

**6687**

Number of Customers

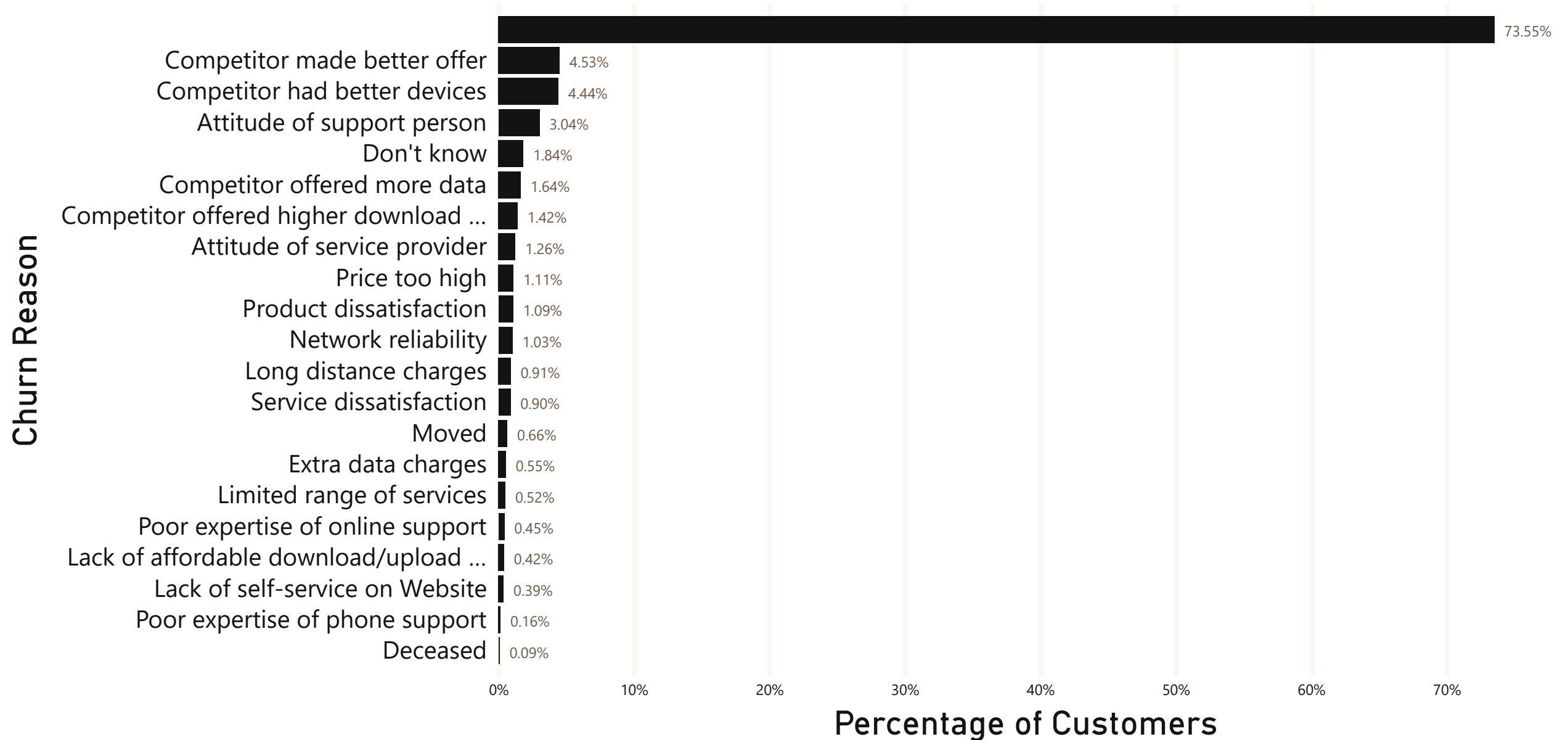
**6687**

Number of Unique Customers

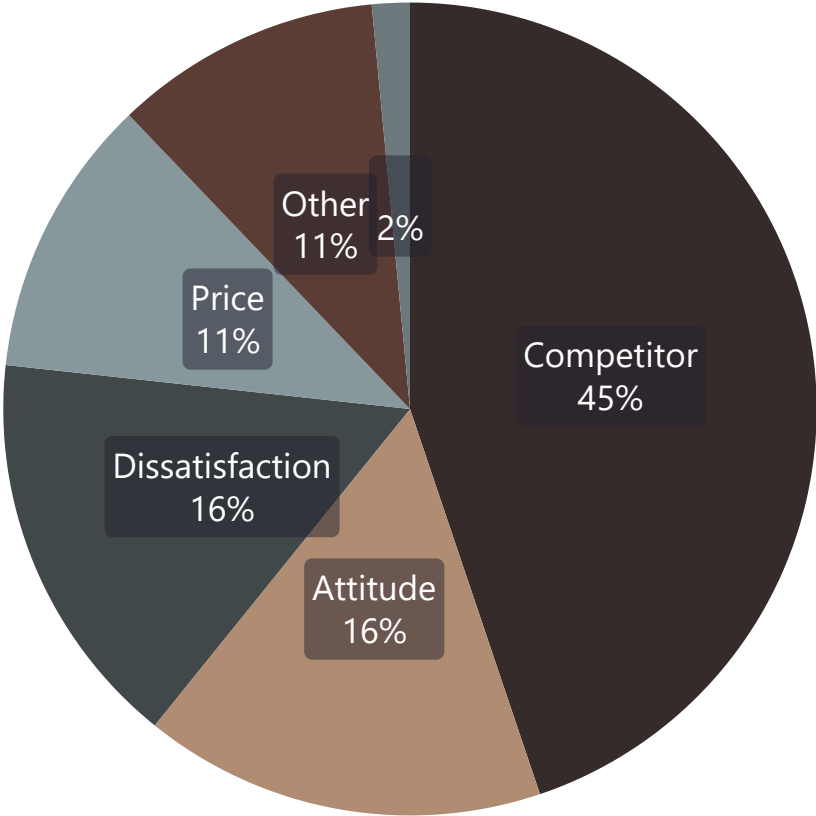
**26.86%**

Churn Rate

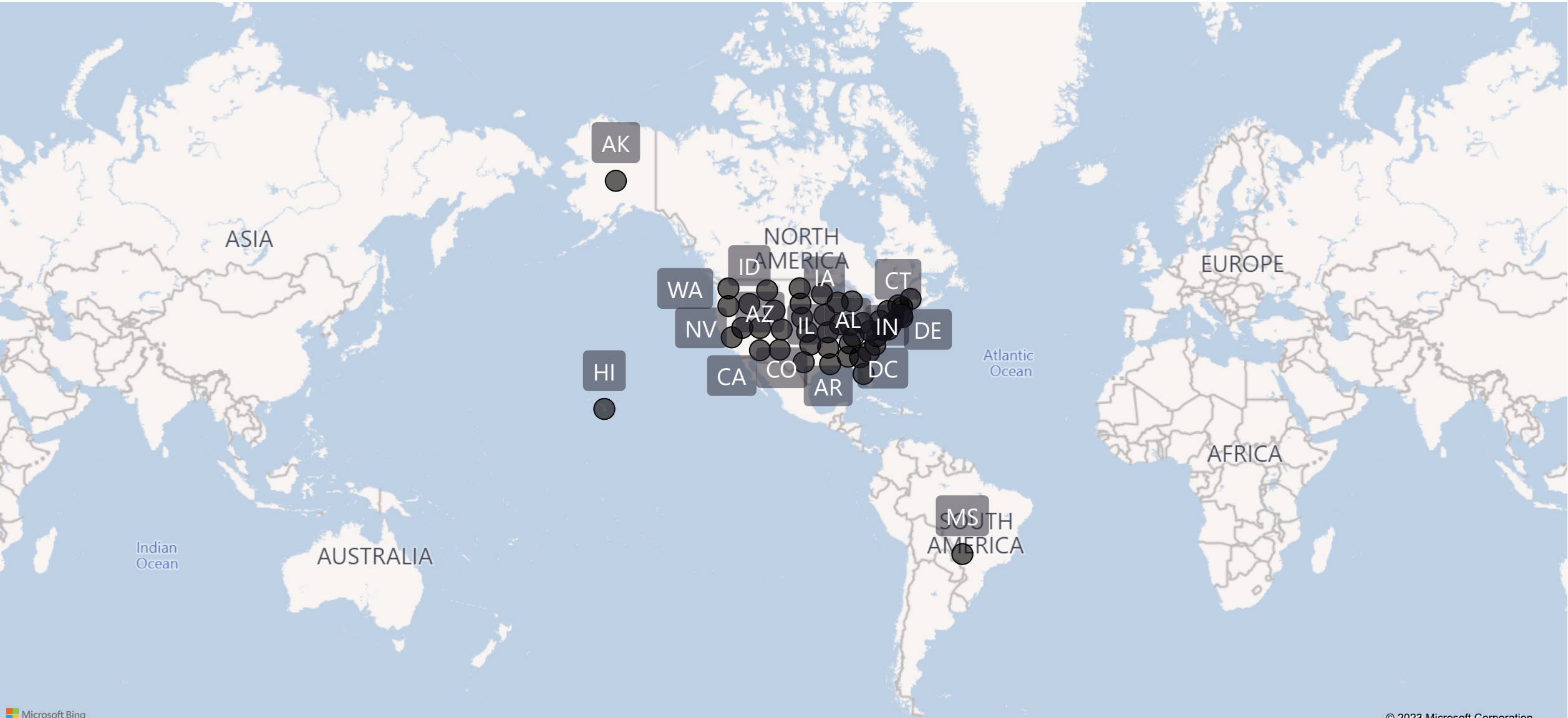
# Percentage of Churned Customers vs Churn Reasons



