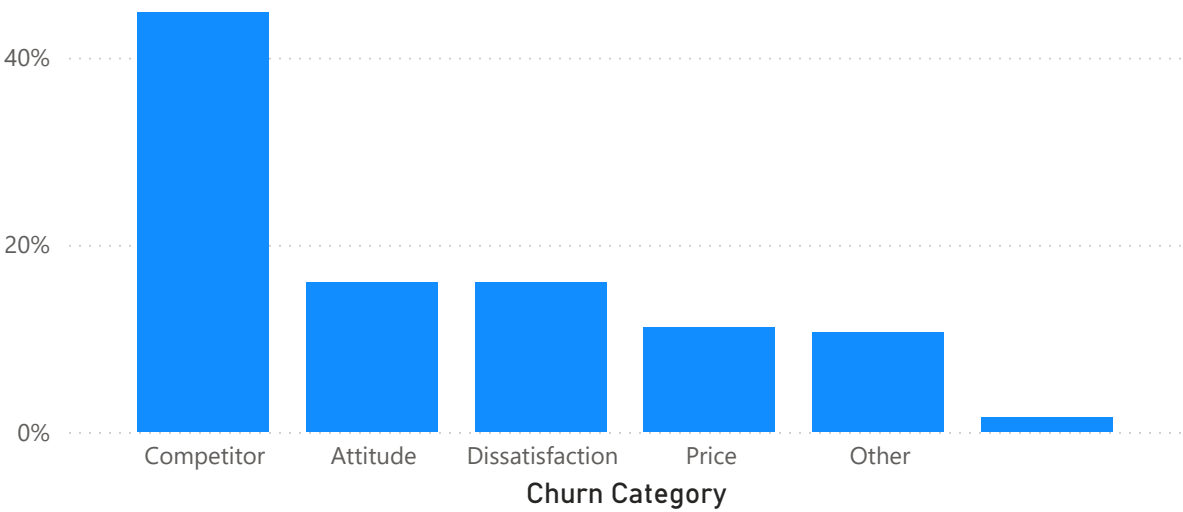


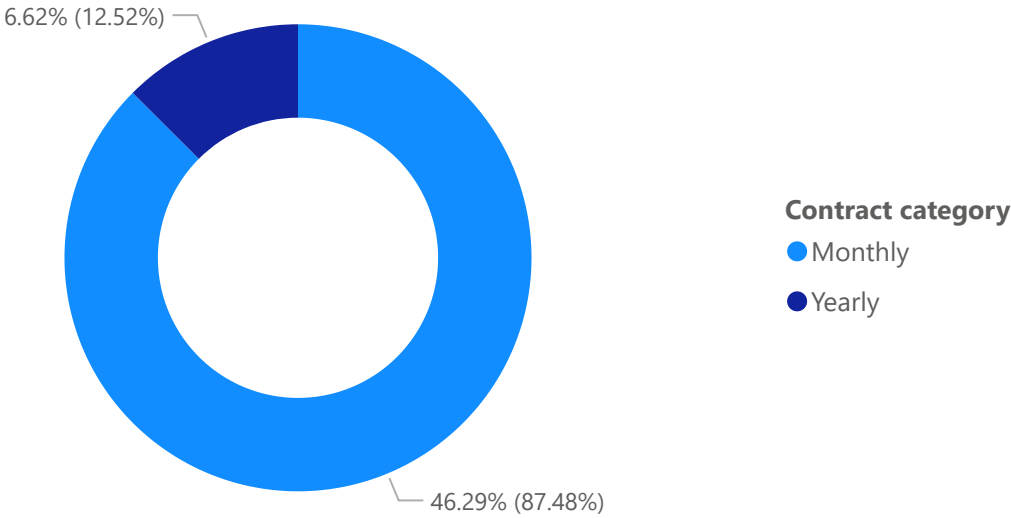
Customer Churn #1



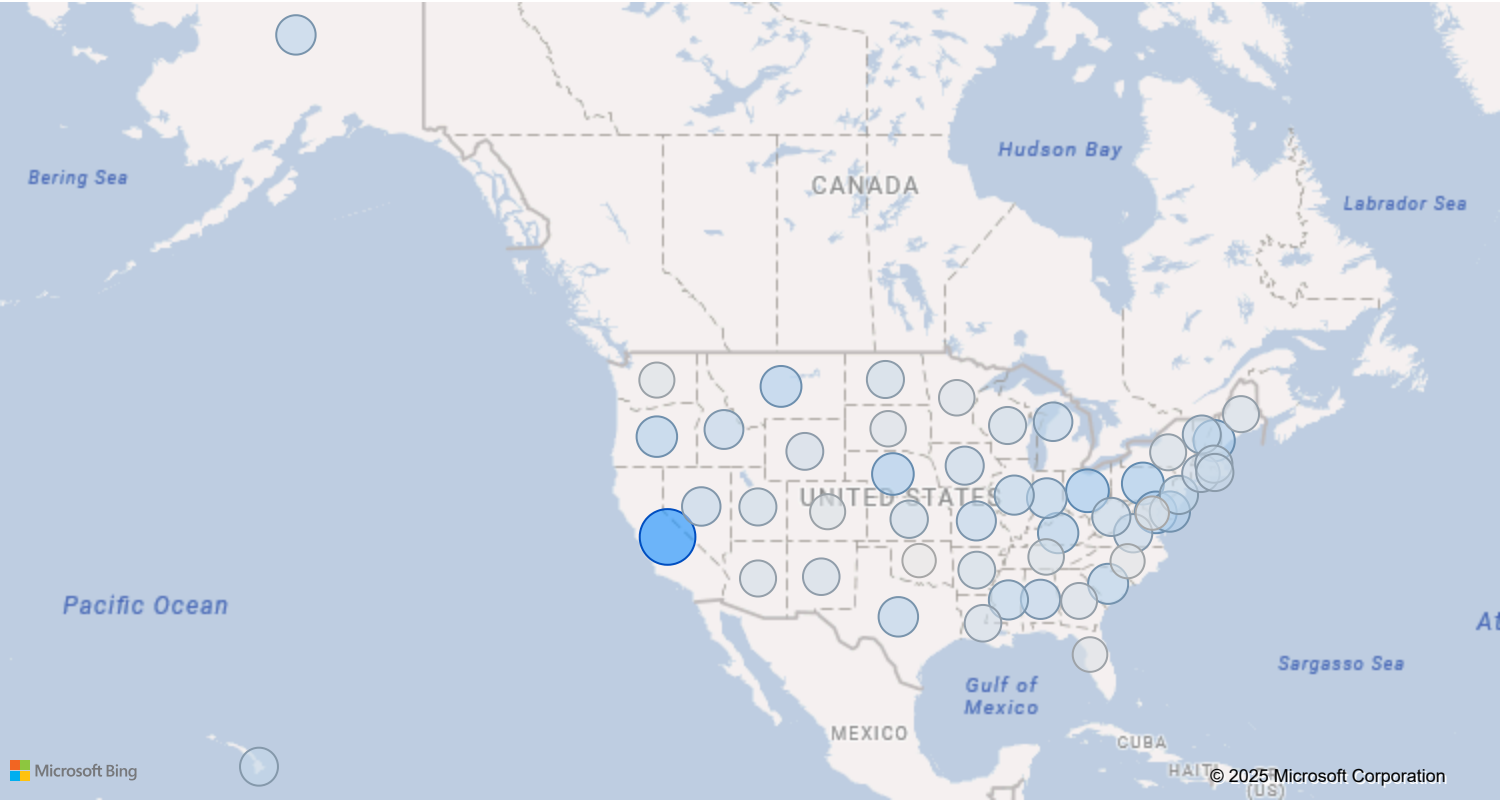
%GT Number of churned customers by Churn Category



