

Customer- Churn Rate Analysis

6687

Number of Customers

6687

Number of Unique Customers

1796

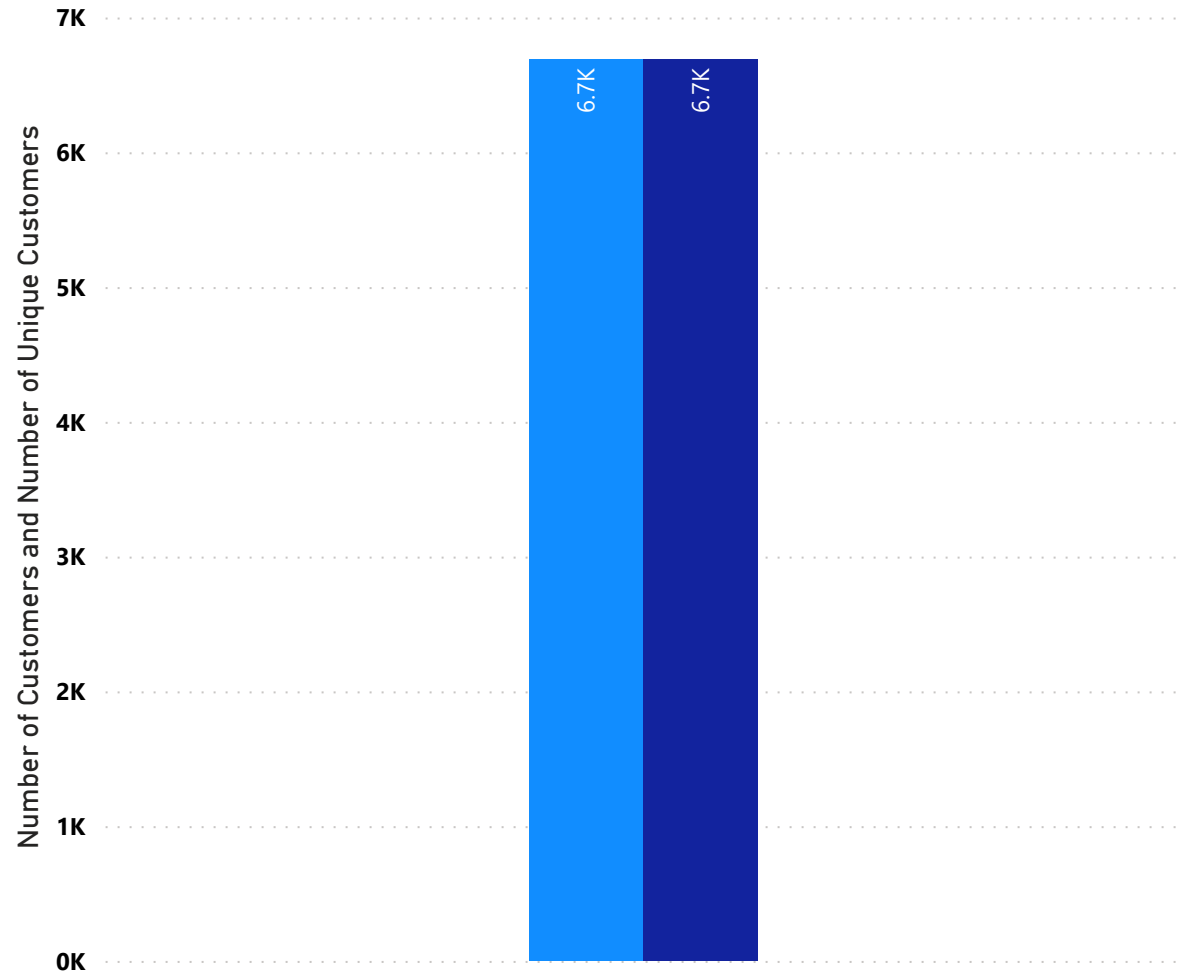
Customer Churned

26.86%

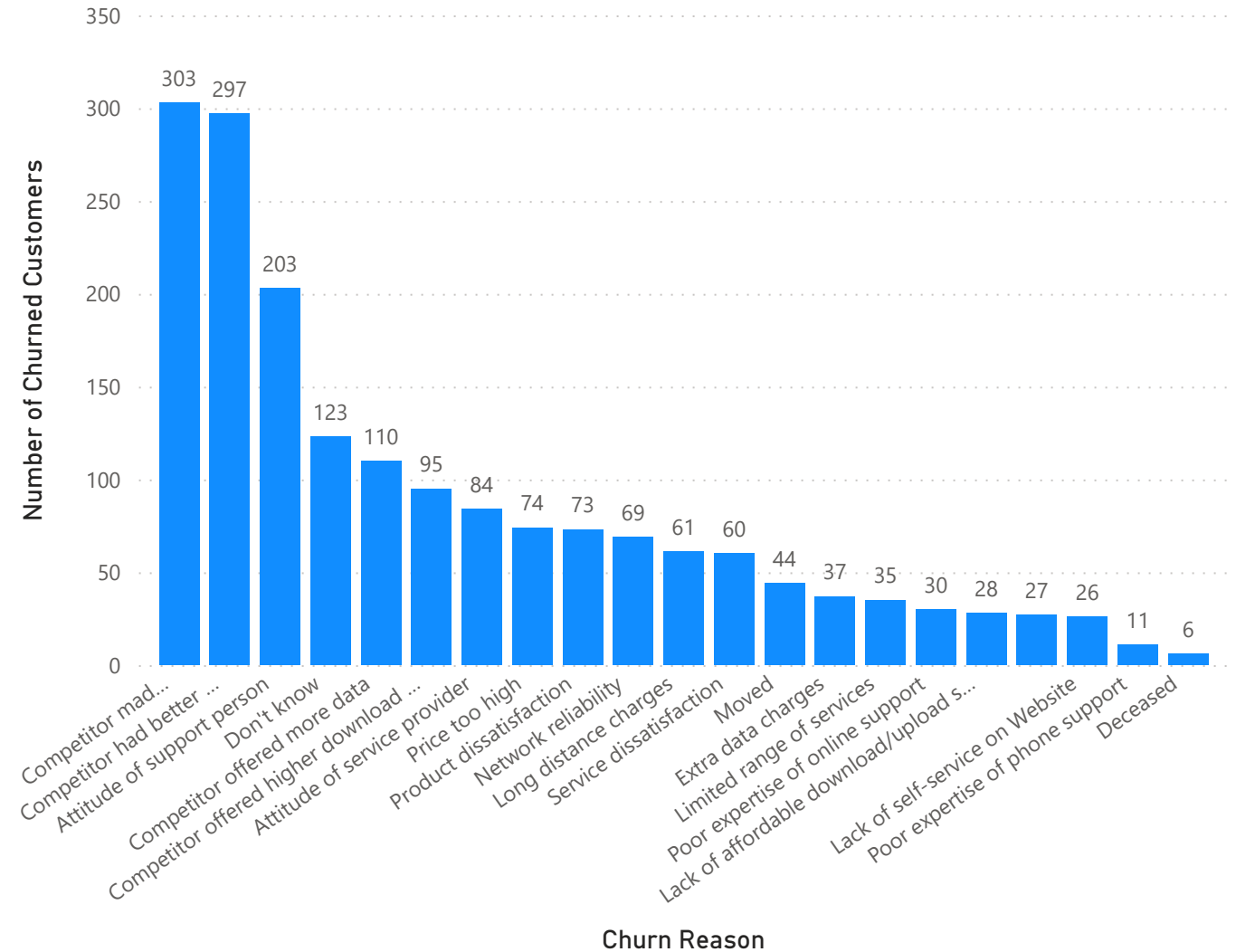