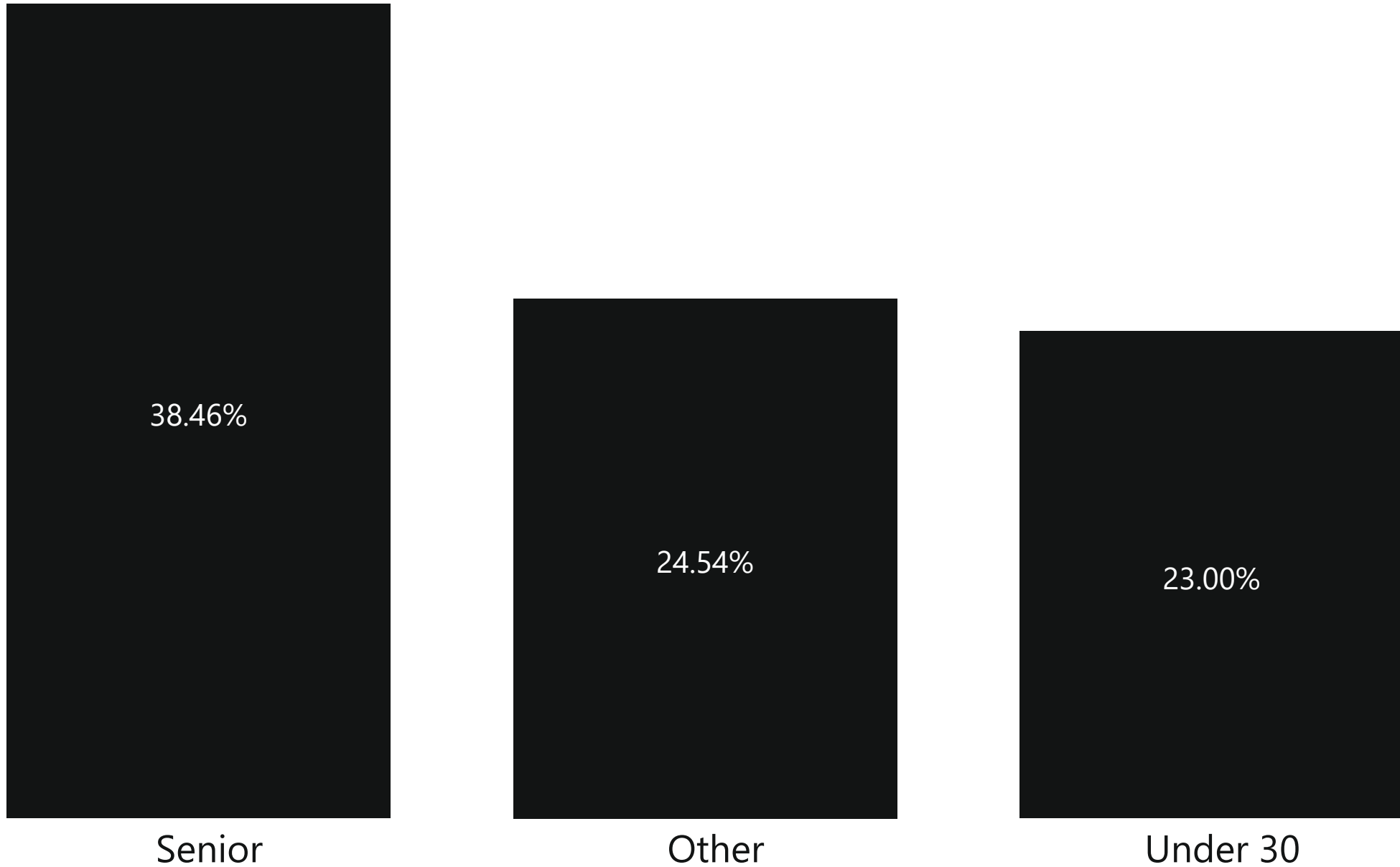
Churn Category by Percentage



# Churn by State

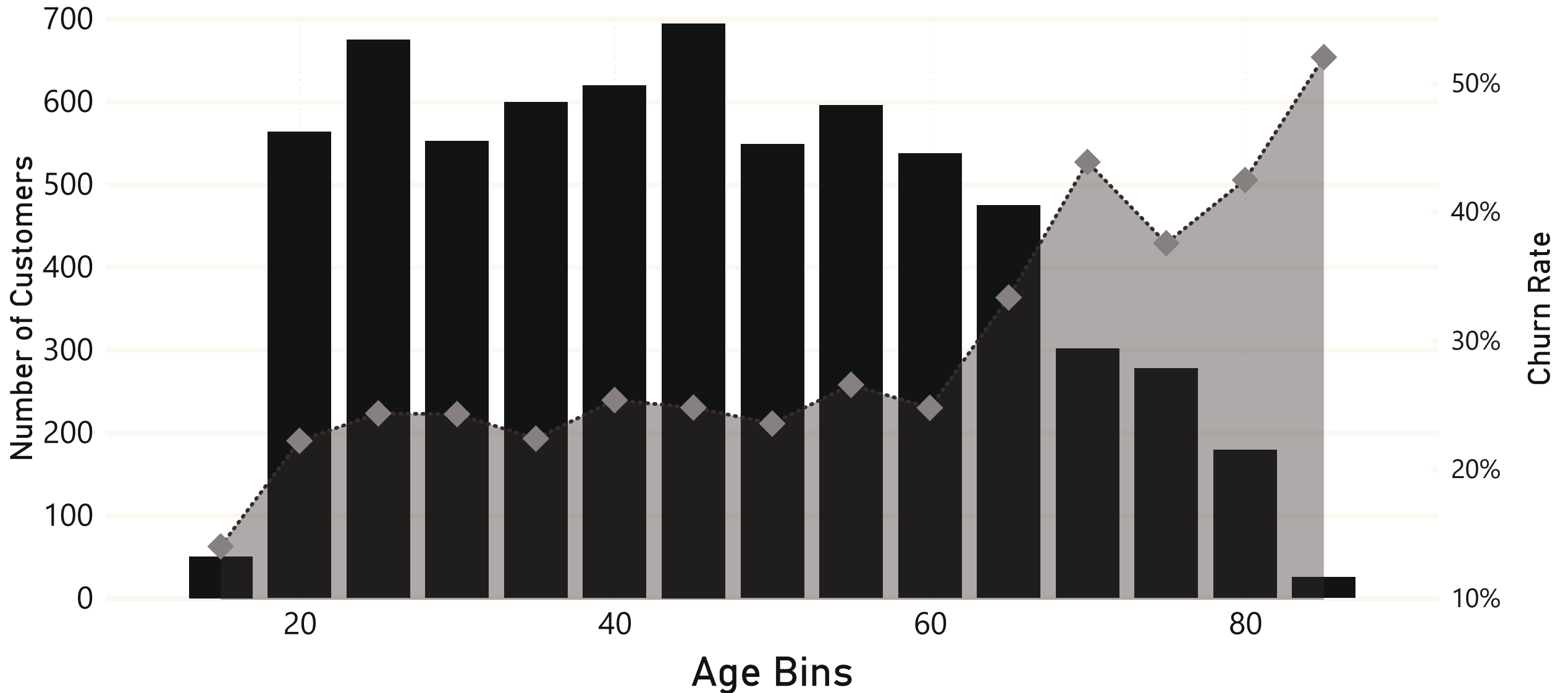


# Churn Rate by Demographics



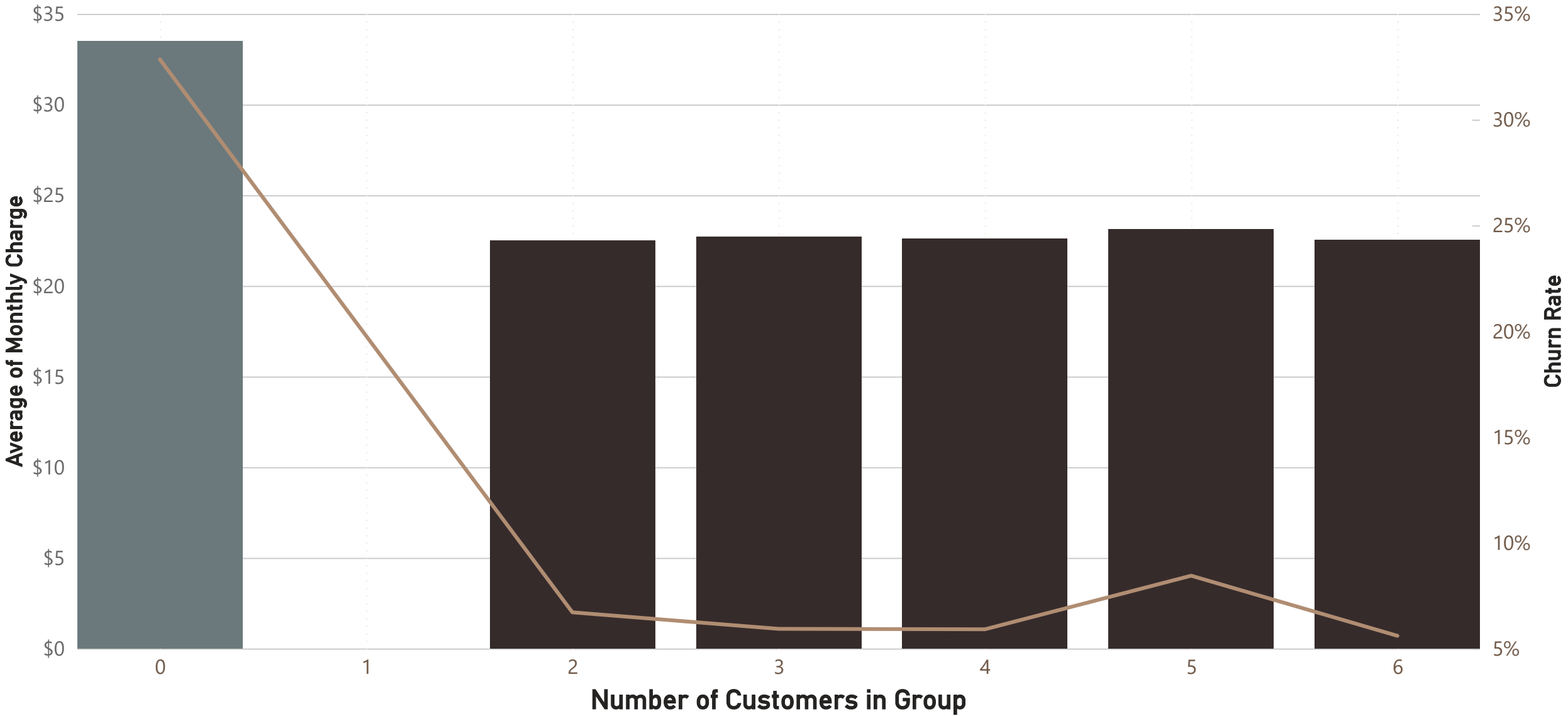
# Churn Rate & Number of Customers by Age Bins