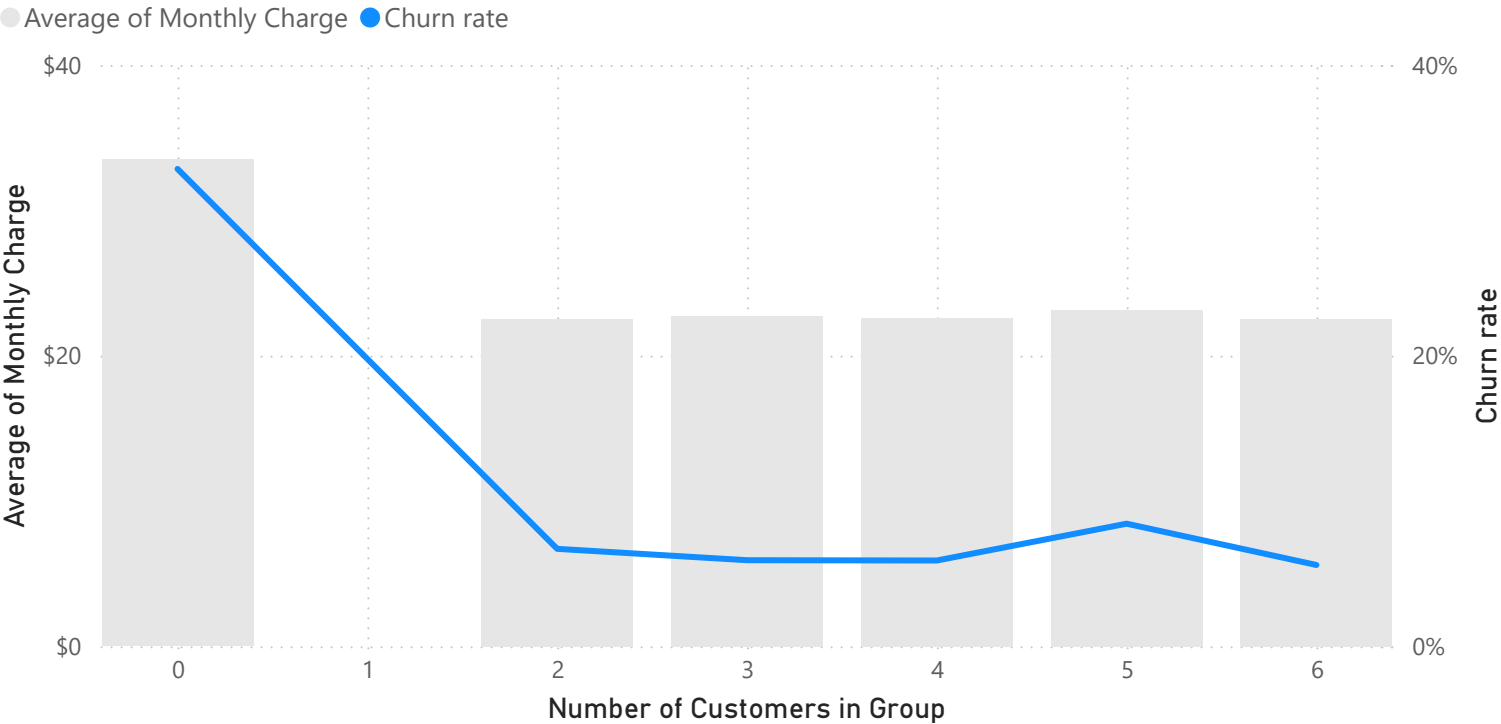
Churn rate by Contract category



Churn rate, Total Customers and Number of churned customers by State



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



Customer Churn #2

0.92

Avg customer service calls

6123

Sum of Customer Service Calls

\$3.37

Average extra data charges

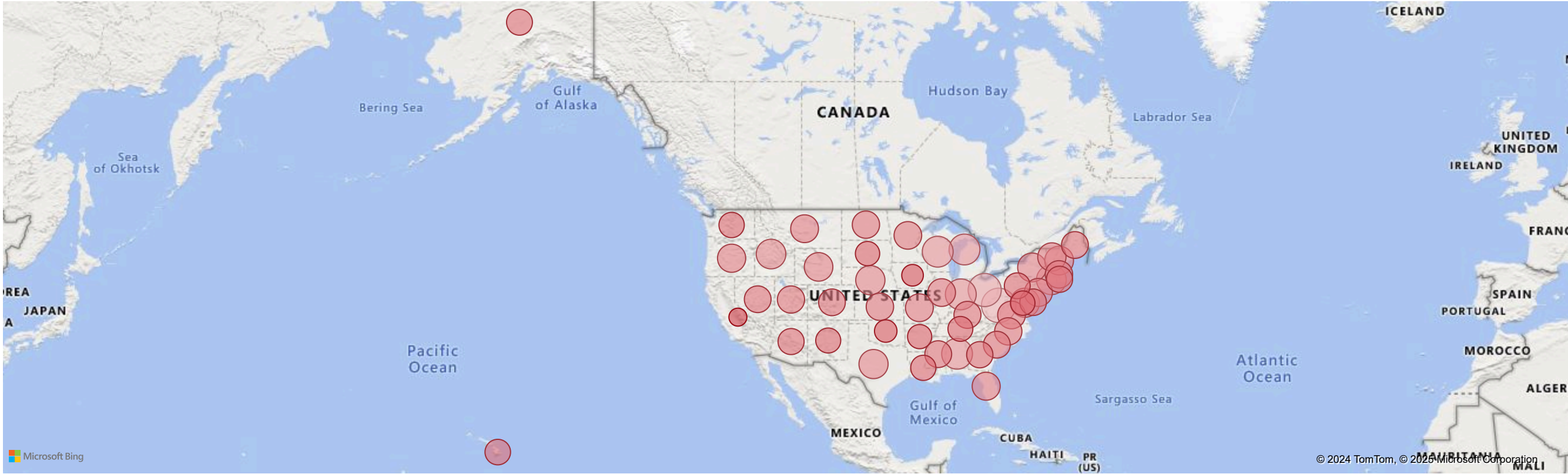
\$33.64

Avg extra international charges

26.86%

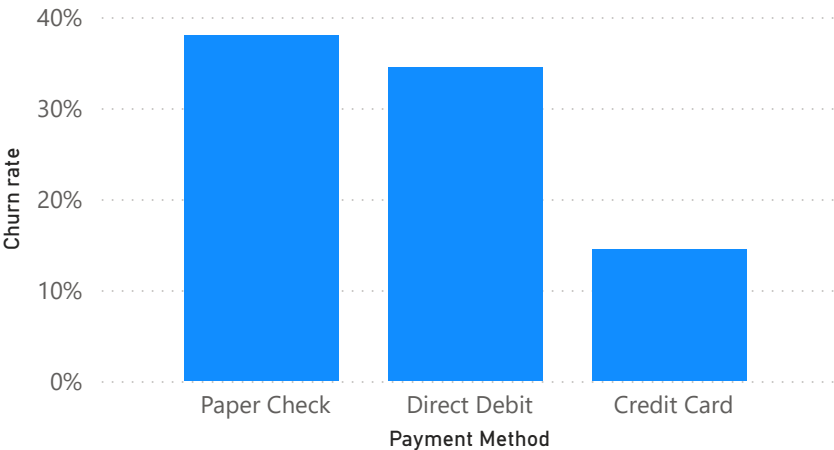
Churn rate

Sum of Customer Service Calls by State

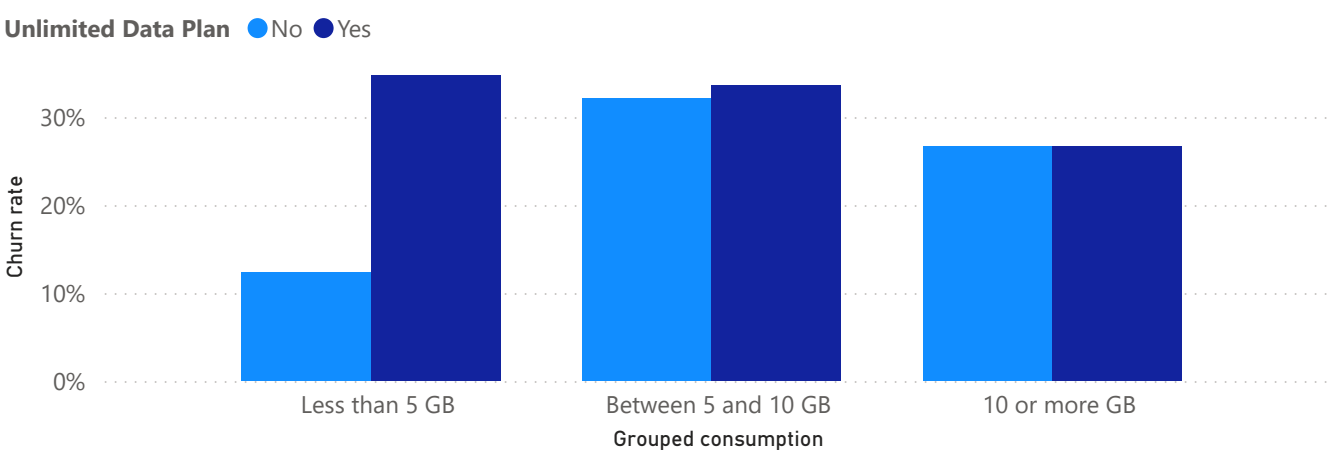


State	Sum of Customer Service Calls
CA	44
IA	69
OK	76
AR	90
SD	91
DC	92
TN	96
NM	97
LA	99
WA	100
HI	102
AK	105
PA	105
AZ	107
RI	108
GA	109
DE	112
CO	113
NV	113

