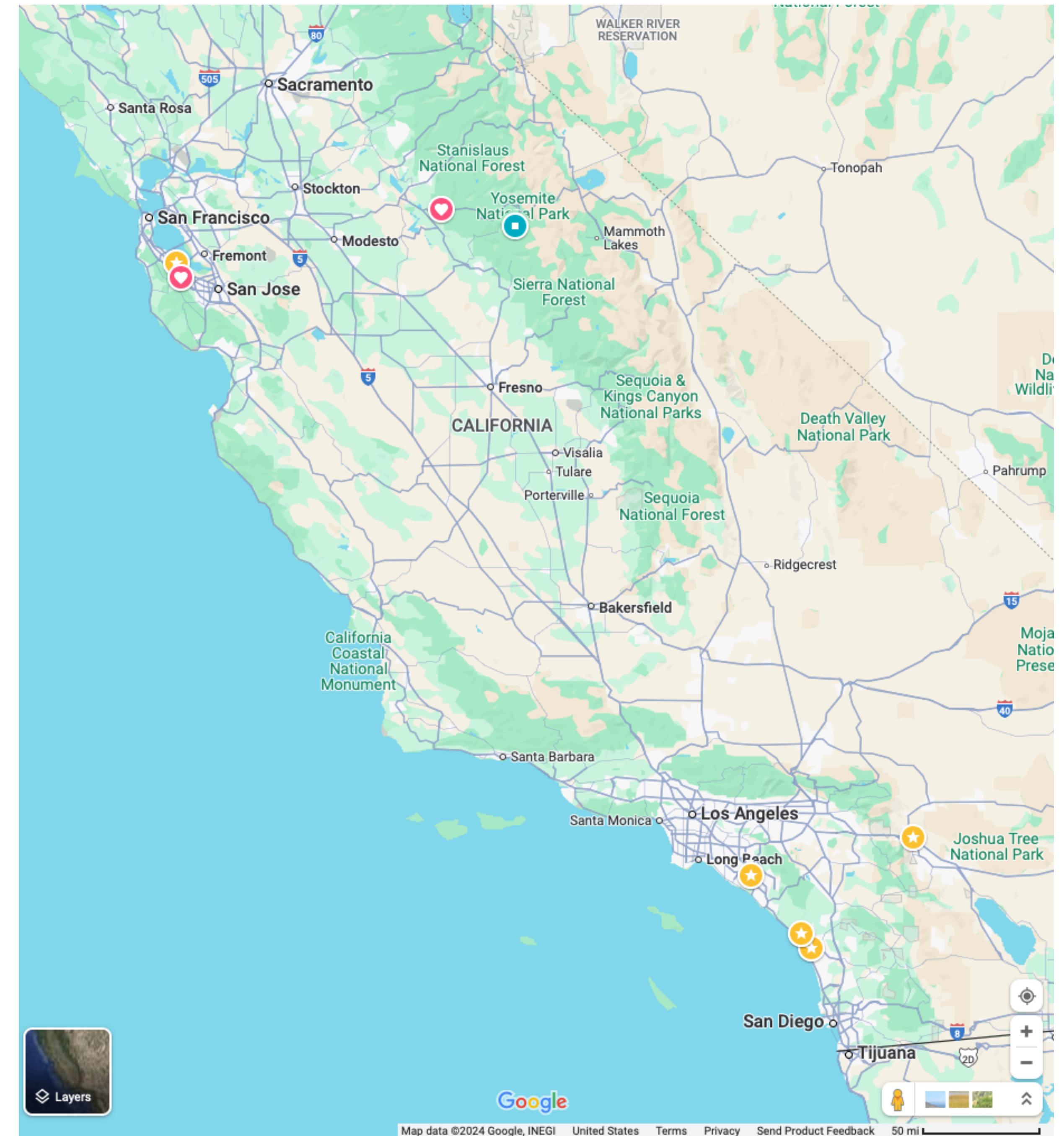
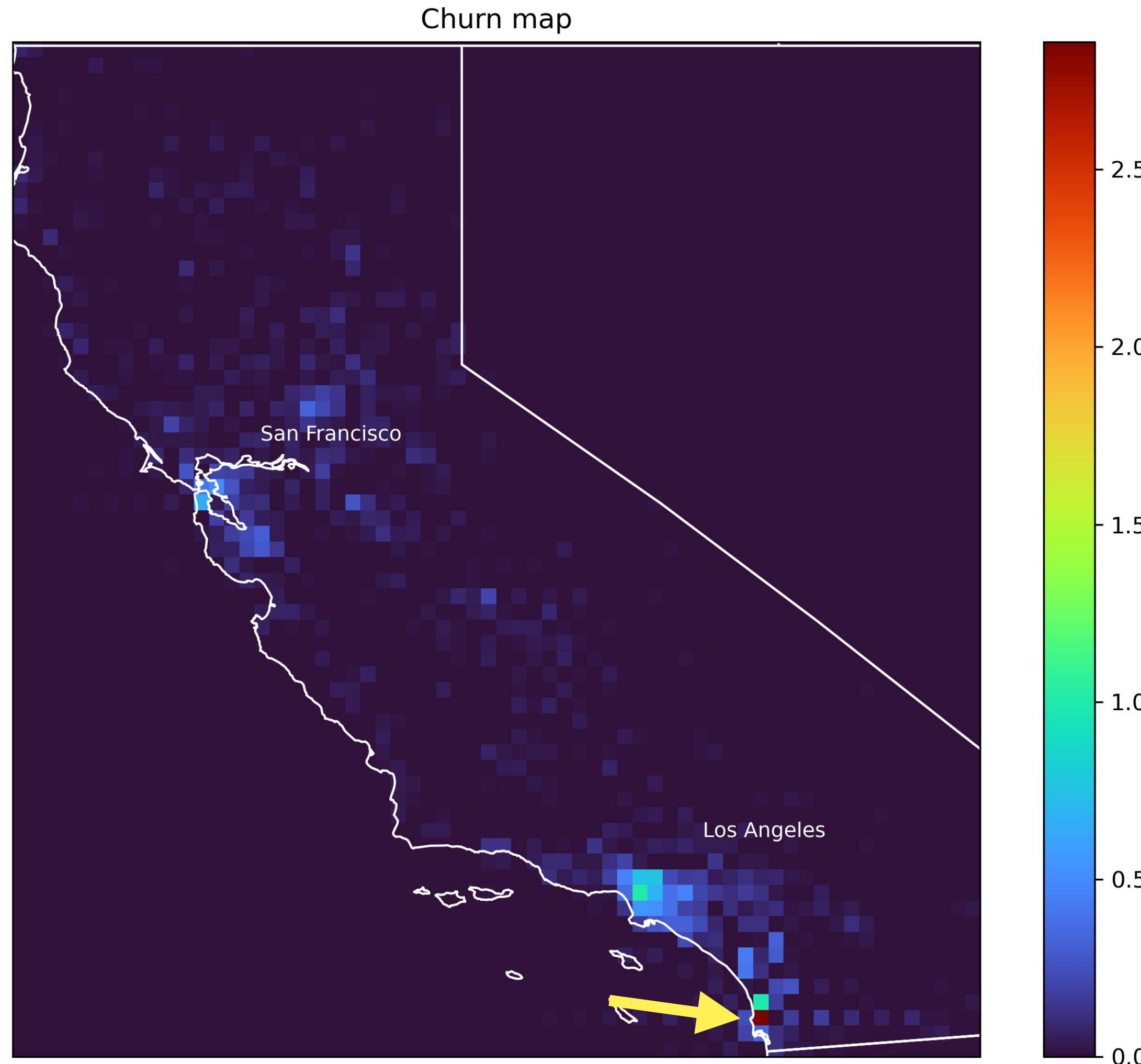


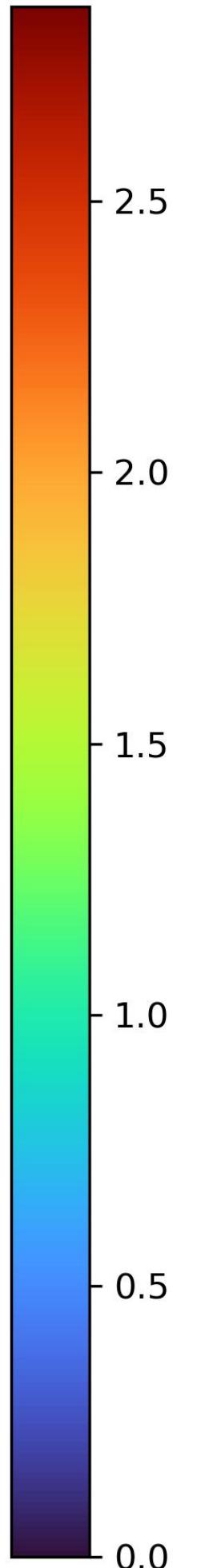
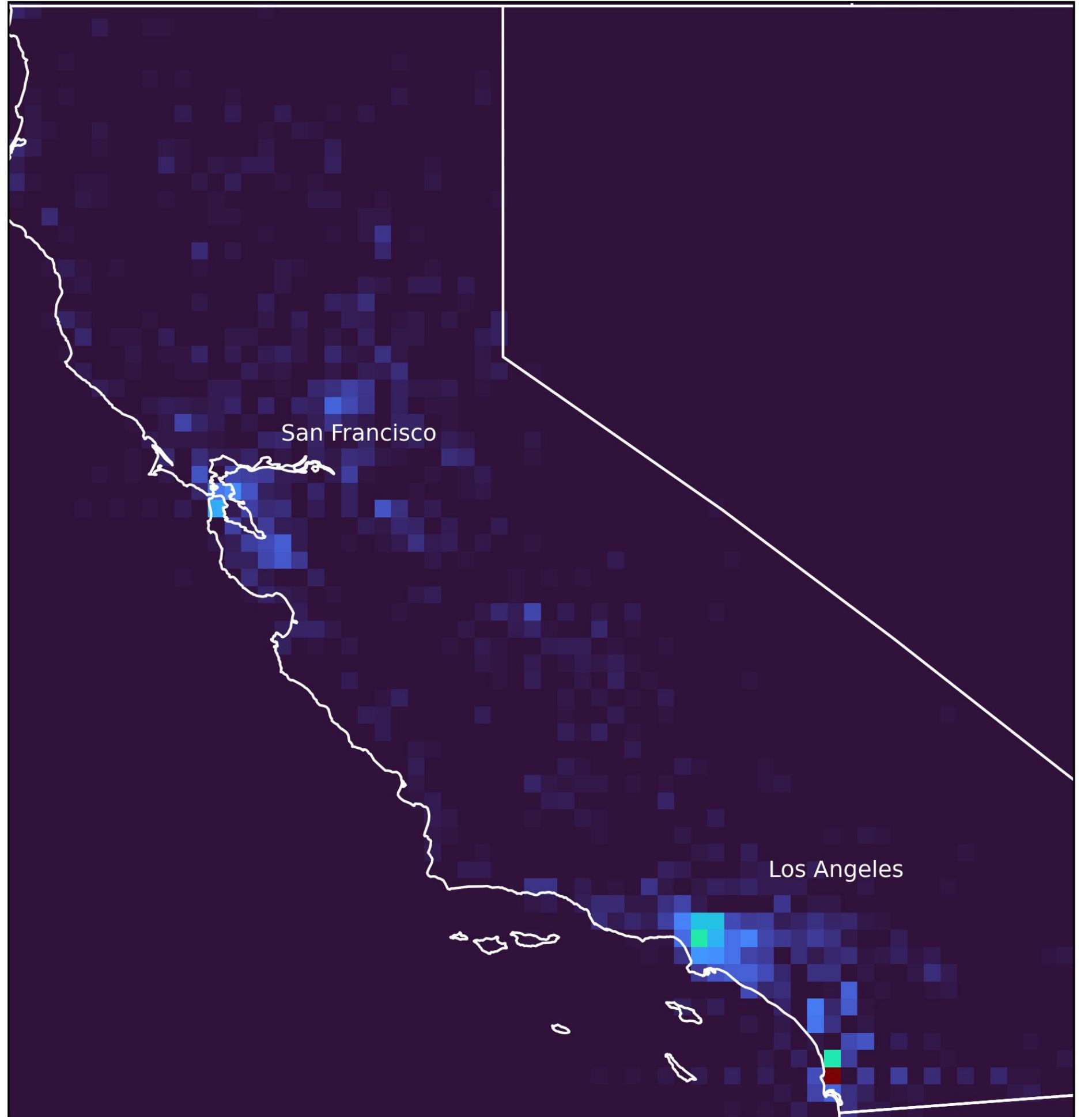
Maps