● Number of Customers ● Churn Rate



# Average Monthly Charge & Churn Rate by Number of Customers in Group

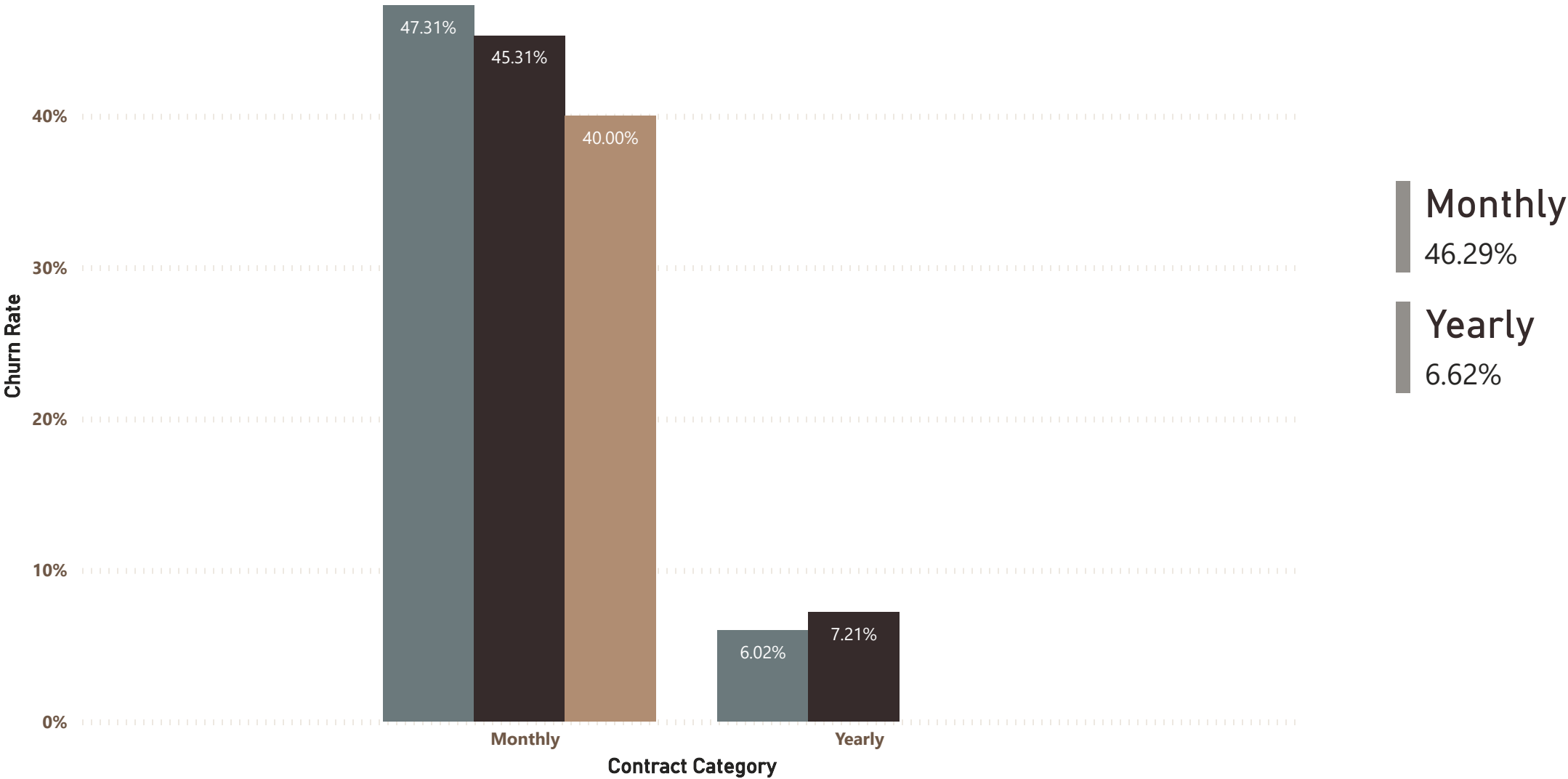
**Group** ● No ● Yes ● Churn Rate





# Churn Rate by Contract Category and Gender

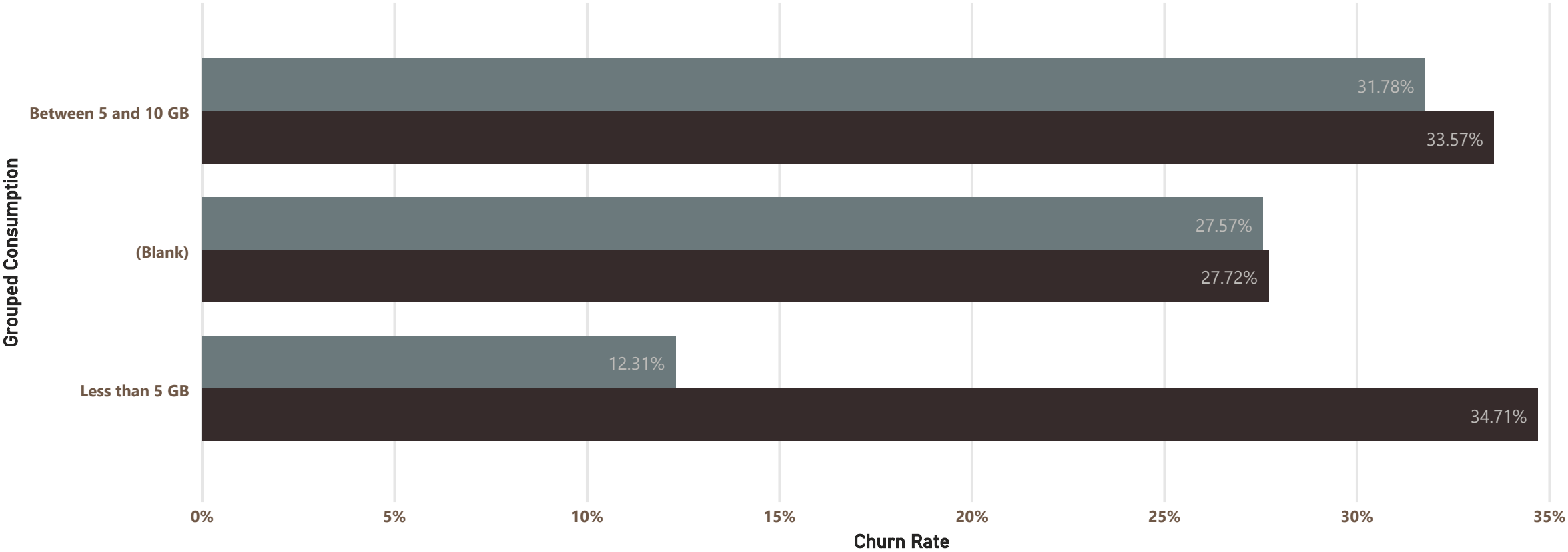
Gender ● Female ● Male ● Prefer not to say



