CHURN ANALYSIS - SUMMARY

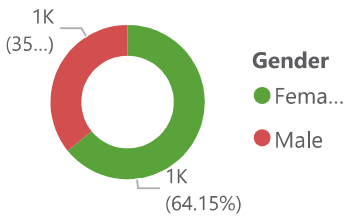
6,418	411	1,732	27.0%
Total Customers	New Joiners	Total Churn	Churn rate

Monthly_Charge_Range: All

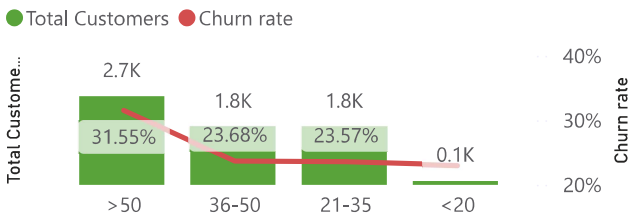
Married: All

DEMOGRAPHIC

Total Churn by Gender

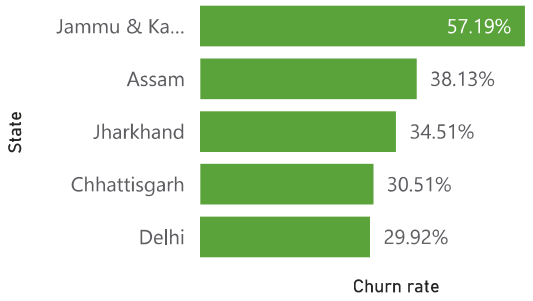


Total Customers and Churn rate by Age Group



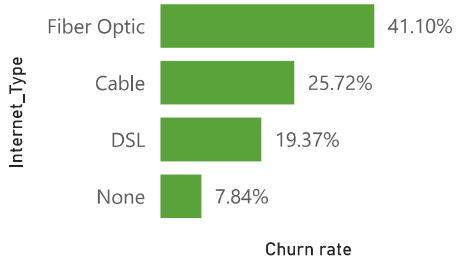
GEOGRAPHIC

Churn rate by State (Top 5)



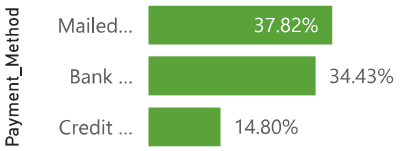
SERVICES USED

Churn rate by Internet_Type

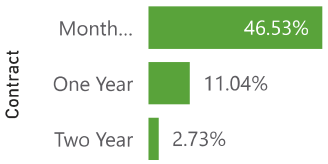


ACCOUNT INFORMATION

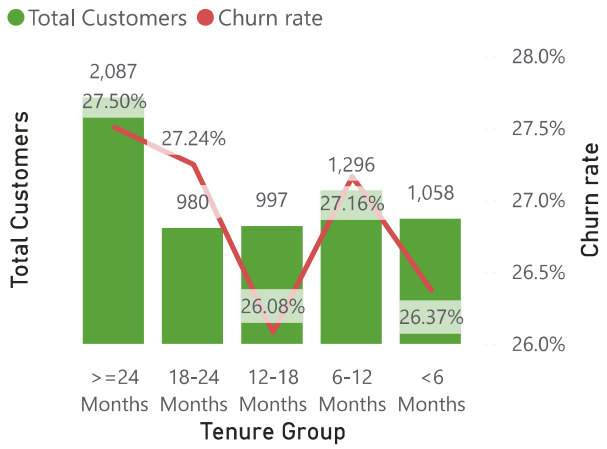
Churn rate by Payment_Method



Churn rate by Contract

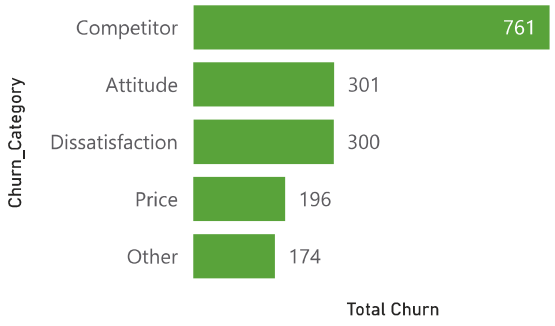


Total Customers and Churn rate by Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn_Category



