

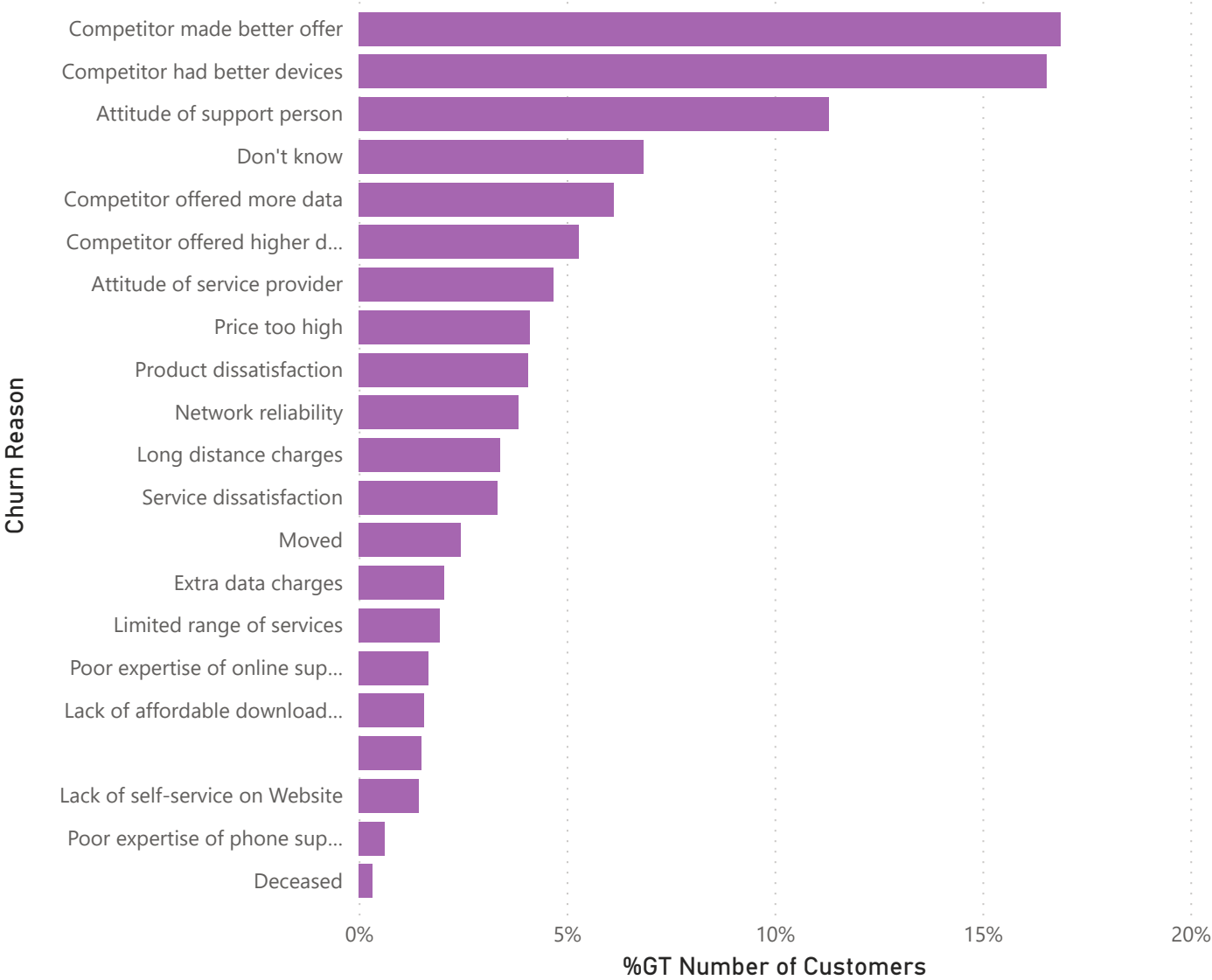
Analyzing Customer Churn

26.86 %
Churn Rate

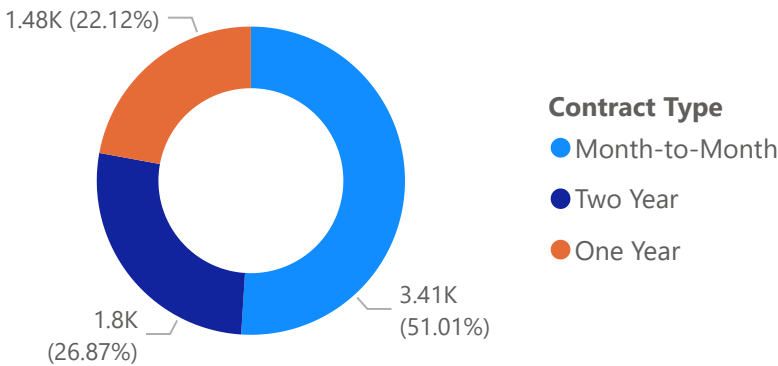
6687
Number of Customers

1796
Churned

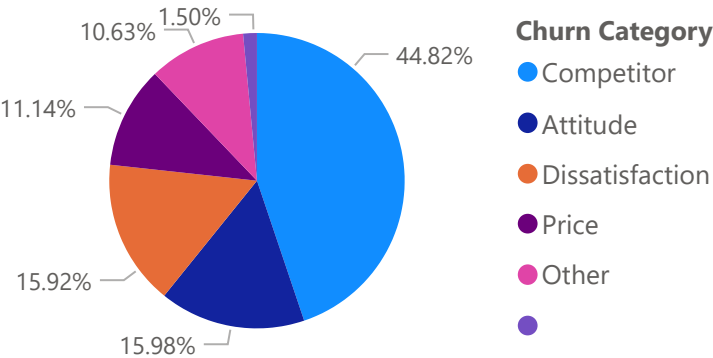
%GT Number of Customers by Churn Reason



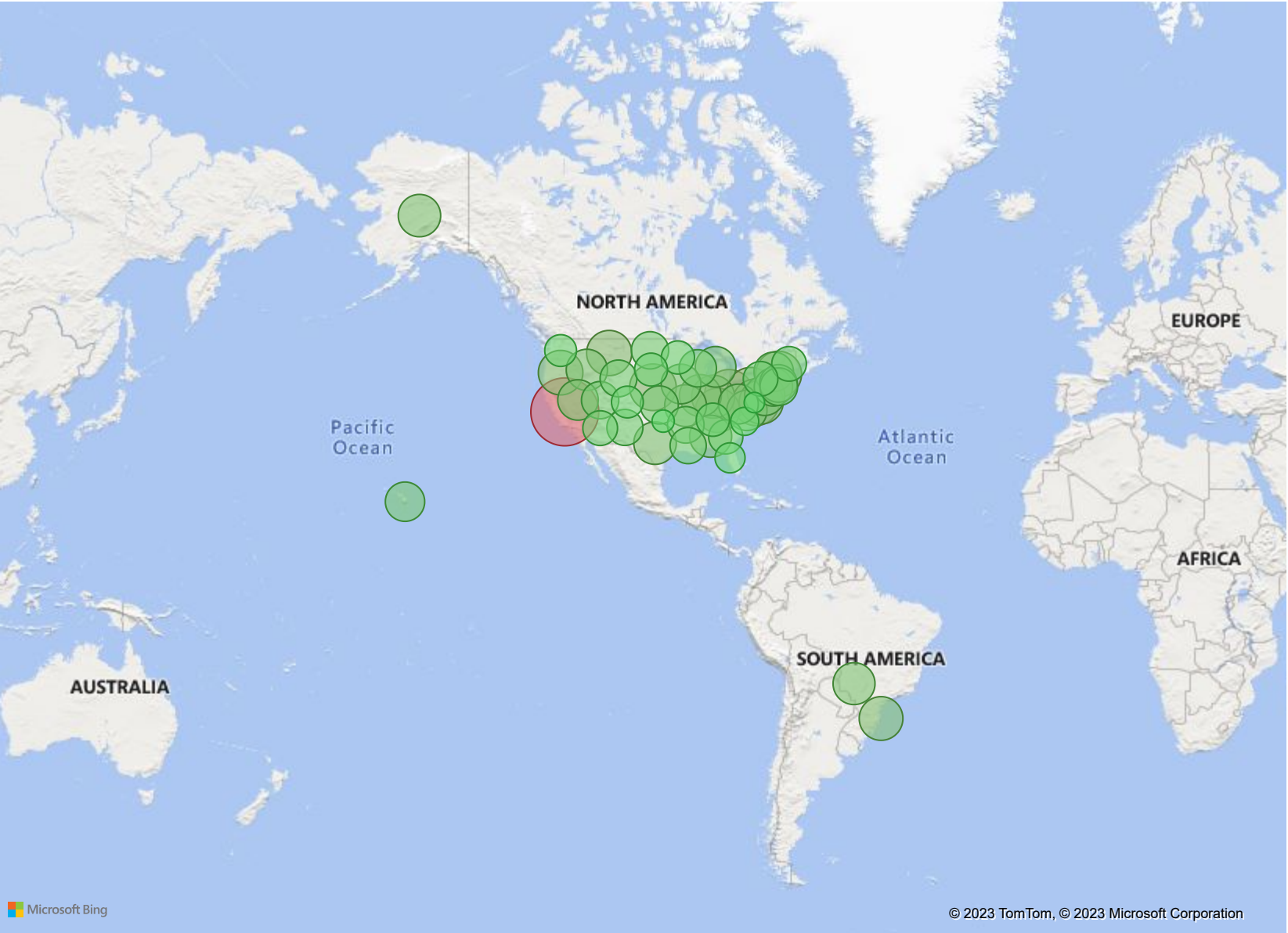
Count of Customer ID by Contract Type



%GT Number of Customers by Churn Category



Churn Rate by State



Senior	Under 30	Churn Rate
No	No	24.54 %
No	Yes	23.00 %
Yes	No	38.46 %
Total		26.86 %

