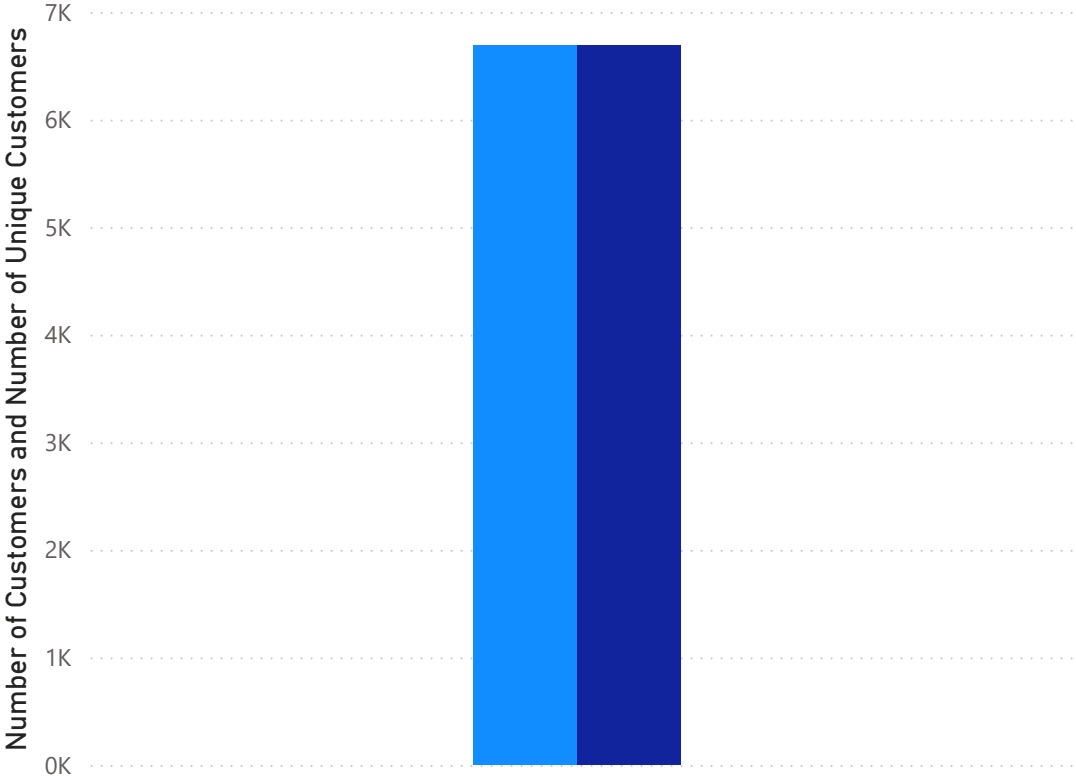


Number of Customers and Number of Unique Customers

● Number of Customers ● Number of Unique Customers



6687

Number of Customers

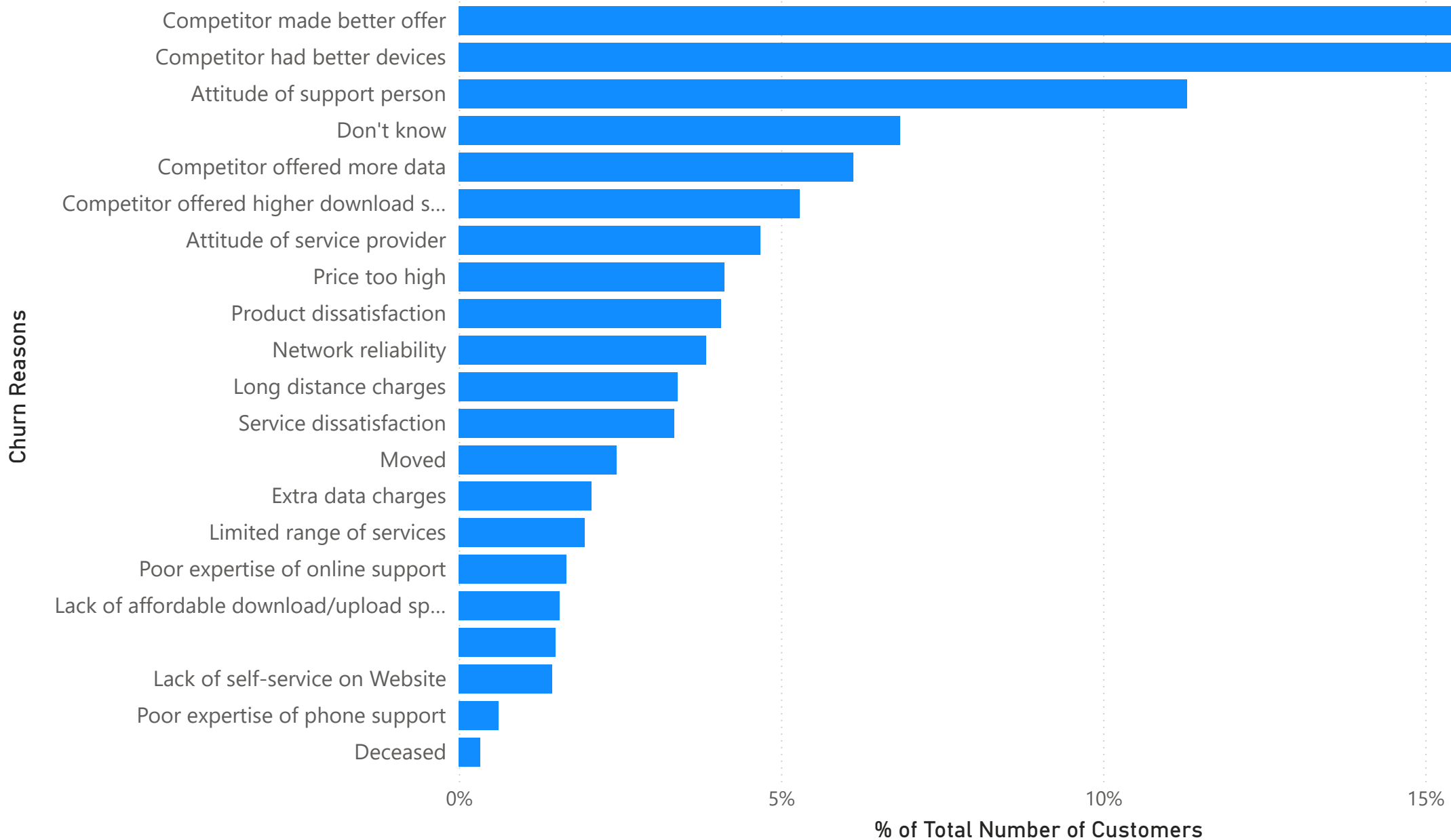
6687

Number of Unique Customers

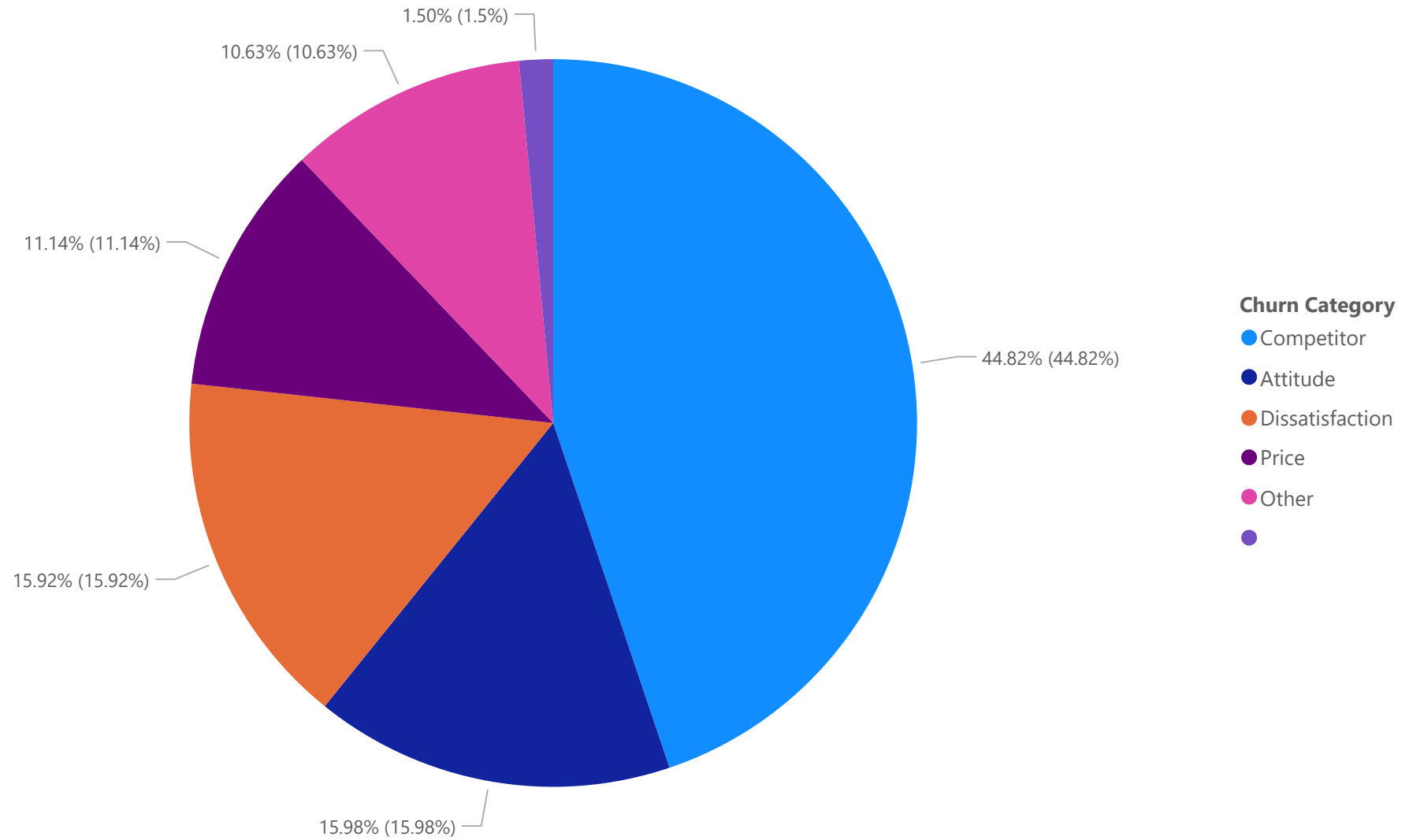
26.86 %

Churn Rate

Churn Reasons



%GT Count of Churn Label by Churn Category