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

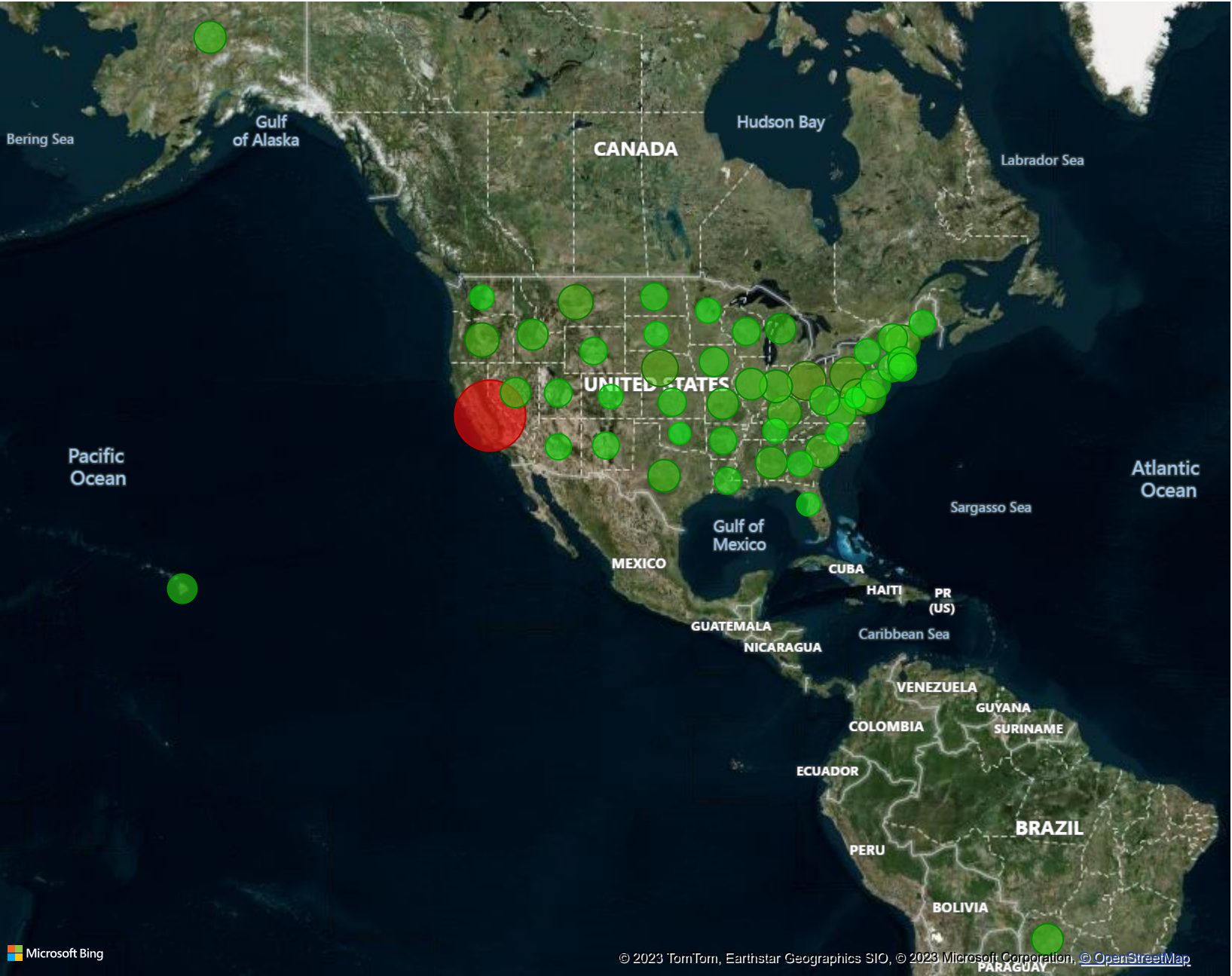
Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

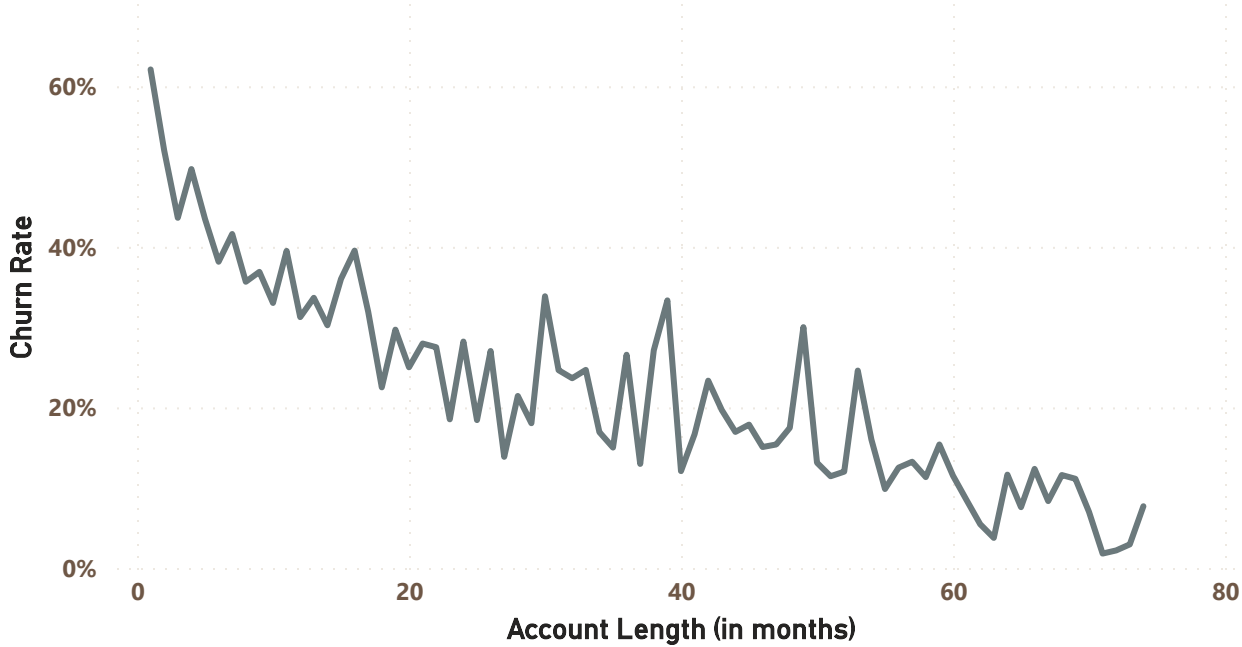


Churn Rate by State

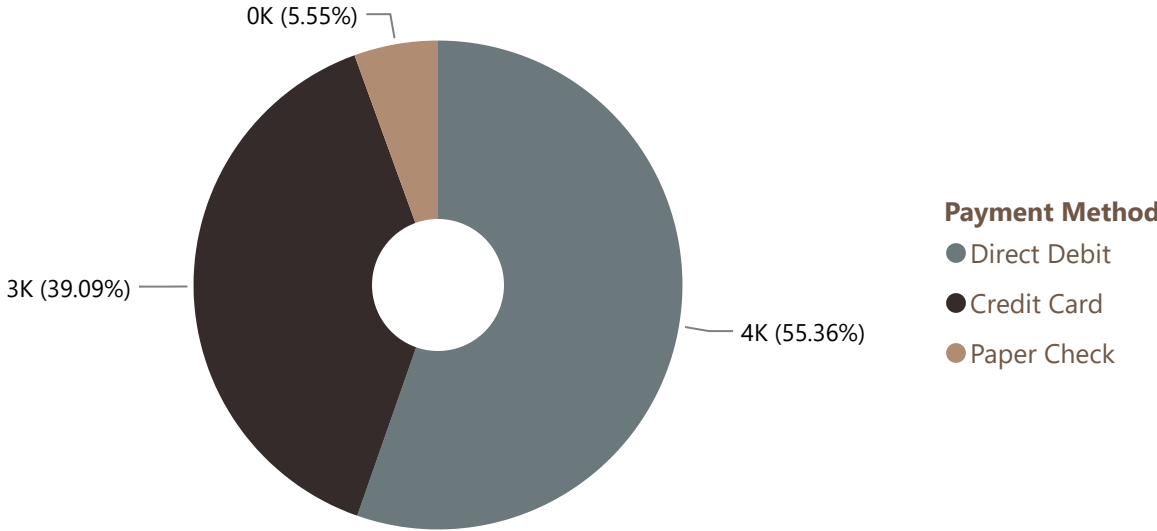
Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%



