

CHURN ANALYSIS - SUMMARY

Monthly Charge Ra...
All

Married
All

6,418

Total Customers

1,732

Total Churn

411

New Joiners

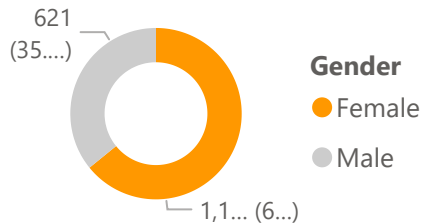
27.0%

Churn Rate

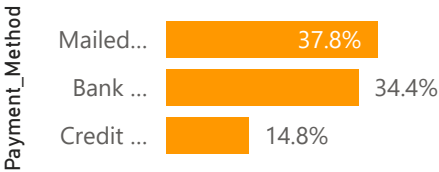


DEMOGRAPHIC

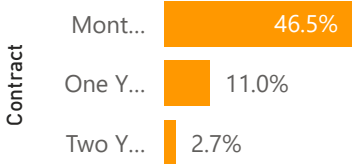
Total Churn by Gender



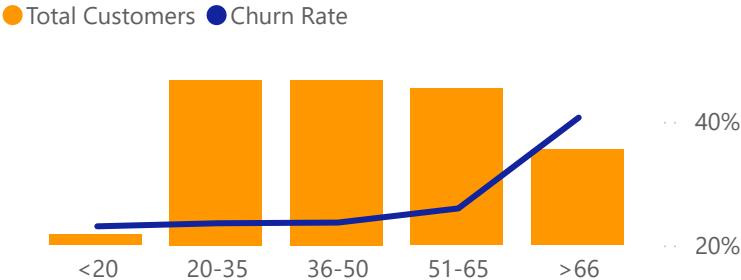
Churn Rate by Payment_Method



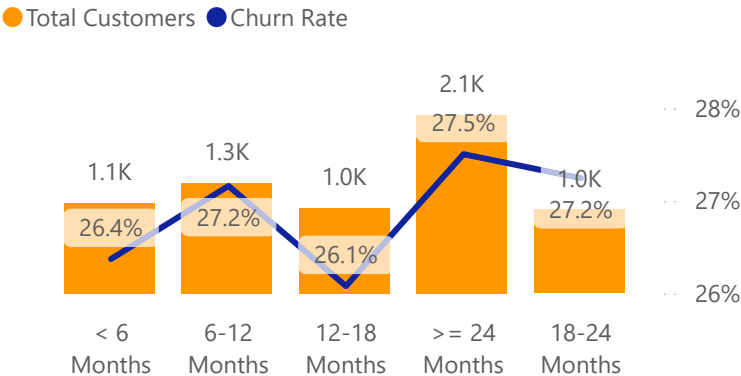
Churn Rate by Contract



Total Customers and Churn Rate by Age Group

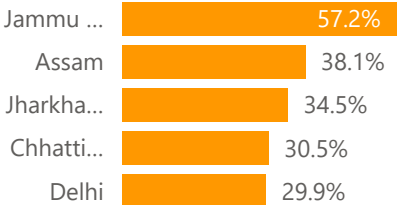


Total Customers and Churn Rate by Tenure Group



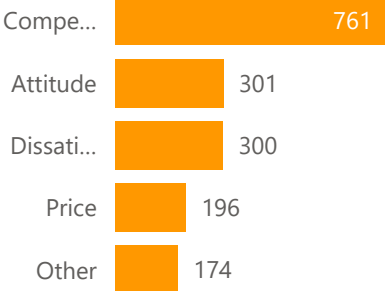
GEOGRAPHIC

Churn Rate by Top 5 State



CHURN DISTRIBUTION

Total Customers by Churn_Category



SERVICES USED

Churn Rate by Internet_Type



Churn by Services

| Services | No | Yes |
|-------------------|-------|-------|
| Unlimited_Data | 19.9% | 80.1% |
| Streaming_TV | 56.8% | 43.2% |
| Streaming_Music | 61.1% | 38.9% |
| Streaming_Movies | 56.0% | 44.0% |
| Premium_Support | 83.5% | 16.5% |
| Phone_Service | 9.4% | 90.6% |
| Paperless_Billing | 25.4% | 74.6% |
| Online_Security | 84.6% | 15.4% |
| Online_Backup | 71.9% | 28.1% |
| Multiple_Lines | 54.8% | 45.2% |