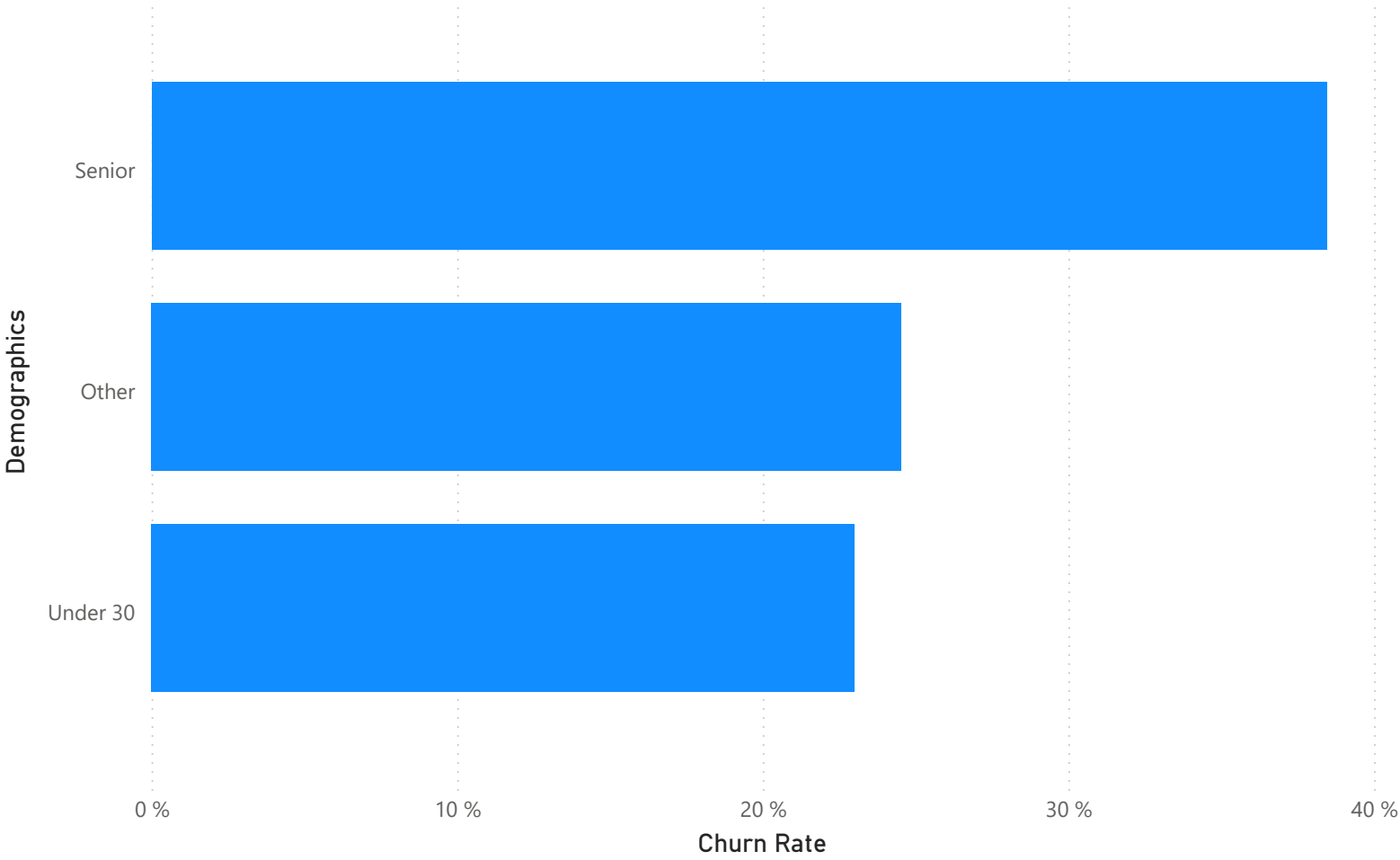


Churn by State

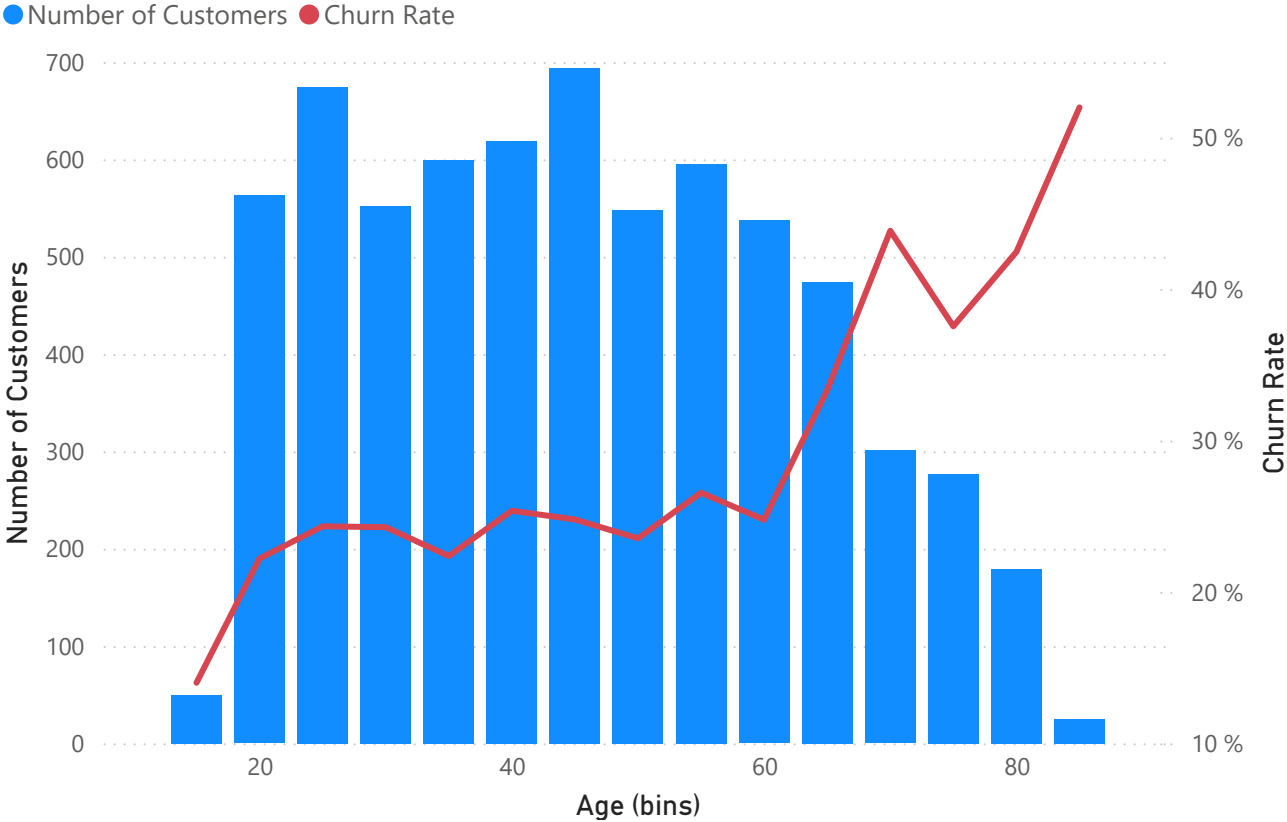


State	Number of Customers	Number of Churned Customers	Churn Rate
AK	104	30	28.85 %
AL	161	46	28.57 %
AR	110	27	24.55 %
AZ	128	30	23.44 %
CA	68	43	63.24 %
CO	132	29	21.97 %
CT	148	38	25.68 %
DC	108	21	19.44 %
DE	122	37	30.33 %
FL	127	27	21.26 %
GA	108	25	23.15 %
HI	106	28	26.42 %
