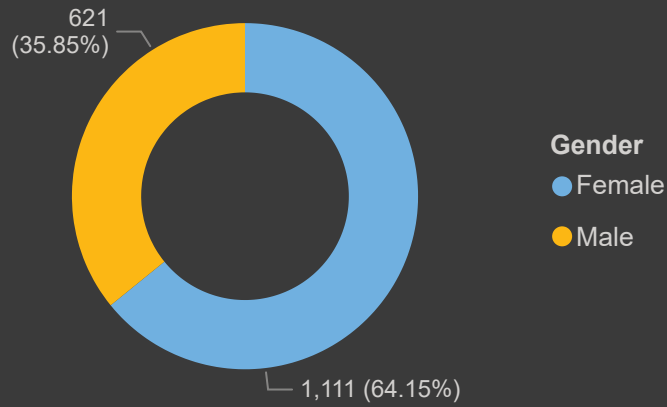


Total Churn by Gender



# Churn Analysis

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

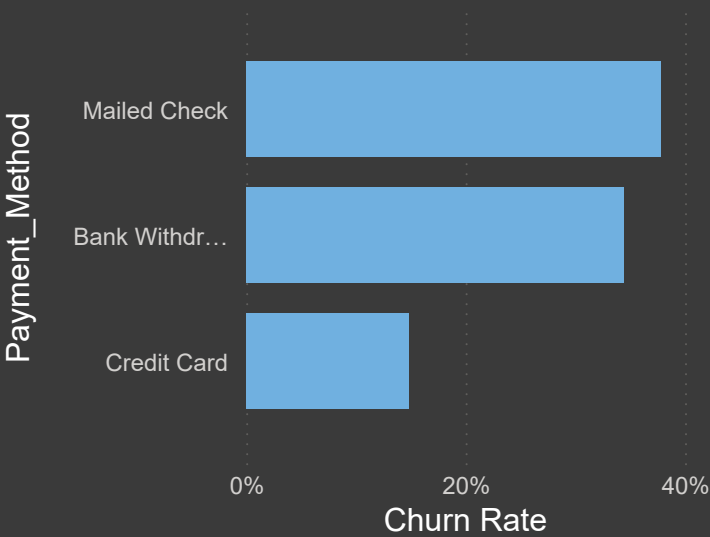
Married

All

