

# CHURN ANALYSIS

6,418

Total Customers

411

NewJoiners

1,732

Total Churn

27.0%

Churn rate

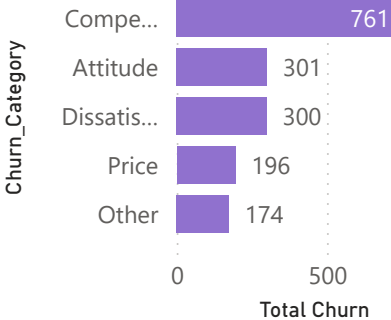
MonthlyCharge\_Range

All

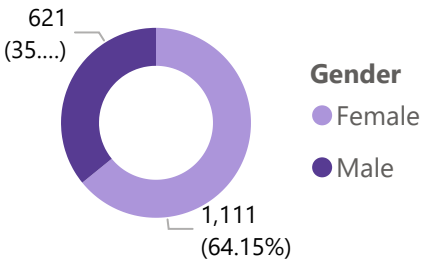
Gender

All

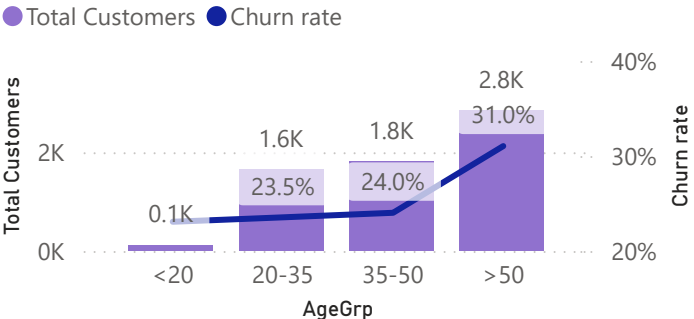
## Total Churn by Churn Category



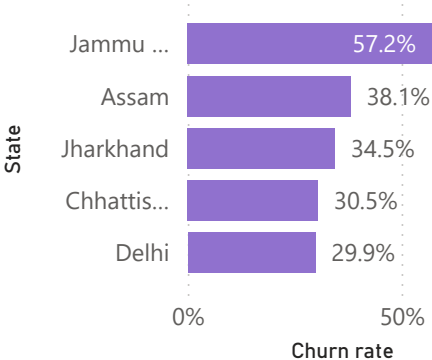
## Total Churn by Gender



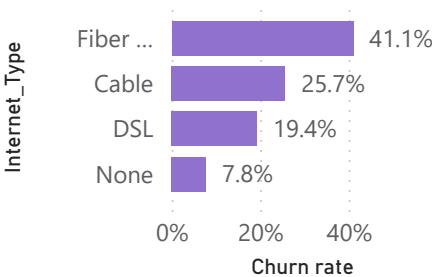
## Churn Rate by Total Customers and their Ages



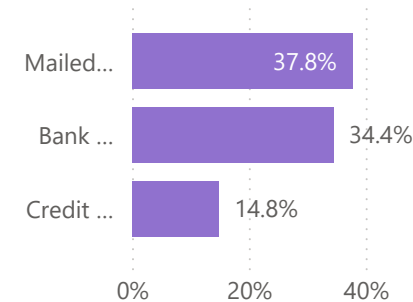
## Top 5 Churn Rates by State



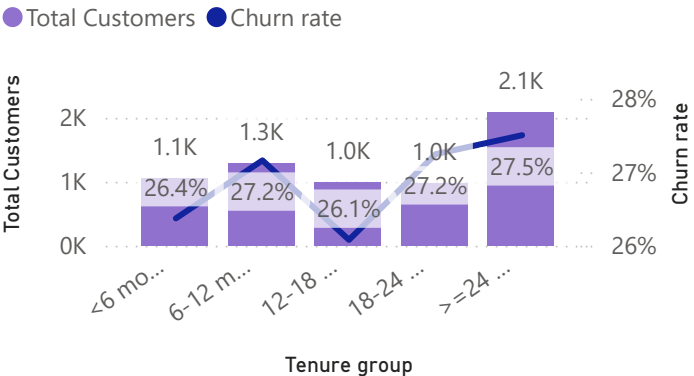
## Churn Rate by Internet\_Type



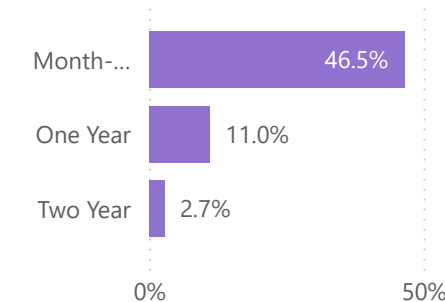
## Churn Rate by Payment Method



## Churn rate by Tenure group and Total Customers



## Churn Rate by Contract



## Churn by Services

Services	No	Yes
Internet_Service	0.57%	8.52%
Multiple_Lines	4.98%	4.11%
Online_Backup	6.53%	2.56%
Online_Security	7.69%	1.40%
Paperless_Billing	2.31%	6.78%
Phone_Service	0.86%	8.24%
Premium_Support	7.59%	1.50%