Churn Rate

Number of Customers and Number of Unique Customers

● Number of Customers ● Number of Unique Customers



Number of Churned Customers by Churn Reason



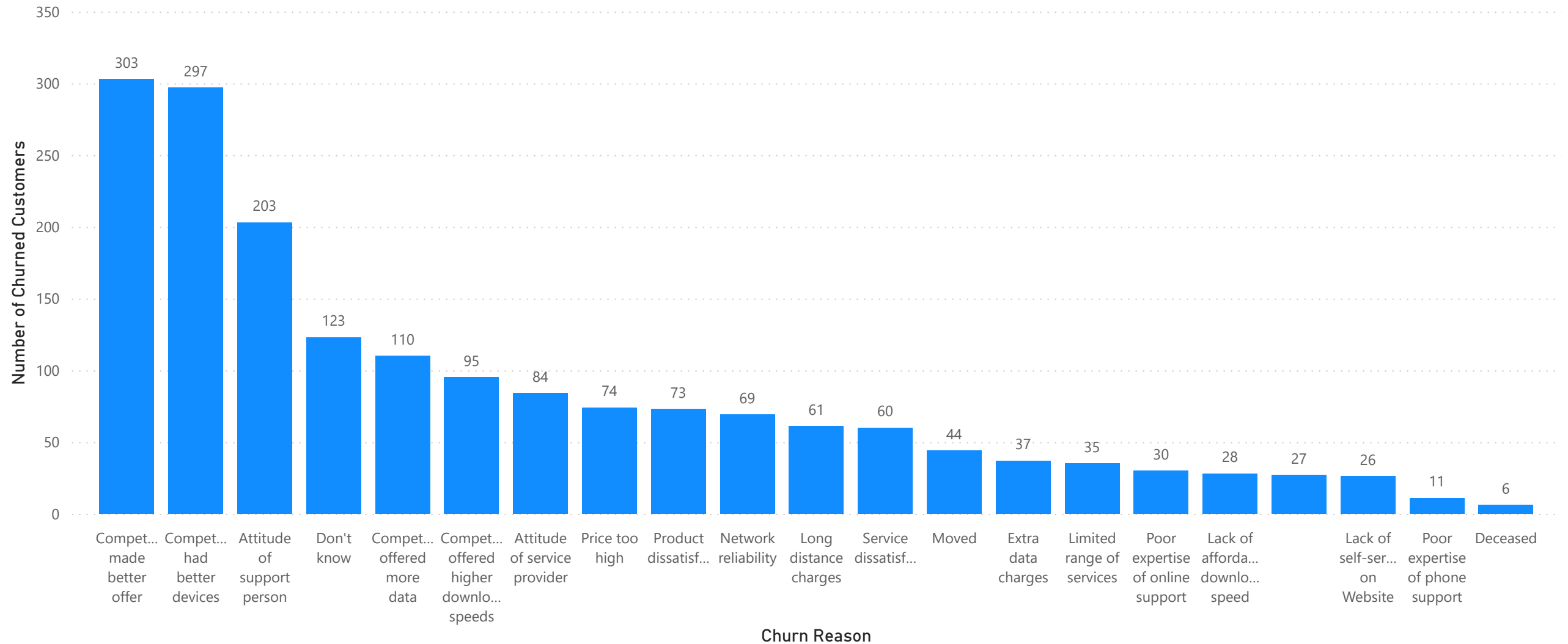
1796