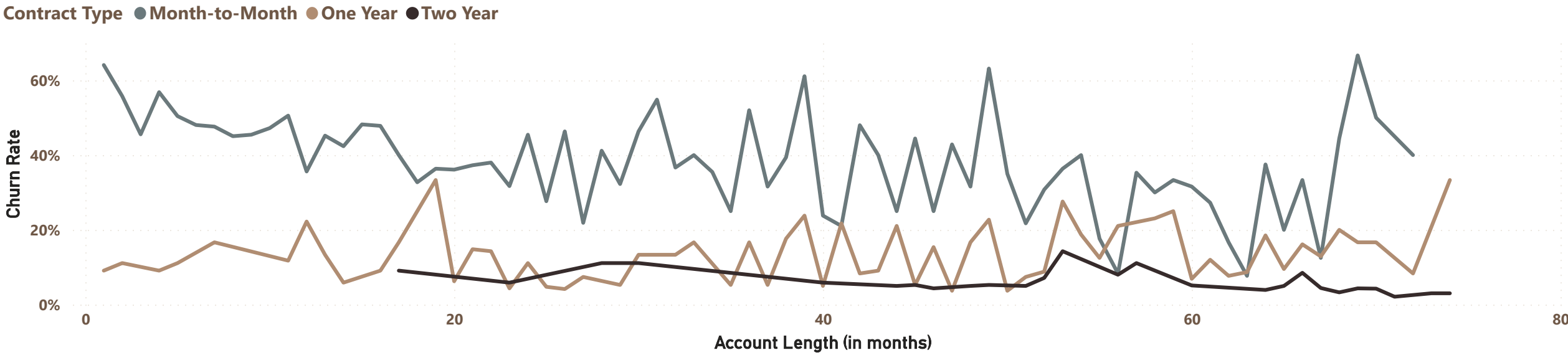
Churn Rate by Account Length (in months)

