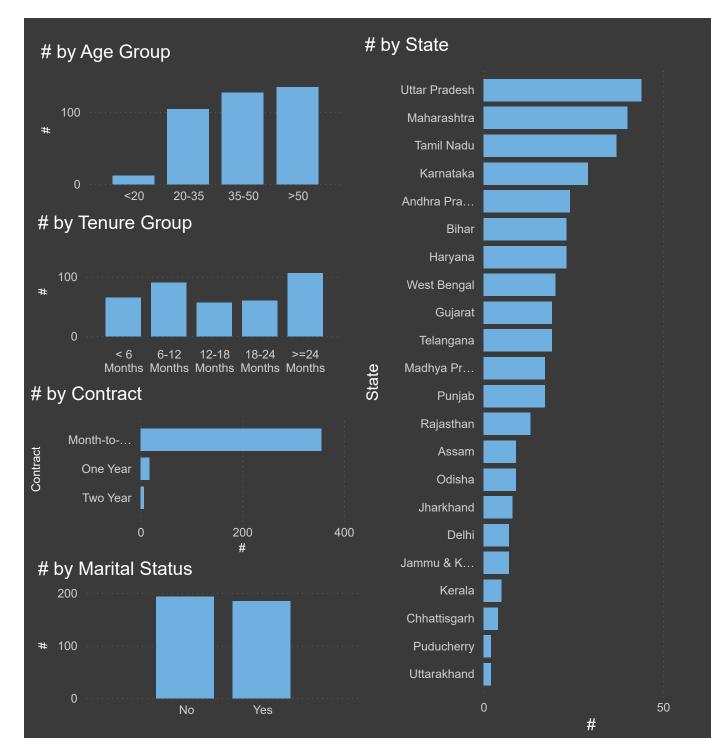
Total Churn by Gender 621 (35.85%) **Churn Analysis Churn Prediction** Gender Female Male 6,418 411 1,732 27.0% Total Churn Churn Rate Married Monthly Charge Range ____1,111 (64.15%) **Total Customers** Total Customers and Churn Rate by Age Group Churn Rate by Payment_Method Total Customers — Churn Rate Churn Rate by State Churn Rate by Internet_Type Mailed Check Payment_Method Jammu & Kashmir 30% Total Customers Fiber Optic Churn Rate Assam Bank Withdr. Internet_Type Cable State Jharkhand Credit Card Chhattisgarh 40% 0% 20% Churn Rate Delhi 35-50 >50 20-35 Age Group 0% 20% 40% 0% 20% 40% 60% Churn Rate Churn Rate Total Customers and Churn Rate by Tenure Group Churn Rate by Contract Total Churn by Churn_Category Services Yes Total CustomersChurn Rate 71.02% 28.98% Device_Protection_Pla 28.0% Competitor 6.29% 93.71% Internet_Service 54.79% 45.21% Month-to-Month **Multiple Lines** 2K 71.88% 28.12% **Online Backup** 27.5% Churn Rate Churn_Category Attitude 84.64% 15.36% Fotal Customers Online_Security Contract 25.40% 74.60% Paperless_Billing One Year 9.41% 90.59% **Phone Service** Dissatisfaction 27.0% 83.49% 16.51% Premium_Support 56.00% 44.00% Streaming_Movies 61.14% 38.86% Price Streaming_Music Two Year 56.76% 43.24% Streaming_TV 26.5% 19.92% 80.08% **Unlimited_Data** Total 50.06% 49.94% 0% 0K 26.0% < 6 Months 6-12 Months 12-18 Months 18-24 Months >=24 Months 600 800 Churn Rate Tenure Group **Total Churn**

Churn_Reason	Total Churn	
Attitude of service provider	93	
Attitude of support person	208	
Competitor had better devices	289	
Competitor made better offer	274	
Competitor offered higher download speeds	92	
Competitor offered more data	106	
Deceased	5	
Total	1,732	



246
Female

132

Male

Summary

COUNT OF PREDICTED CHURNERS: 378

Customer_ID	Sum of Monthly_Charge	Sum of Number_of_Referrals	Sum of Total_Revenue
11751-TAM	24.30	5	38.45
12056-WES	90.40	2	362.89
12136-RAJ	19.90	2	31.73
12257-ASS	19.55	9	29.75
12340-DEL	62.80	0	104.99
12469-AND	55.30	11	91.99
12490-TEL	74.75	9	236.76
13058-MAD	46.10	13	138.13
13123-BIH	100.20	13	253.62
13666-UTT	95.40	15	344.18
13744-AND	19.65	8	33.50
13823-TEL	24.50	1	46.40
13946-HAR	19.65	1	43.32
14567-TAM	20.35	1	64.44
15349-UTT	50.15	9	90.02
15591-KAR	20.40	3	66.31
15803-UTT	19.15	6	41.52
16032-AND	46.60	8	91.64
16068-BIH	25.25	4	35.25
16244-UTT	19.55	5	24.65
16733-ODI	45.85	10	86.23
16764-WES	20.80	15	68.94
16931-BIH	19.30	8	27.96
17154-HAR	18.80	13	62.37
17250-HAR Total	49 25 15,949.30	12 2753	178.50 42,603.54