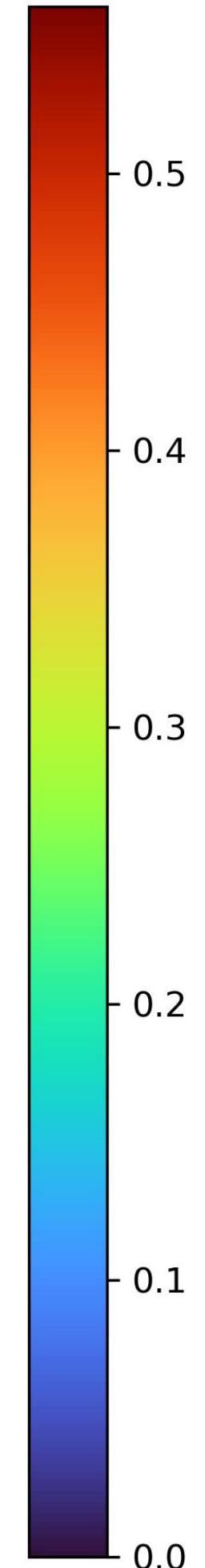
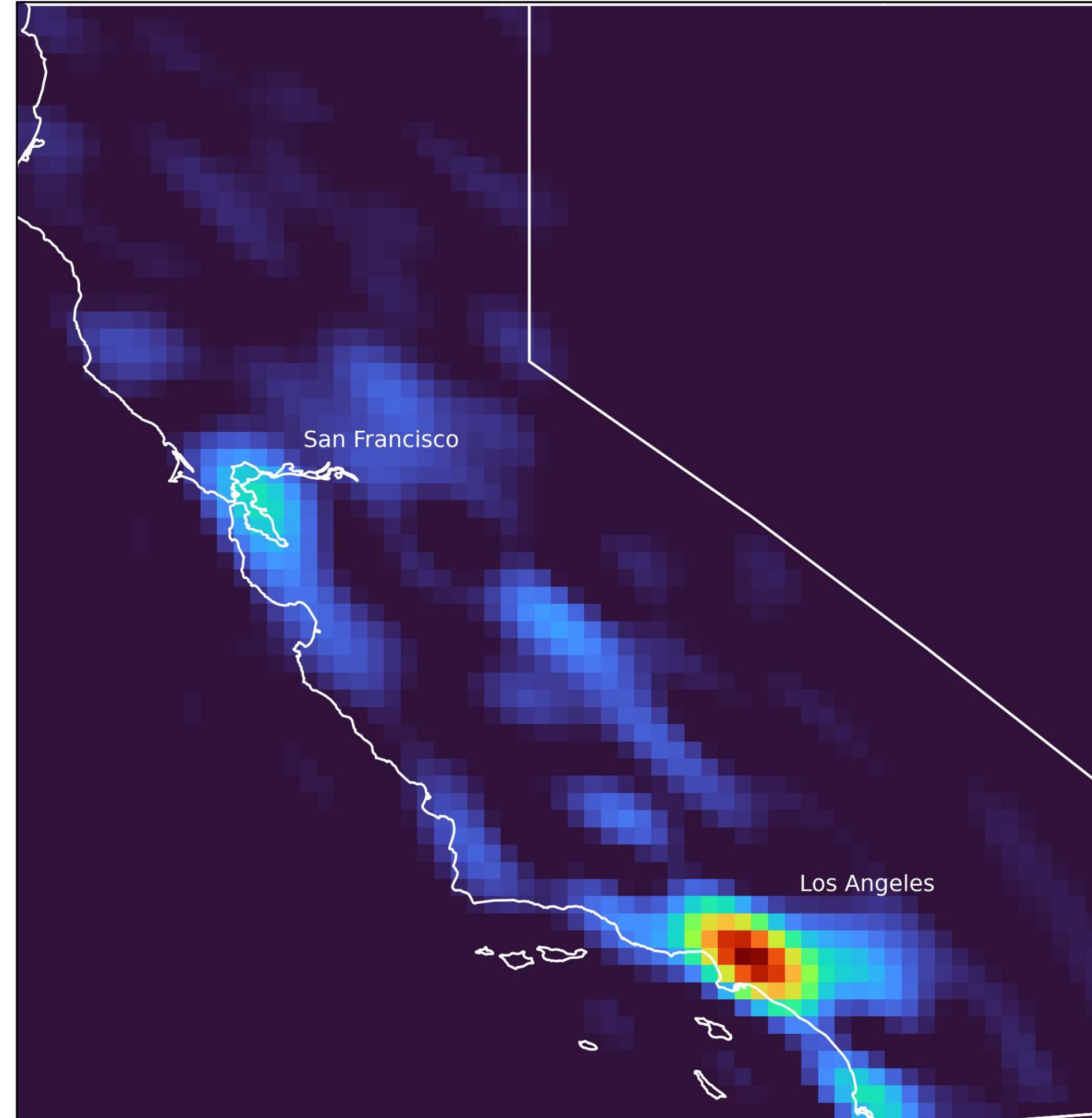
Anomalous large concentration of churn in San Diego



