

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

6687

Count of Customer ID

26.86 %

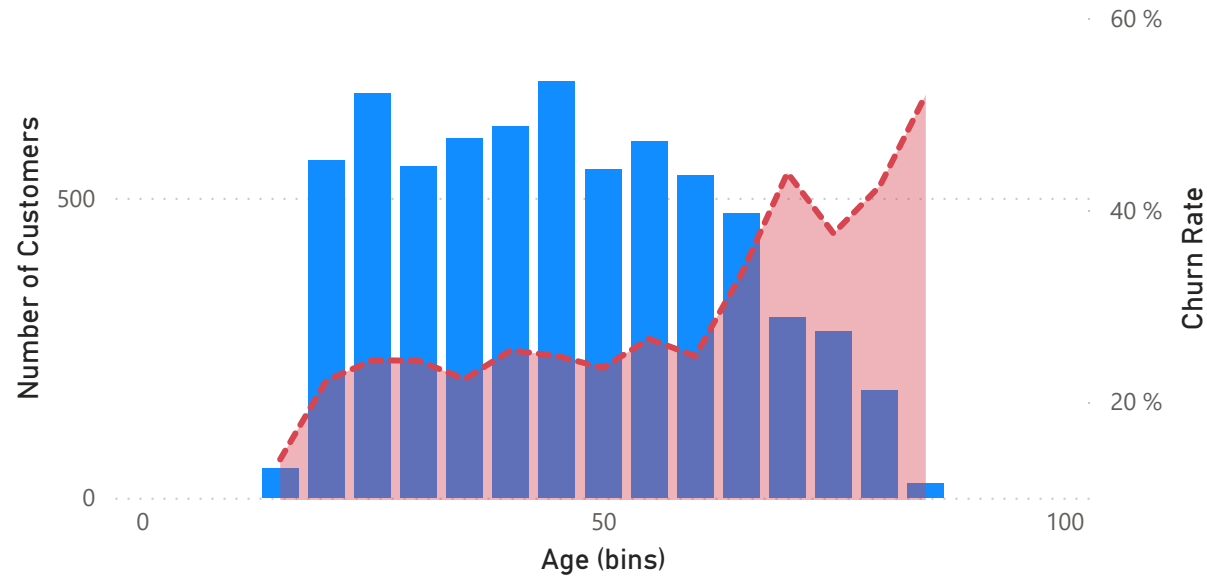
Churn Rate

1796

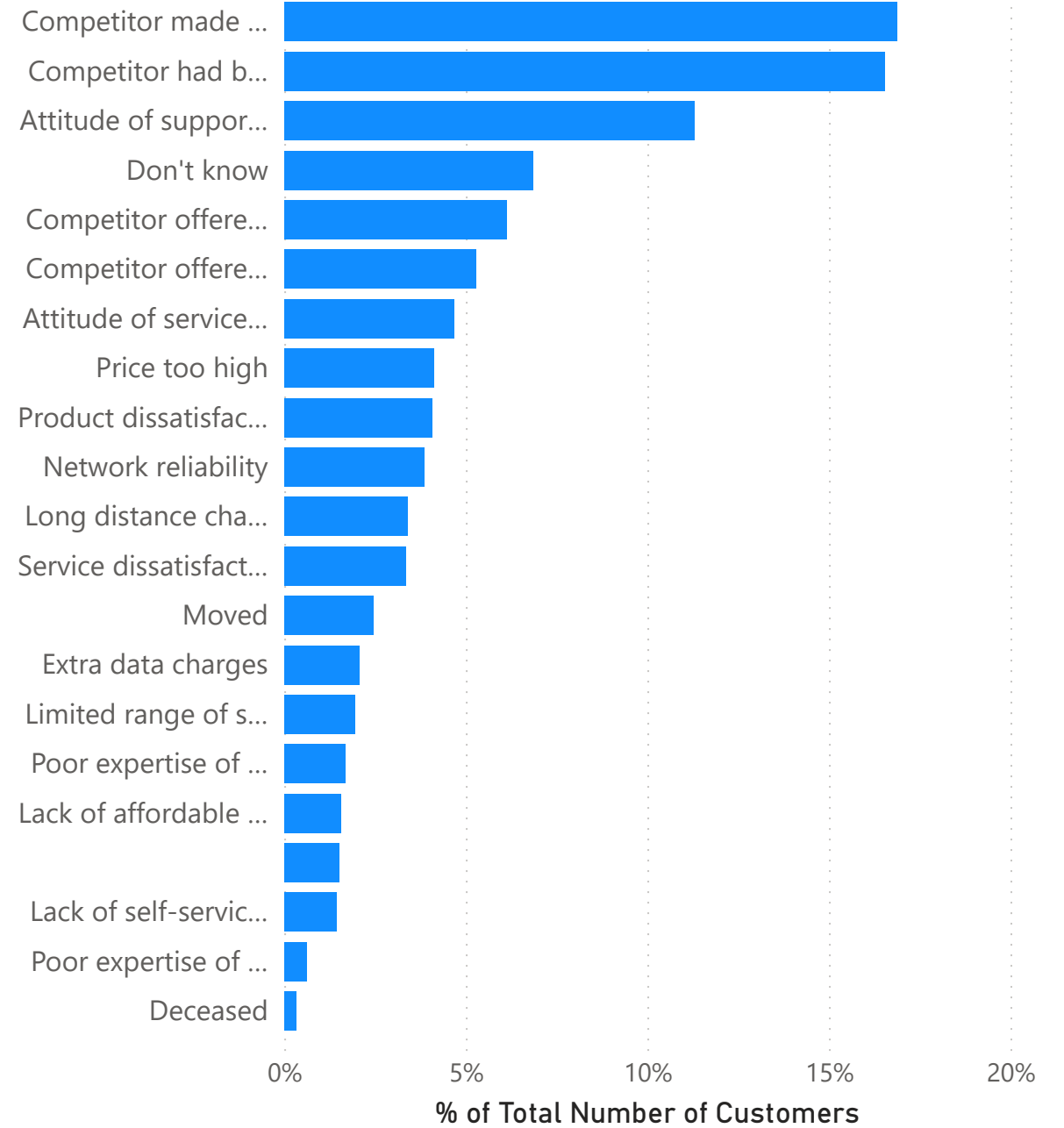
Churned

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

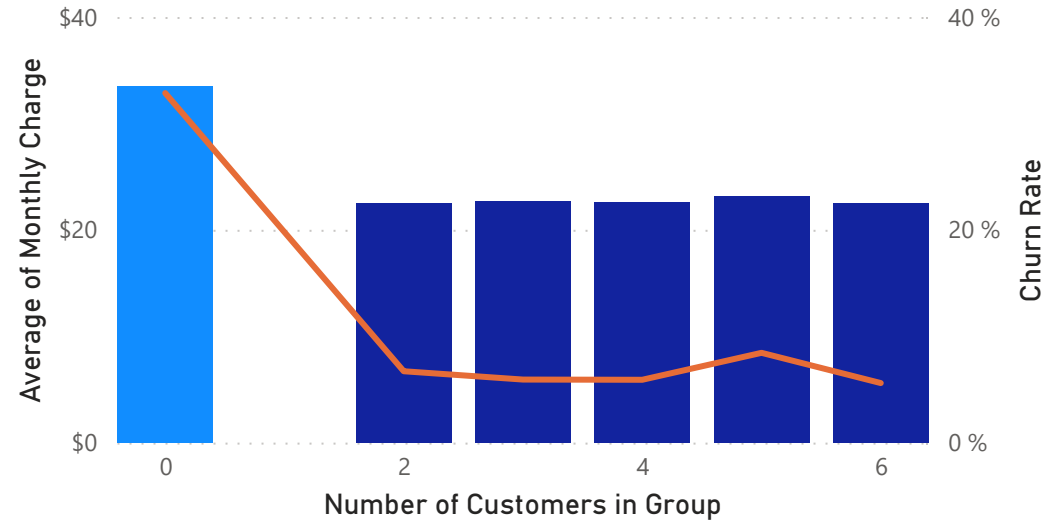


Churn Reasons