6687

Number of Customers

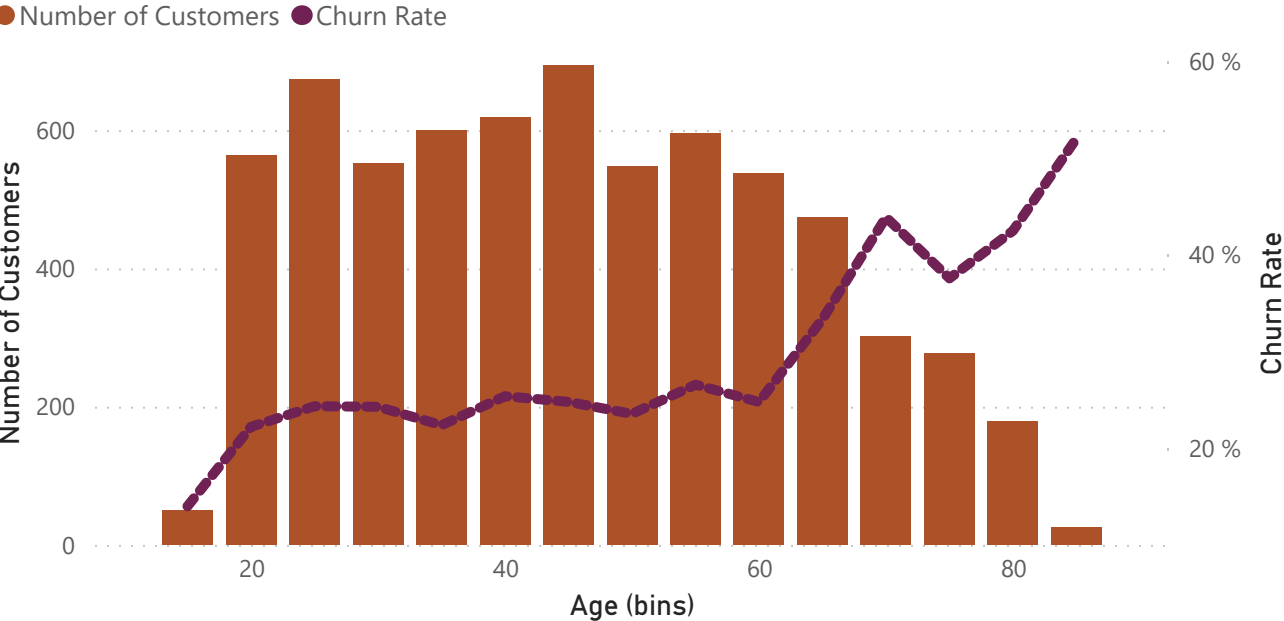
26.86 %

Churn Rate

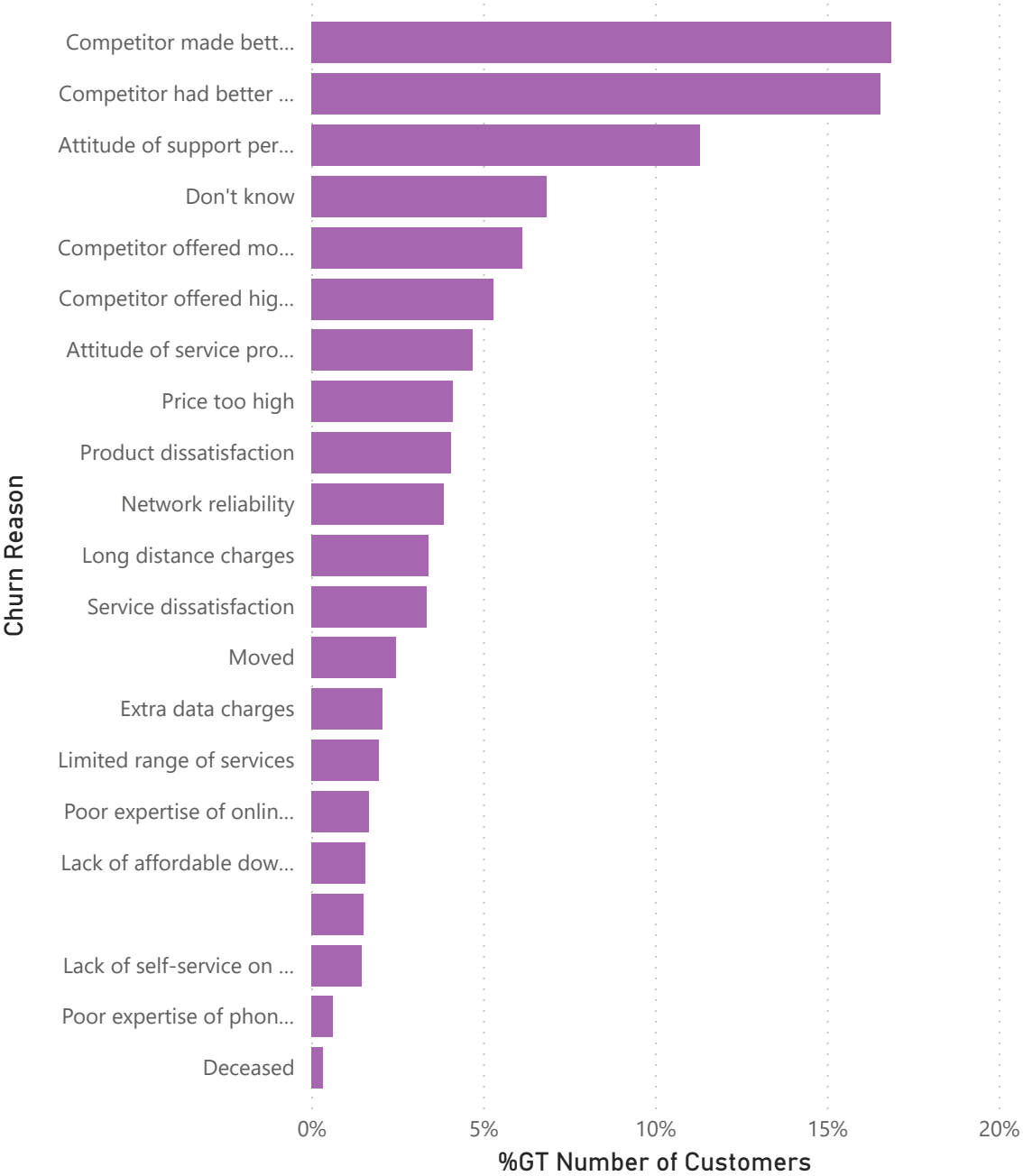
1796

Churned

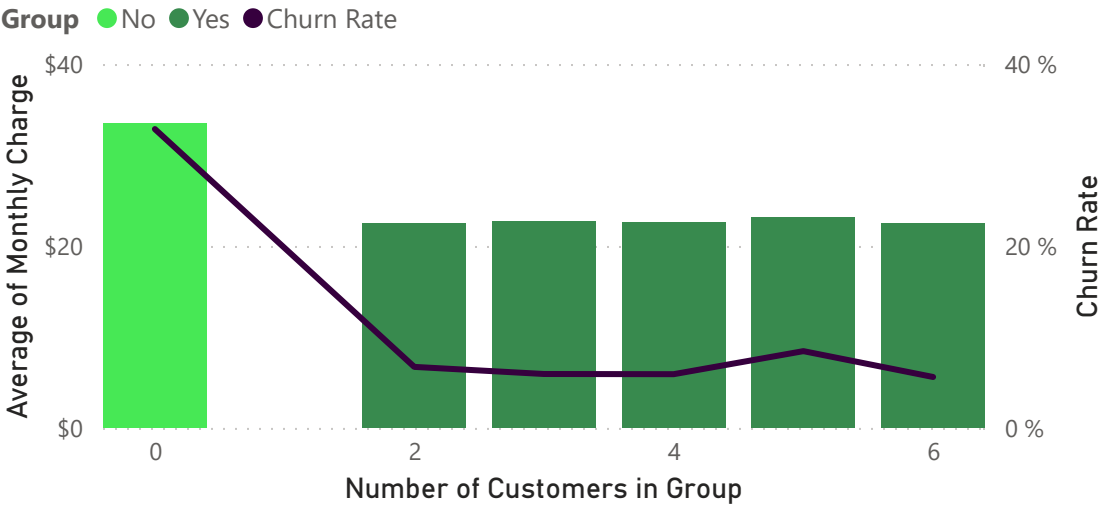
Number of Customers and Churn Rate by Age (bins)