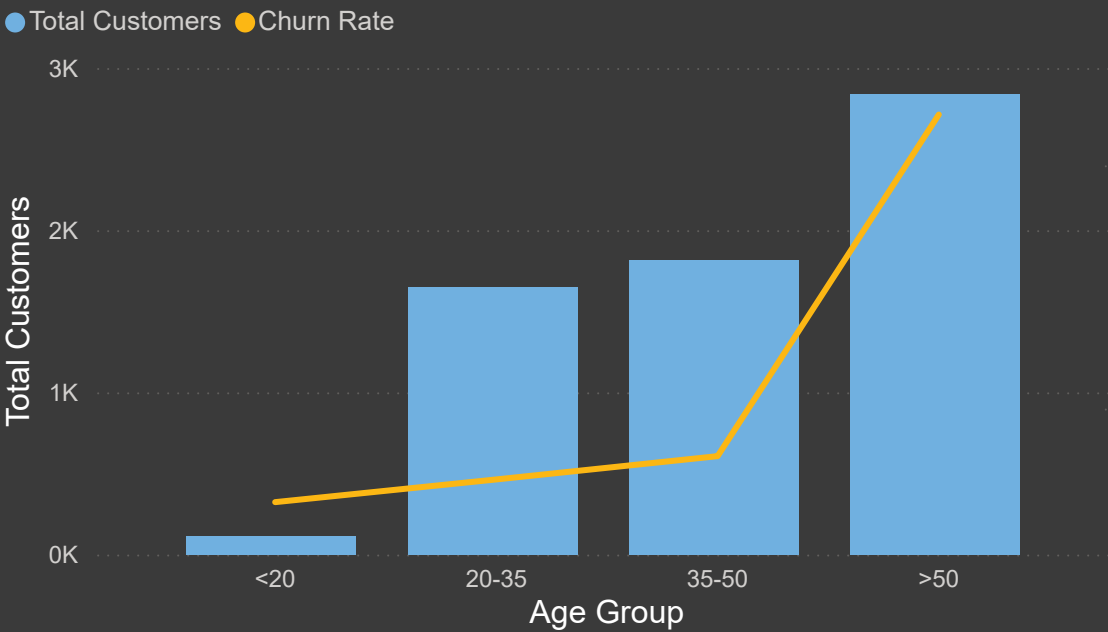
Monthly Charge Range

All

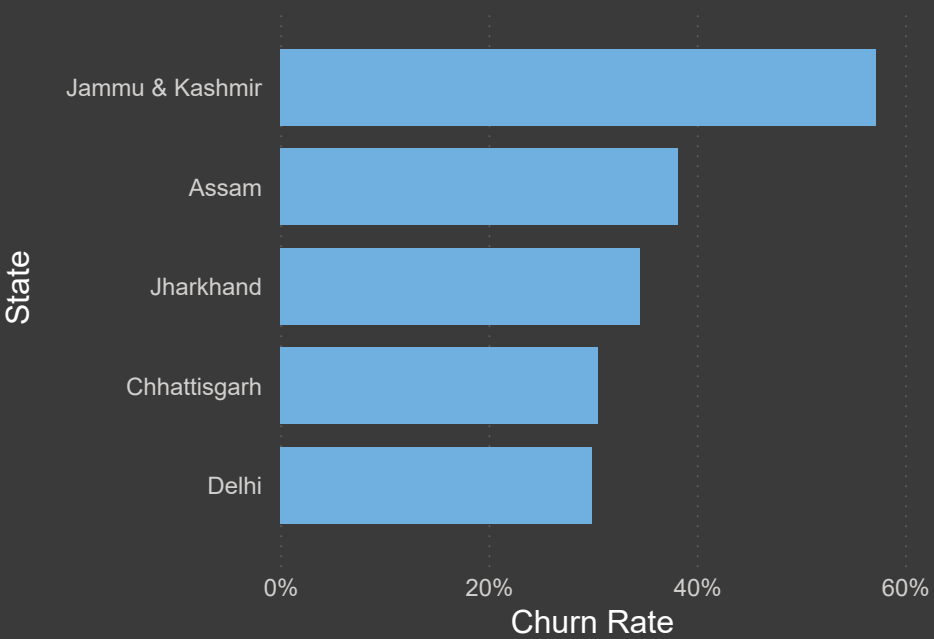
Churn Rate by Payment\_Method



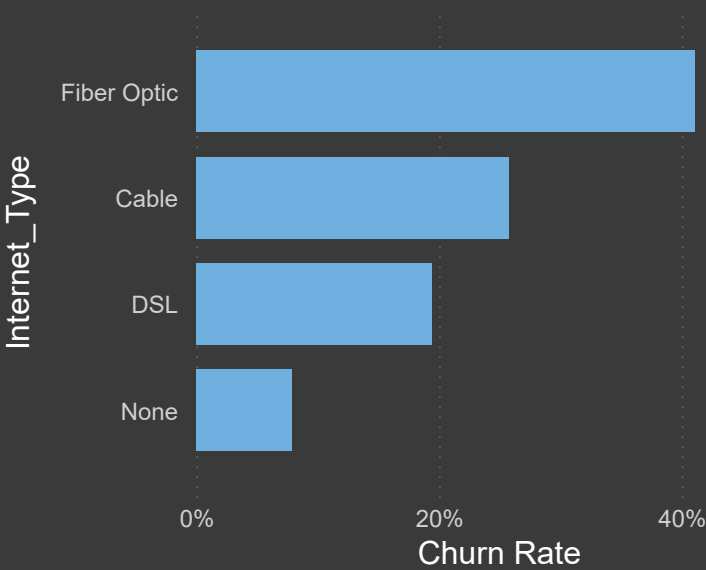
Total Customers and Churn Rate by Age Group