Customer Churned

26.86%

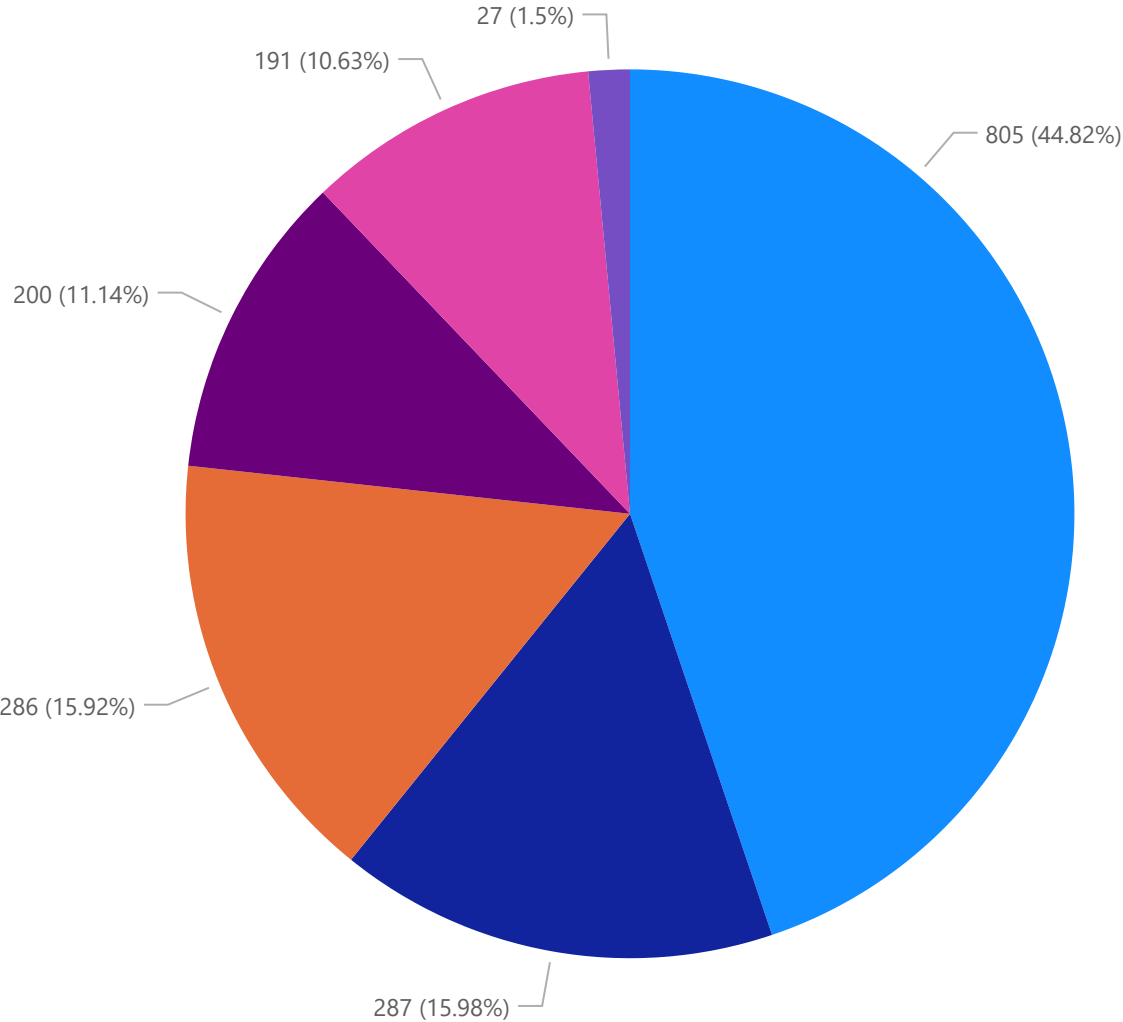
Churn Rate

Number of Churned Customers by Churn Reason



Number of Customers, Number of Churned Customers and Churn Rate by State

