

CHURN ANALYSIS - SUMMARY

Monthly Charge Range
All

Married
All

PREDICT CHURN

6,418

Total Active Customers

411

New Customers This Period

1,732

Total Customers Churned

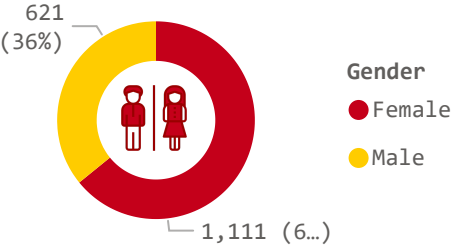
27%

Overall Churn Rate

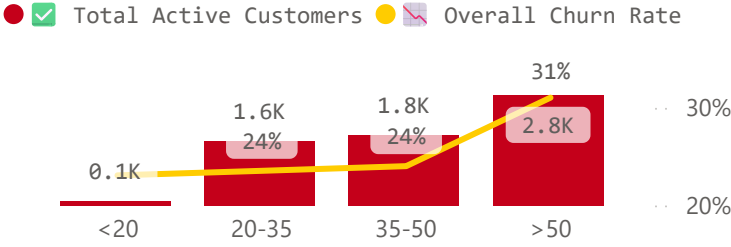


DEMOGRAPHIC

Customer Churn Distribution by Gender

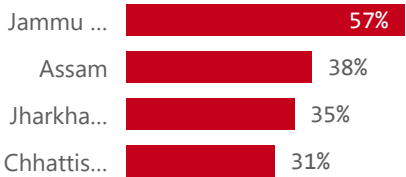


Age-wise Customer Distribution and Churn Rate



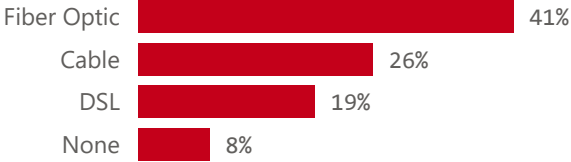
GEOGRAPHIC

Top 5 States with Highest Churn Rate



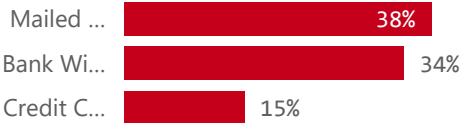
SERVICES USED

Churn Rate by Internet Connection Type

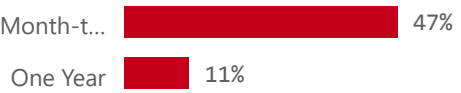


ACCOUNT INFO

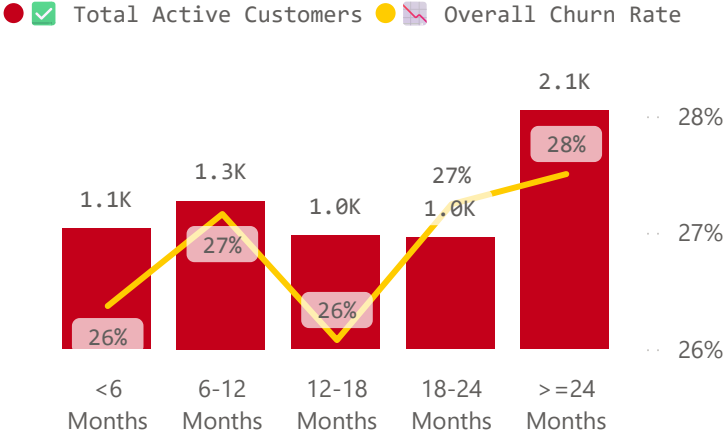
Churn Rate Based on Payment Methods



Churn Rate by Contract Duration

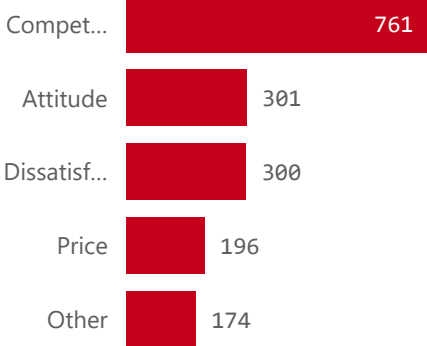


Tenure-based Customer and Churn Breakdown



CHURN DISTRIBUTION

Reasons for Customer Churn



Services	No	Yes
Device_Protection_Plan	71%	29%
Internet_Service	6%	94%
Multiple_Lines	55%	45%
Online_Backup	72%	28%
Online_Security	85%	15%
Paperless_Billing	25%	75%
Phone_Service	9%	91%
Premium_Support	83%	17%
Streaming_Movies	56%	44%
Streaming_Music	61%	39%
Streaming_TV	57%	43%
Unlimited_Data	20%	80%