IA	90	24	26.67 %
ID	147	41	27.89 %
IL	116	33	28.45 %
IN	143	42	29.37 %
KS	141	36	25.53 %
KY	118	36	30.51 %
LA	103	25	24.27 %
MA	131	33	25.19 %
MD	140	46	32.86 %
ME	124	29	23.39 %
MI	146	40	27.40 %
MN	168	38	22.62 %
MO	127	36	28.35 %
Total	6687	1796	26.86 %

Churn Rate by Demographics

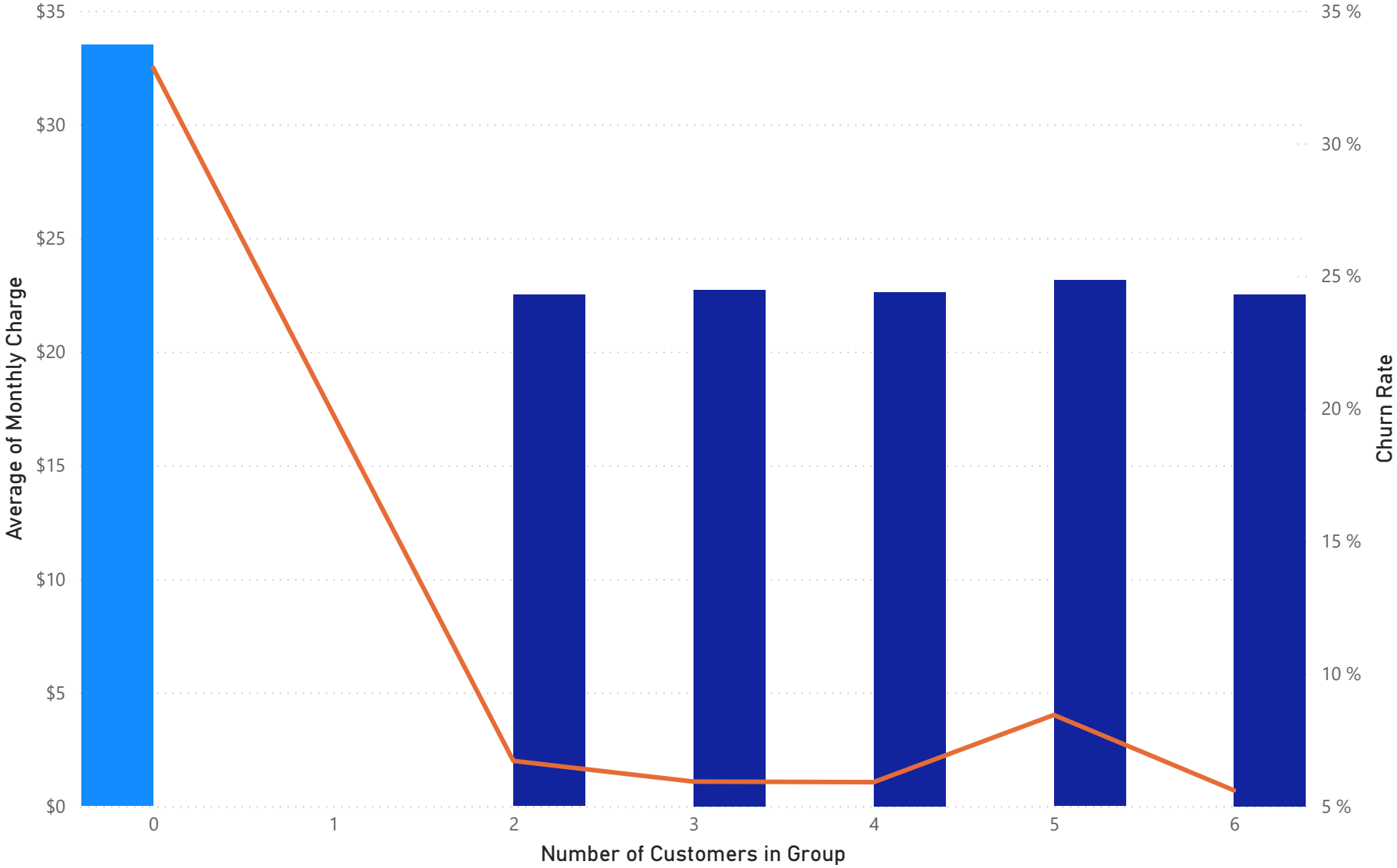


Number of Customers and Churn Rate by Age (bins)