Churn By Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%

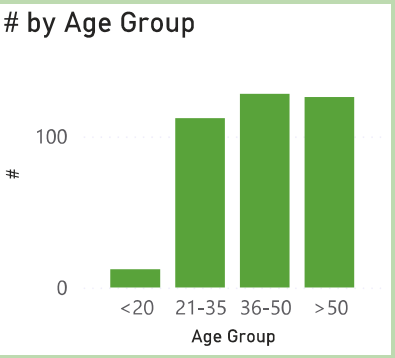
Churn_Reason	Total Churn
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
[illegible]	[illegible]
Total	**1,732**

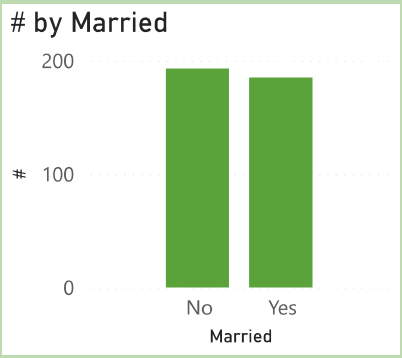
CHURN ANALYSIS - PREDICTION

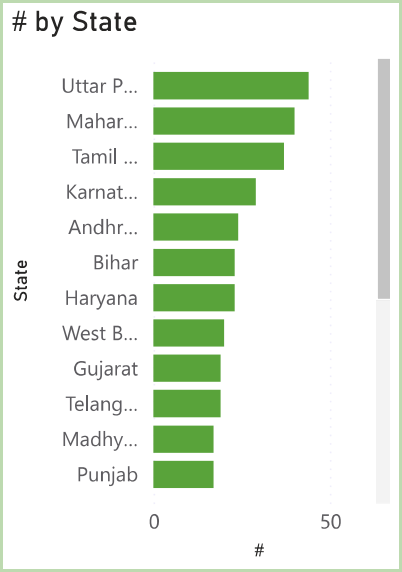
PREDICTED CHURNER PROFILE

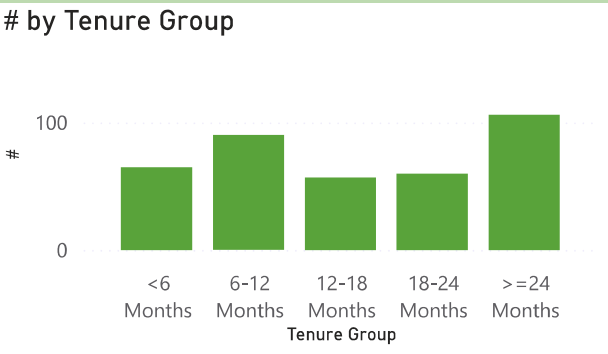
246
Female

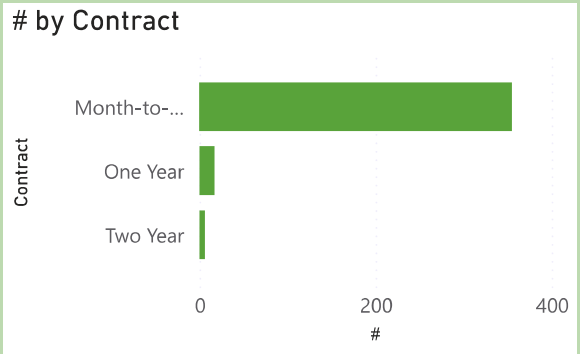
132
Male











CUSTOMERS AT RISK

Count of Predicted Churner: 378

Customer_ID	Monthly_Charge	Total_Revenue	Total_Refunds	Number_of_Referrals
79700-KER	107.95	456.10	0	5
28281-KAR	80.35	402.69	0	8
39623-HAR	74.60	387.58	0	2
21956-JHA	82.30	369.31	0	10
12056-WES	90.40	362.89	0	2
26448-BIH	75.30	361.07	0	10
84789-PUN	107.95	356.58	0	9
19747-WES	64.50	356.05	0	15
19811-MAH	89.85	348.30	0	10
19998-AND	85.70	346.27	0	0
13666-UTT	95.40	344.18	0	15
71197-PUN	77.40	339.41	0	0
51214-MAH	73.60	324.52	0	12
78220-TAM	89.85	319.75	0	14
74804-WES	69.60	314.31	0	0
97828-MAH	92.00	313.60	0	0
66413-TAM	80.50	312.93	0	12
52279-TAM	80.70	310.61	0	15
44208-AND	69.15	307.84	0	2
28237-JHA	69.85	304.13	0	7
21288-MAH	60.25	300.80	0	12