% count of churn label by Churn Category



Churn Category

- Competitor
- Attitude
- Dissatisfaction
- Price
- Other
-

1796
Customer Churned

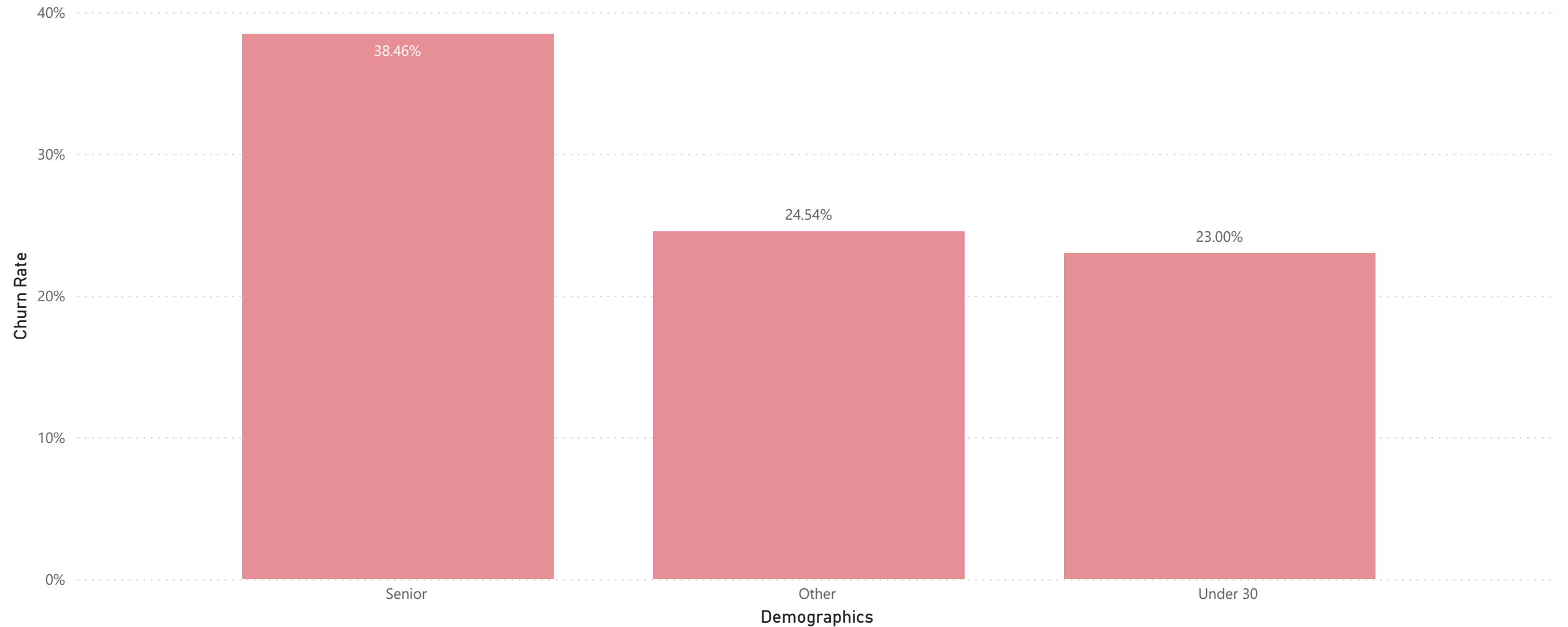
1796

Number of Churned Customers

26.86%