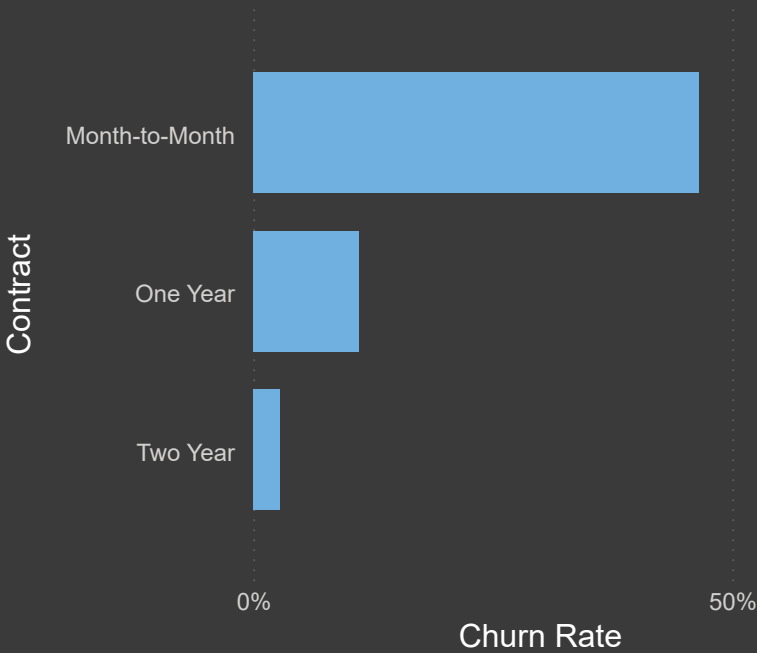
Churn Rate by State



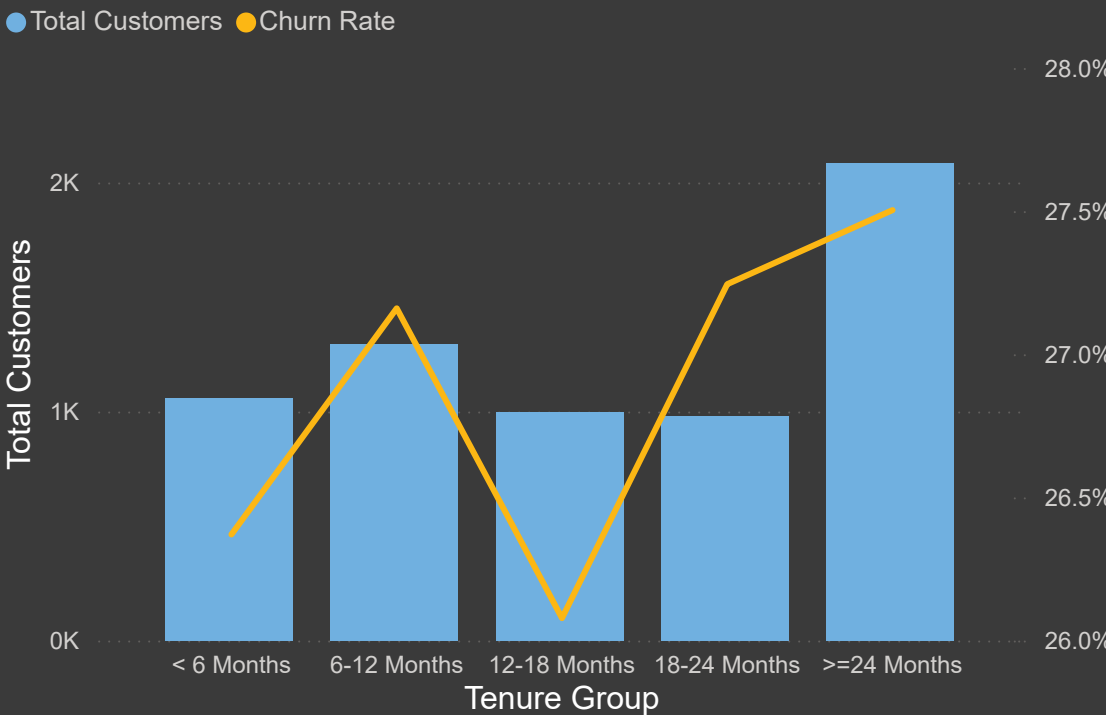
Churn Rate by Internet\_Type



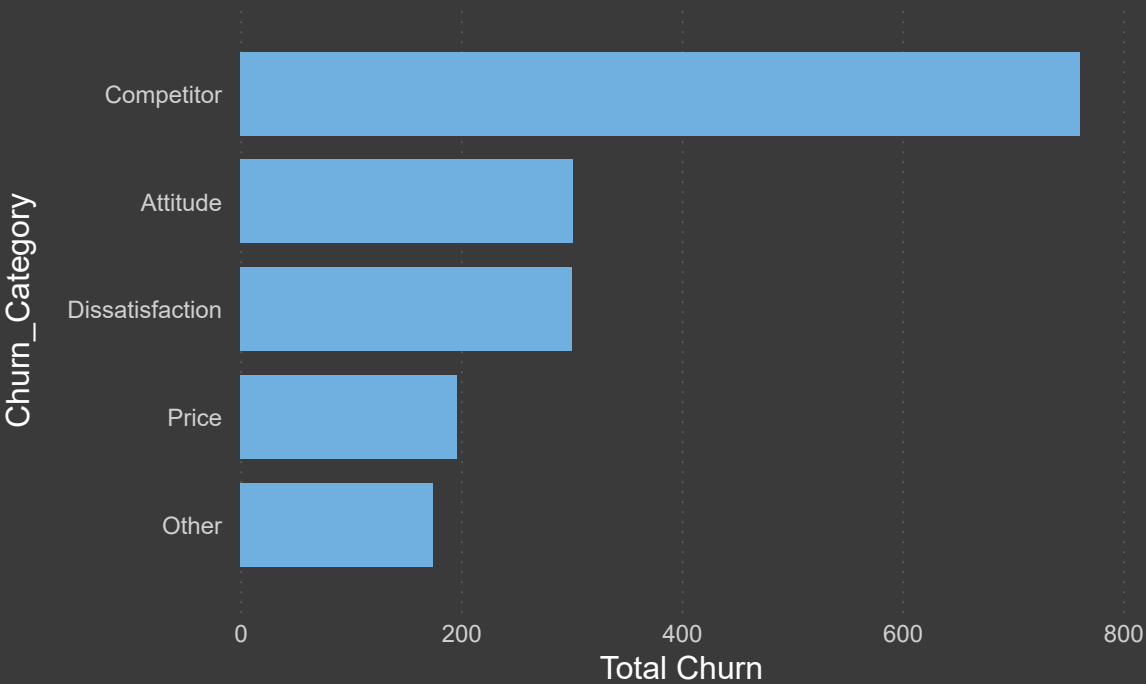
Churn Rate by Contract



Total Customers and Churn Rate by Tenure Group



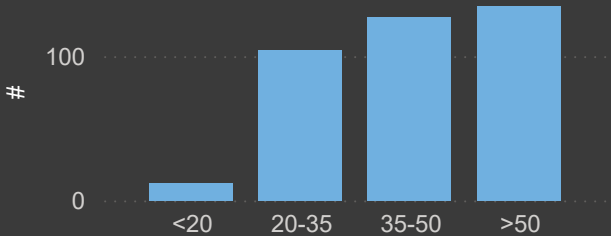
Total Churn by Churn\_Category



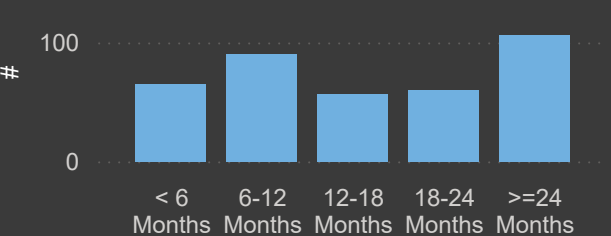
Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Multiple_Lines	54.79%	45.21%
Online_Backup	71.88%	28.12%