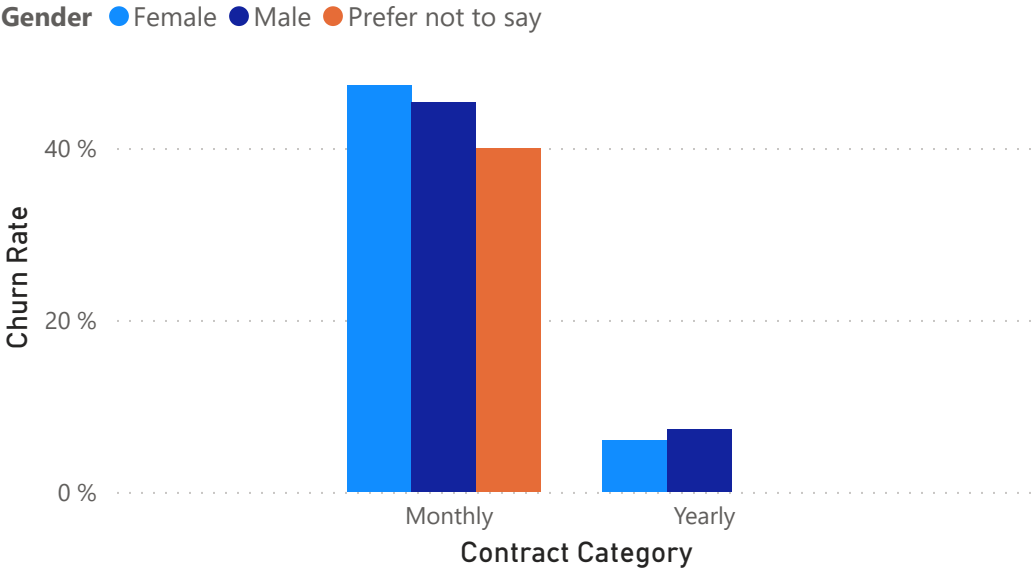
%GT Number of Customers by Churn Reason



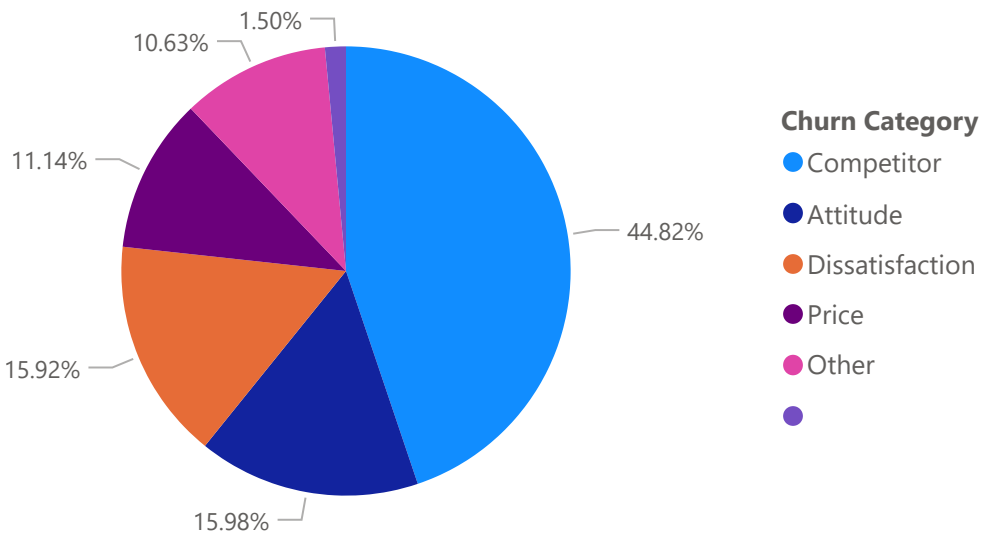
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



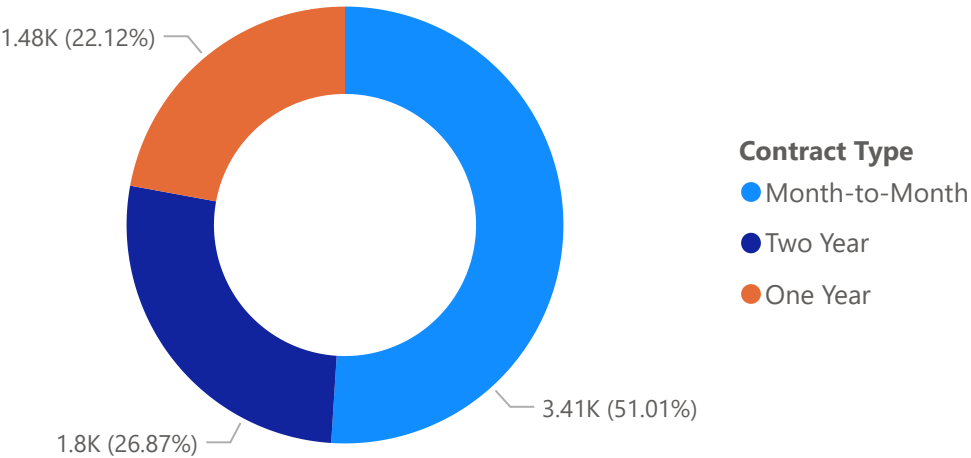
Churn Rate by Contract Category and Gender