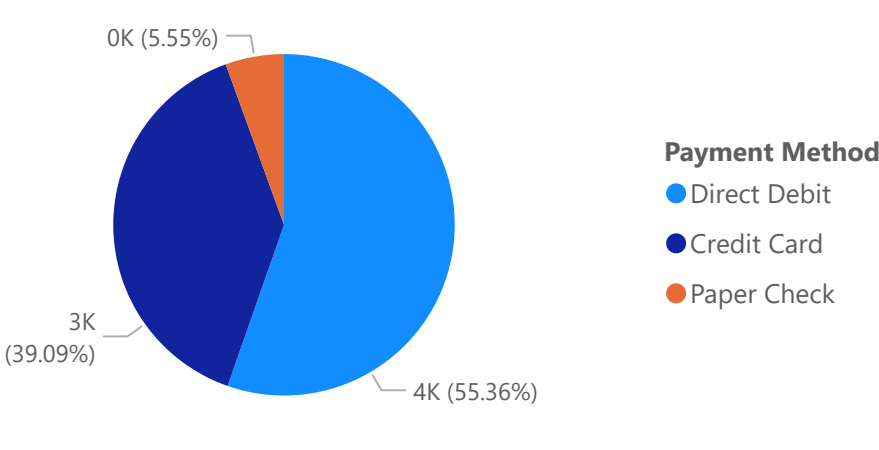
Churn rate by Payment Method



Churn rate by Grouped consumption and Unlimited Data Plan



Total Customers by Payment Method



6687

Total Customers

1796

Number of churned customers

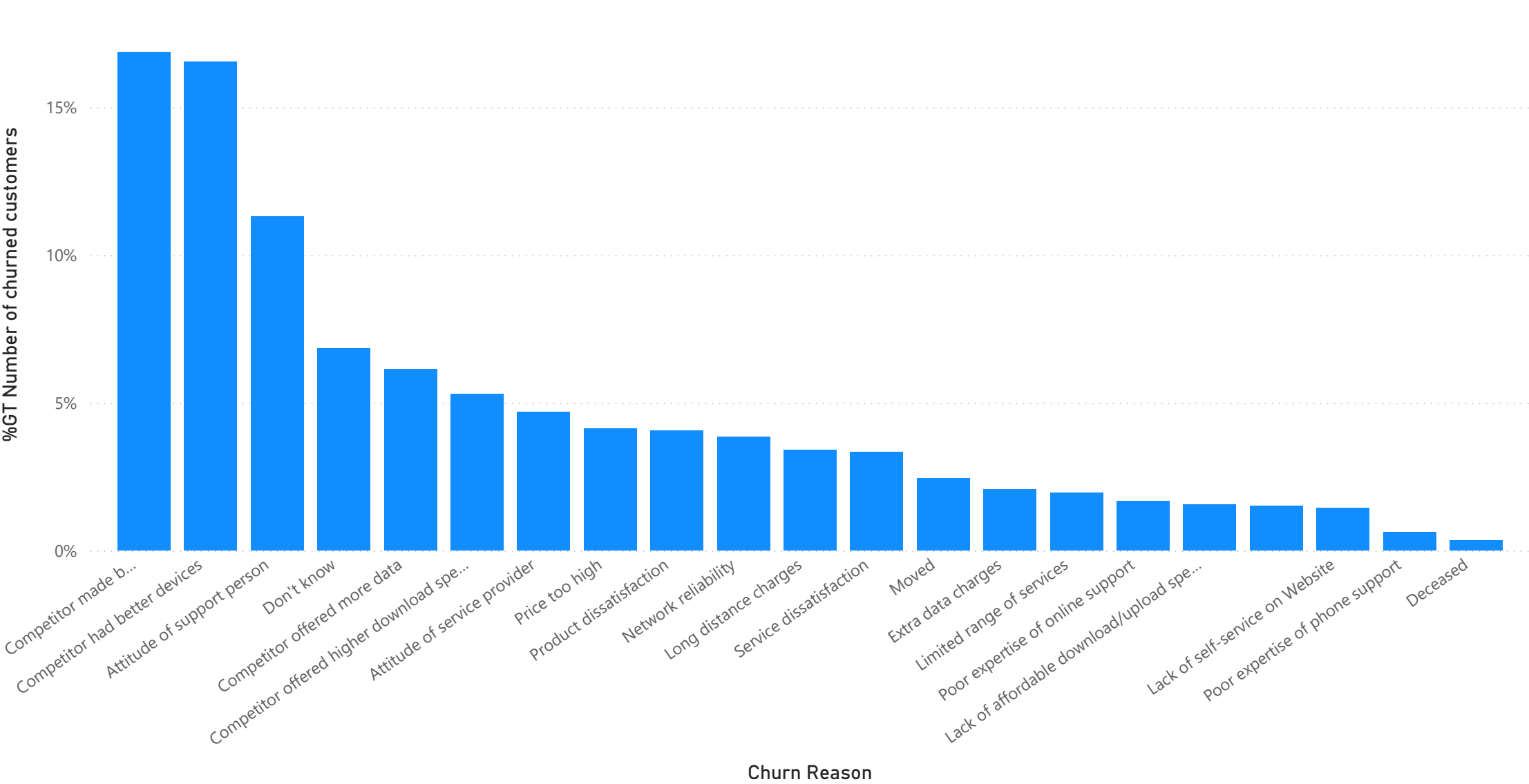
6687

Total unique customers

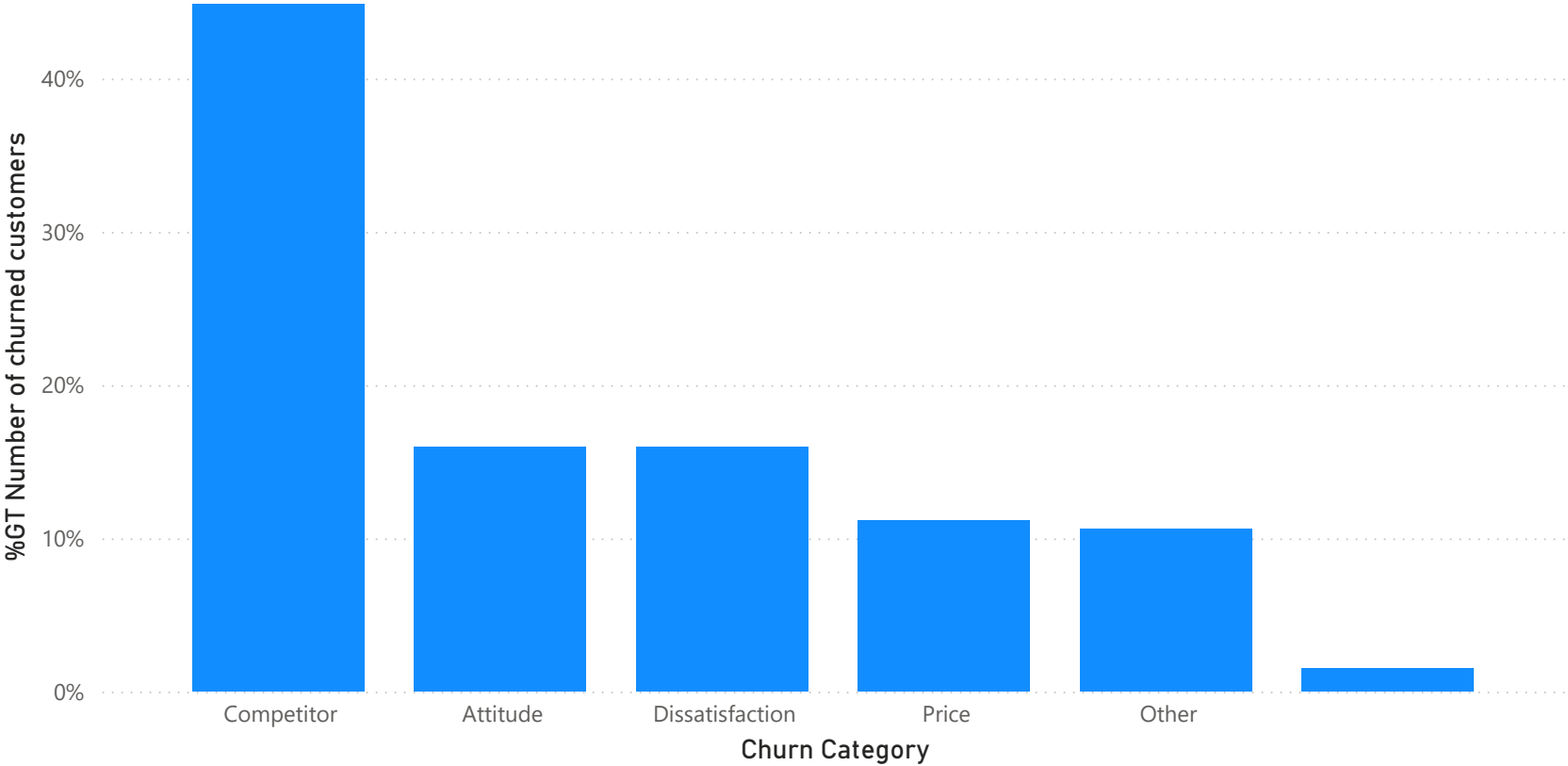