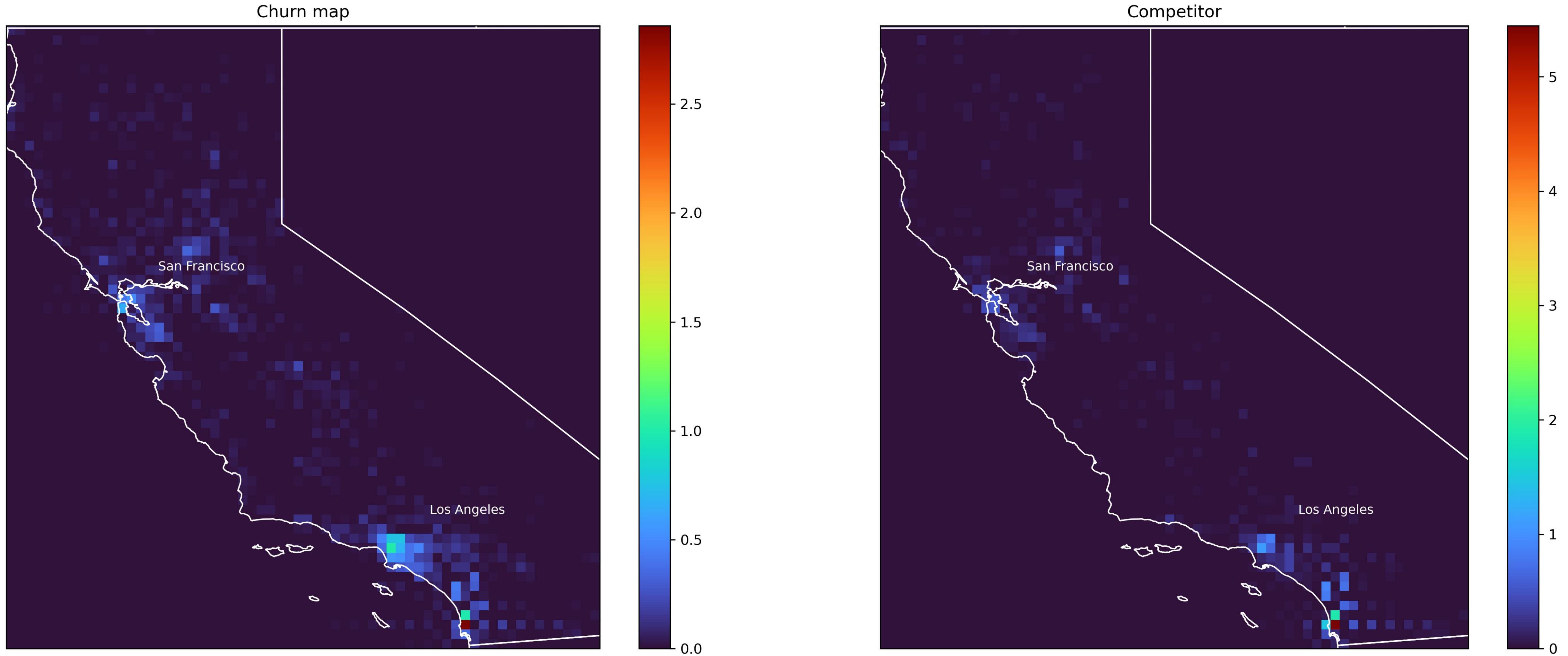
Churn map



Attitude

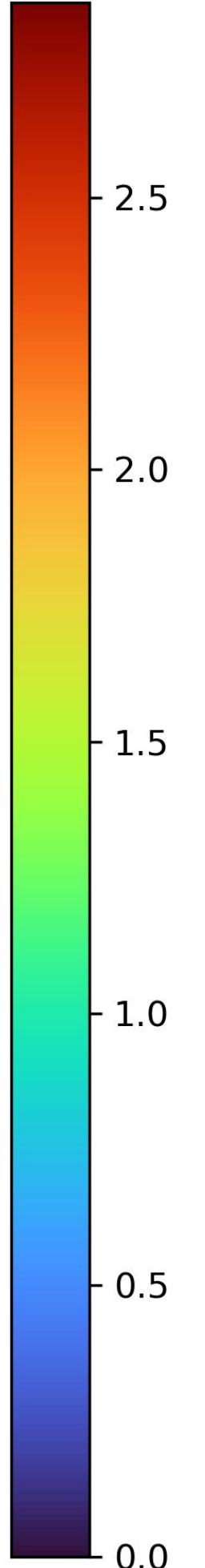
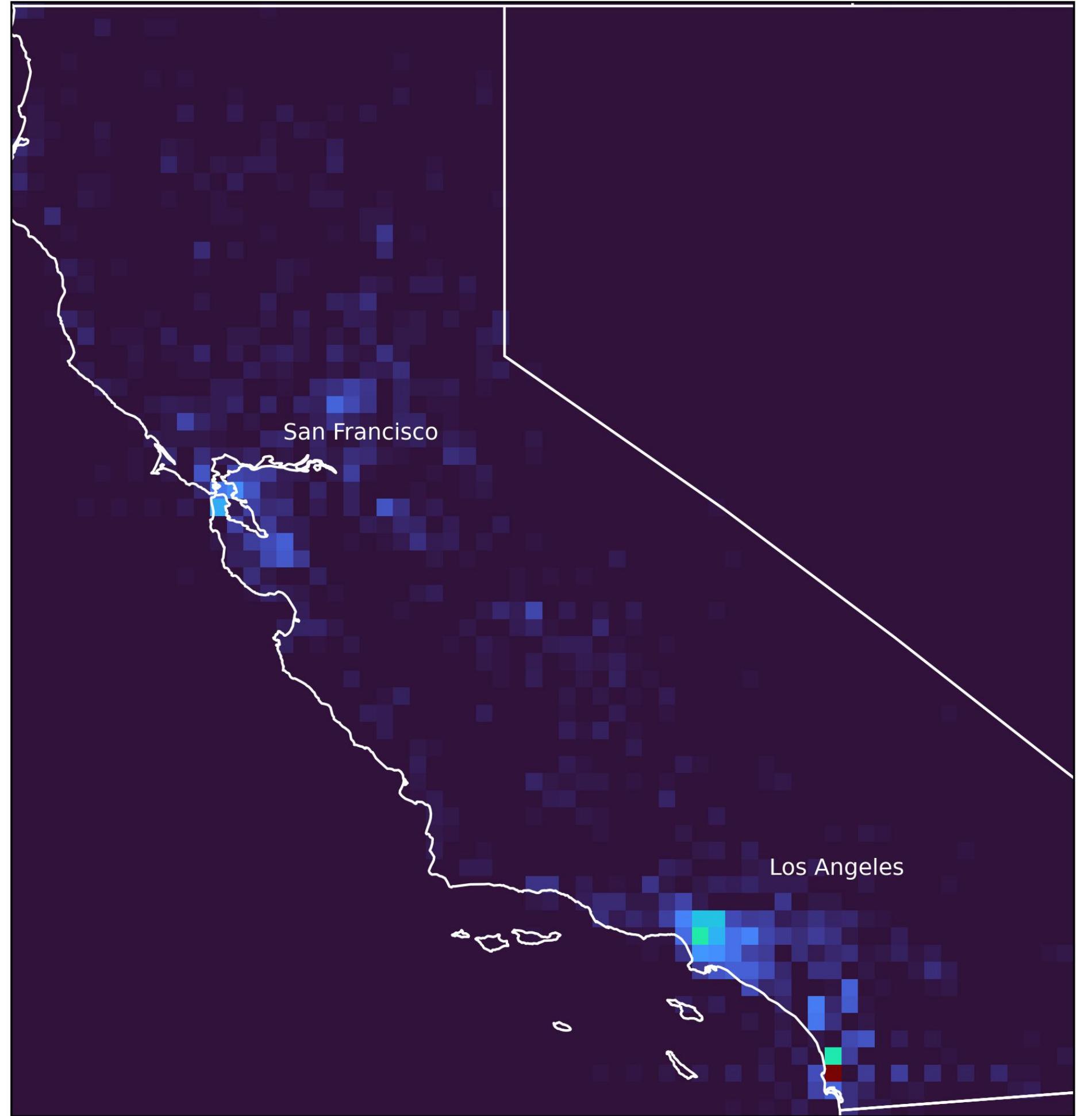


Churn in San Diego correlates strongly with competitor

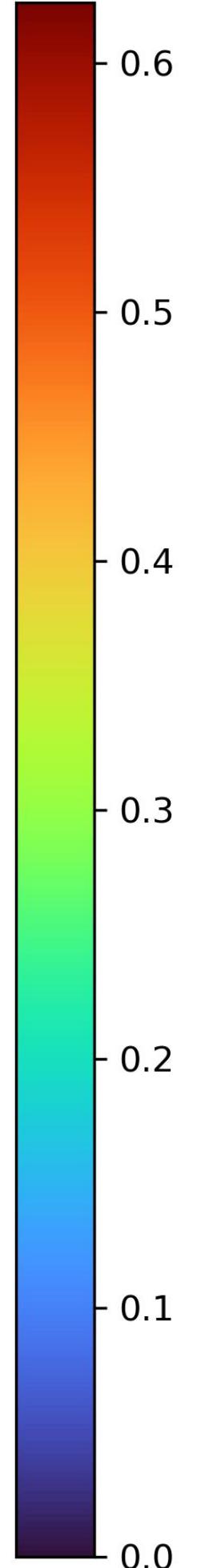
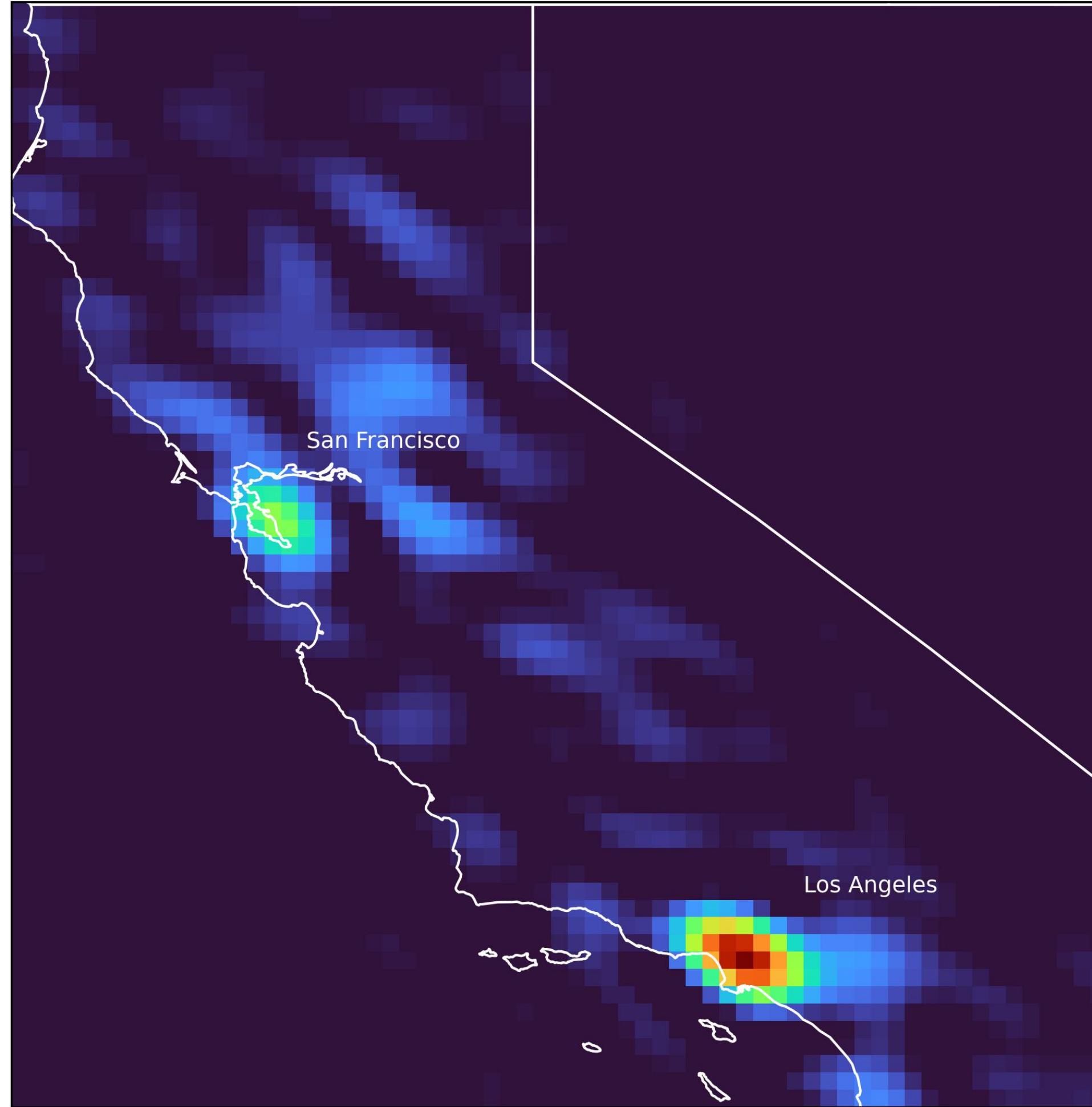


Interpretation: a new competitor is stealing customers from us

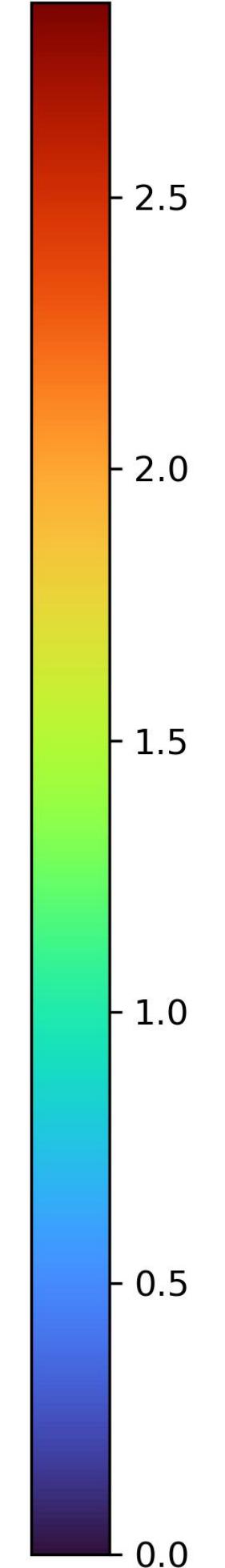
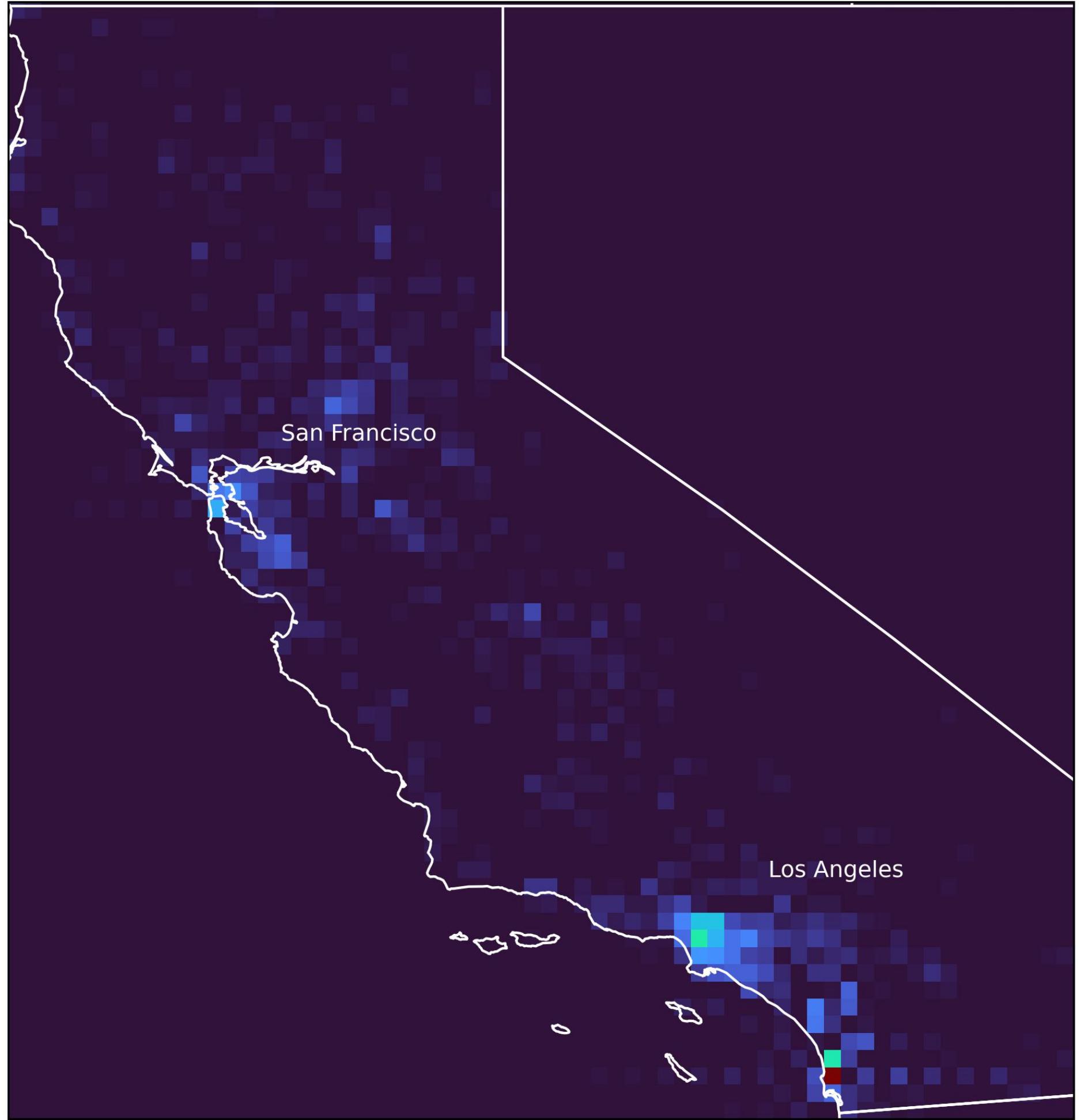
Churn map