%GT Number of Customers by Churn Category



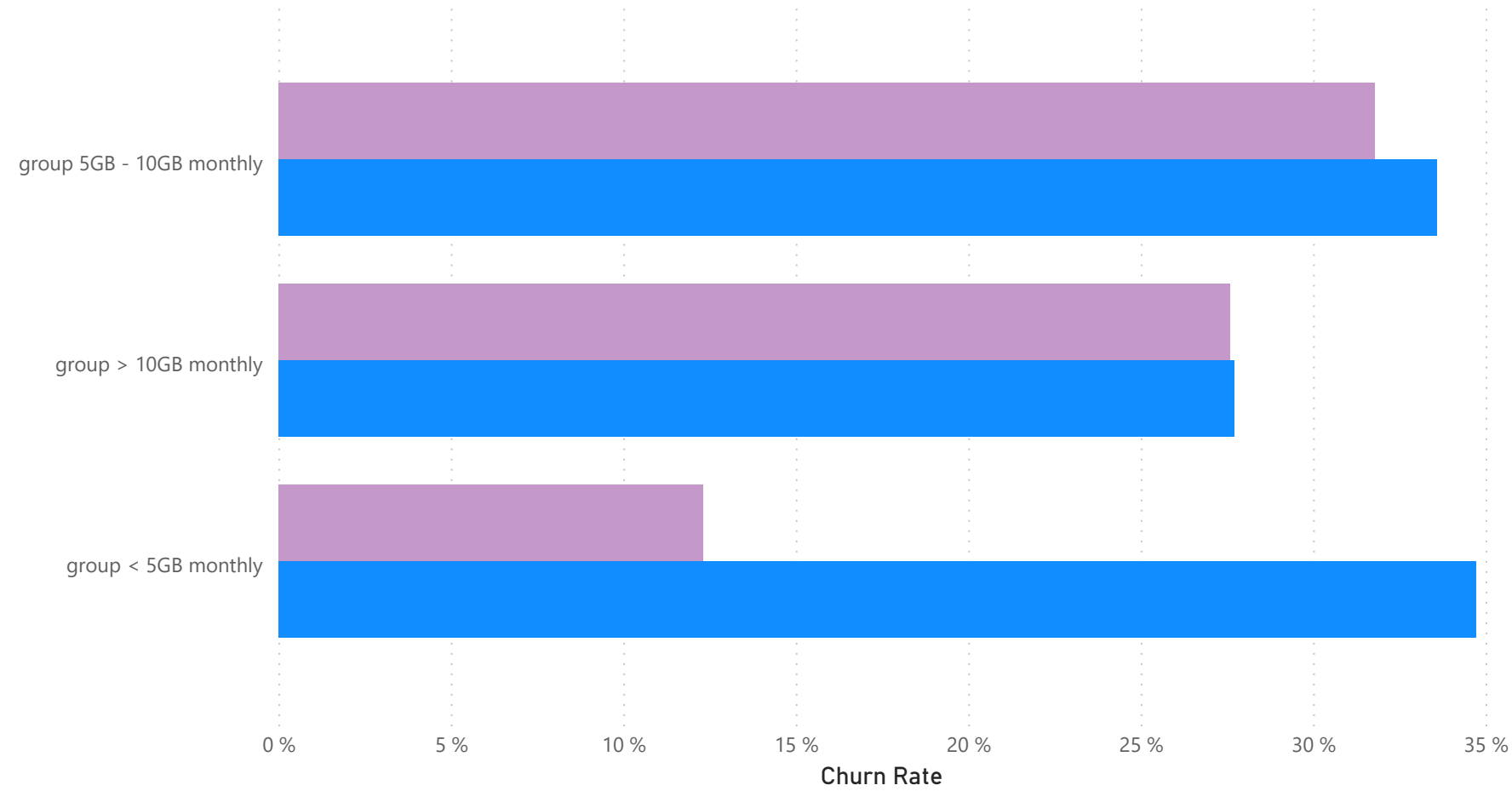
Count of Customer ID by Contract Type



Churn Rate	Number of Customers	Unlimited Data Plan
16.10 %	2193	No
32.11 %	4494	Yes
26.86 %	6687	

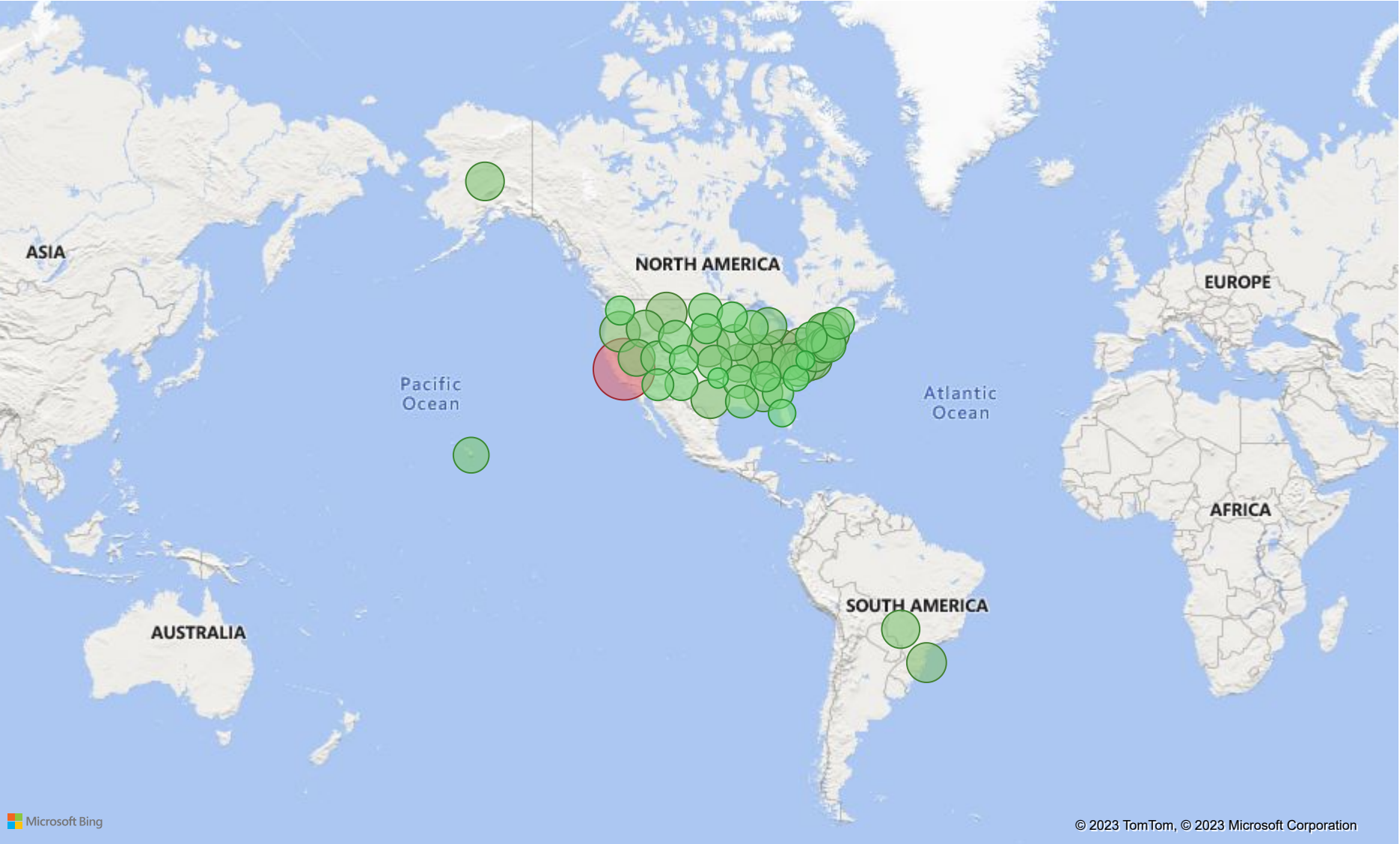
Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