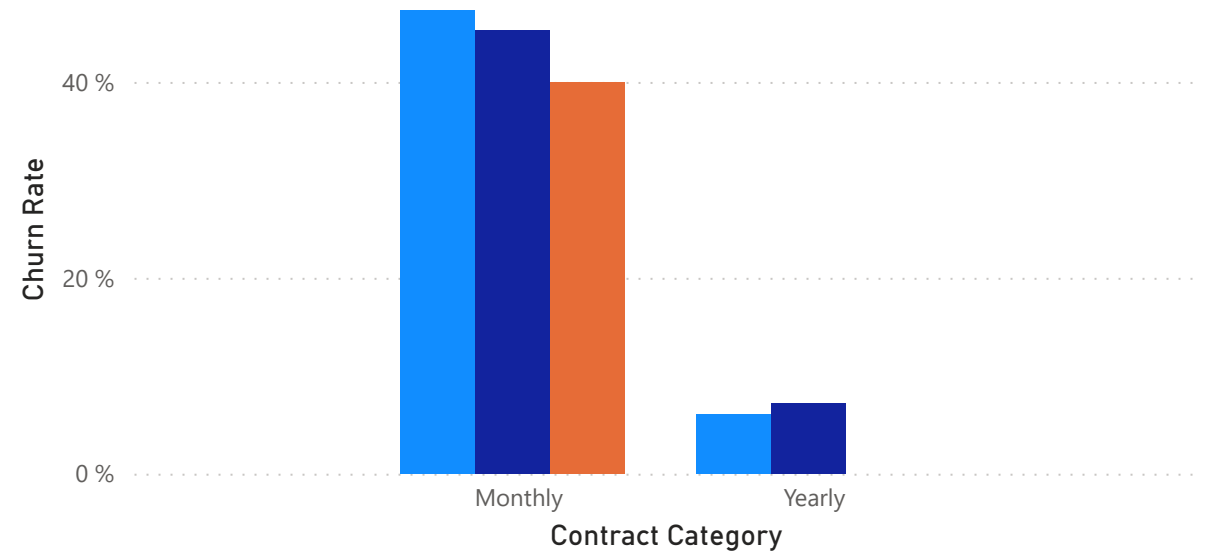


## Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

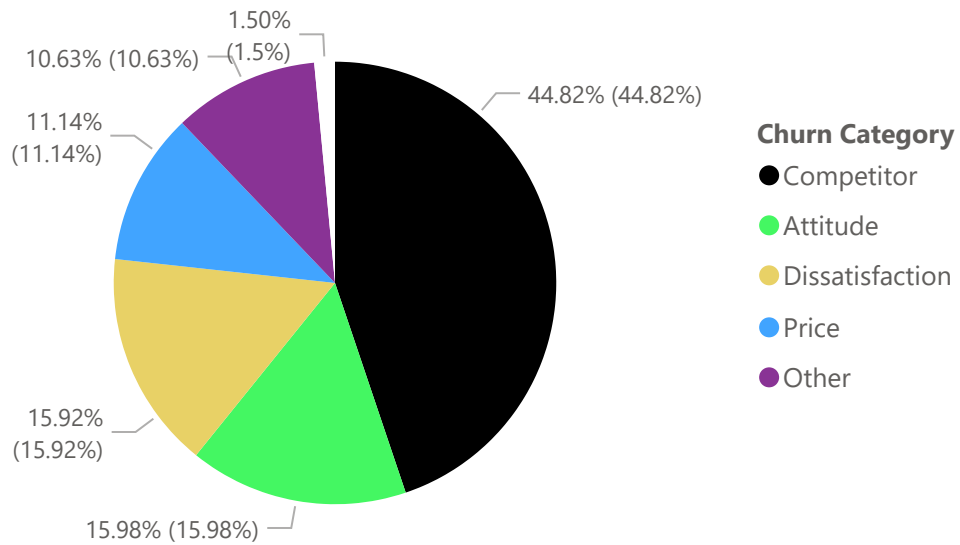
Group ● No ● Yes ● Churn Rate



Gender ● Female ● Male ● Prefer not to say



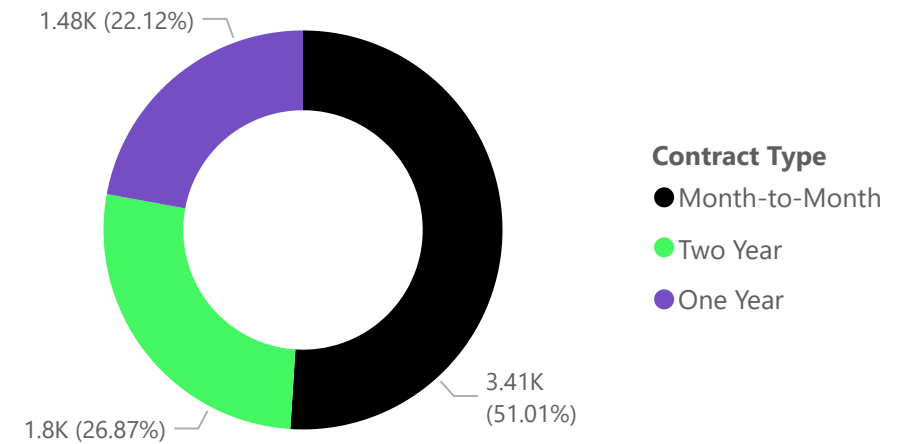
## Churn by category



## Customers by Contract type

Monthly  