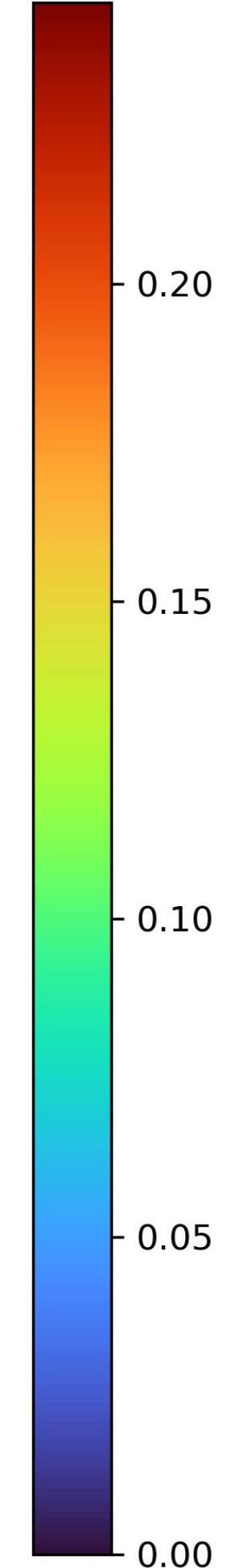
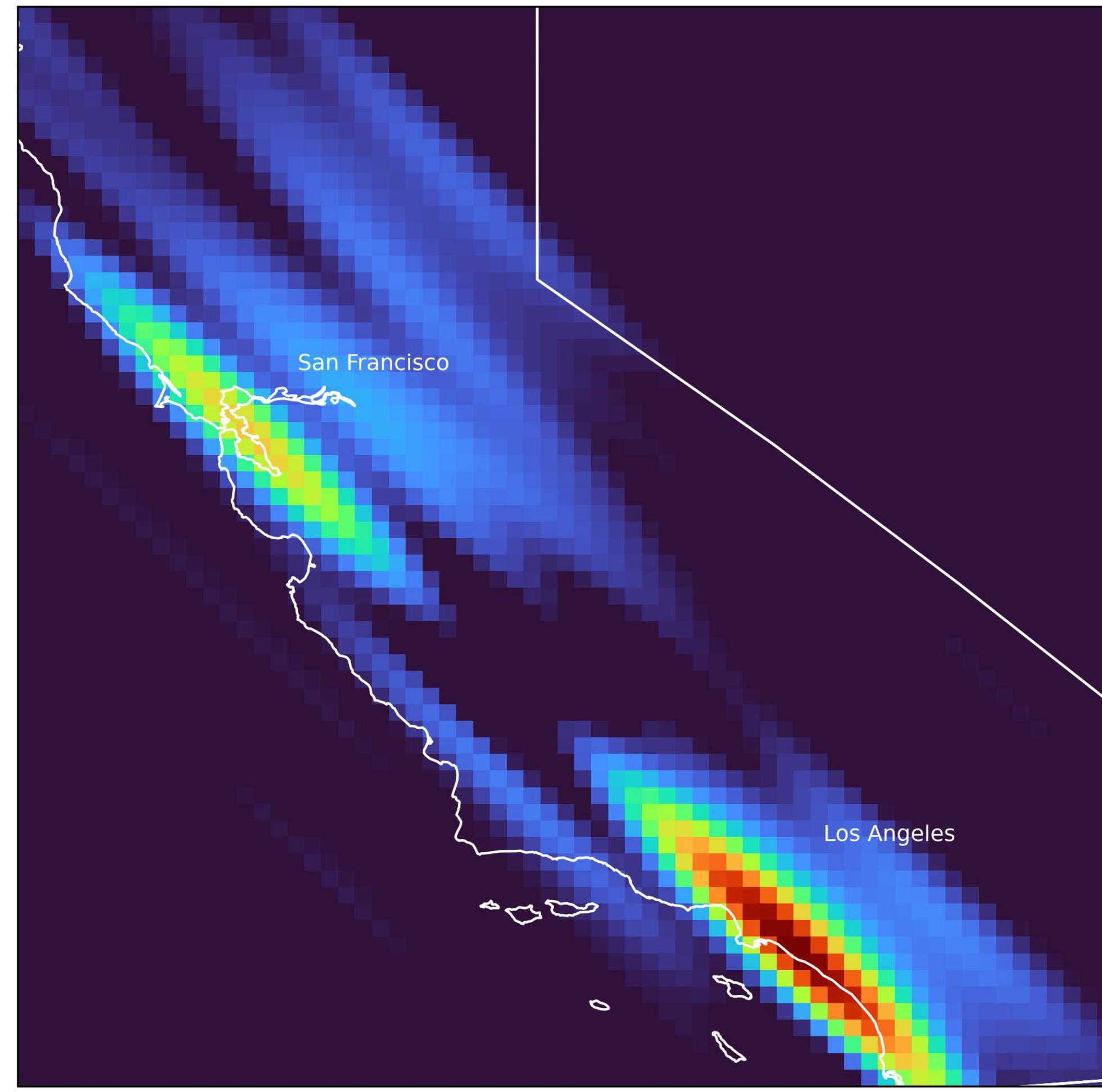
Dissatisfaction



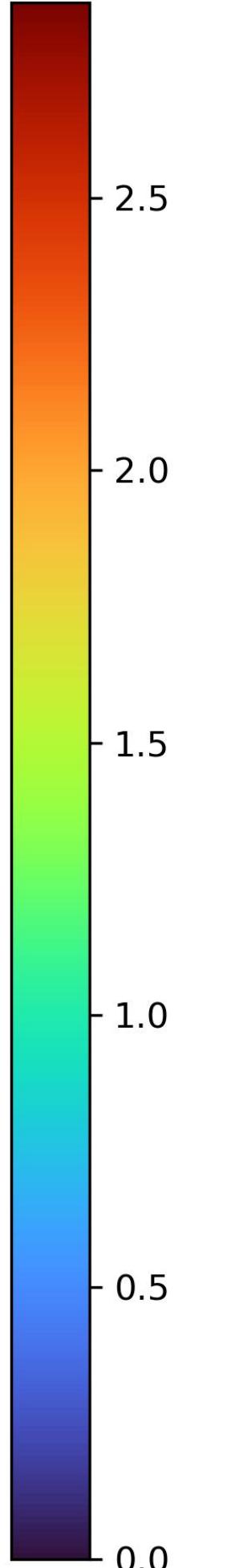
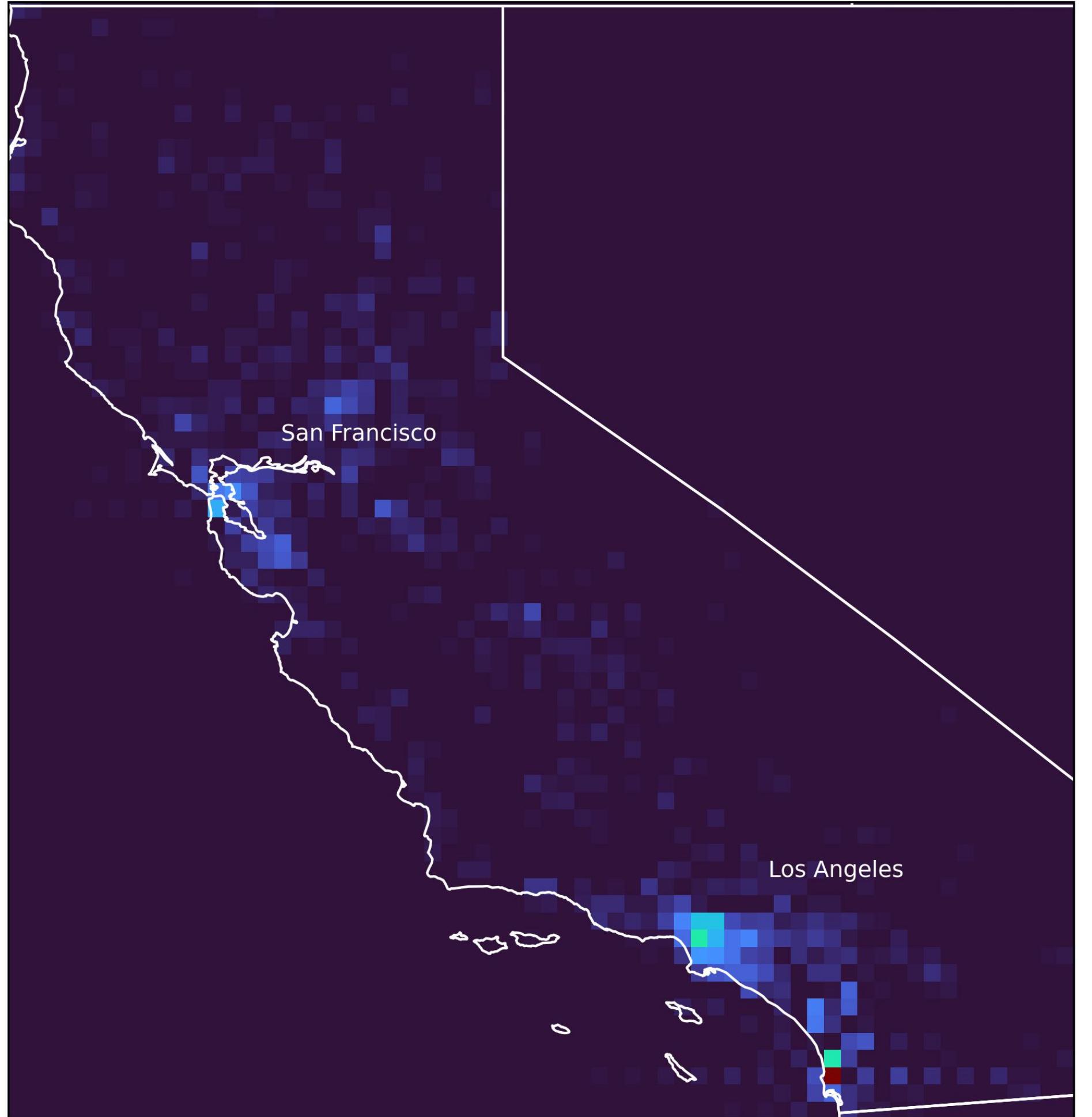
Churn map