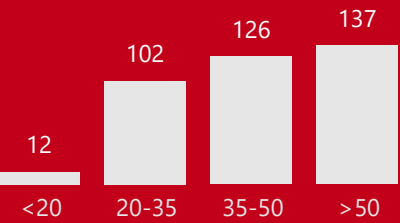
CHURN ANALYSIS - PREDICTION

SUMMARY

PREDICTED CHURNER PROFILE



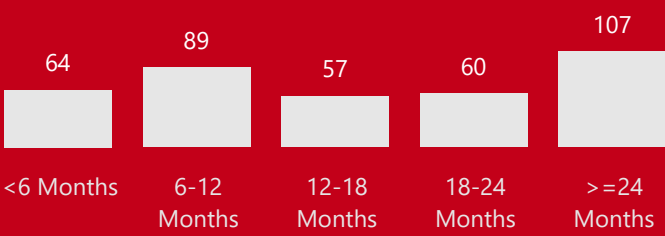
Churners by Age Group



Churners by Marital Status



Churners by Subscription Duration



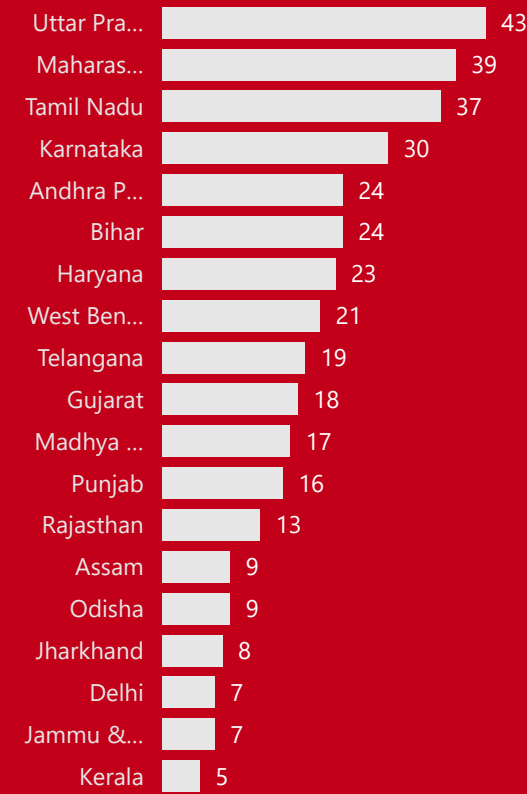
Churners by Payment Method Used



Churners by Contract Type



Top States with Highest Predicted Churners



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 377

Customer_ID	Monthly_Charge	Number_of_Referrals	Total_Revenue	Total_Refunds
11751-TAM	24.30	5	38.45	0
12056-WES	90.40	2	362.89	0
12136-RAJ	19.90	2	31.73	0
12257-ASS	19.55	9	29.75	0
12340-DEL	62.80	0	104.99	0
12469-AND	55.30	11	91.99	0
12490-TEL	74.75	9	236.76	39
13058-MAD	46.10	13	138.13	0
13123-BIH	100.20	13	253.62	0
13666-UTT	95.40	15	344.18	0
13744-AND	19.65	8	33.50	0
13823-TEL	24.50	1	46.40	0
13946-HAR	19.65	1	43.32	0
14567-TAM	20.35	1	64.44	0
15349-UTT	50.15	9	90.02	0
15591-KAR	20.40	3	66.31	0
15803-UTT	19.15	6	41.52	0
16032-AND	46.60	8	91.64	0
16068-BIH	25.25	4	35.25	0
16244-UTT	19.55	5	24.65	0
16733-ODI	45.85	10	86.23	0

Churn_Reason



Total Customers C

Competitor had better
devices

Competitor made better
offer

Attitude of support
person

Don't know

Competitor offered more

Total