46.29 %  
Churn Rate

Yearly  
6.62 %  
Churn Rate



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16.10 % 2193 No

32.11 % 4494 Yes

**26.86 % 6687**

**Unlimited Data Plan** ● No ● Yes

Grouped Consumption

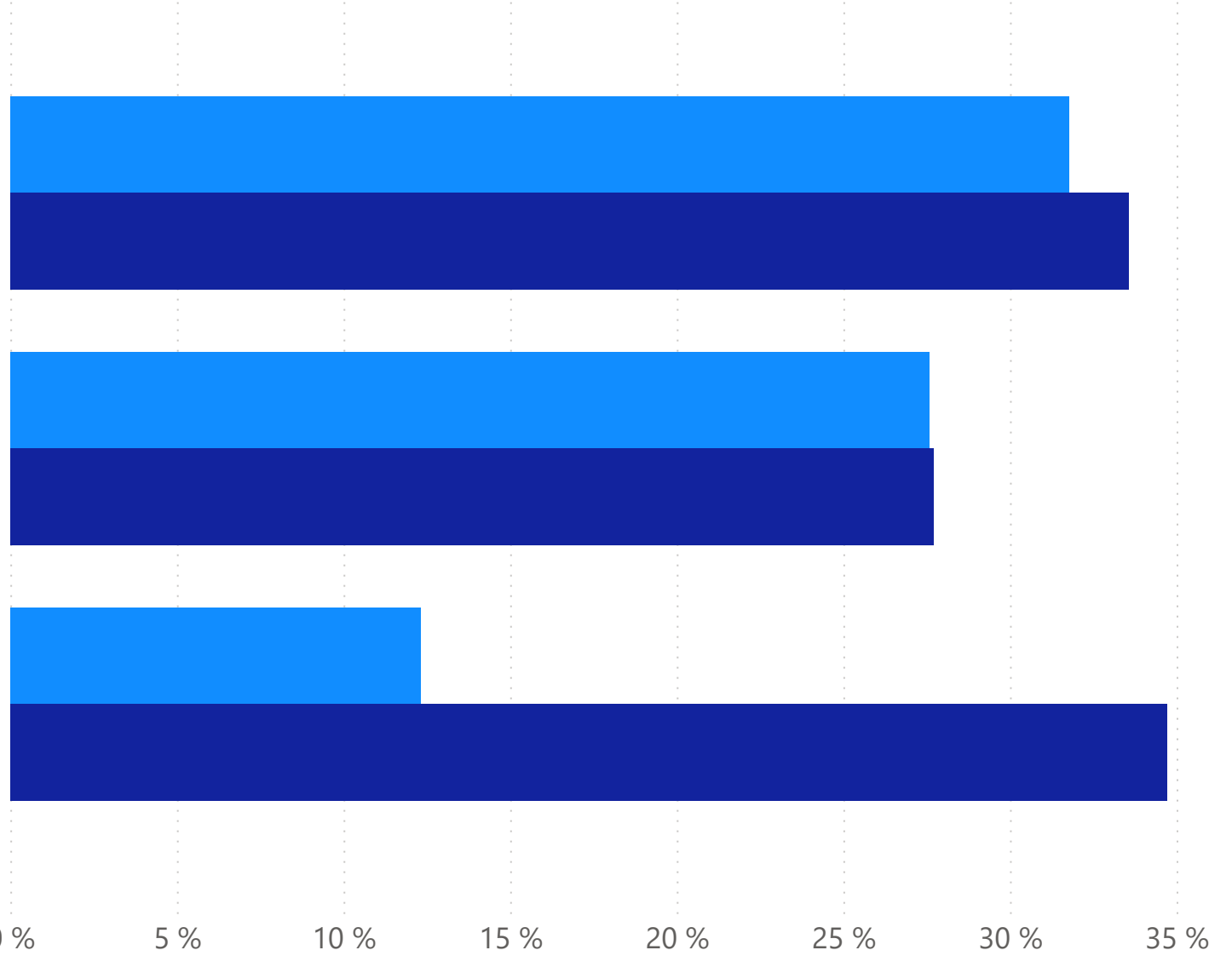
Between 5 and 10 GB