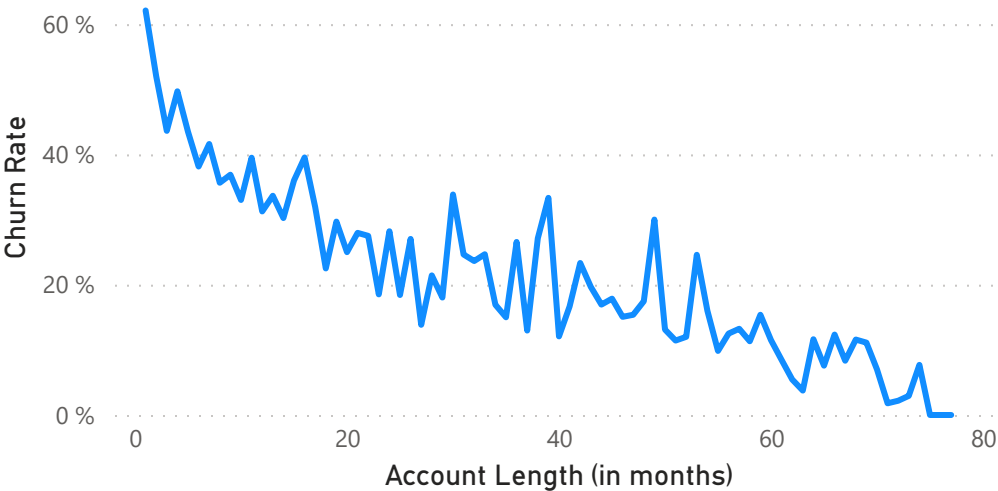


Churn Rate by State

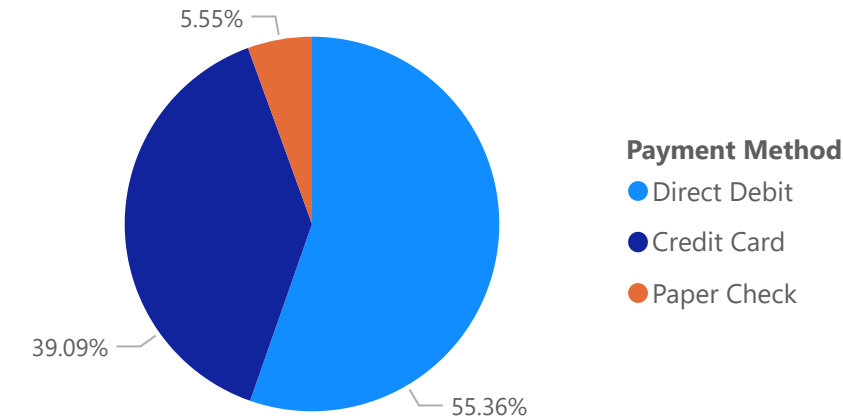
Intl Active	no	yes	Total
No	20.01 %	71.19 %	22.21 %
Yes	40.34 %	7.59 %	34.31 %
Total	27.07 %	24.88 %	26.86 %



Churn Rate by Account Length (in months)