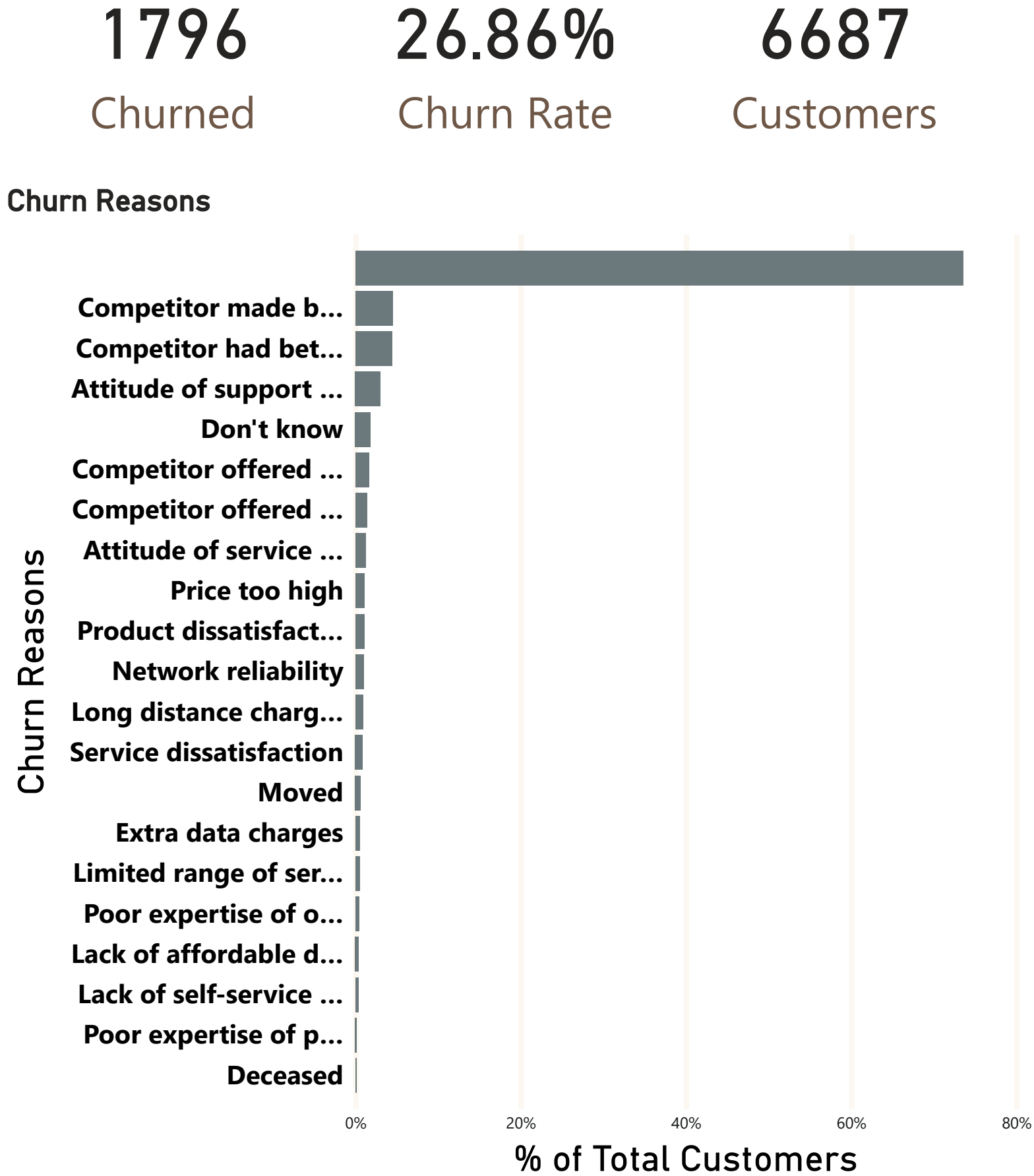


Number of Customers by Payment Method

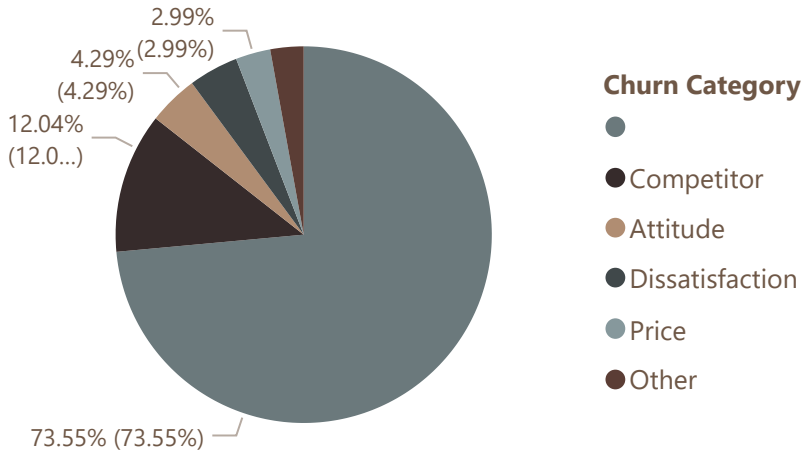


Churn Rate by Account Length (in months) and Contract Type

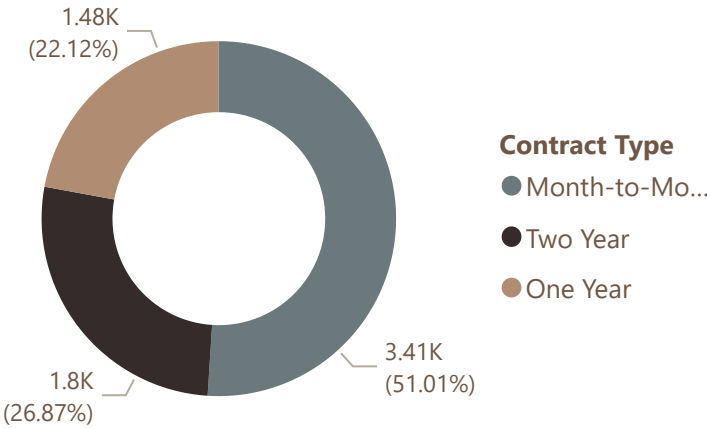




%GT Number of Customers by Churn Category



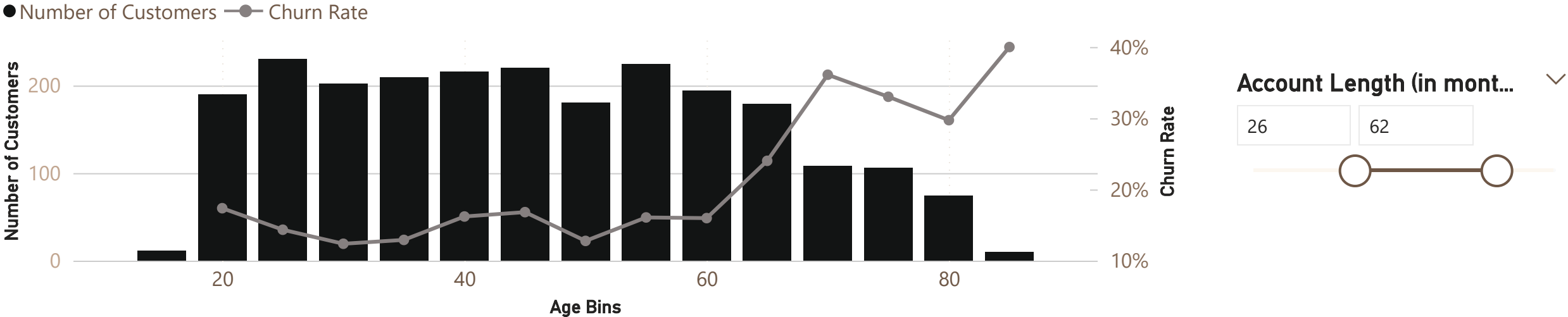
Count of Customer ID by Contract Type



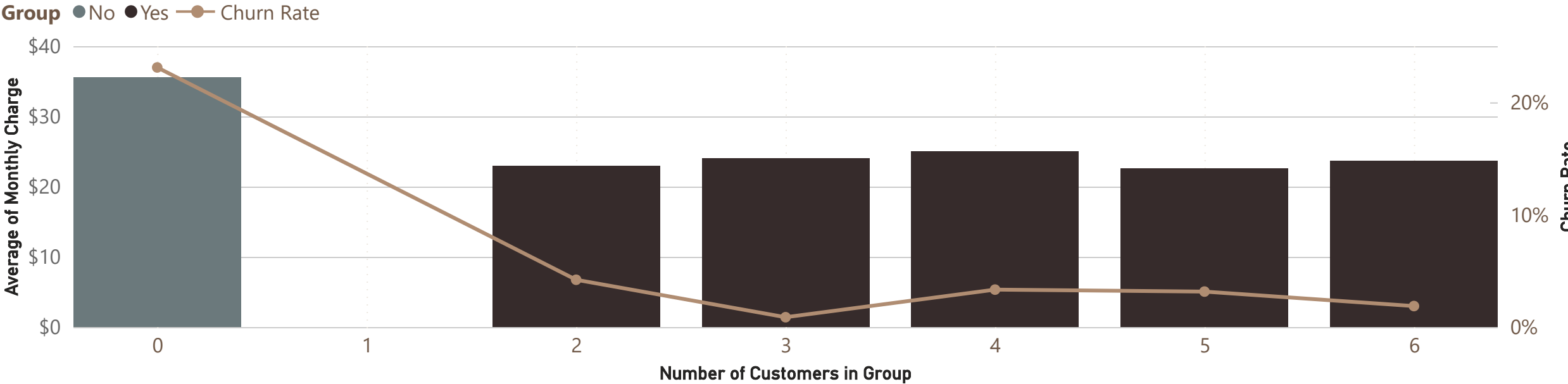
Churn Rate by State