10 or more GB

Less than 5 GB

0 % 5 % 10 % 15 % 20 % 25 % 30 % 35 %

Churn Rate

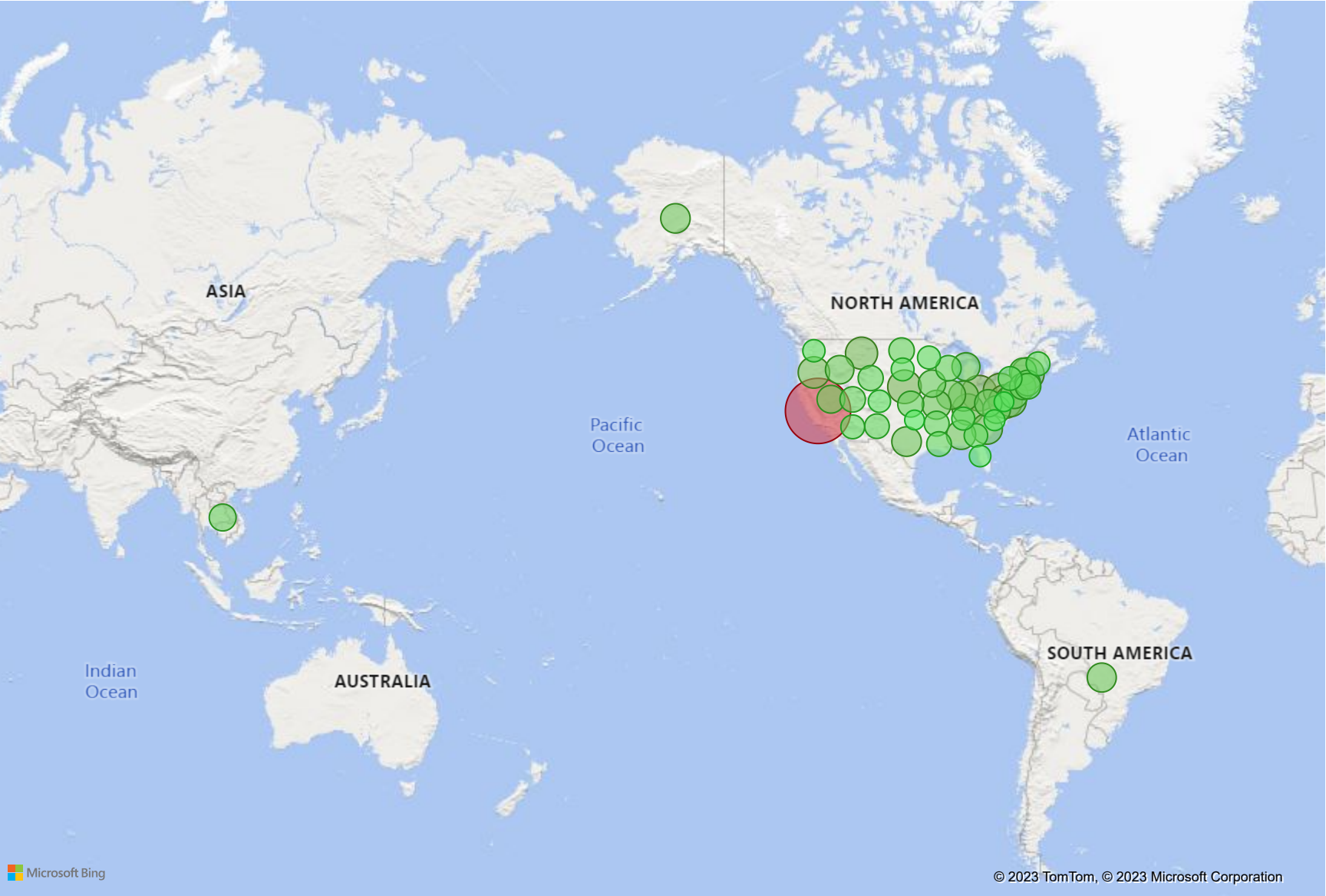


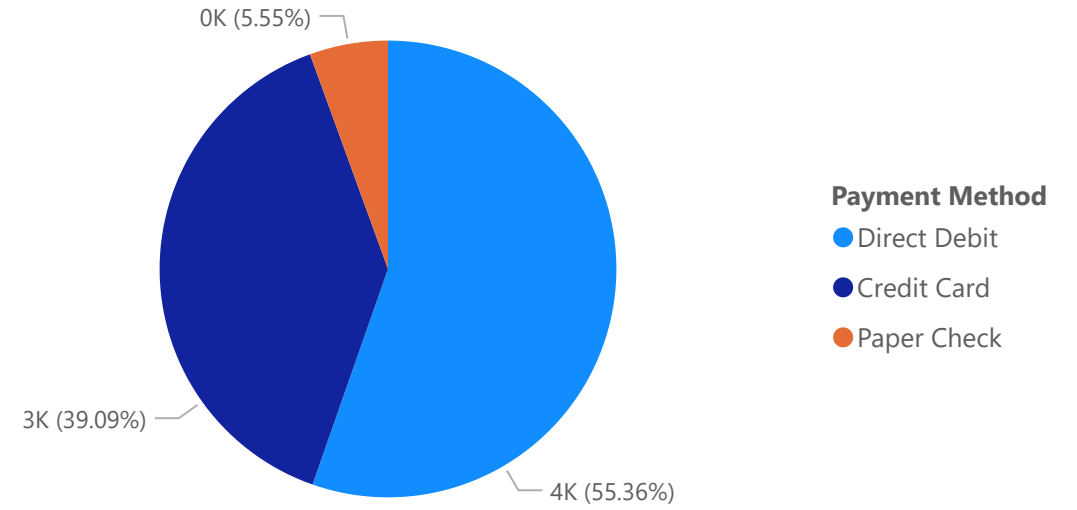
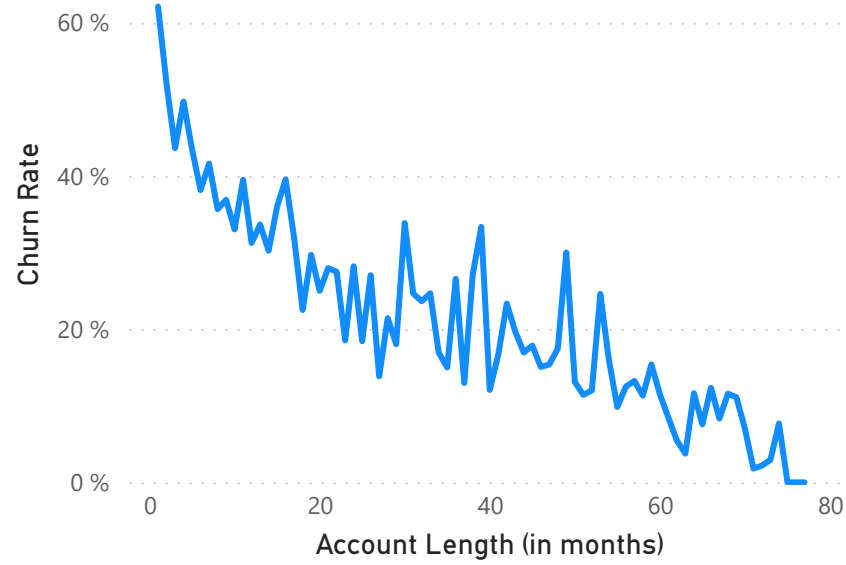
Intl Active	no	yes	Total
No	20.01 %	71.19 %	22.21 %
Yes	40.34 %	7.59 %	34.31 %
Total	27.07 %	24.88 %	26.86 %