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

Group ● No ● Yes ● Churn Rate

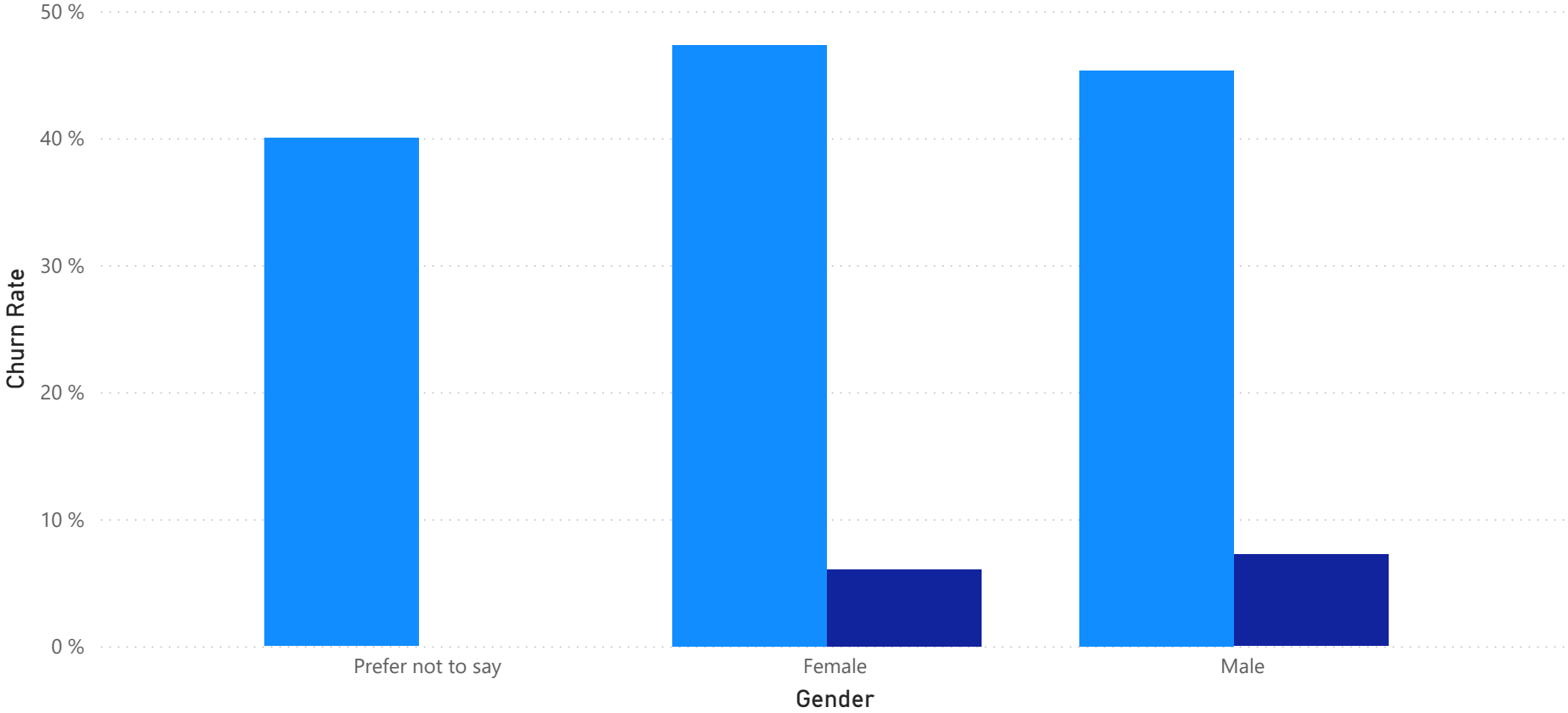


Monthly
46.29 %
Churn Rate

Yearly
6.62 %
Churn Rate

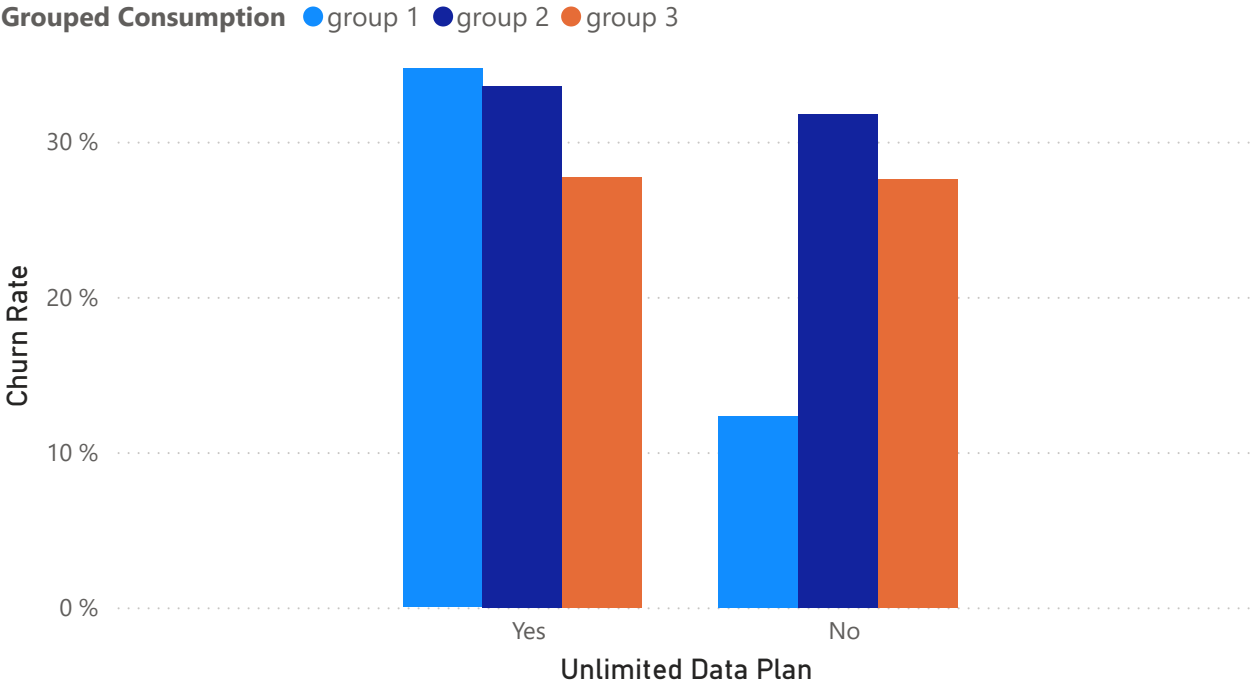
Churn Rate by Gender and Contract Caategory

Contract Caategory ● Monthly ● Yearly



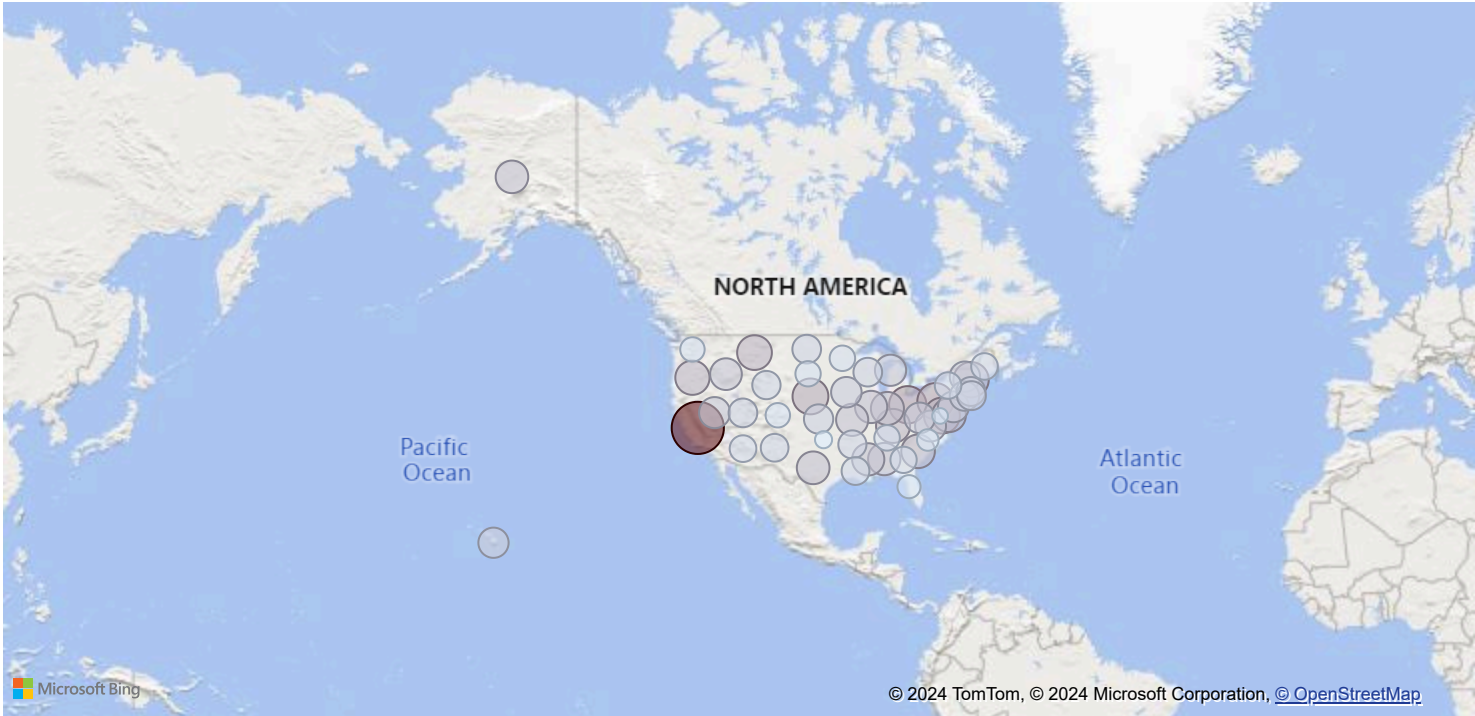
Customer ID	Churn Rate	Unlimited Data Plan
0001-QFCV	0.00 %	No
0006-WNVG	0.00 %	No
0015-IPFU	0.00 %	No
0018-BPSV	0.00 %	No
0020-NWQH	0.00 %	No
0021-OEBA	0.00 %	No
0042-VPSW	0.00 %	No
0051-CPHP	0.00 %	No
0054-CBLL	0.00 %	No
0063-TQGW	0.00 %	No
0067-BNMH	100.00 %	No
0068-GHTG	0.00 %	No
0074-DECN	100.00 %	No
0077-XCYG	0.00 %	No
0079-BPCT	0.00 %	No
0083-AUNQ	0.00 %	No
0091-LYXW	0.00 %	No
0094-THDR	0.00 %	No
0105-WGRF	100.00 %	No
0111-ULQC	0.00 %	No
0123-LGVN	0.00 %	No
0125-CXRT	0.00 %	No
0134-ZINN	0.00 %	No
0136-NUDA	0.00 %	No
0138-KFWF	0.00 %	No
0143-MUHQ	100.00 %	No
0147-ZLZT	0.00 %	No
0148-PRYW	0.00 %	No
0148-PYFT	0.00 %	No
0149-EZUH	100.00 %	No
Total	26.86 %	