# Churn Rate & Number of Customers by Age Bins

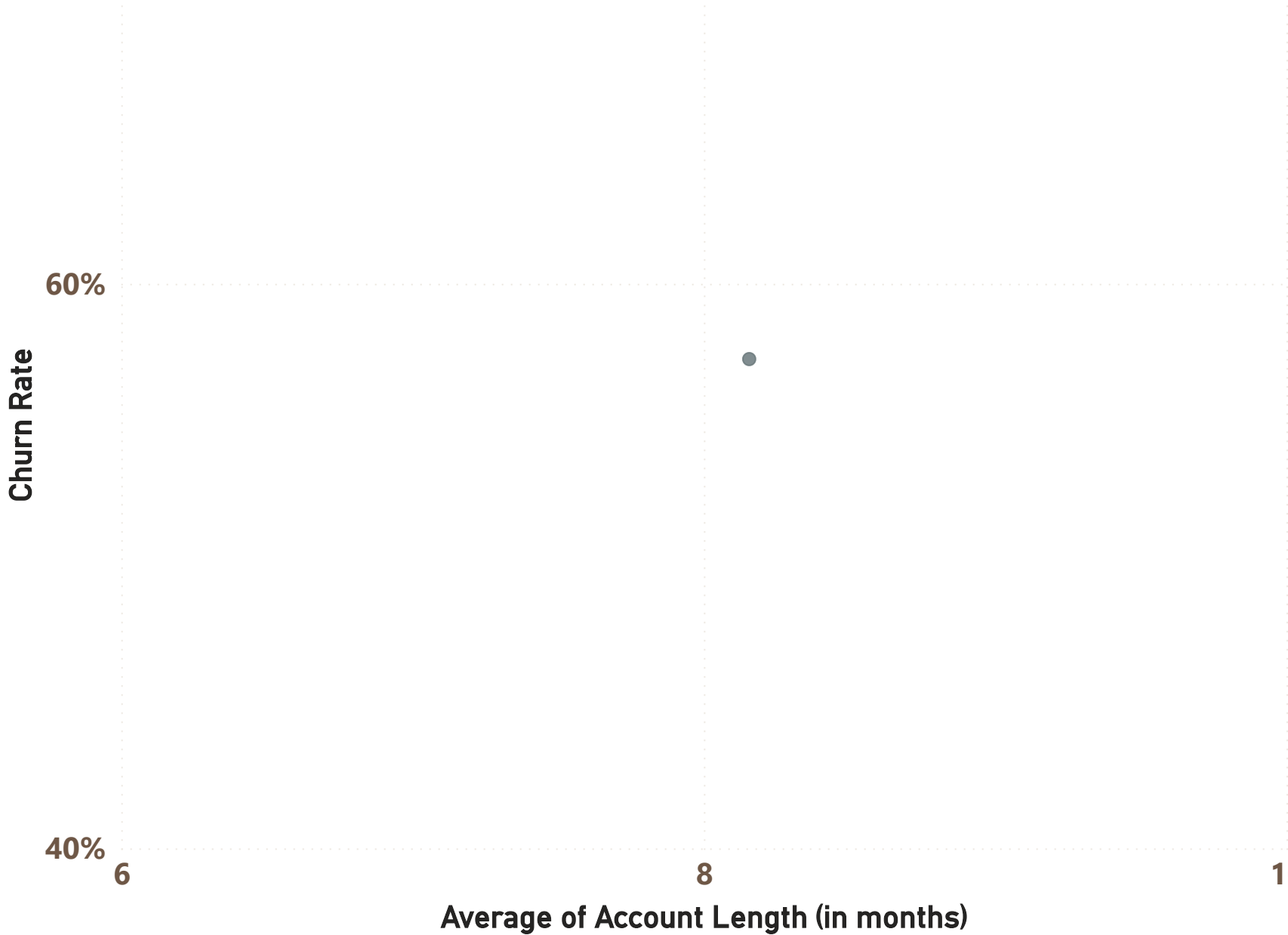


# Average Monthly Charge & Churn Rate by Number of Customers in Group



# Average Account Length (in months) & Churn Rate by Payment Method & Contract Category

Contract Category ● Monthly



305

Sum of Customer Service Calls

1.36

Average of Customer Service Calls

Contract Category & Payment Method

Monthly

Credit Card

Direct Debit

Paper Check

Yearly

33.64