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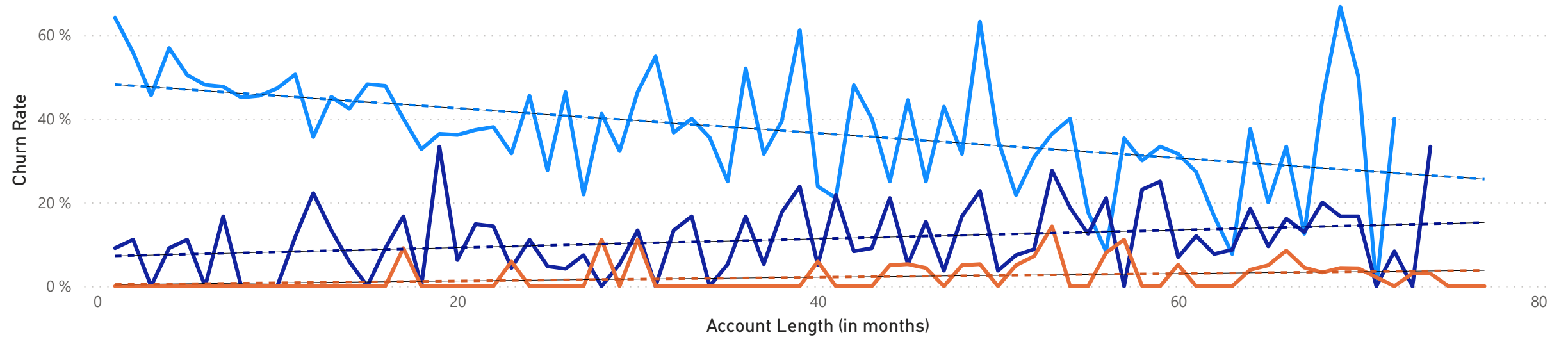
Churn Rate by State





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

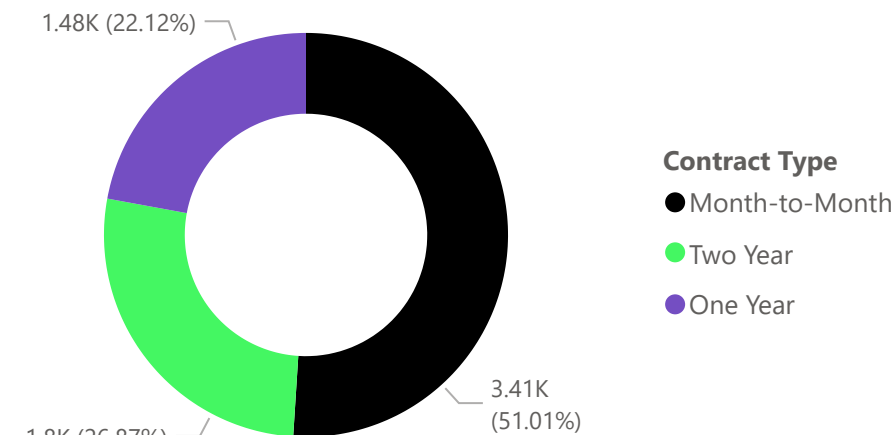
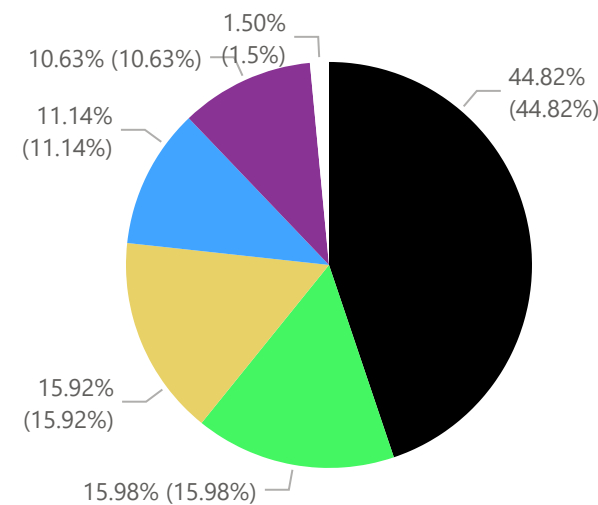
**Contract Type** ● Month-to-Month ● One Year ● Two Year