## Churn\_Reason

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Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

Don't know

Extra data charges

# CHURN PREDICTION ANALYSIS

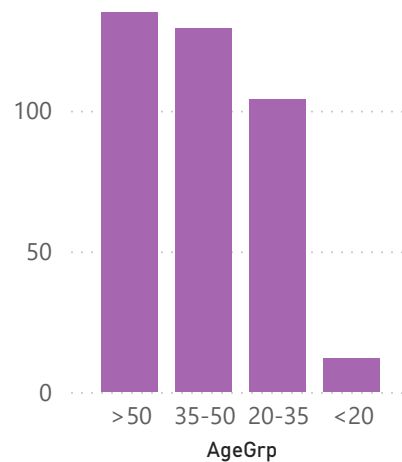
248

Female

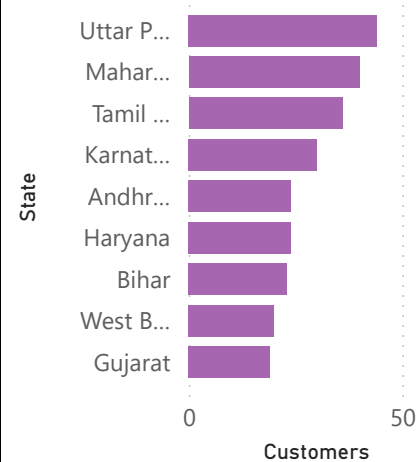
132

Male

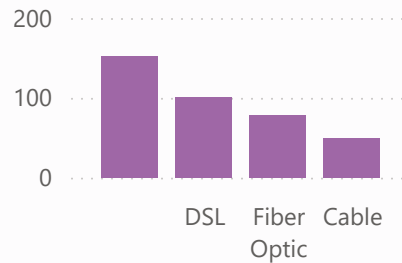
Customers by AgeGrp



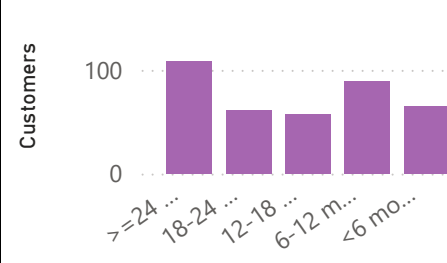
Customers by State



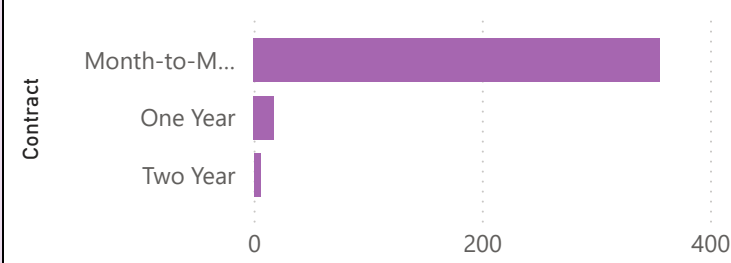
Customer by Internet Type



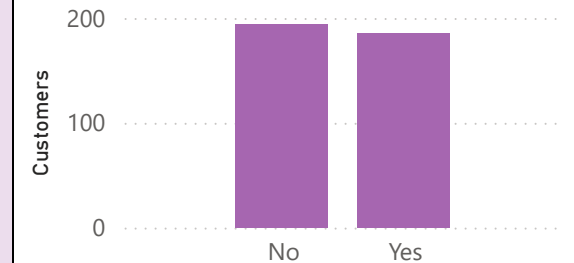
Customers by Tenure group



Customers by Contract



Customers by Marital Status



CUSTOMERS AT RISK

COUNTED PREDICTED CHURN: 380

Customer_ID	Sum of Monthly_Charge	Sum of Number_of_Referrals	Sum of Total_Refunds	Sum of Total_Revenue
11751-TAM	24.30	5	0.00	38.45
12056-WES	90.40	2	0.00	362.89
12136-RAJ	19.90	2	0.00	31.73
12257-ASS	19.55	9	0.00	29.75
12340-DEL	62.80	0	0.00	104.99
12469-AND	55.30	11	0.00	91.99
12490-TEL	74.75	9	38.84	236.76
13058-MAD	46.10	13	0.00	138.13
13123-BIH	100.20	13	0.00	253.62
13666-UTT	95.40	15	0.00	344.18
Total	16,055.05	2767	100.24	43,160.05