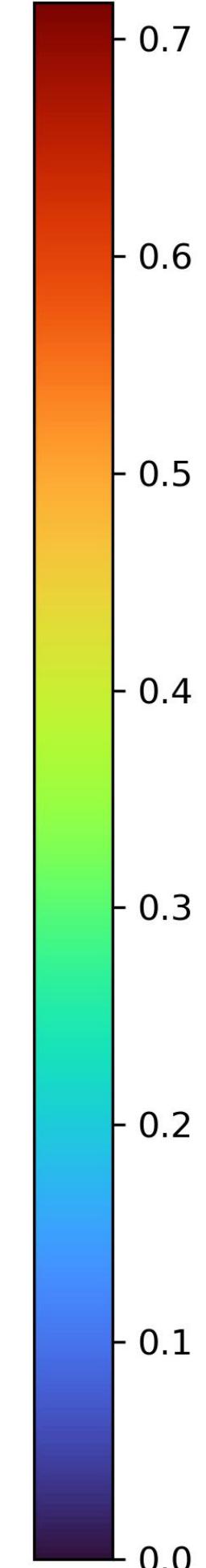
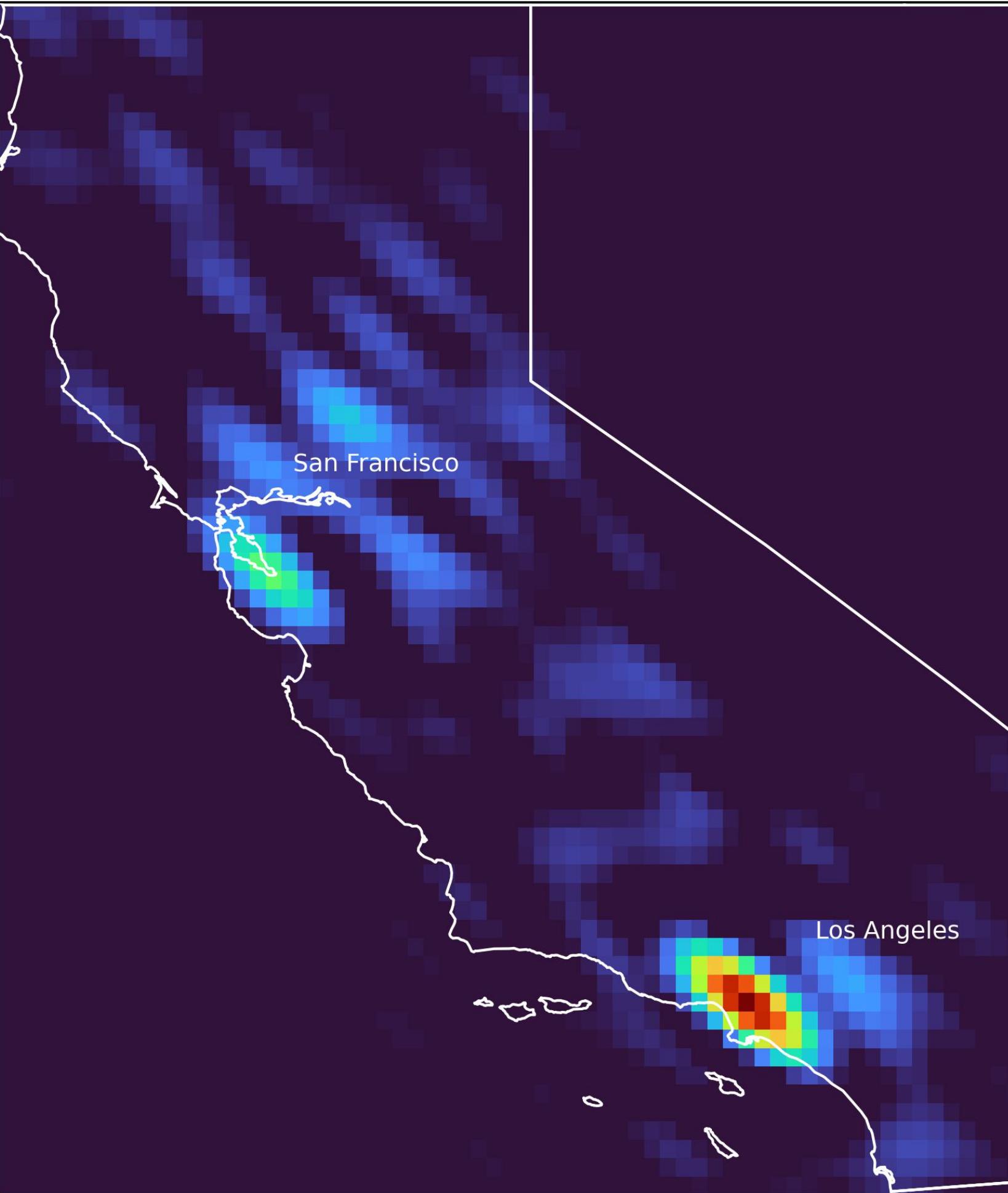
Other