Churned

Count of Customer ID

## Churn Rate

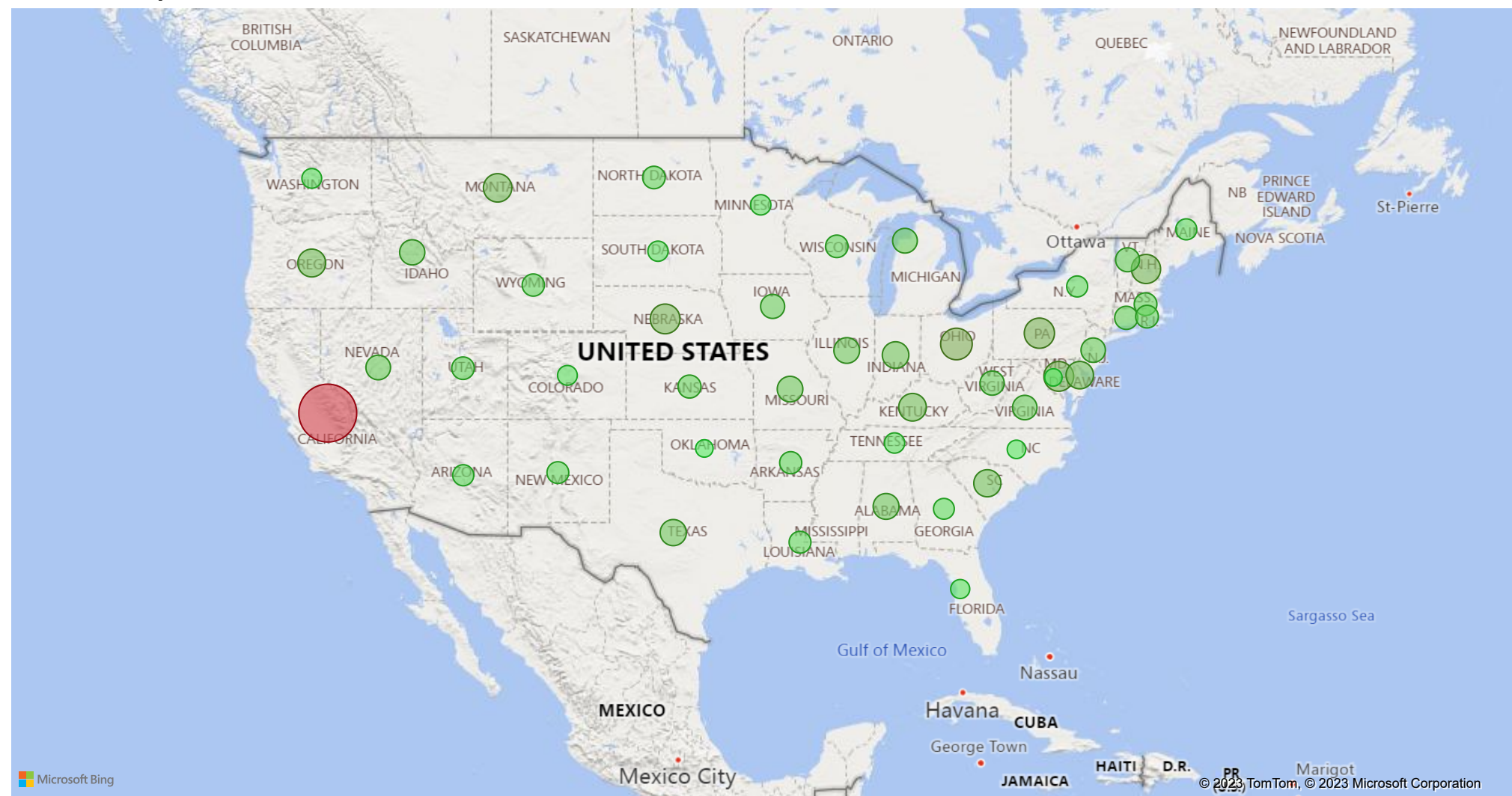



## Churn Reasons



% of Total Number of Customers

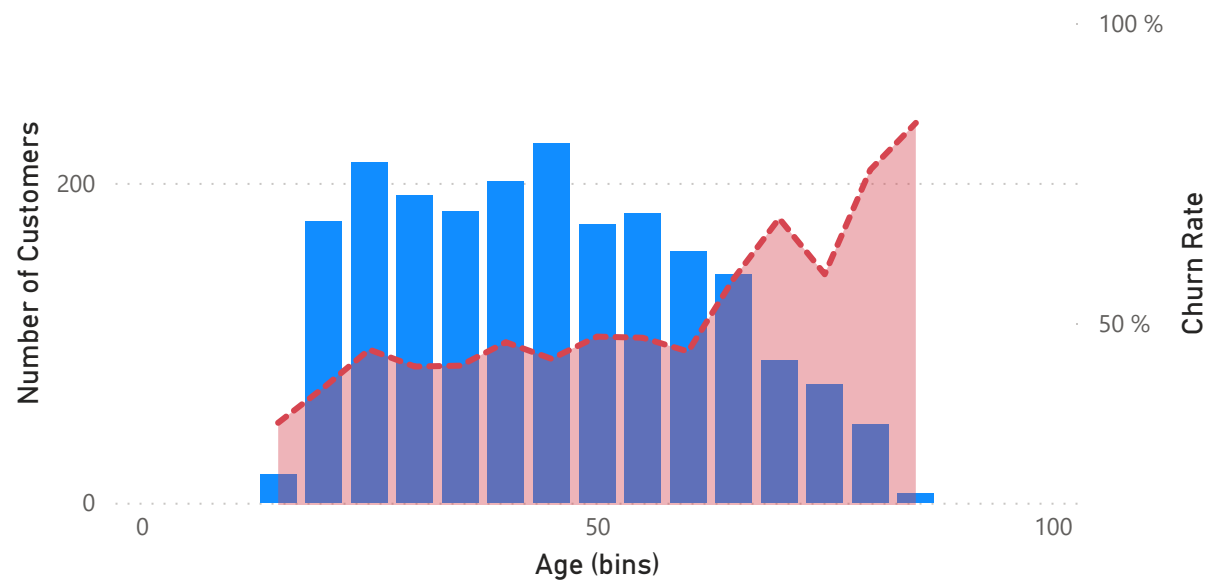
### Churn Rate by State



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Number of Customers Churn Rate