Churn Rate

Churn Rate by Demographics



6687

Number of Customers

26.86%

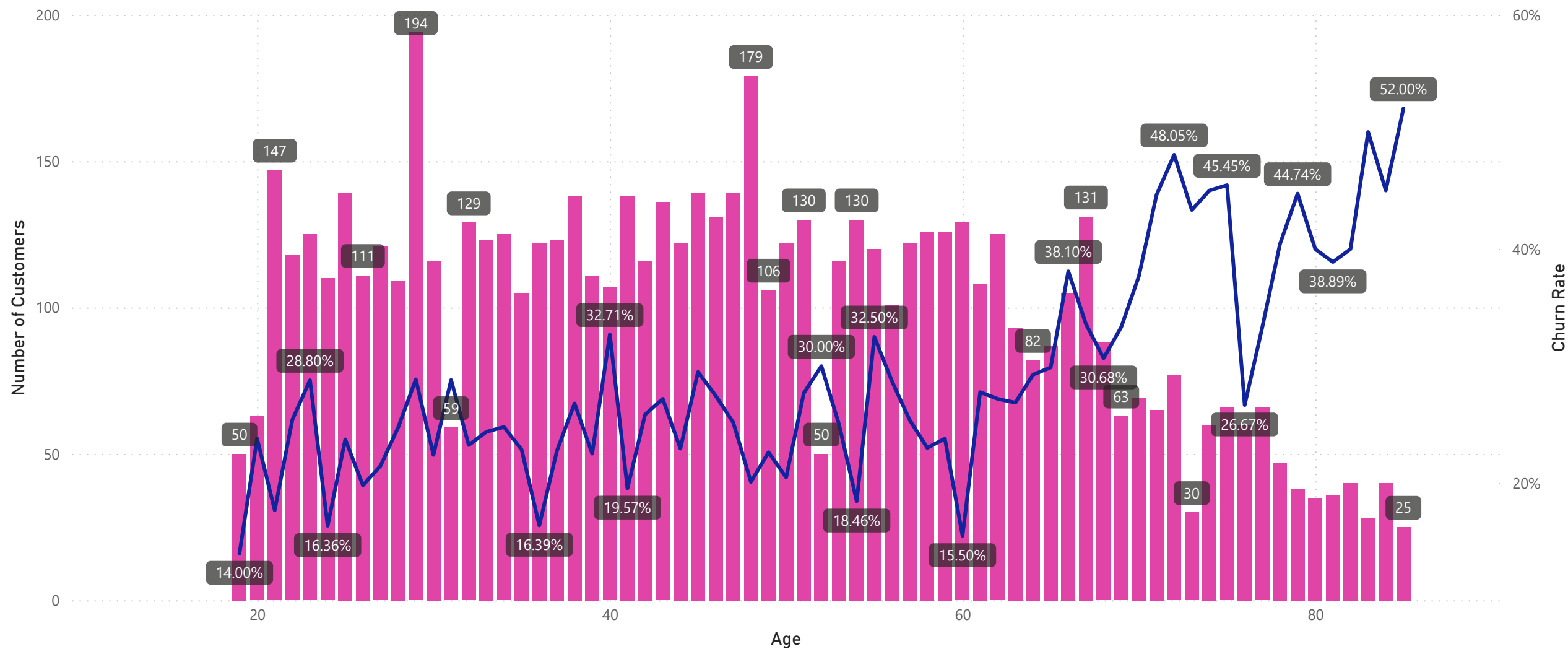
Churn Rate

1796

Number of Churned Customers

Number of Customers and Churn Rate by Age

● Number of Customers ● Churn Rate



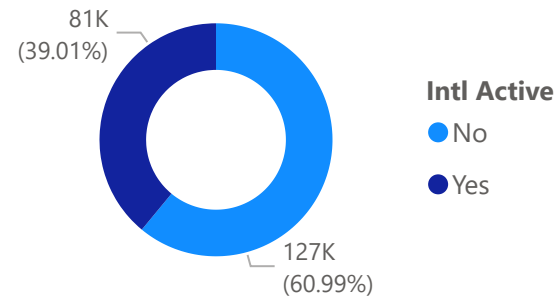
6123

Customer Service Calls

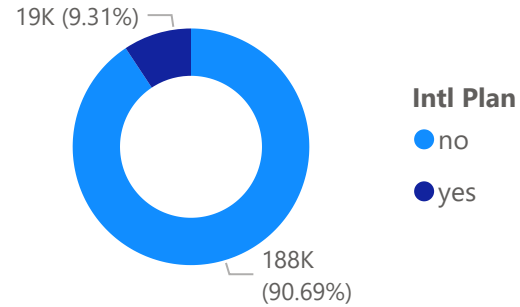
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Customer Churned