26.86%

Churn rate

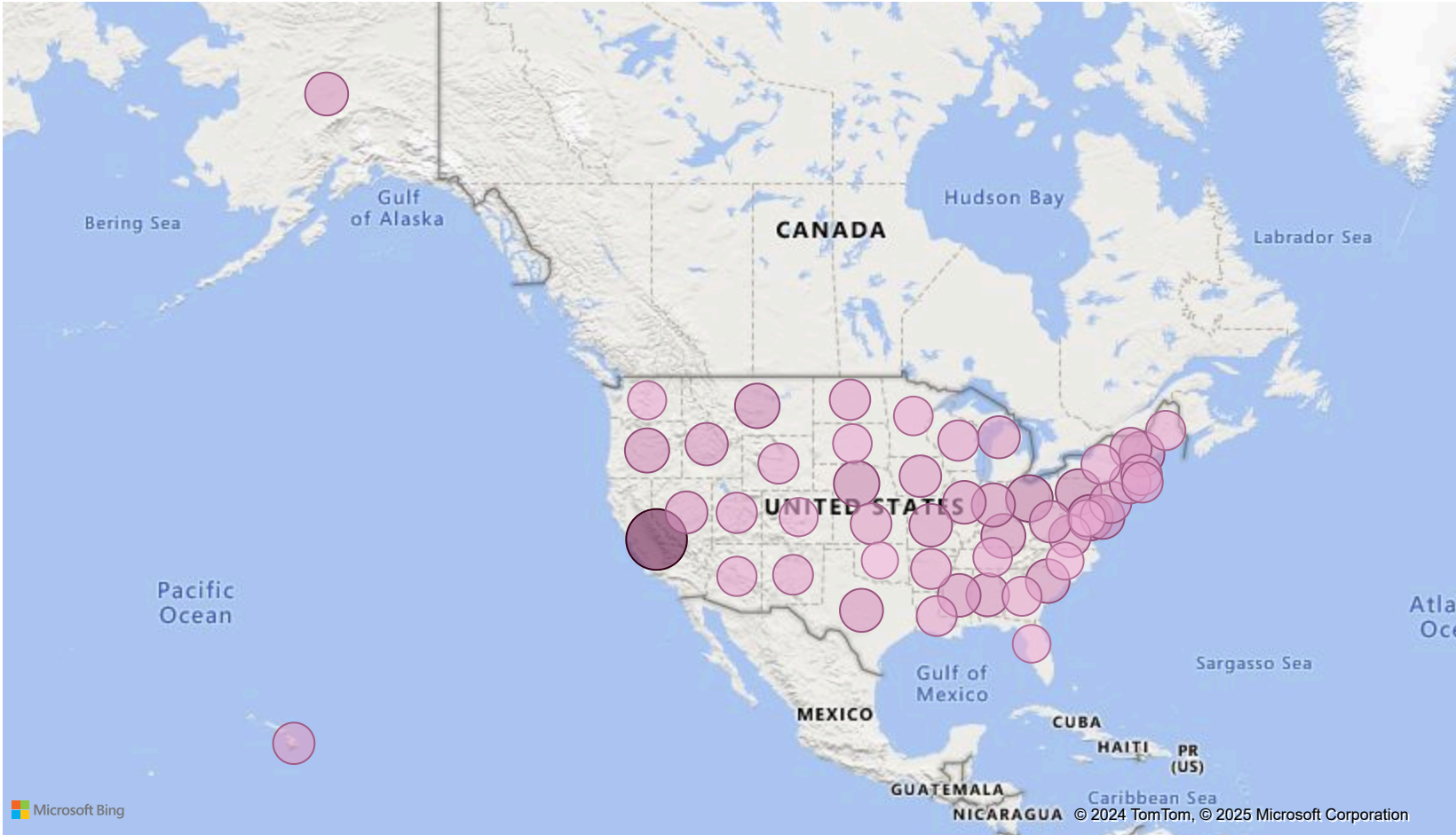
%GT Number of churned customers by Churn Reason



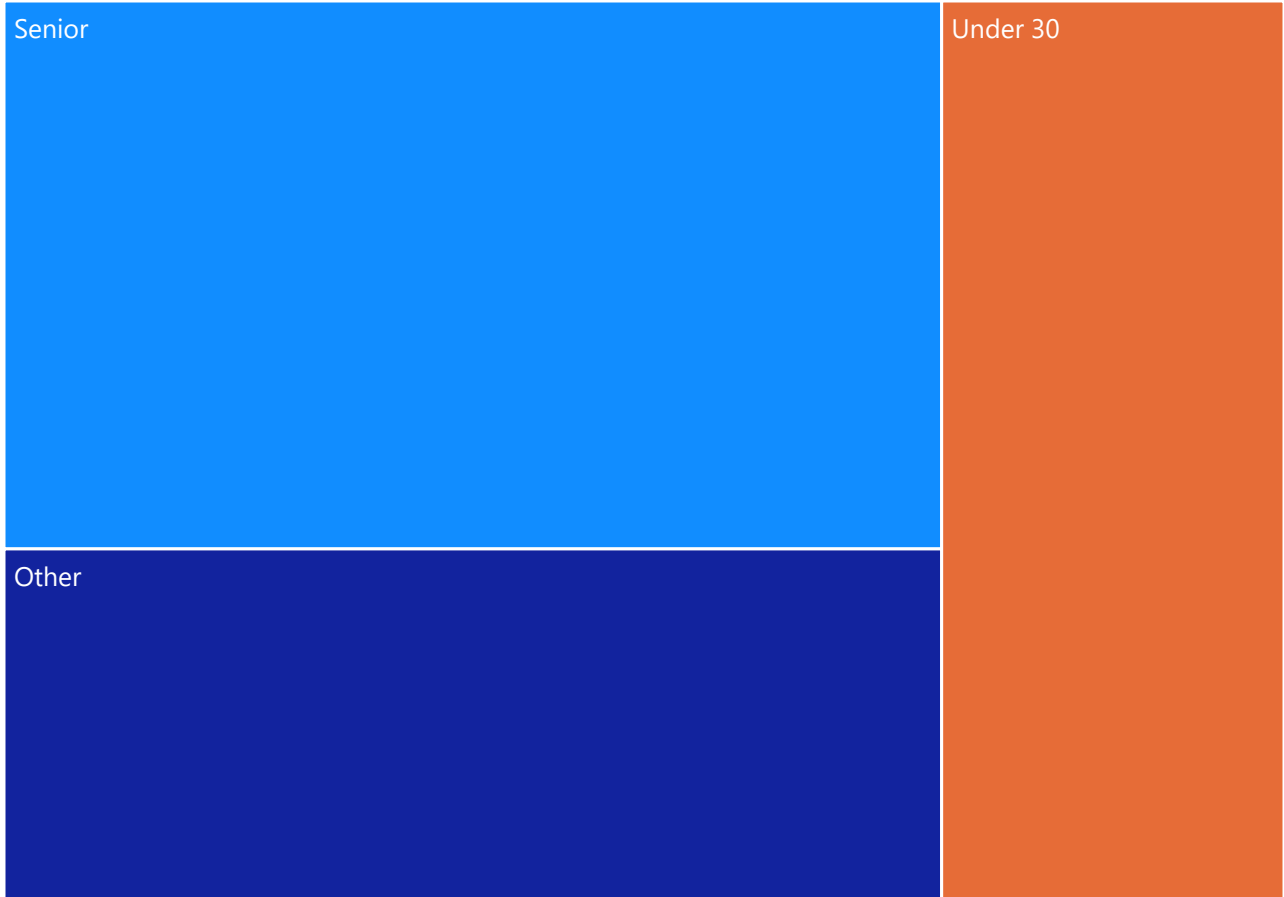
%GT Number of churned customers by Churn Category



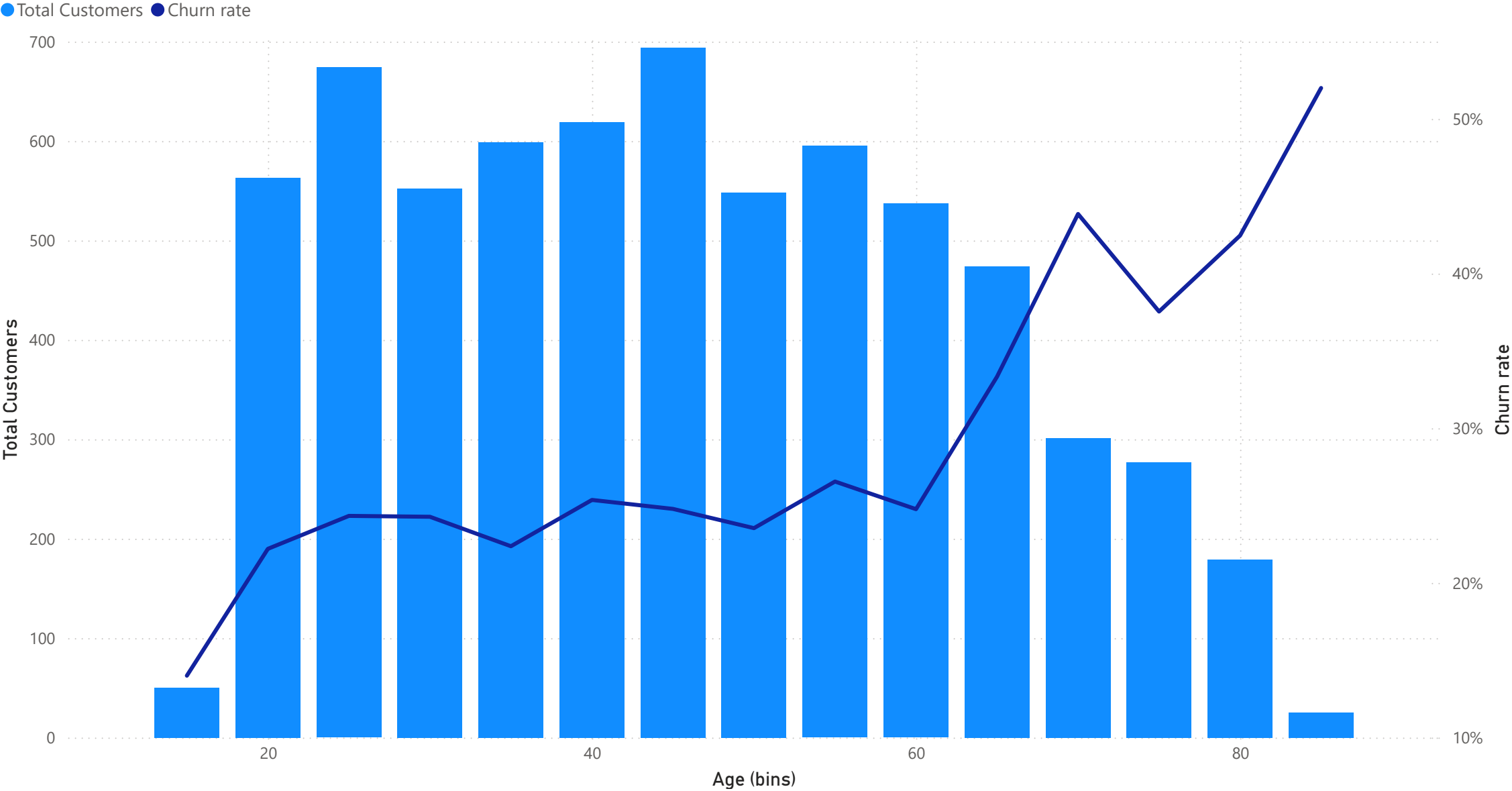
Churn rate, Total Customers and Number of churned customers by State