Churn map



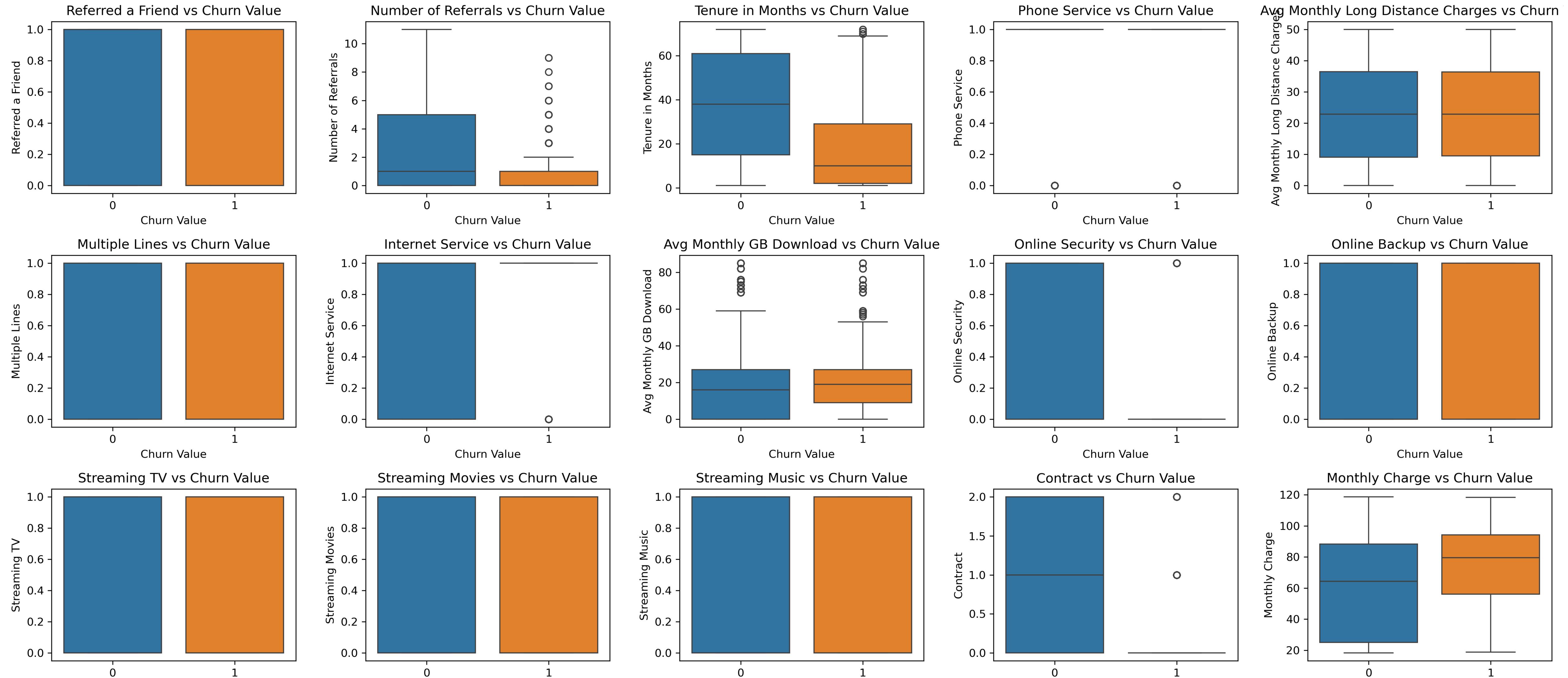
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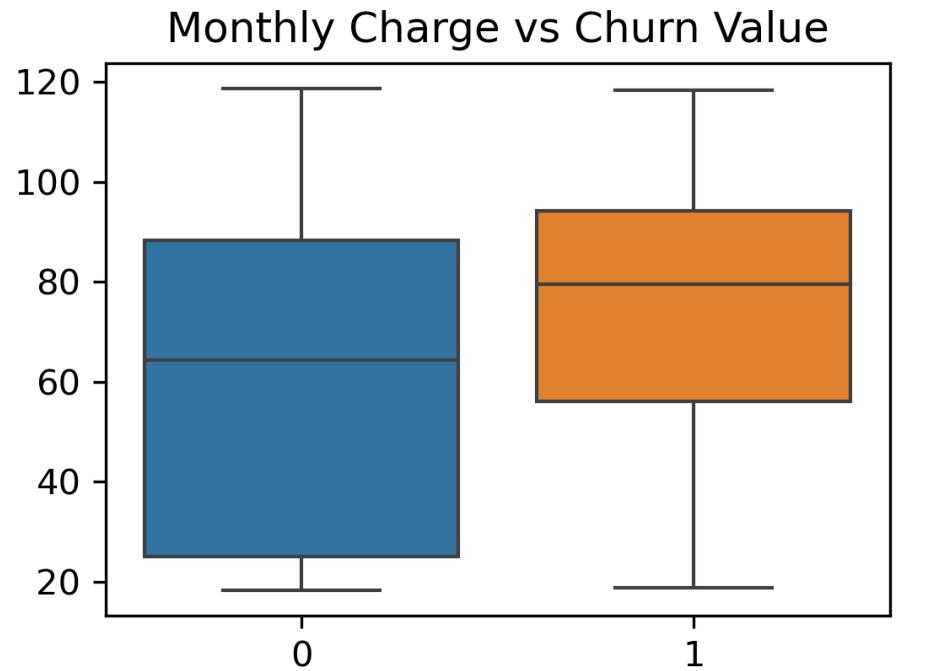
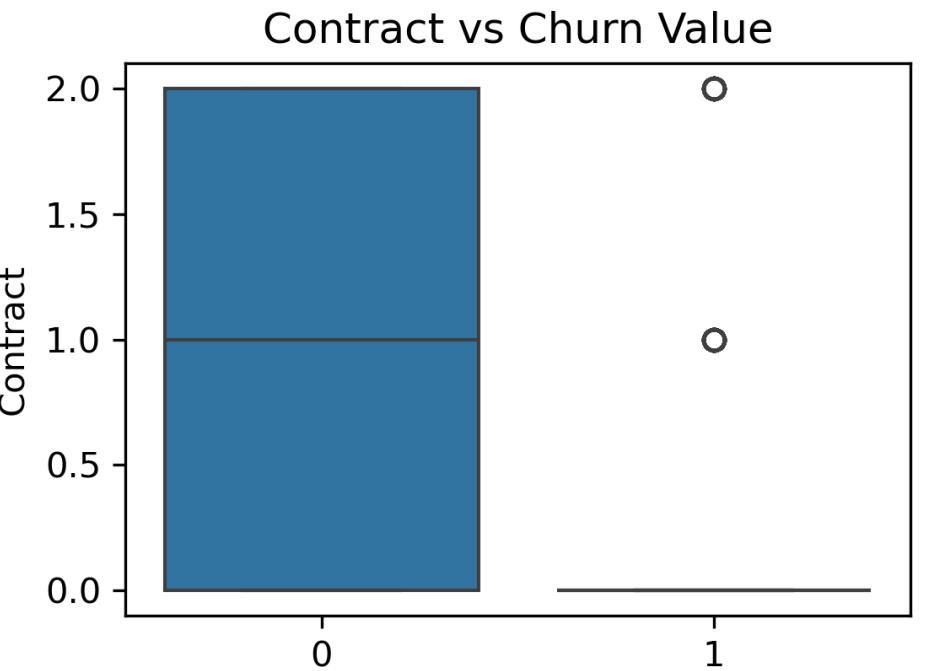
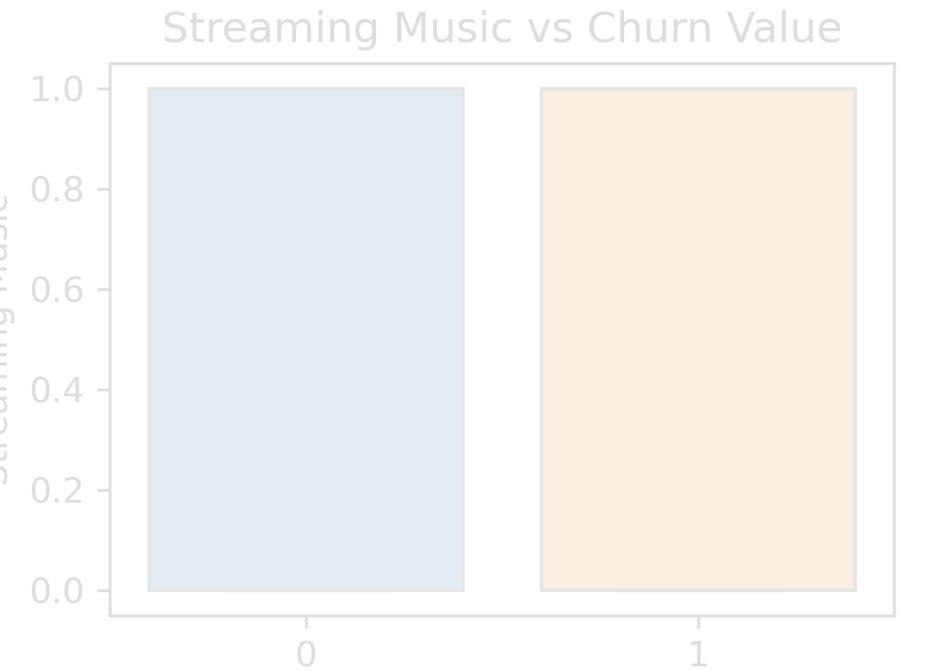
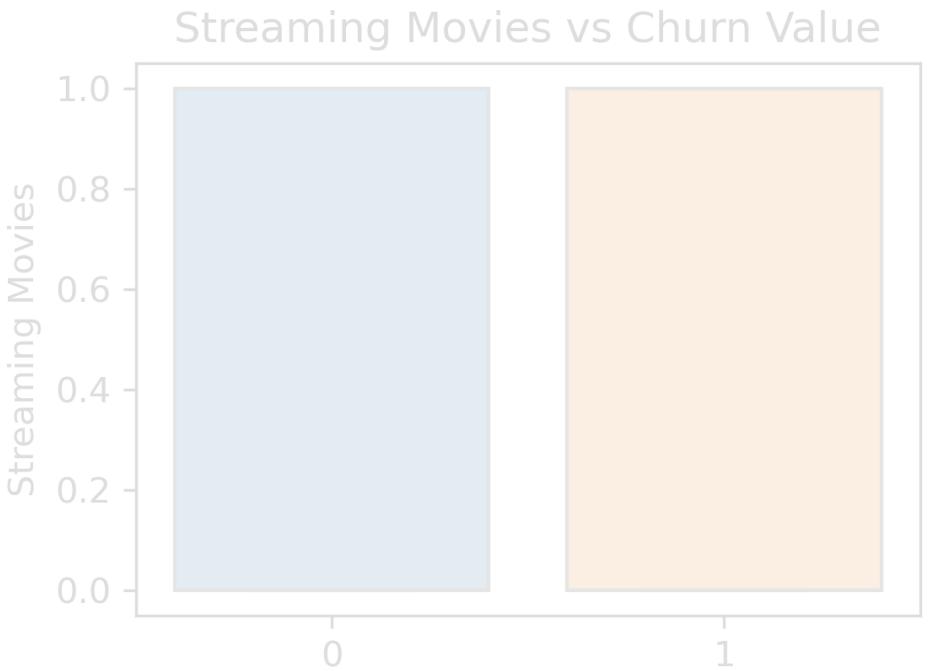
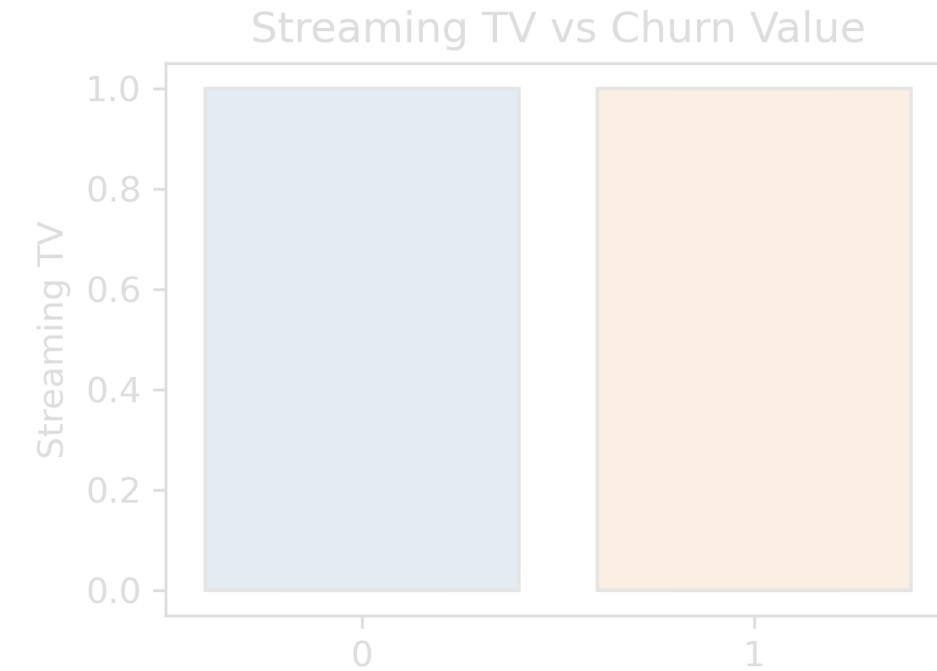
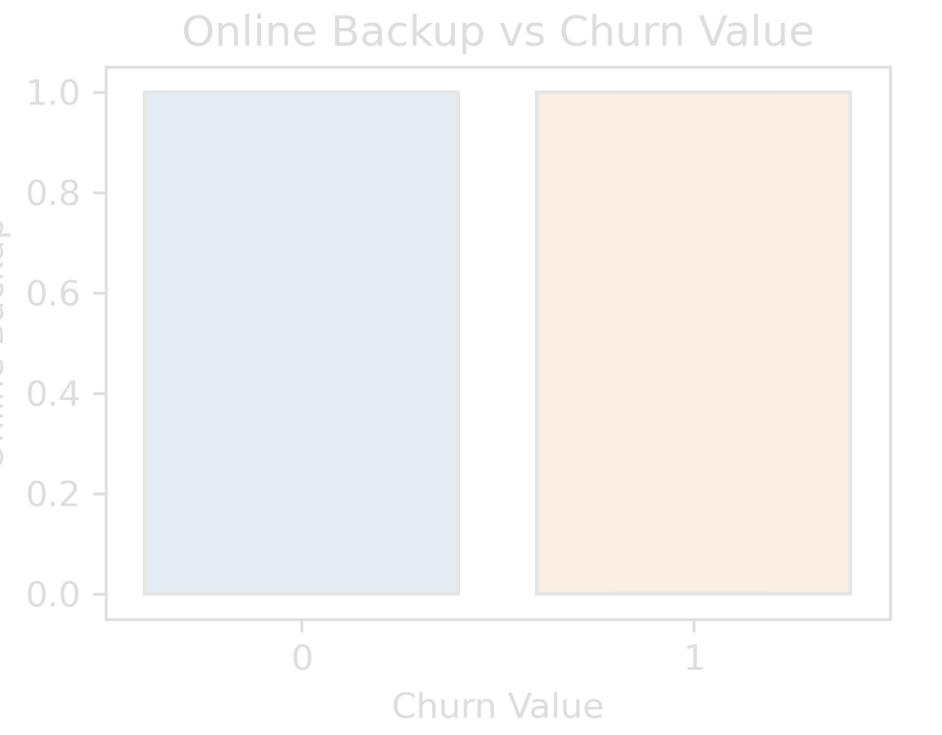