Churn Rate by Unlimited Data Plan and Grouped Consumption

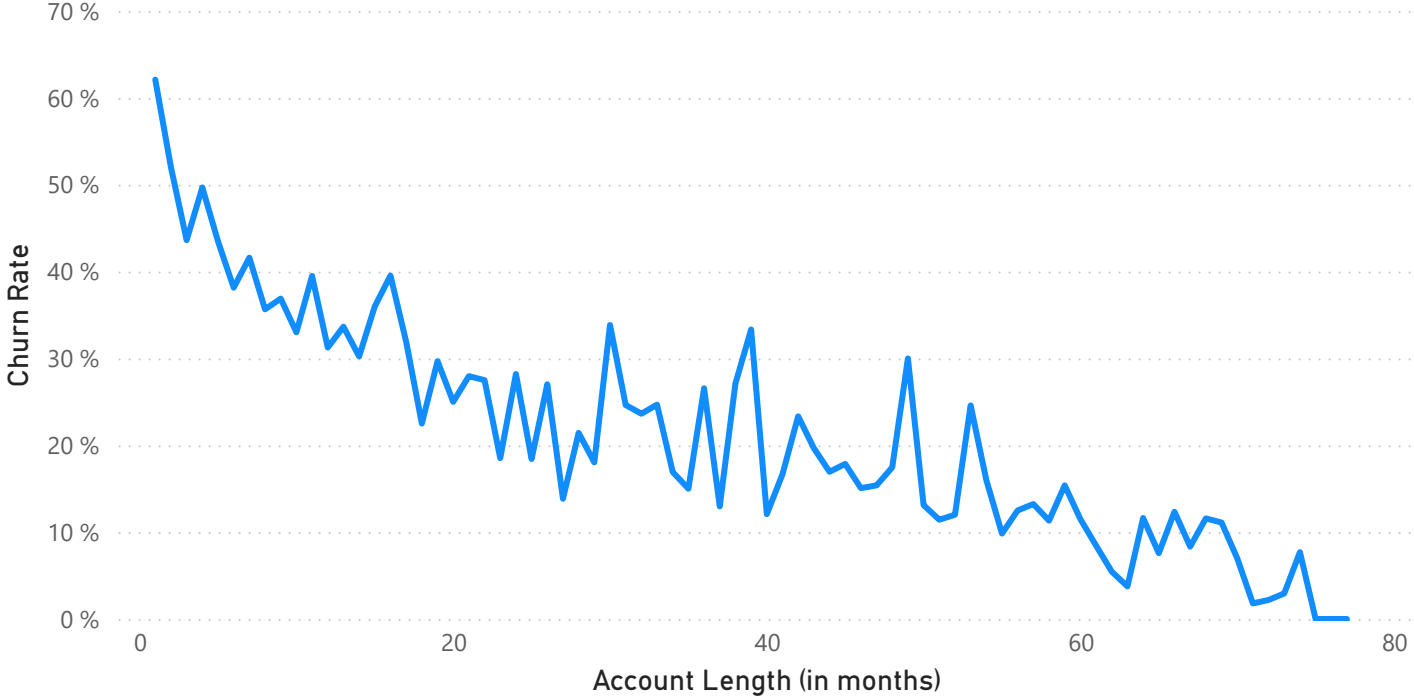


Intl Active	no	yes	Total
No	20.01 %	71.19 %	22.21 %
Yes	40.34 %	7.59 %	34.31 %
Total	27.07 %	24.88 %	26.86 %

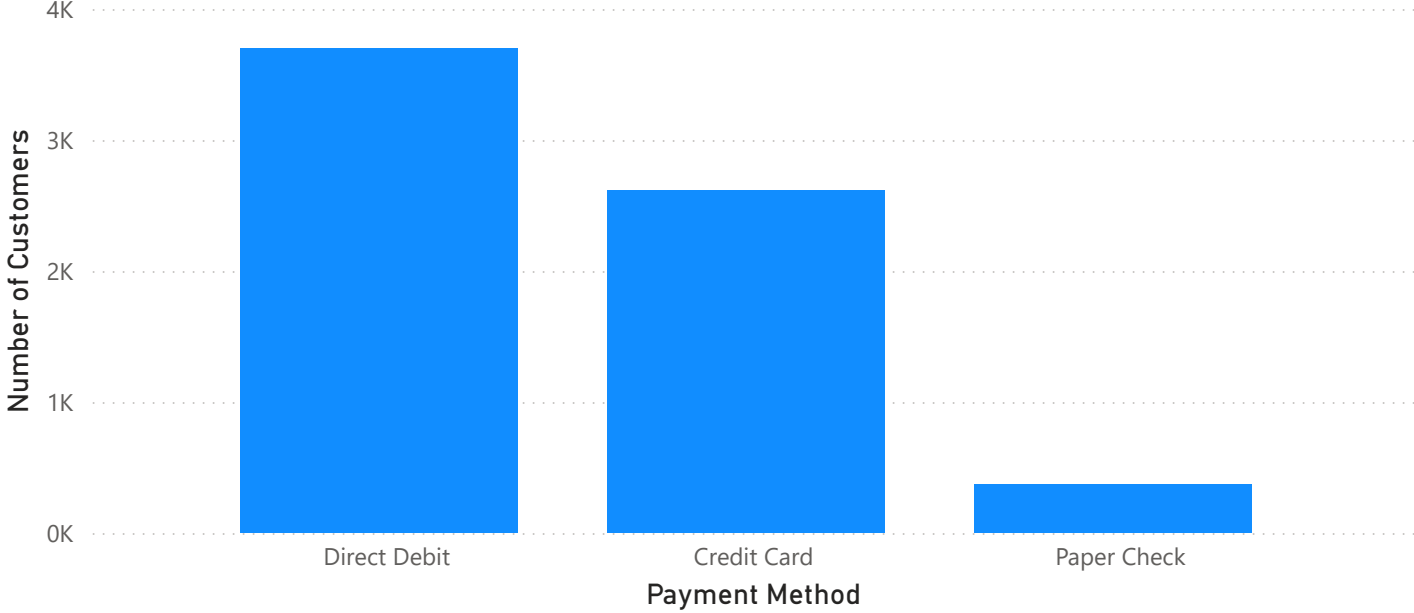
Churn Rate by State



Churn Rate by Account Length (in months)