ACCOUNT INFO

Churn_Reason



Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Total

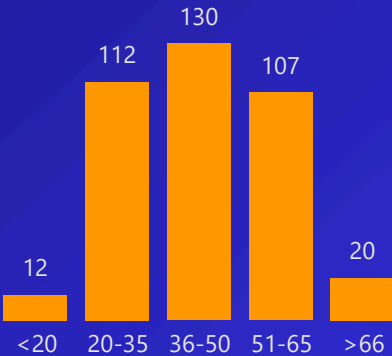
CHURN ANALYSIS - PREDICTION

PREDICTED CHURNER PROFILE

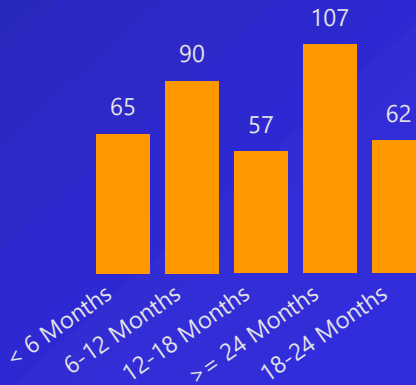
249

Female

by Age Group



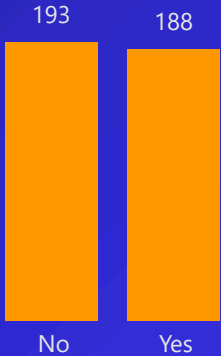
by Tenure Group



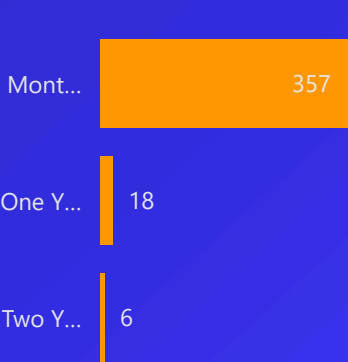
132

Male

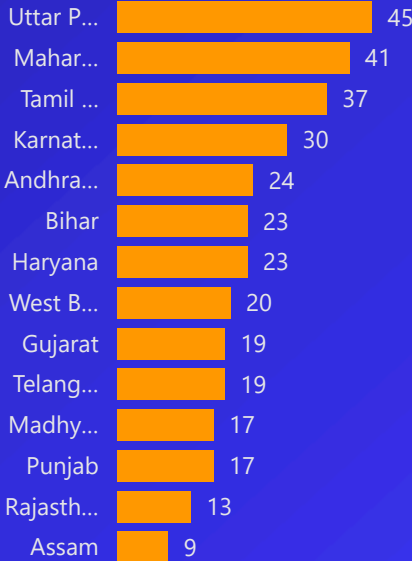
by Marital Status



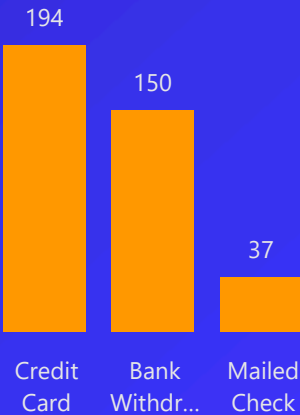
by Contract



by State



by Payment Method



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

| Customer_ID | Monthly_Charge | Total_Revenue | Total_Refunds | Number_of |
|-------------|----------------|---------------|---------------|-----------|
| 85027-KAR | 19.75 | 21.36 | 0.00 | |
| 51597-MAD | 19.90 | 21.40 | 0.00 | |
| 33773-UTT | 20.60 | 22.08 | 0.00 | |
| 86703-WES | 20.65 | 22.12 | 0.00 | |
| 42768-TAM | 19.40 | 22.25 | 0.00 | |
| 53449-MAH | 19.90 | 22.28 | 0.00 | |
| 86315-TAM | 20.95 | 23.24 | 0.00 | |
| 92527-KAR | 20.05 | 23.28 | 0.00 | |
| 71564-KAR | 19.05 | 24.07 | 0.00 | |
| 18415-KAR | 19.10 | 24.12 | 0.00 | |
| 82118-JAM | 24.20 | 24.20 | 0.00 | |
| 27553-UTT | 20.30 | 24.39 | 0.00 | |
| 77658-AND | 24.40 | 24.40 | 0.00 | |
| 99488-KAR | 24.40 | 24.40 | 0.00 | |
| 16244-UTT | 19.55 | 24.65 | 0.00 | |
| 68826-MAH | 24.70 | 24.70 | 0.00 | |
| 53764-WES | 24.90 | 24.90 | 0.00 | |
| 94305-KAR | 19.75 | 25.07 | 0.00 | |
| 92228-BIH | 25.15 | 25.15 | 0.00 | |
| 74033-ASS | 25.25 | 25.25 | 0.00 | |
| 28266-JAM | 25.35 | 25.35 | 0.00 | |
| 48051-GUJ | 25.85 | 25.85 | 0.00 | |
| 81169-TEL | 18.85 | 26.65 | 0.00 | |
| 23078-UTT | 20.30 | 26.94 | 0.00 | |
| 21247-ASS | 19.50 | 27.52 | 0.00 | |
| 94243-TAM | 19.90 | 27.66 | 0.00 | |
| 34024-AND | 20.05 | 27.71 | 0.00 | |