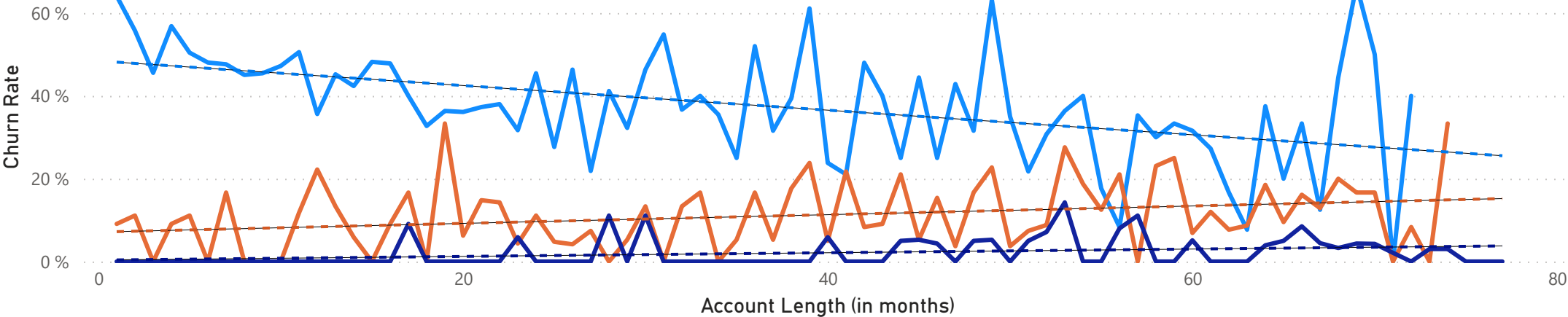


Number of Customers by Payment Method

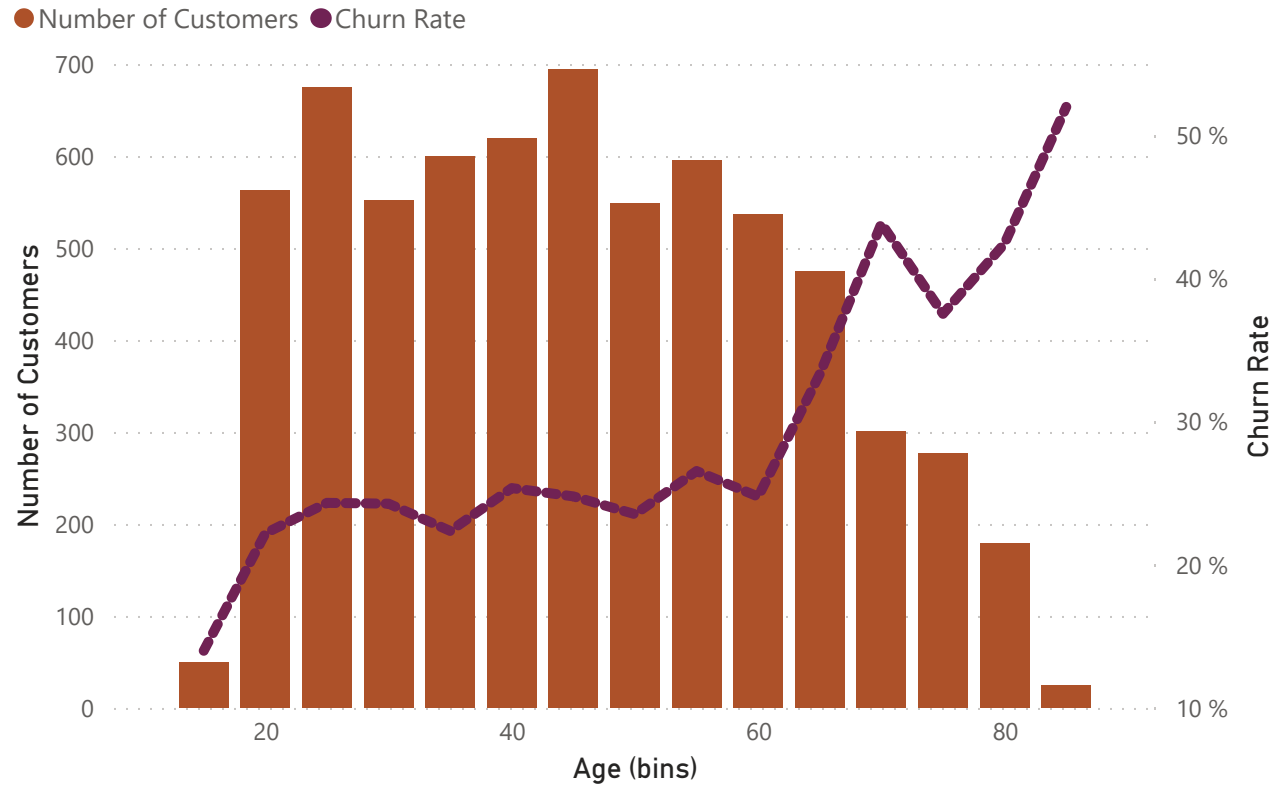


Churn Rate by Account Length (in months) and Contract Type

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



Number of Customers and Churn Rate by Age (bins)



Account Length (in months)