Number of Customers by Payment Method



6687

Count of Customer ID

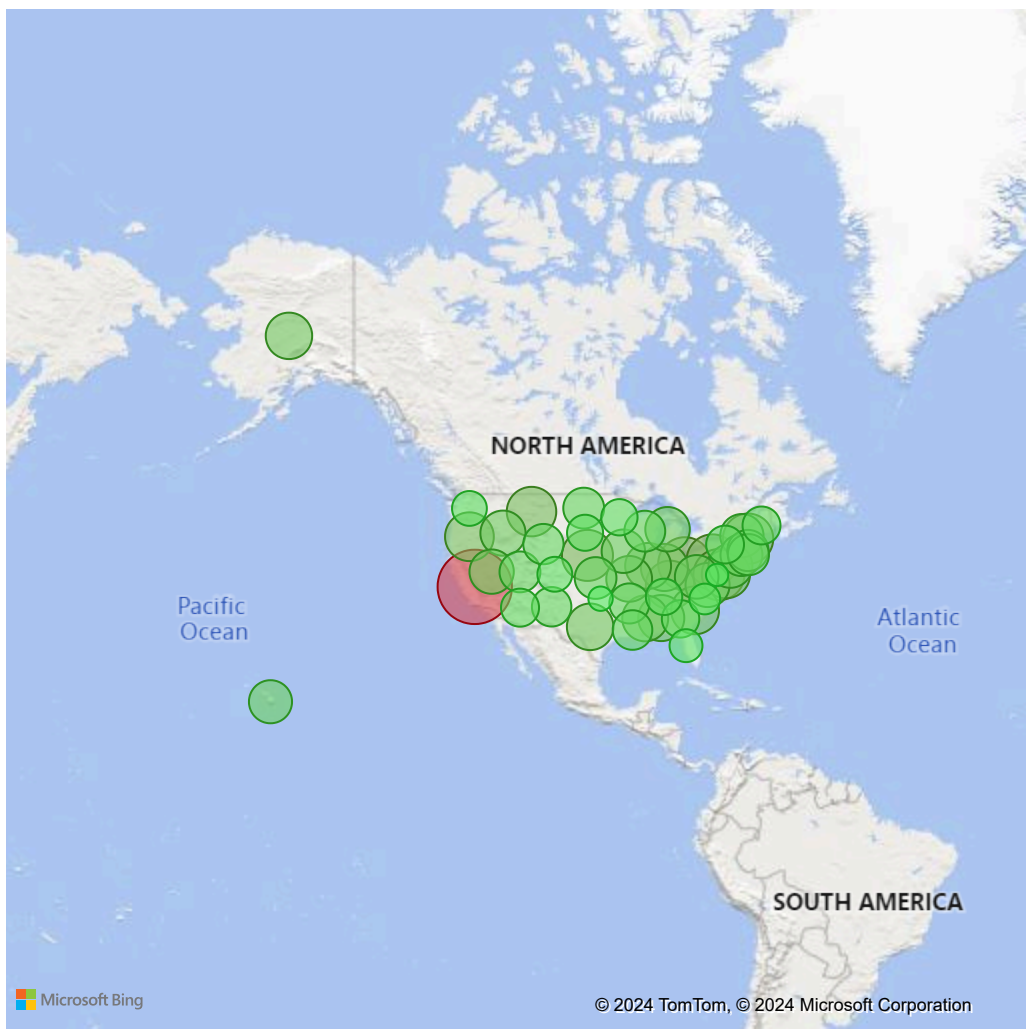
26.86...