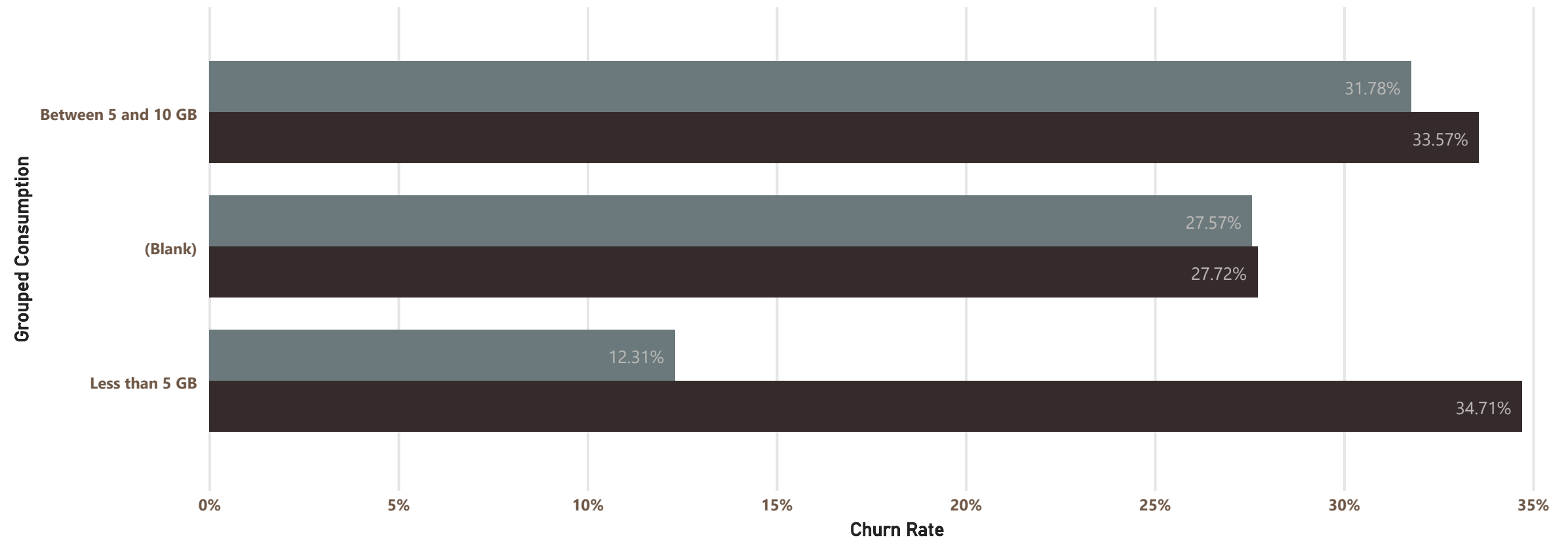
Avg Extra International Charges

3.37

Avg Extra Data Charges

## Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes





33.64

Avg Extra International  
Charges

3.37

Avg Extra Data Charges

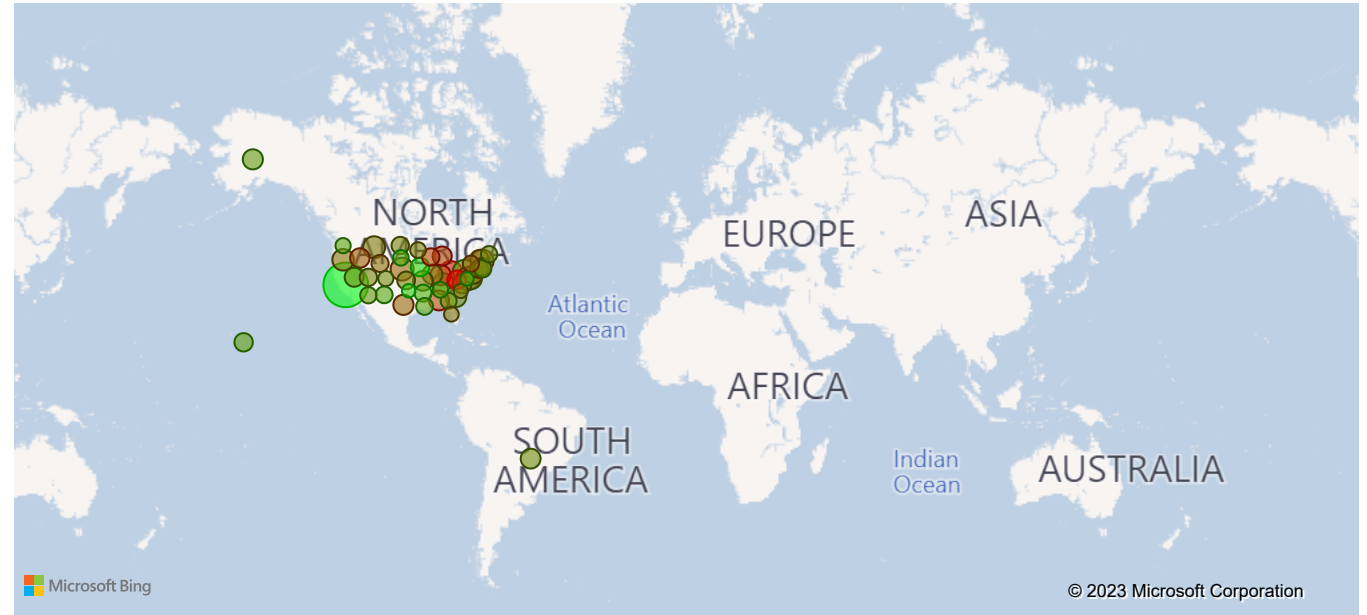
6123

Sum of Customer Service  
Calls

0.92

Average of Customer  
Service Calls

Churn Rate by State



Average of Customer Service Calls by State and Churn Label

Churn Label — No — Yes