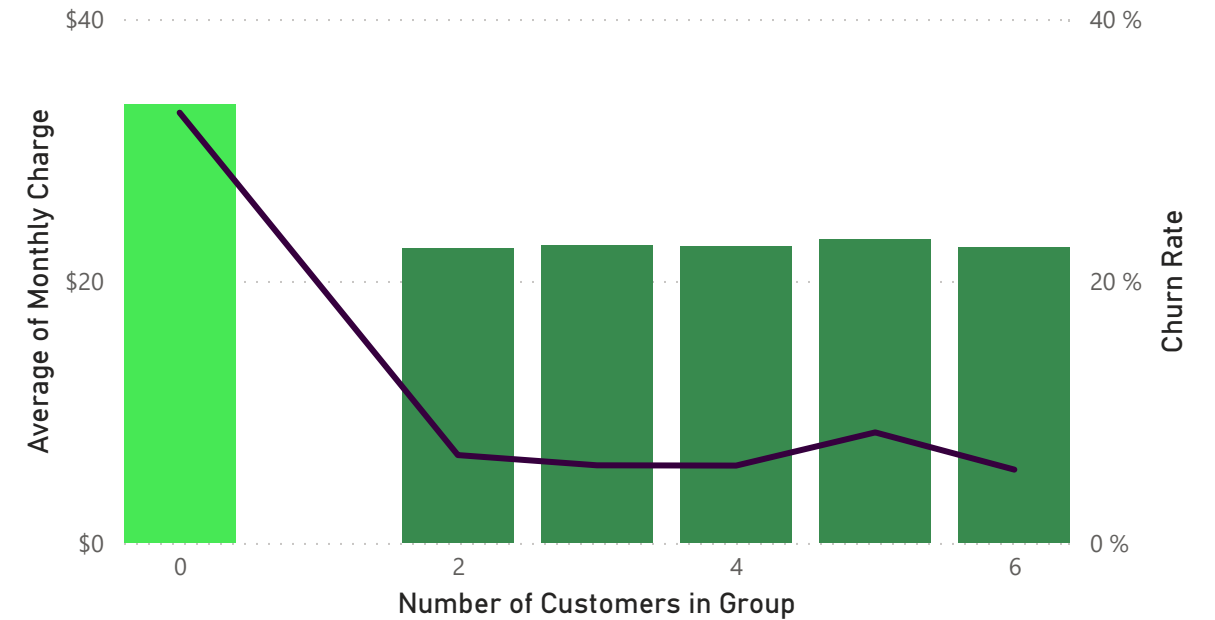
1

77



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

Group ● No ● Yes ● Churn Rate



0.92

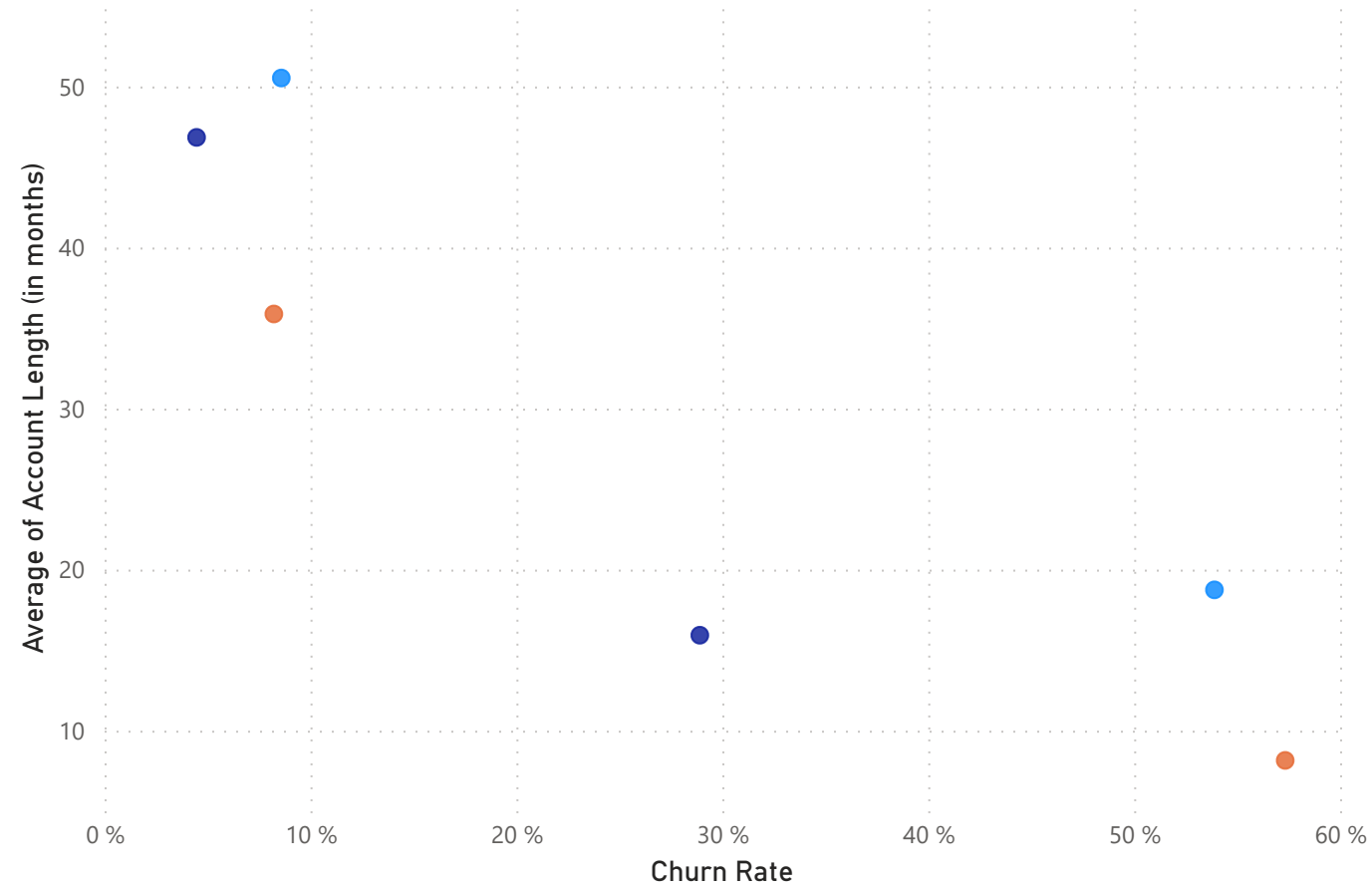
Avg Customer Service Calls

6123

Customer Service Calls

Churn Rate and Average of Account Length (in months) by Contract Category and Payment Method

Payment Method ● Credit Card ● Direct Debit ● Paper Check



Contract Category, Payment M... ▾