Churn Rate

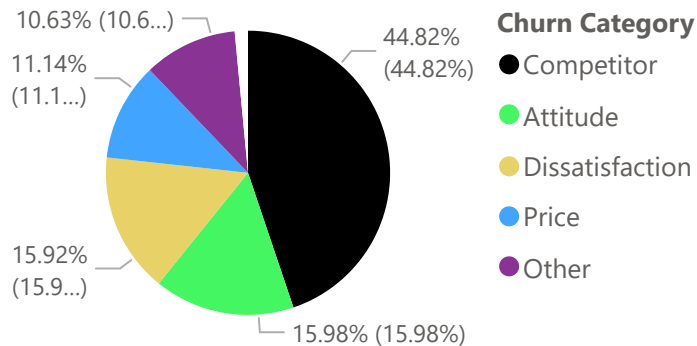
1796

Churned

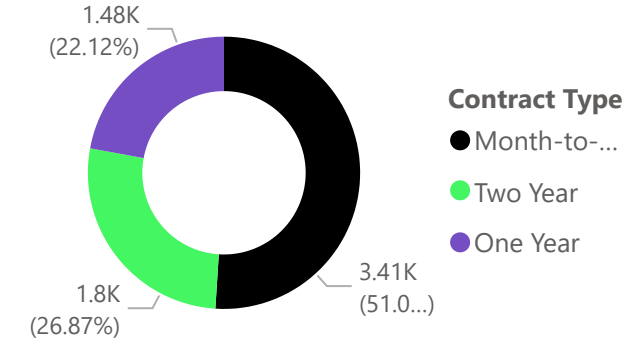
Churn Rate by State



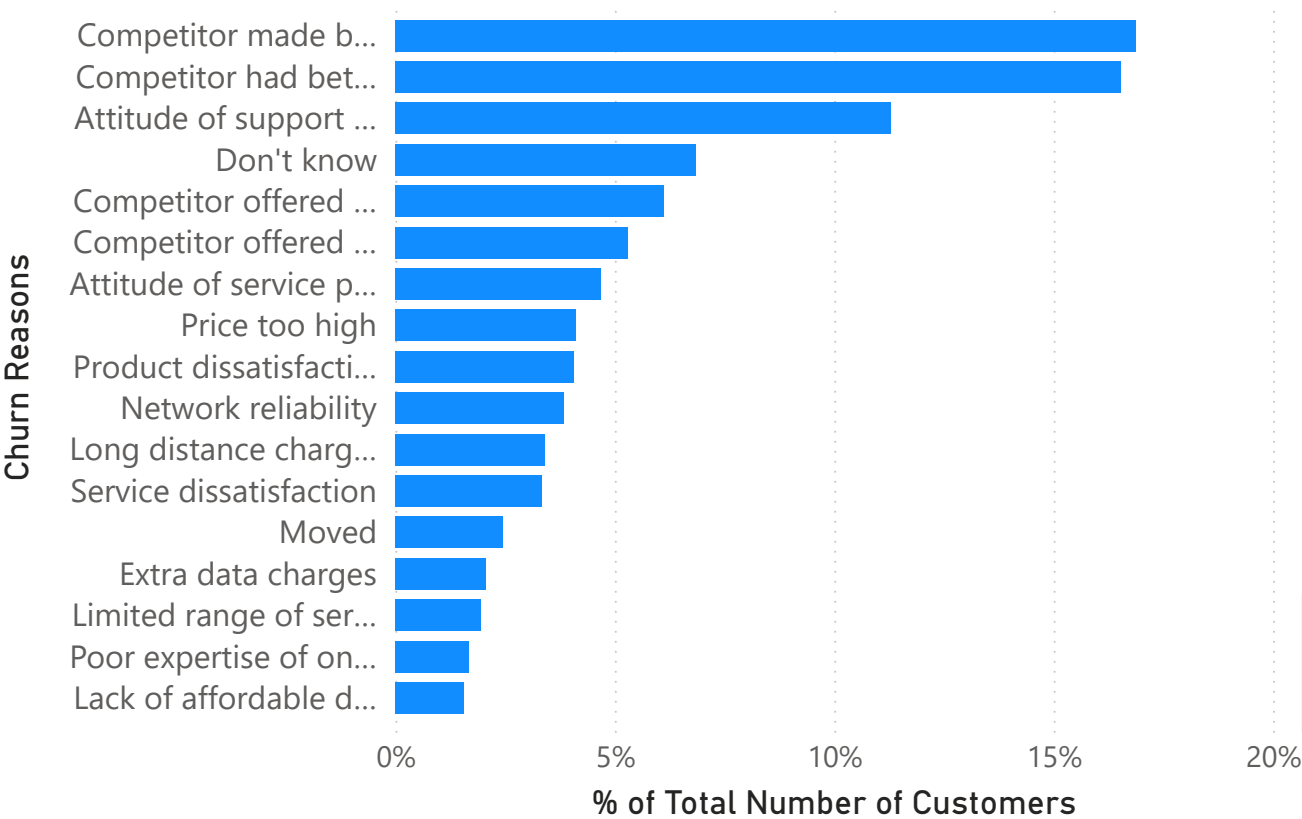
Churn by category



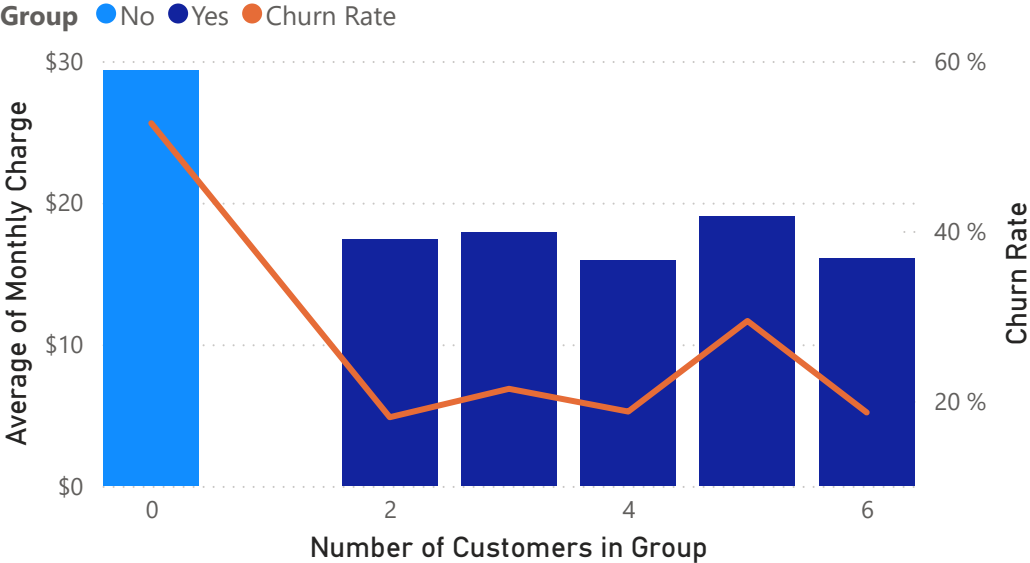
Customers by Contract type



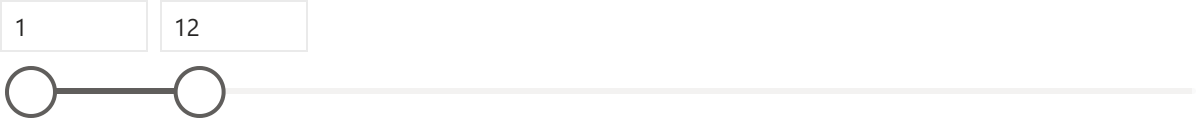
Churn Reasons



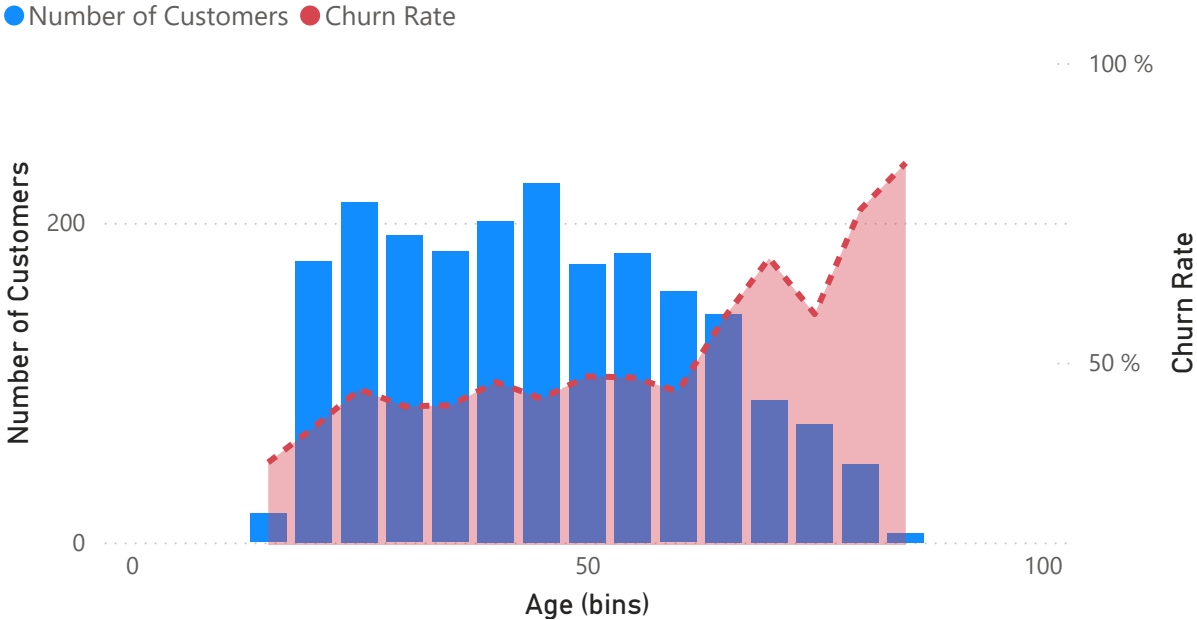
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Account Length (in months)



Number of Customers and Churn Rate by Age (bins)