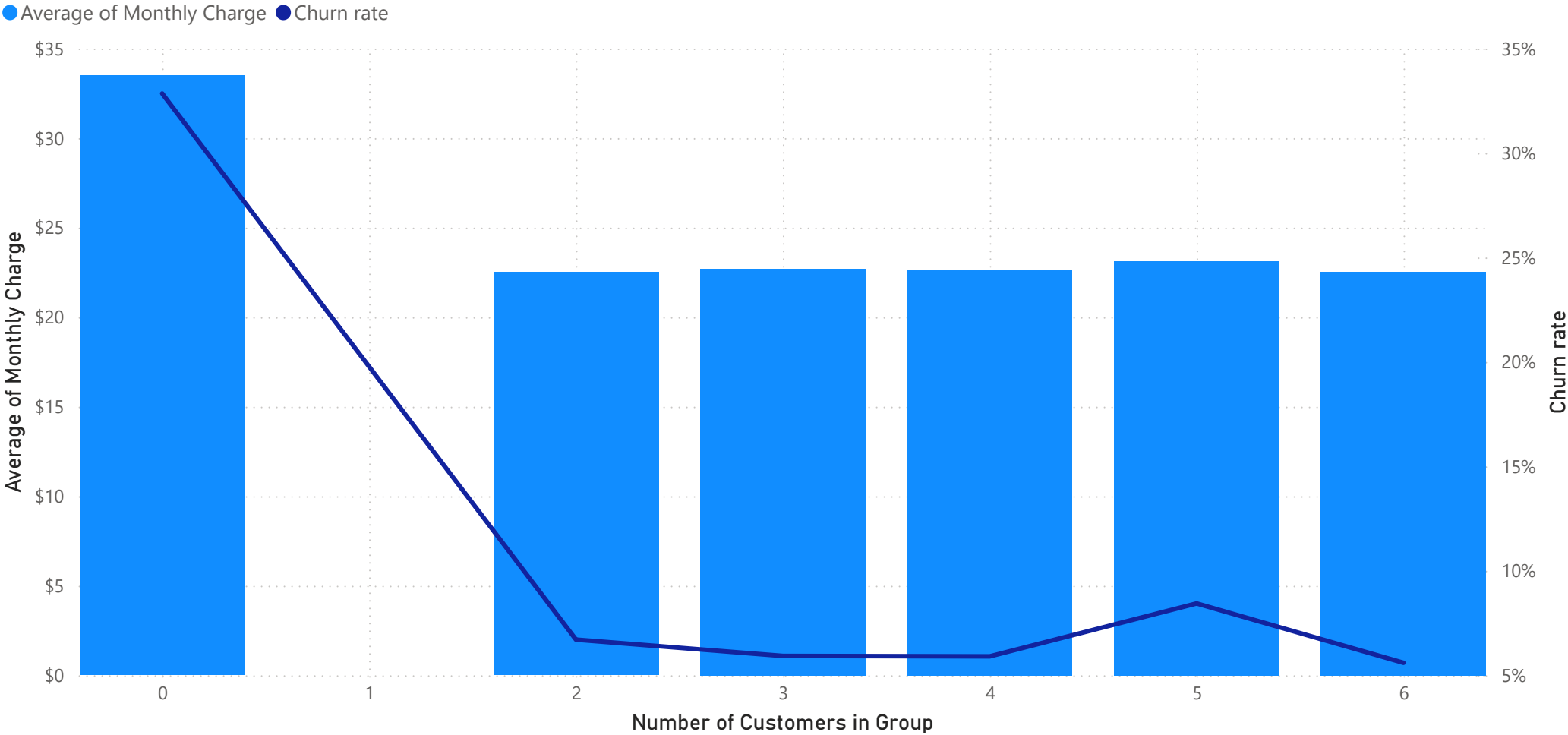
Churn rate by Demographics



Total Customers and Churn rate by Age (bins)