^ ☐ Monthly

☐ Credit Card

☐ Direct Debit

☐ Paper Check

^ ☐ Yearly

☐ Credit Card

☐ Direct Debit

☐ Paper Check

6.38

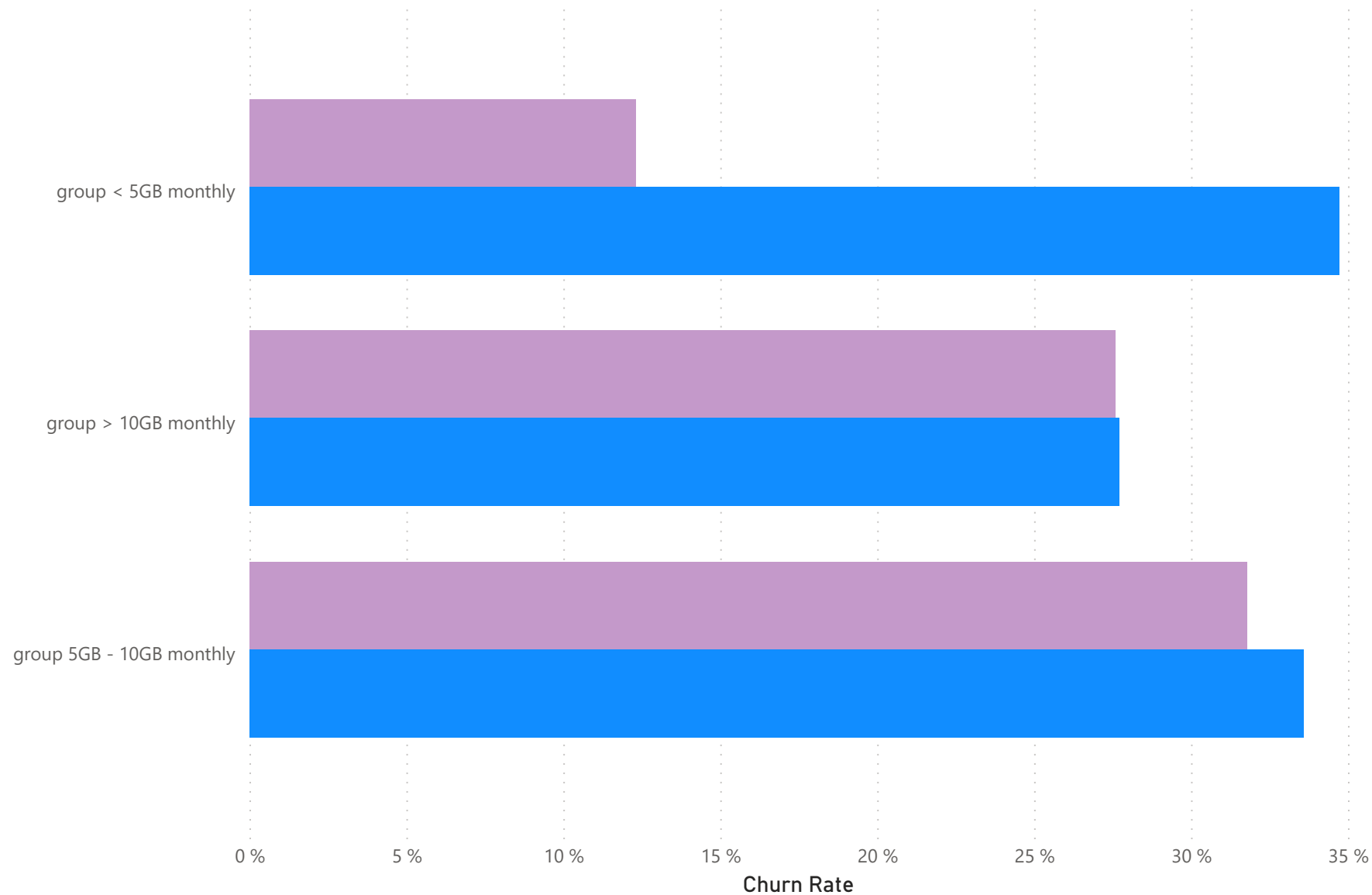
Avg Extra International Charges

3.37

Avg Extra Data Charges

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



0.92

Avg Customer Service Calls

6.38

Avg Extra International Charges

6123

Customer Service Calls

3.37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