6123

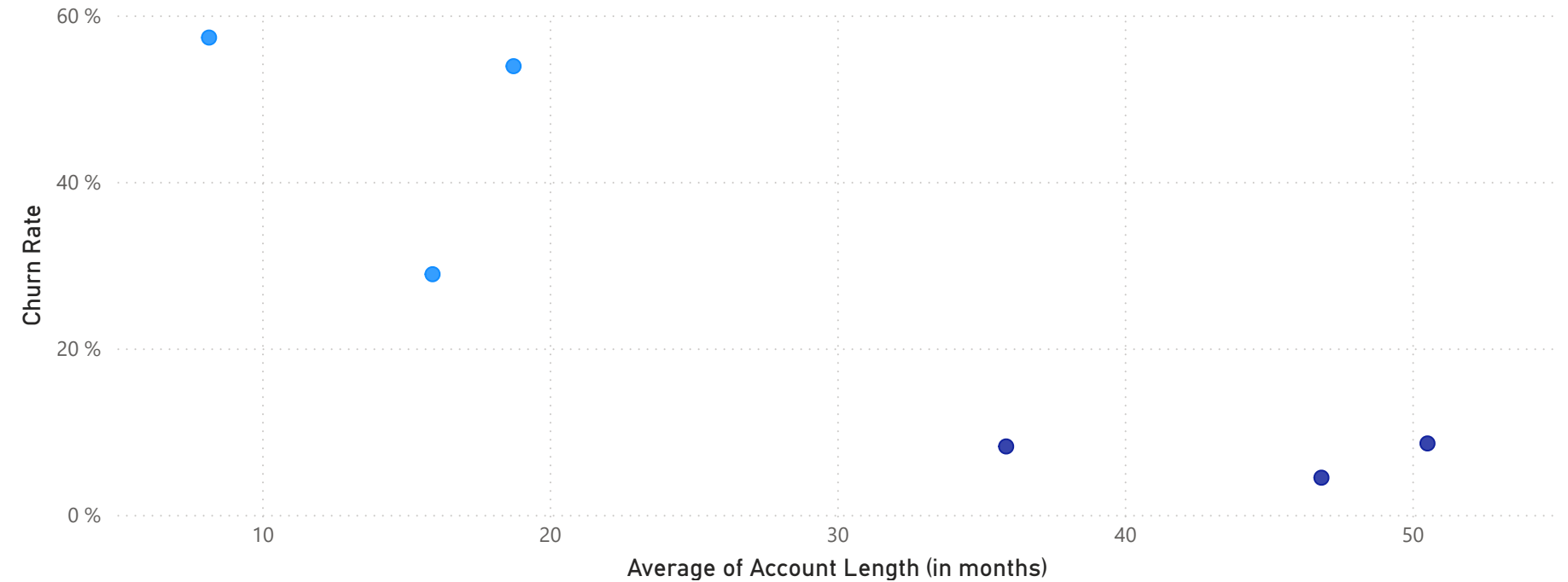
Customer Service Calls

0.92

AVG Customer Service Calls

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

Contract Category ● Monthly ● Yearly



Contract Category

- ☐ Monthly
☐ Yearly



Payment Method

- ☐ Credit Card
☐ Direct Debit
☐ Paper Check

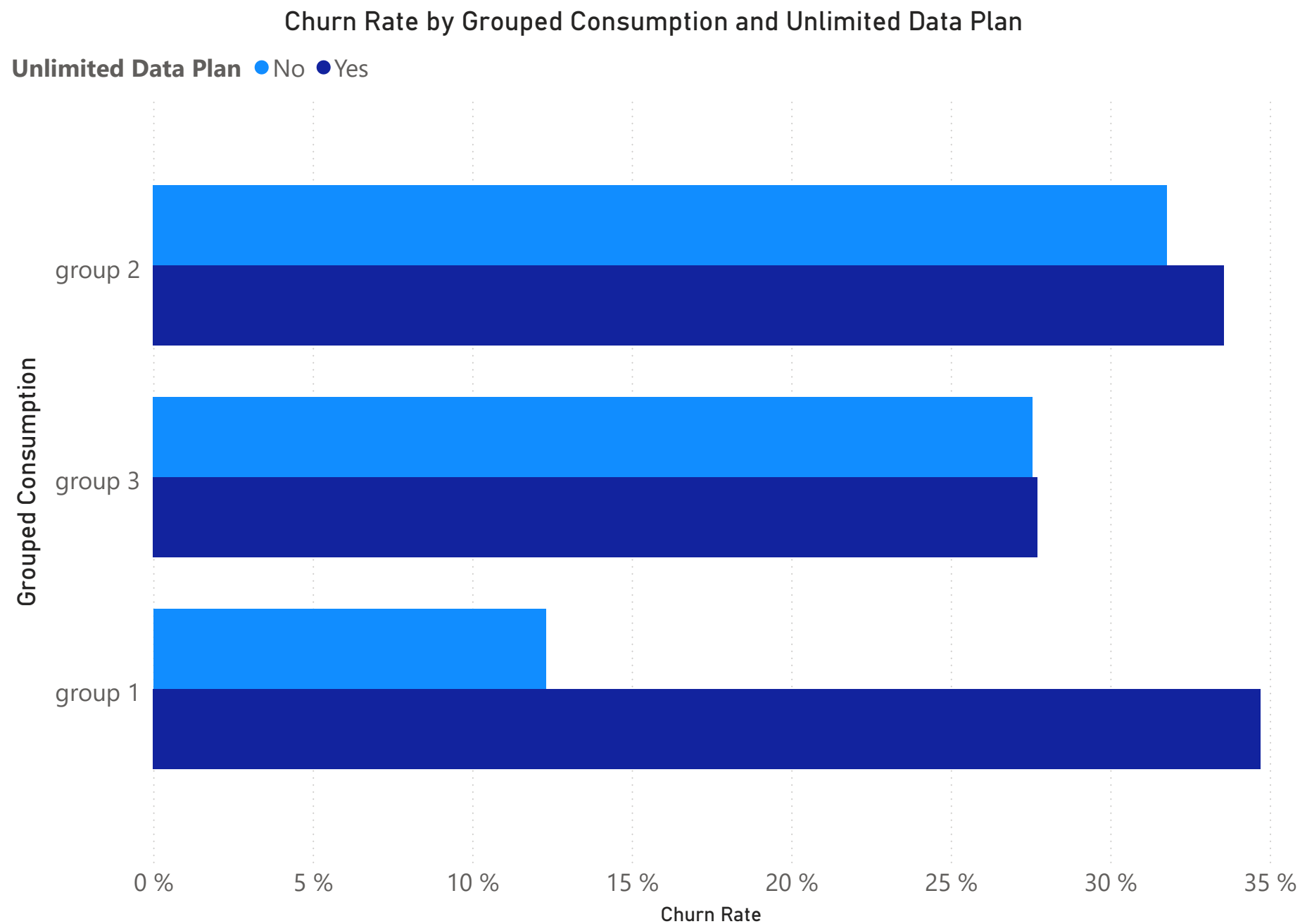


3.37

AVG Extra Data Charges

33.64

AVG Extra International Charges



3.37

AVG Extra Data Charges

6123

Customer Service Calls

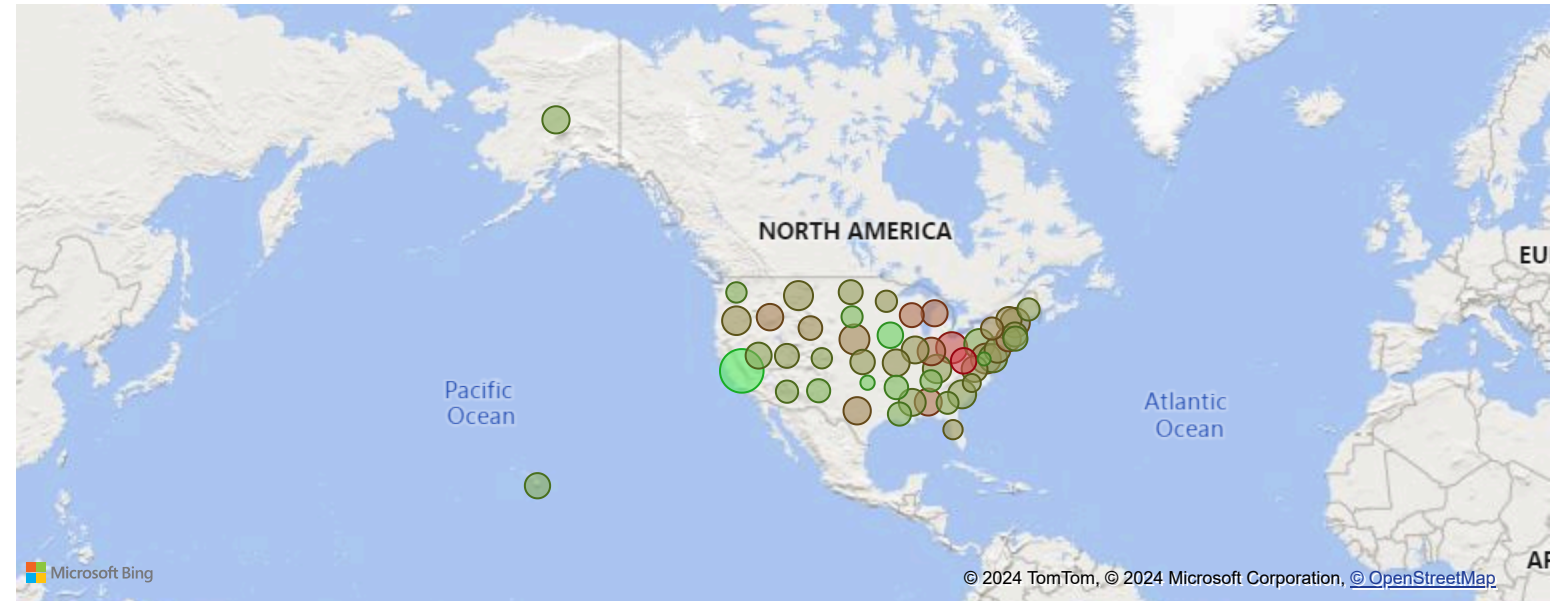
33.64

AVG Extra International Charges

0.92

AVG Customer Service Calls

Churn Rate by State



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 ● NH ● NJ ● NM ● NV ▶

