

CHURN ANALYSIS - SUMMARY

Married

All

Monthly Charge Range

All

6,418

Total Customers

411

New Joiners

1,732

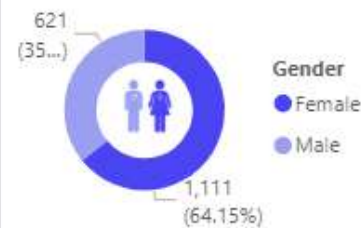
Total Churn

27.0%

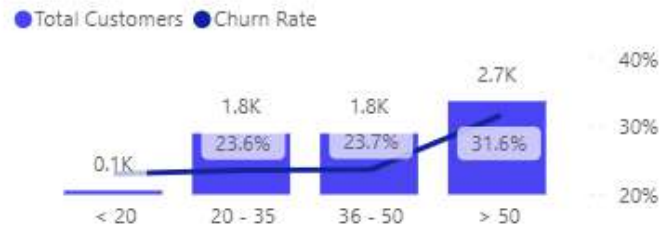
Churn Rate



Total Churn by Gender

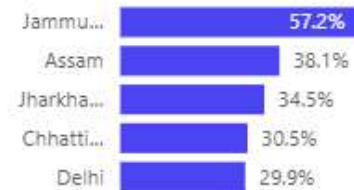


Total Customers and Churn Rate by Age Group



GEOGRAPHIC

Churn Rate by State(Top 5)

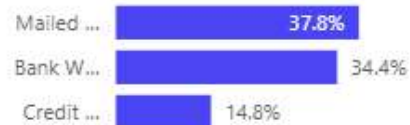


SERVICES USED

Churn Rate by Internet Type



Churn Rate by Payment Method



Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Unlimited_Data	345.0	1387.0
Streaming_TV	983.0	749.0
Streaming_Music	1059.0	673.0
Streaming_Movies	970.0	762.0
Premium_Support	1446.0	286.0
Phone_Service	163.0	1569.0
Paperless_Billing	440.0	1292.0
Online_Security	1466.0	266.0
Online_Backup	1245.0	487.0

Churn Rate by Contract



DEMOGRAPHIC

ACCOUNT INFO

CHURN ANALYSIS - SUMMARY

Married
All

Monthly Charge Ra...
All

761

Total Customers

(Blank)

761

100.0%

Churn Rate



Churn Reason

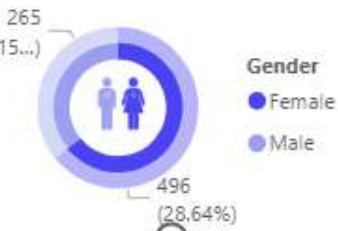
Total

- Competitor offered more data
- Competitor offered higher download speeds
- Competitor made better offer
- Competitor had better devices

Total

DEMOGRAPHIC

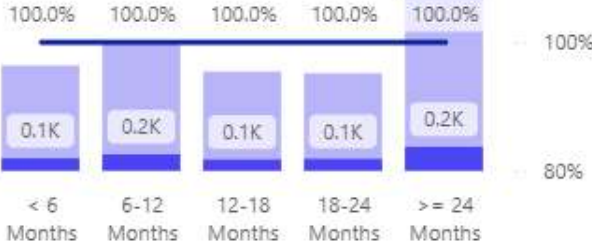
Total Churn by Gender



Churn Rate by Payment Method



Churn Rate by Contract



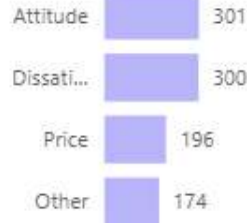
GEOGRAPHIC

by State(Top 5)



CHURN DIS

by Churn Category



SERVICES USED

Churn Rate by Internet Type



Churn by Services

Services	No	Yes
Unlimited_Data	135.0	626.0
Streaming_TV	426.0	335.0
Streaming_Music	447.0	314.0
Streaming_Movies	416.0	345.0
Premium_Support	645.0	116.0
Phone_Service	72.0	689.0
Paperless_Billing	171.0	590.0
Online_Security	667.0	94.0
Online_Backup	544.0	217.0

CHURN ANALYSIS - SUMMARY

Married

Yes

Monthly Charge Ra...

All

369

Total Customers

(Blank)

New Joiners

369

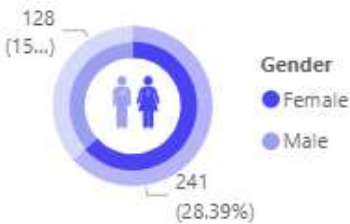
Total Churn

100.0%

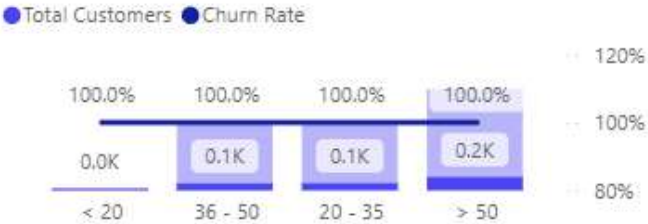
Churn Rate



Total Churn by Gender



Total Customers and Churn Rate by Age Group



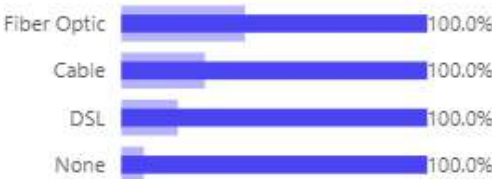
GEOGRAPHIC

Churn Rate by State(Top 5)



SERVICES USED

Churn Rate by Internet Type



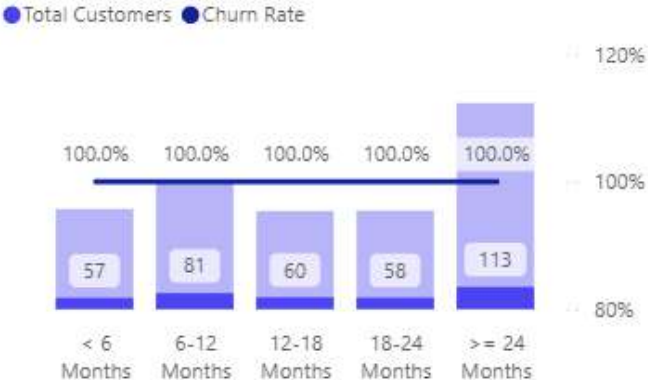
Churn Rate by Payment Method



Churn Rate by Contract

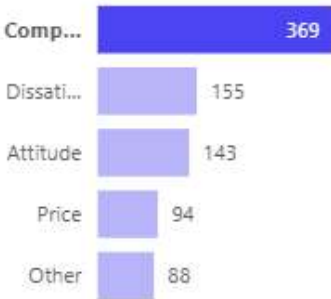


Total Customers and Churn Rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn by Services

Services	No	Yes
Unlimited_Data	73.0	296.0
Streaming_TV	212.0	157.0
Streaming_Music	214.0	155.0
Streaming_Movies	200.0	169.0
Premium_Support	311.0	58.0
Phone_Service	31.0	338.0
Paperless_Billing	77.0	292.0
Online_Security	325.0	44.0
Online_Backup	262.0	107.0