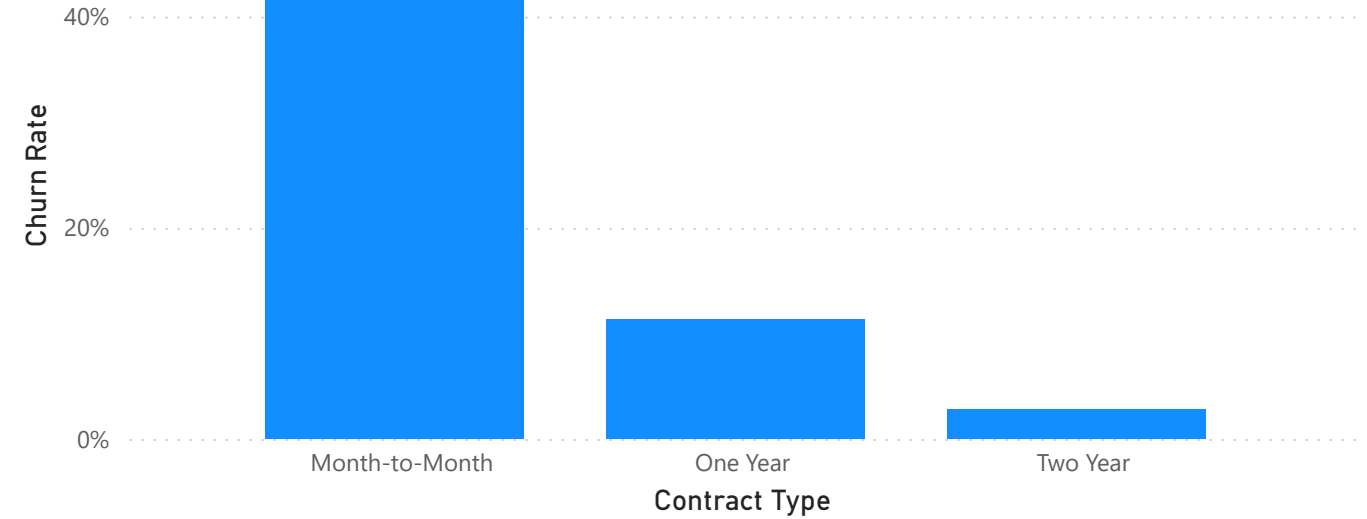
Sum of Monthly Charge by Intl Active



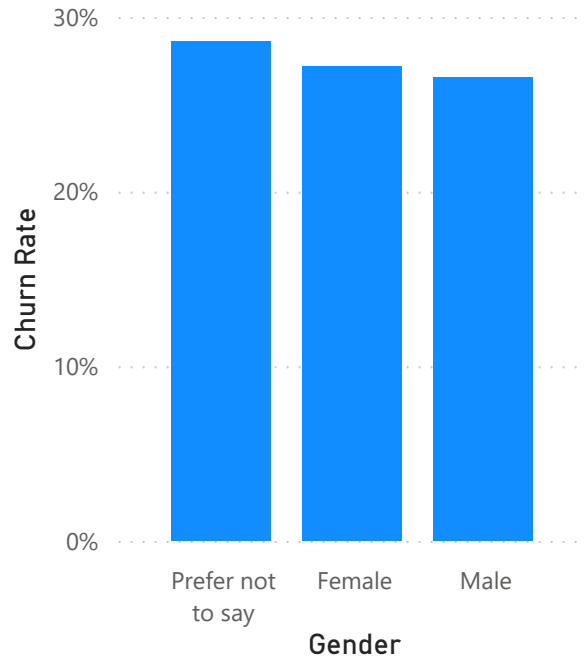
Sum of Monthly Charge by Intl Plan



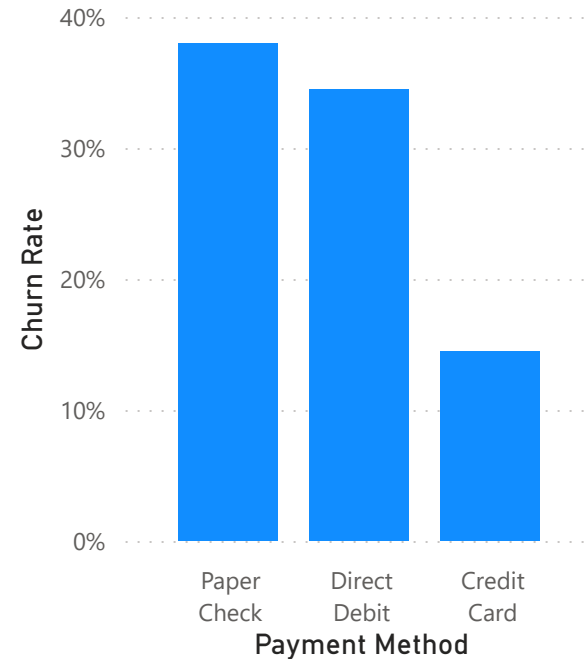
Churn Rate by Contract Type



Churn Rate by Gender



Churn Rate by Payment Method



Churn Rate by Account Length (in months)