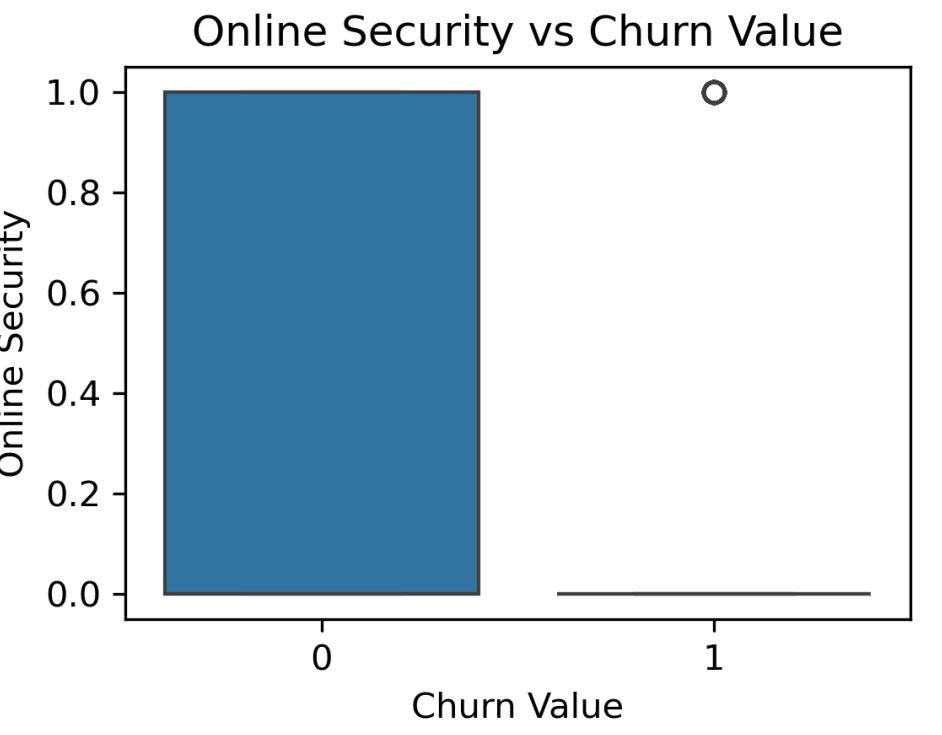
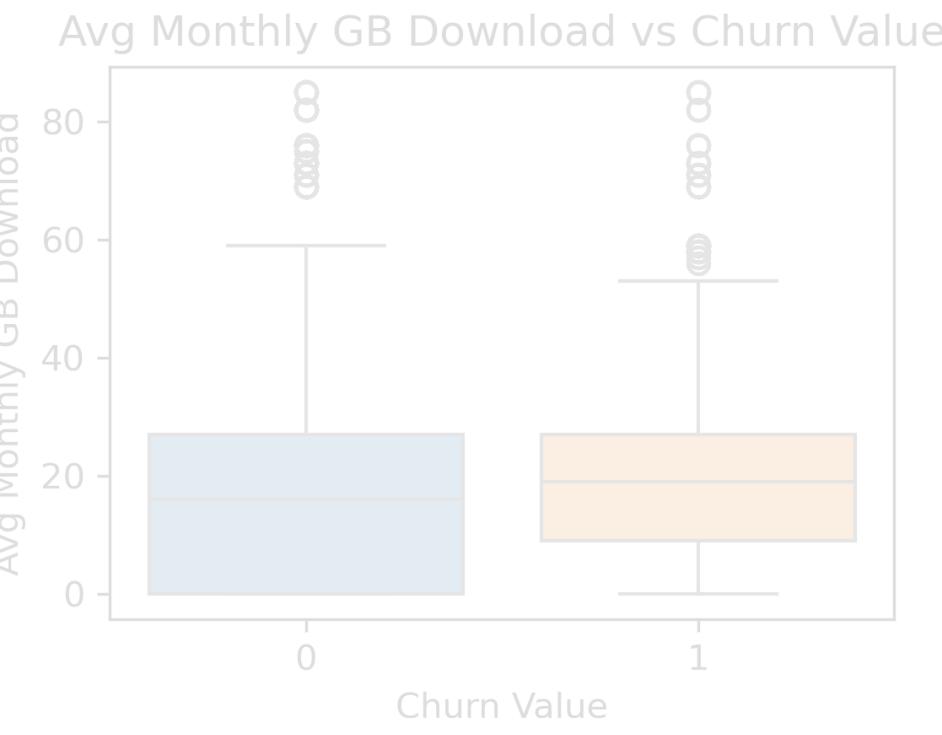
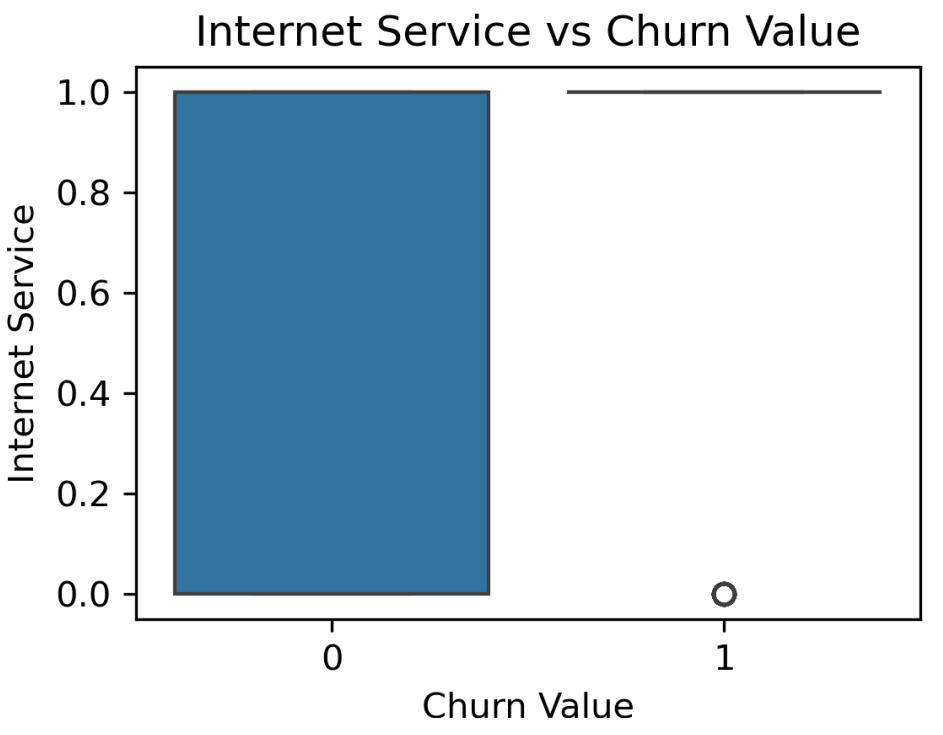
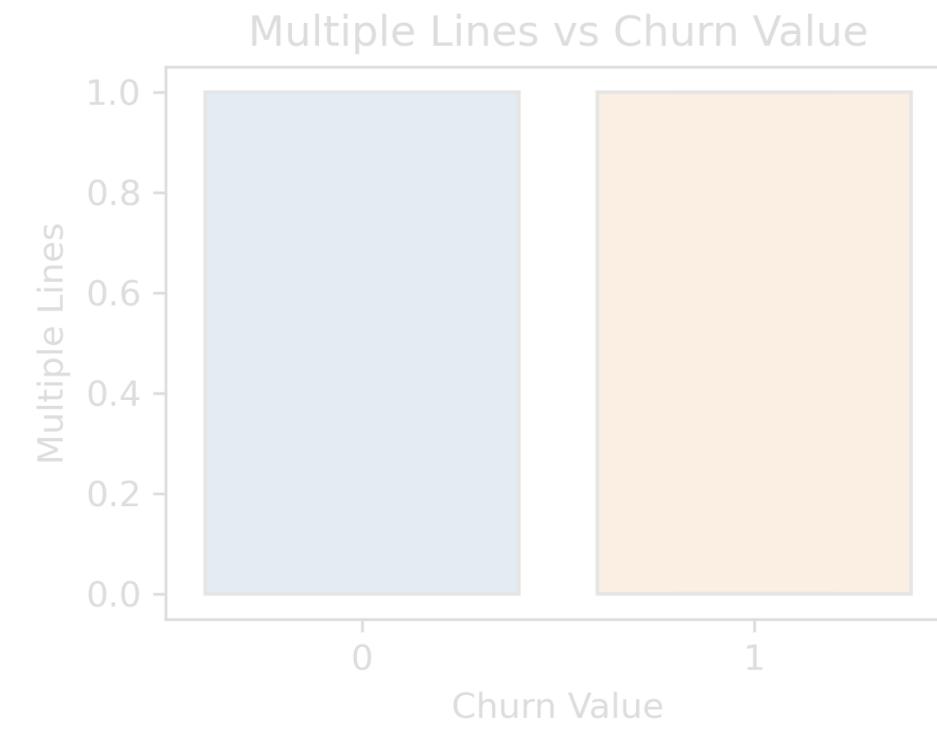
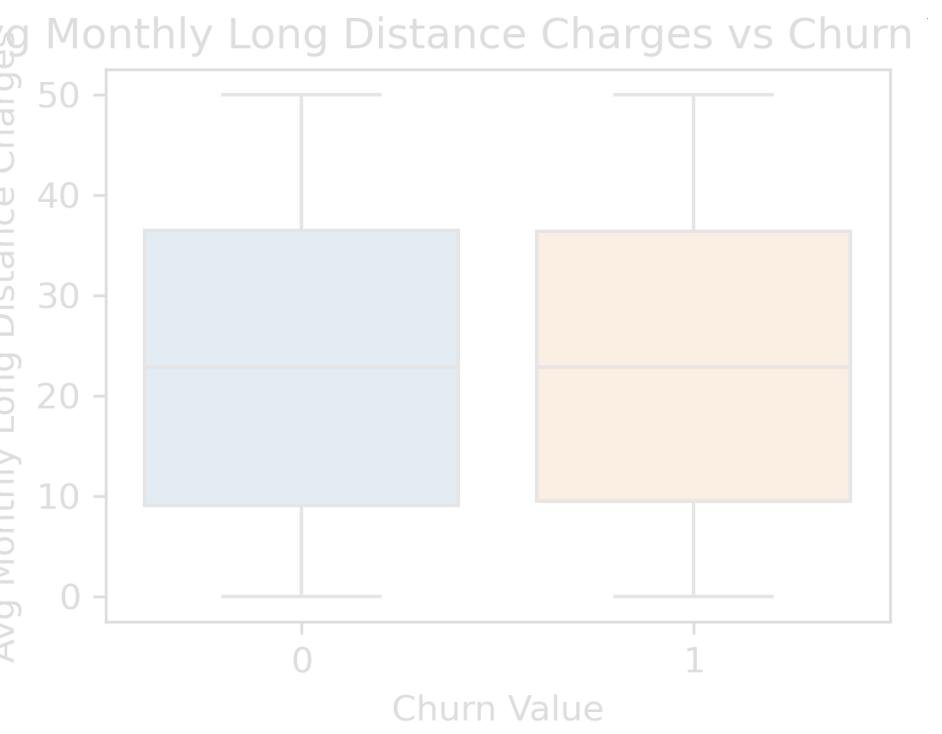
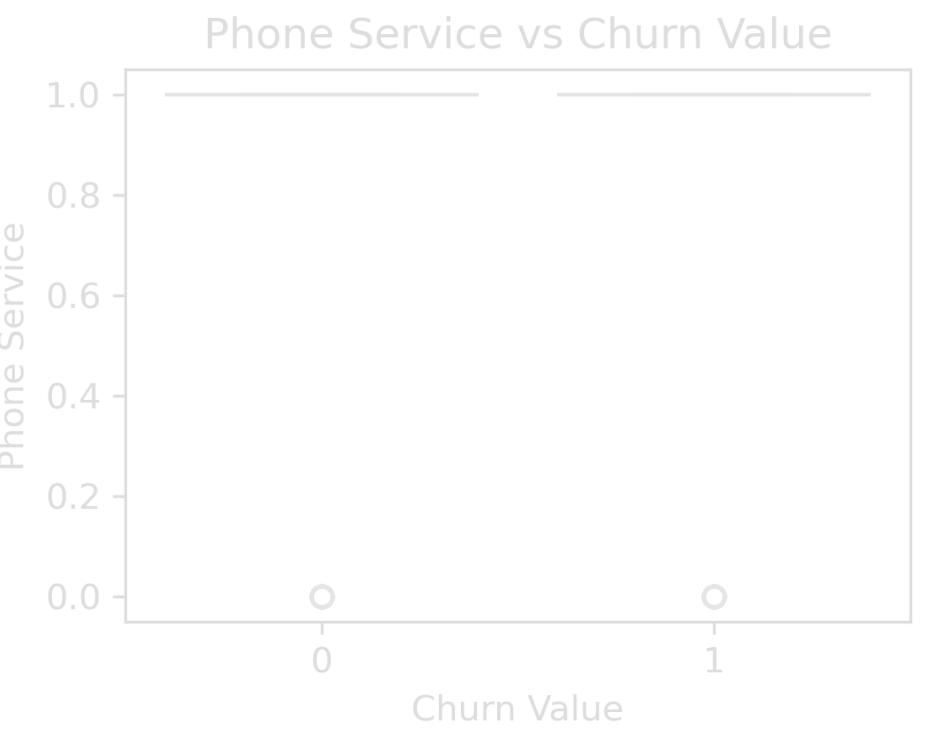
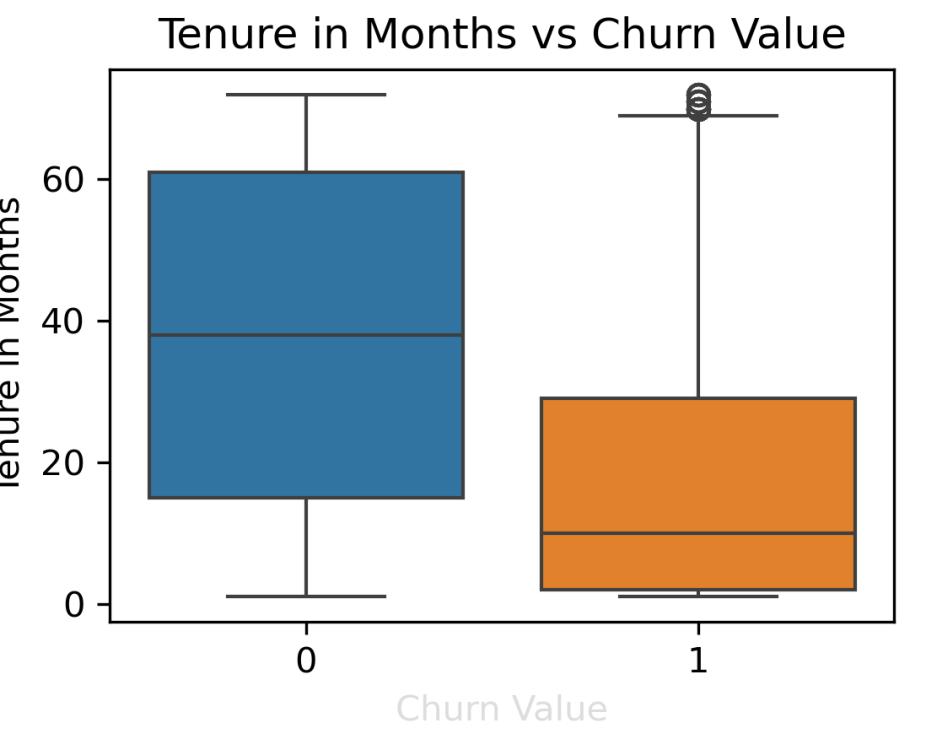
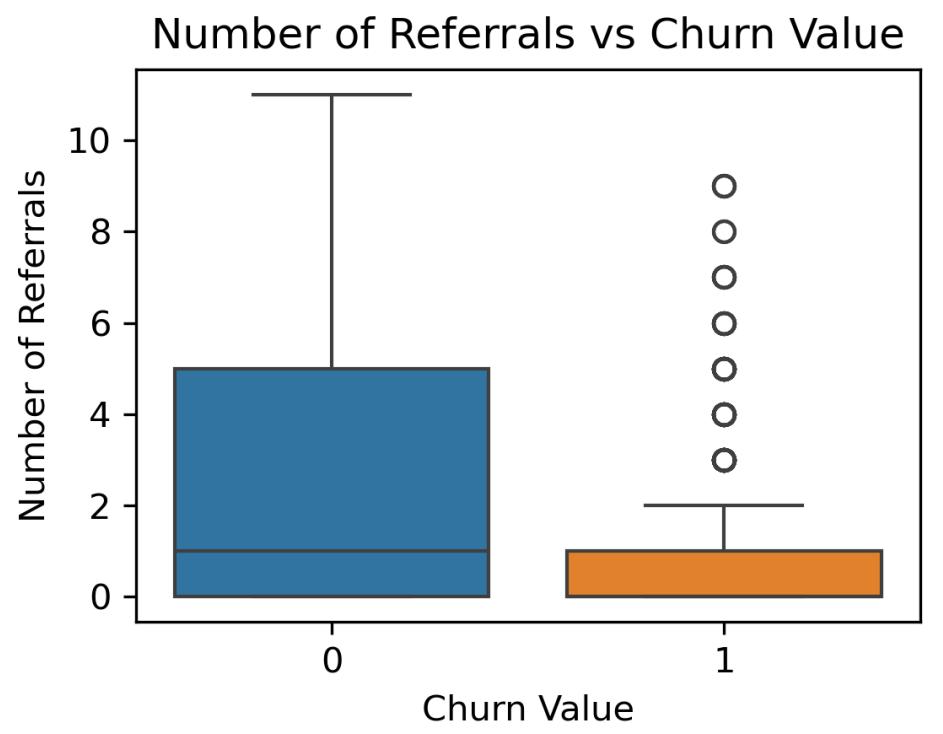
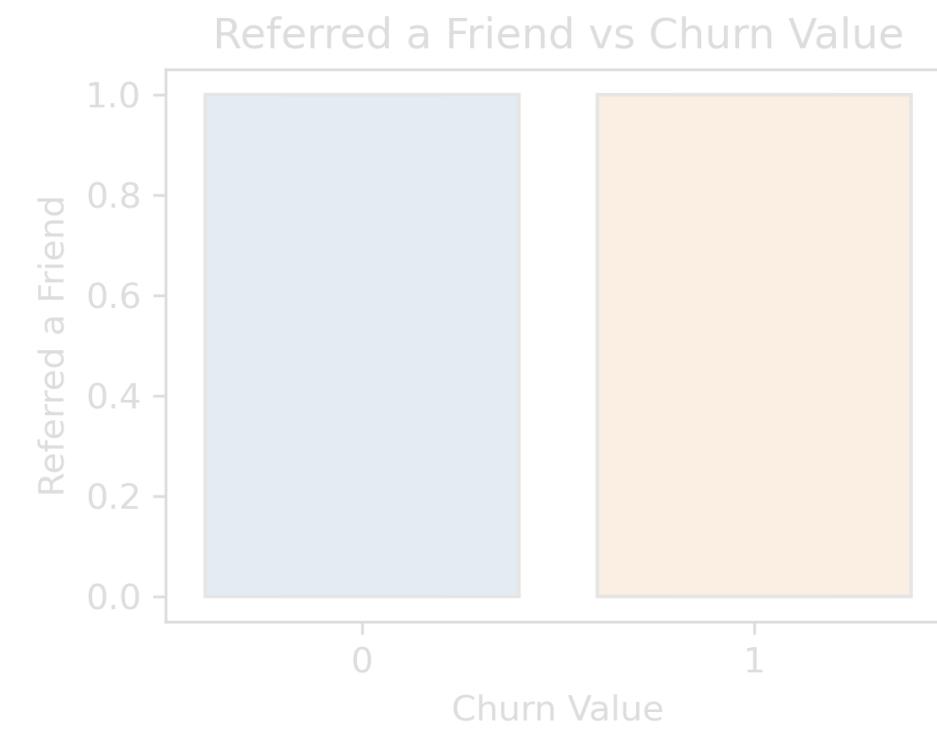