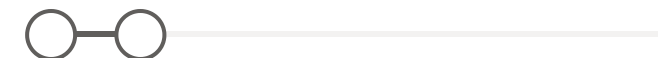


47.69 %

Churn Rate

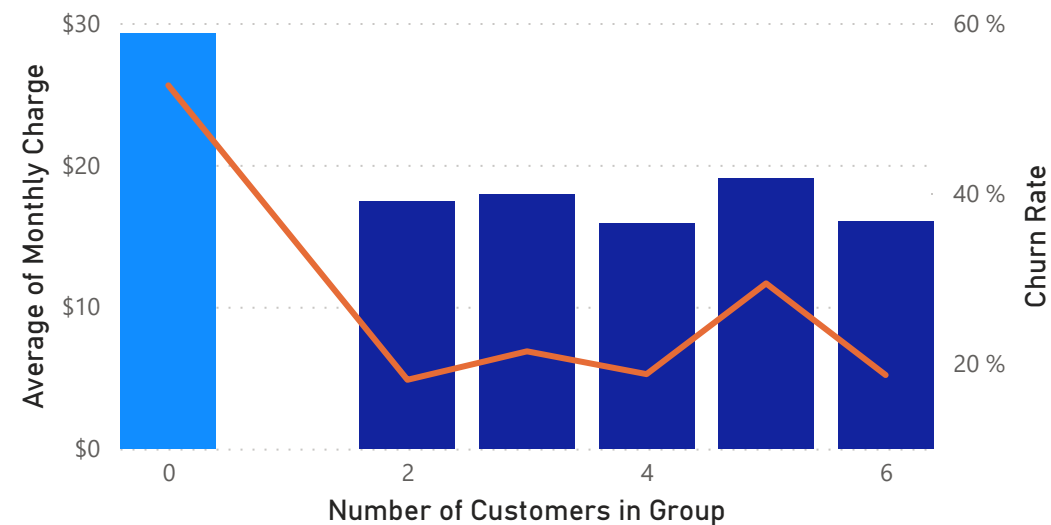
Account Length (in months)

1 12



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

Group No Yes Churn Rate

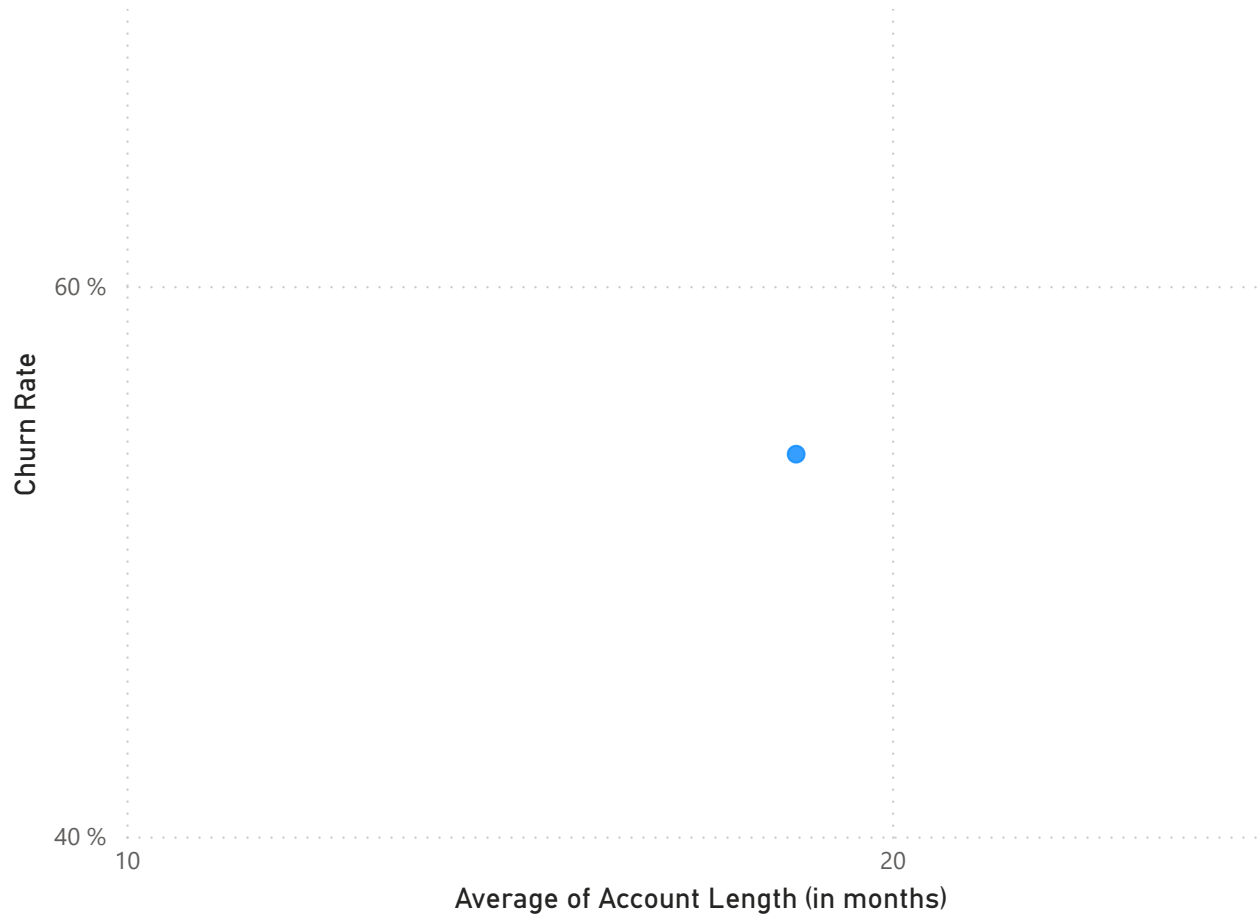


Customer Service Calls

Avg Customer Service Calls

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

Contract Category ● Monthly



Payment Method, Contract Category

- ☐ Select all
- ☐ Credit Card
  - ☐ Monthly
  - ☐ Yearly
- ☐ Direct Debit
  - ☒ Monthly
  - ☐ Yearly
- ☐ Paper Check
  - ☐ Monthly
  - ☐ Yearly