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



Monthly

46.29%

Churn rate

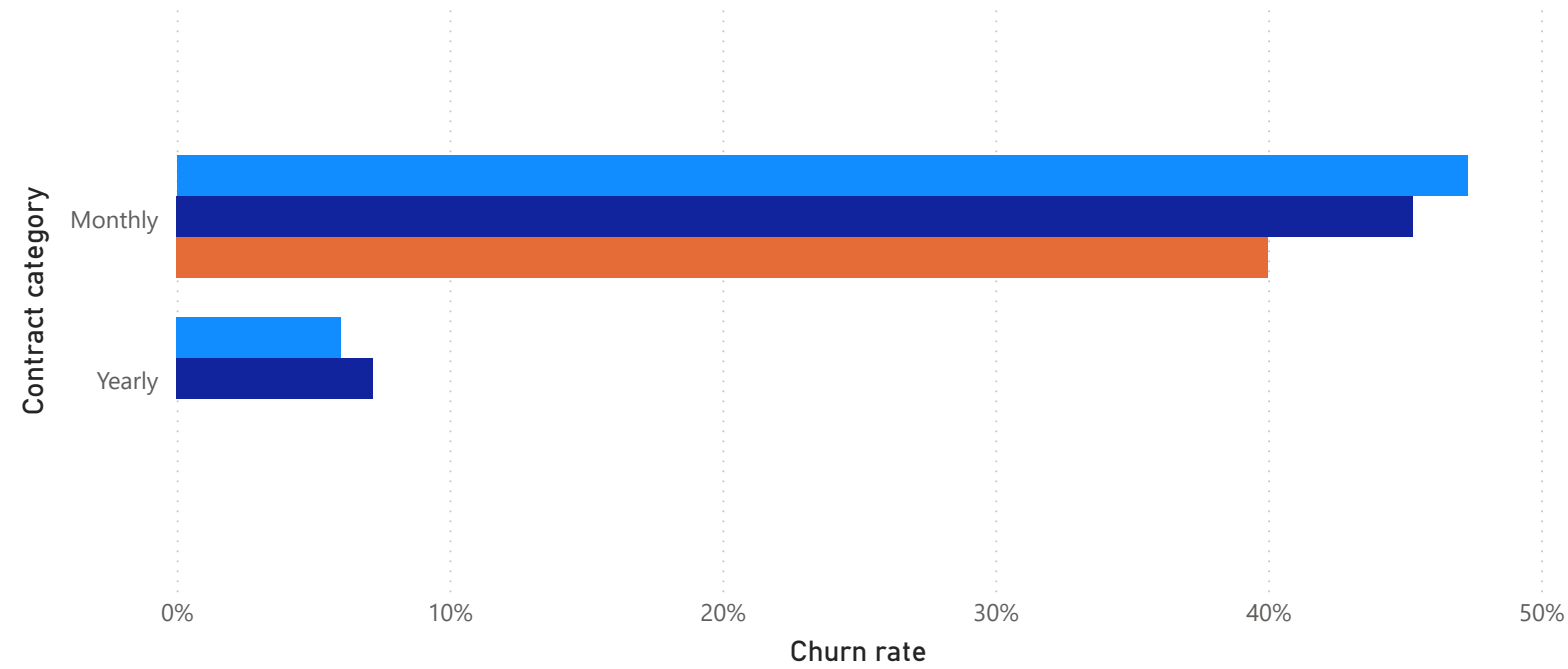
Yearly

6.62%

Churn rate

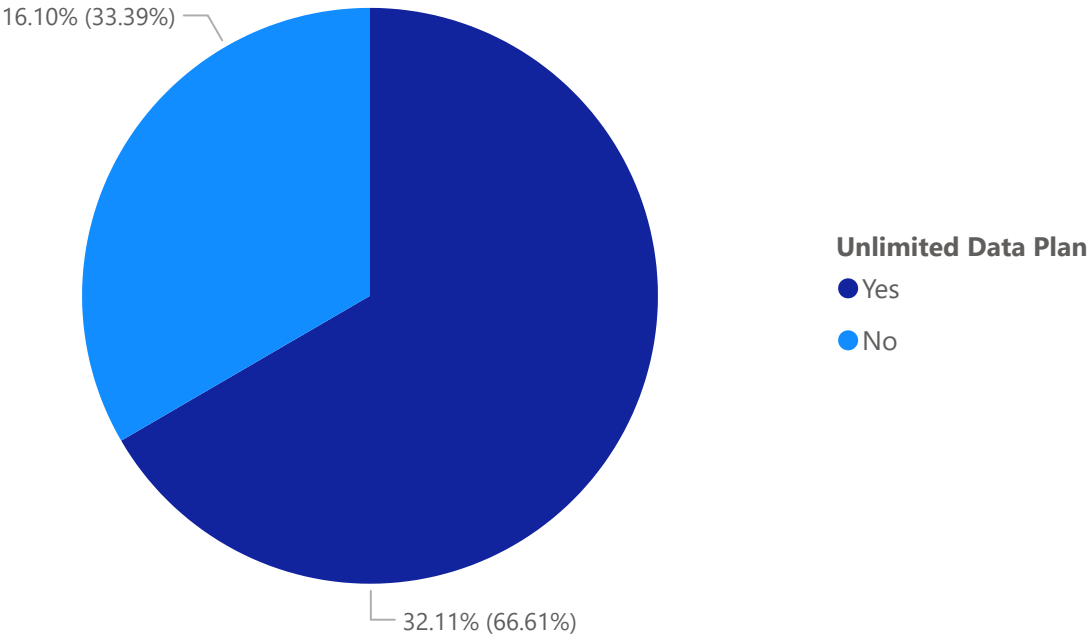
Churn rate by Contract category and Gender

Gender ● Female ● Male ● Prefer not to say



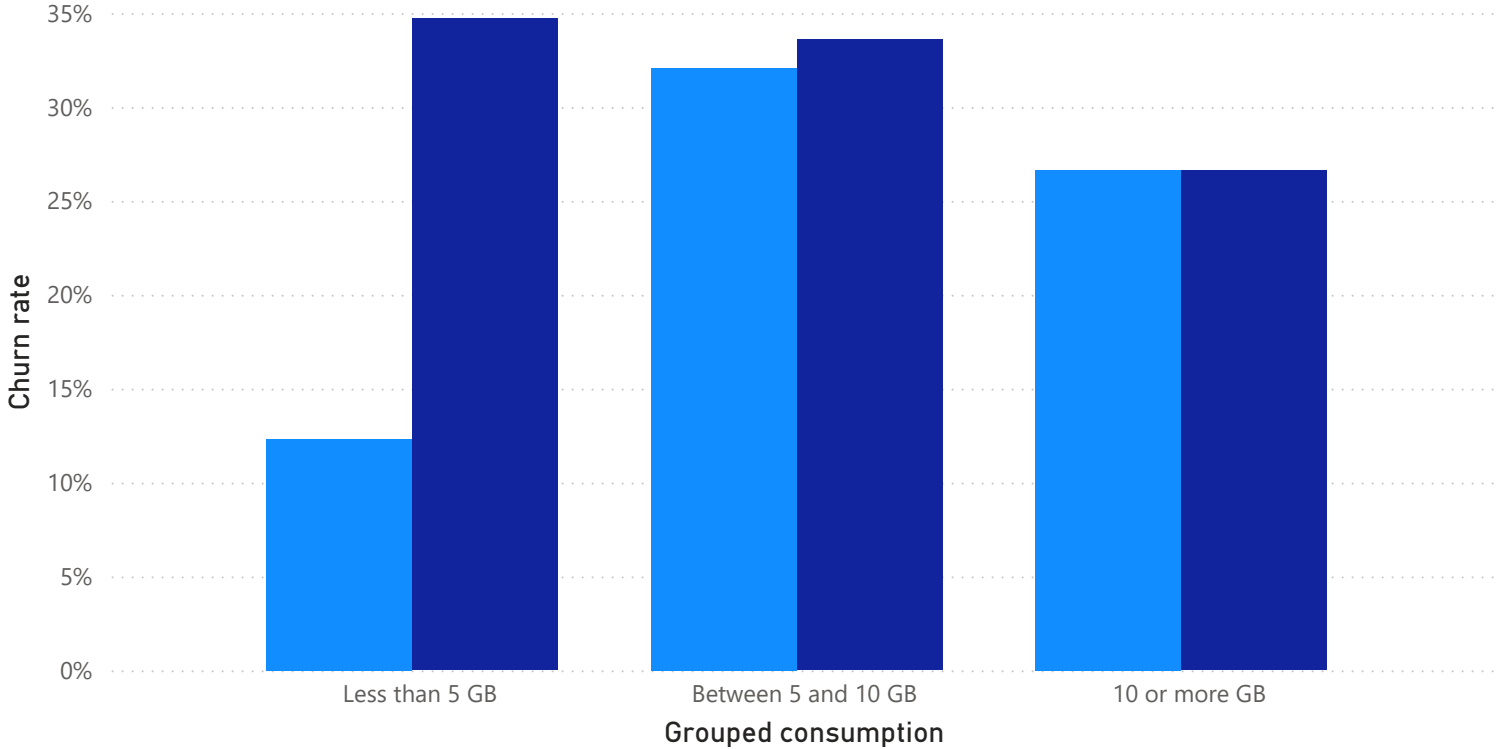
Churn rate by Unlimited Data Plan

Intl Plan	Intl Active	Churn rate
no	No	20.01%
no	Yes	40.34%
yes	No	71.19%
yes	Yes	7.59%



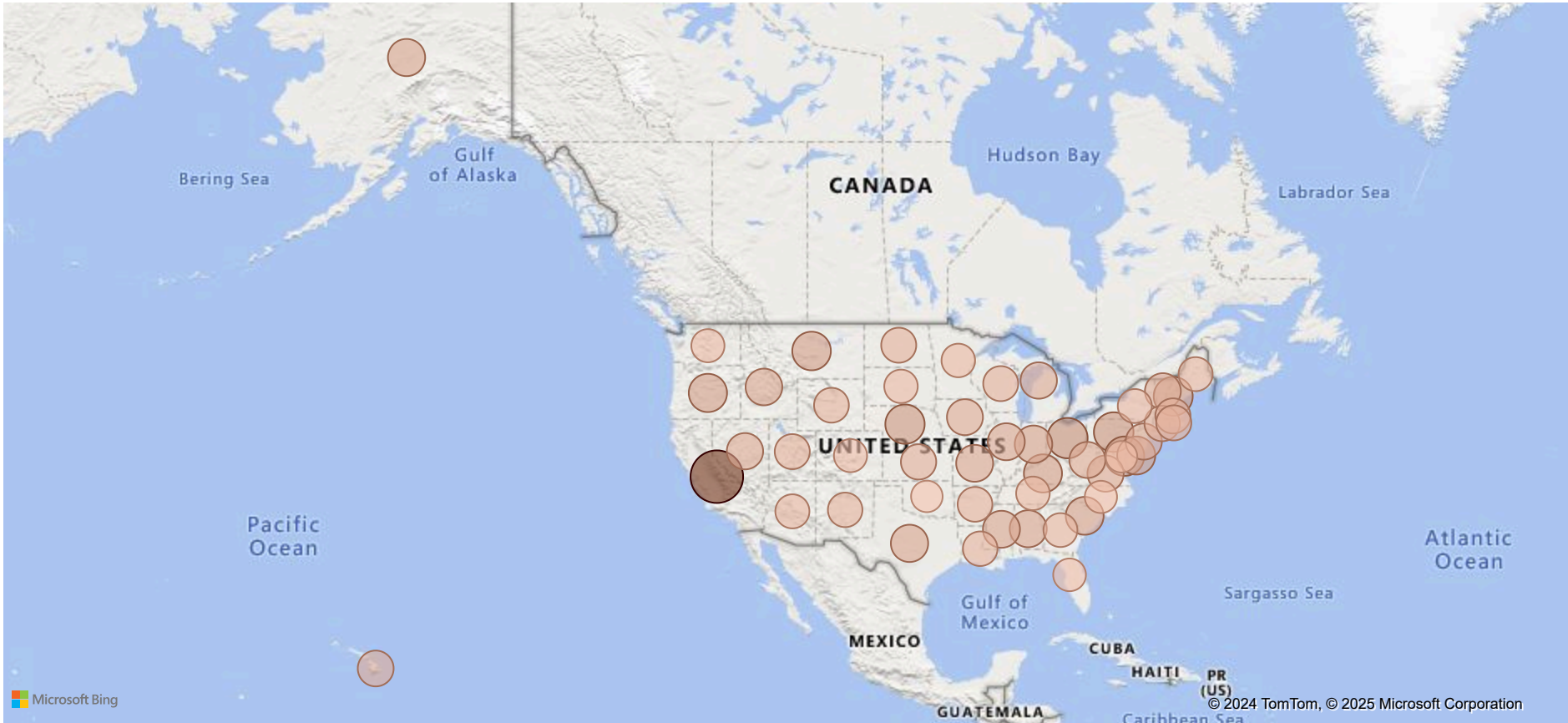
Churn rate by Grouped consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