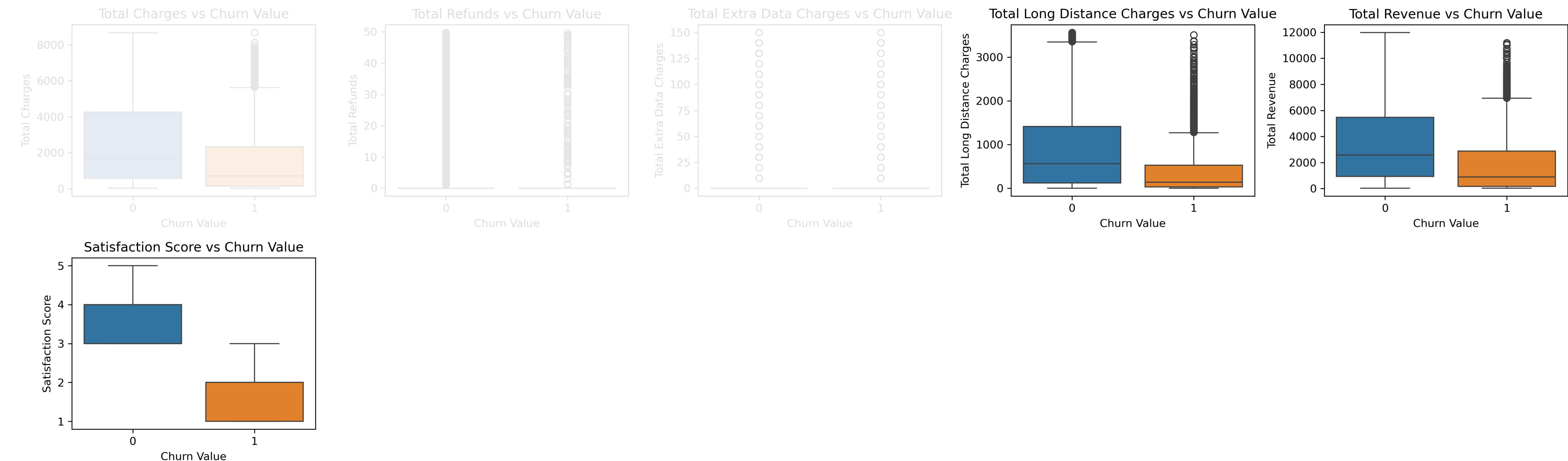
Other insights

- Large peak of churn in San Diego
- Likely new competitor in San Diego
- Dissatisfaction with **support** and **price** are also driving churn across California

Boxplot







Violin plot