33.64

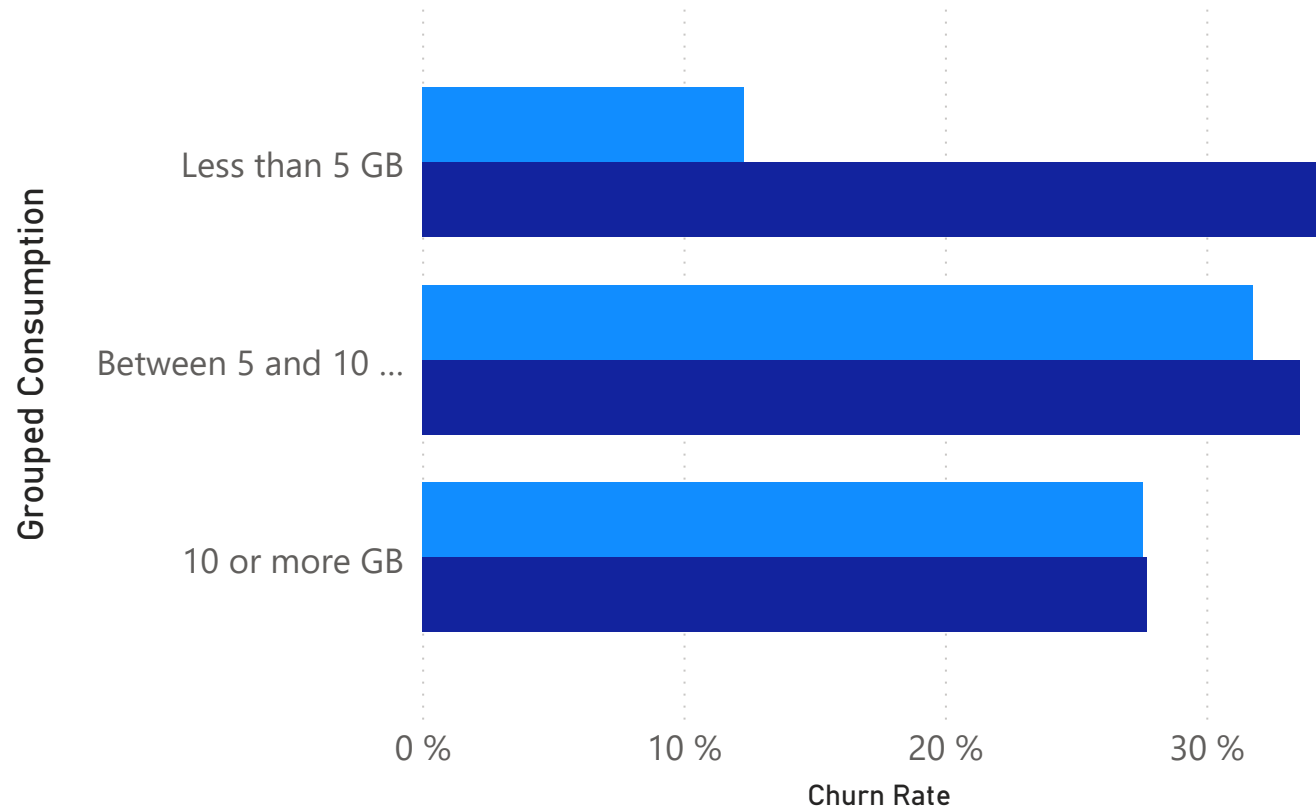
Avg Extra International Charges

3.37

Avg Extra Data Charges

### Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes



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6123

Customer Service Calls

0.92

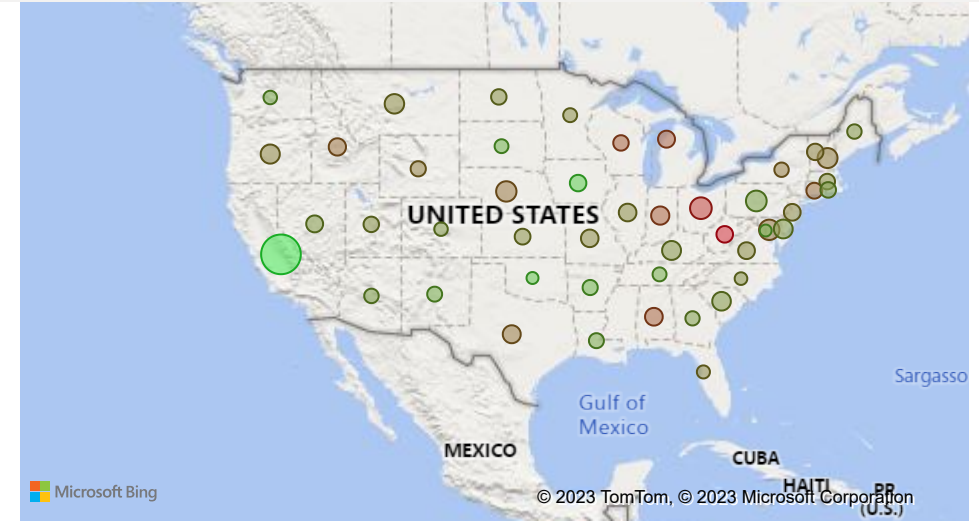
Avg Customer Service Calls

33.64

Avg Extra International Charges

3.37

Avg Extra Data Charges



### Avg Customer Service Calls by Churn Label and State

State ● AK ● AL ● AR ● AZ ● CA ● CO ● CT ● DC ● DE ● FL ● GA ● HI ● IA ● ID ● IL ● IN ● KS ● KY ● LA ● MA ● MD ● ME ● MI ● MN ● MO ● MS ● MT ● NC ● ND ● NE ▶