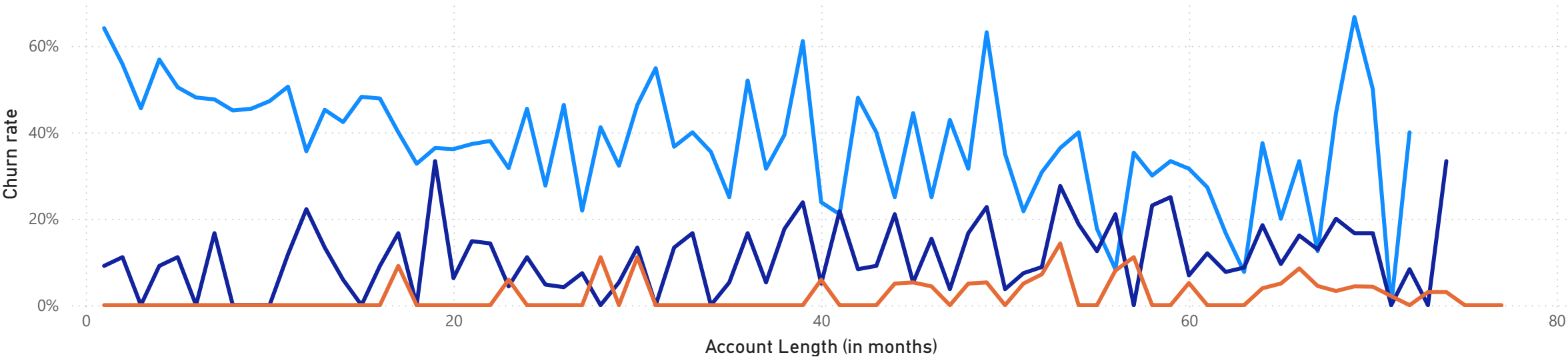
Intl Plan	No	Yes
yes	71.19%	7.59%
no	20.01%	40.34%

Churn rate by State

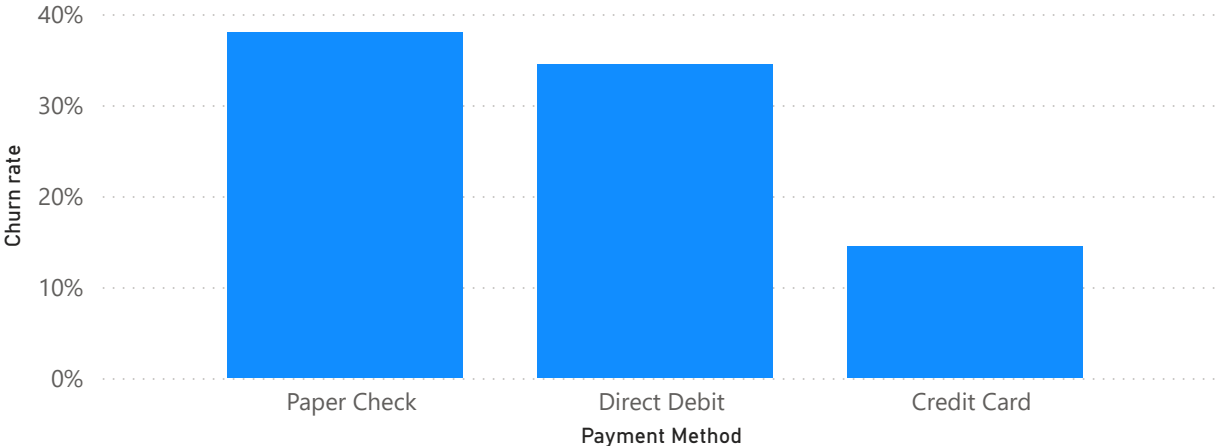


Churn rate by Account Length (in months) and Contract Type

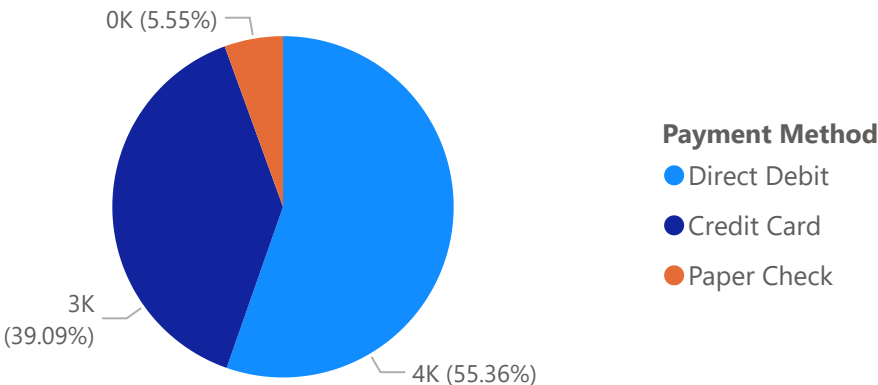
Contract Type ● Month-to-Month ● One Year ● Two Year



Churn rate by Payment Method



Total Customers by Payment Method



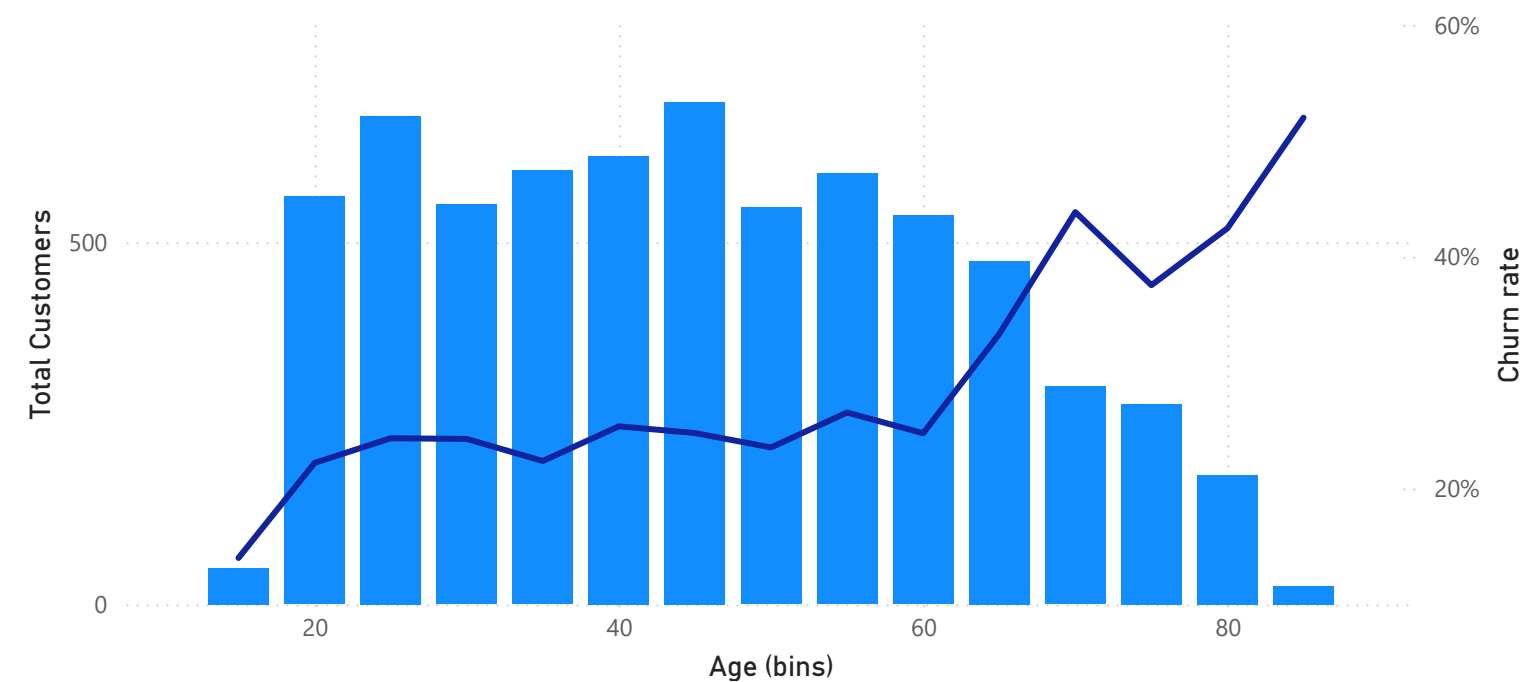
Account Length (in months)

1

77

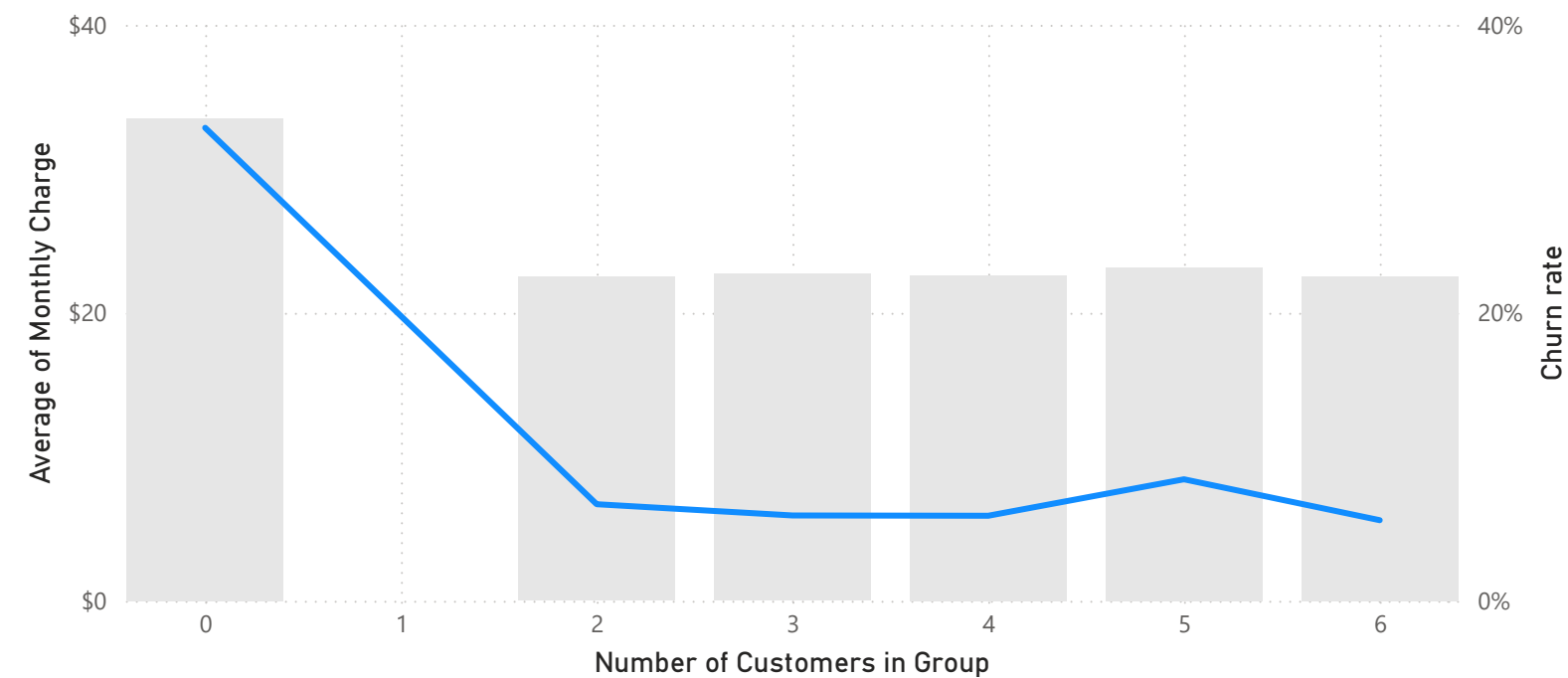
Total Customers and Churn rate by Age (bins)

● Total Customers ● Churn rate



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

● Average of Monthly Charge ● Churn rate



0.92

Avg customer service calls

6123

Sum of Customer Service Calls

26.86%

Churn rate

Contract category

Monthly

Yearly

Payment Method

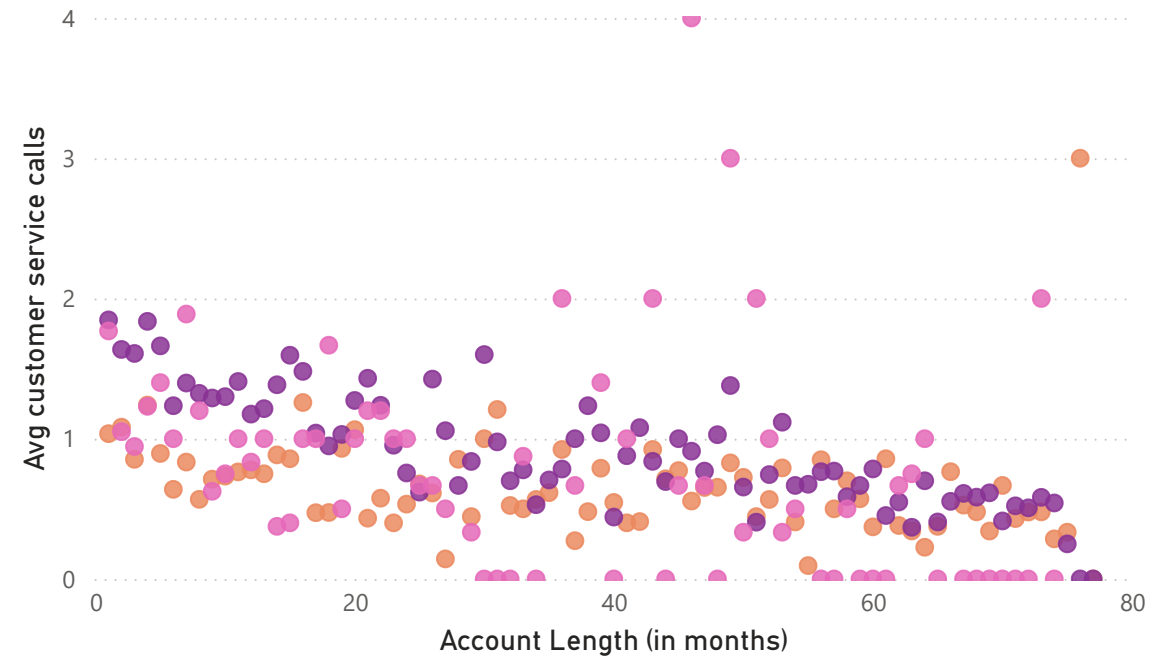
Credit Card

Direct Debit

Paper Check

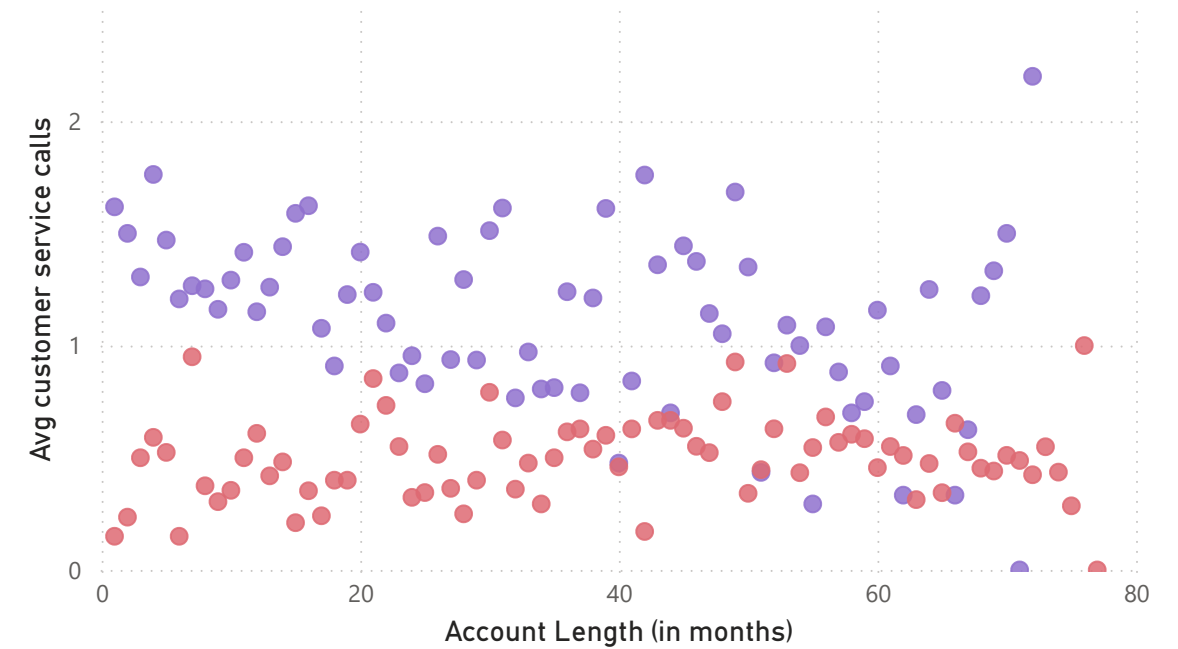
Avg customer service calls by Payment Method and Account Length (in months)

Payment Method ● Credit Card ● Direct Debit ● Paper Check



Avg customer service calls by Contract category and Account Length (in months)

Contract category ● Monthly ● Yearly



\$33.64

Avg extra international charges

\$3.37

Average extra data charges

Churn rate by Grouped consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