Online_Security	84.64%	15.36%
Paperless_Billing	25.40%	74.60%
Phone_Service	9.41%	90.59%
Premium_Support	83.49%	16.51%
Streaming_Movies	56.00%	44.00%
Streaming_Music	61.14%	38.86%
Streaming_TV	56.76%	43.24%
Unlimited_Data	19.92%	80.08%
Total	50.06%	49.94%

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
<b>Total</b>	<b>1,732</b>

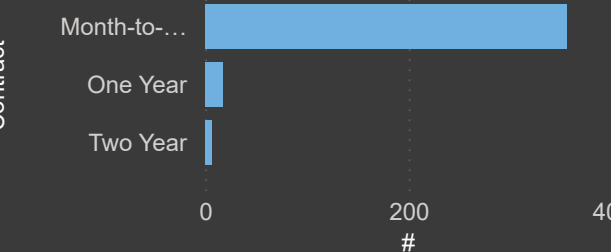
# by Age Group



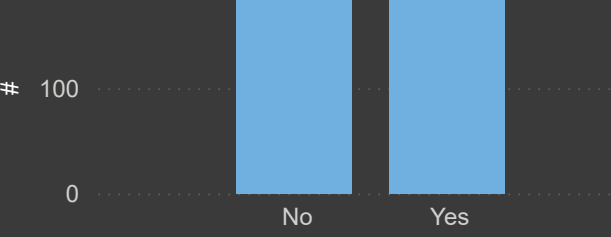
# by Tenure Group



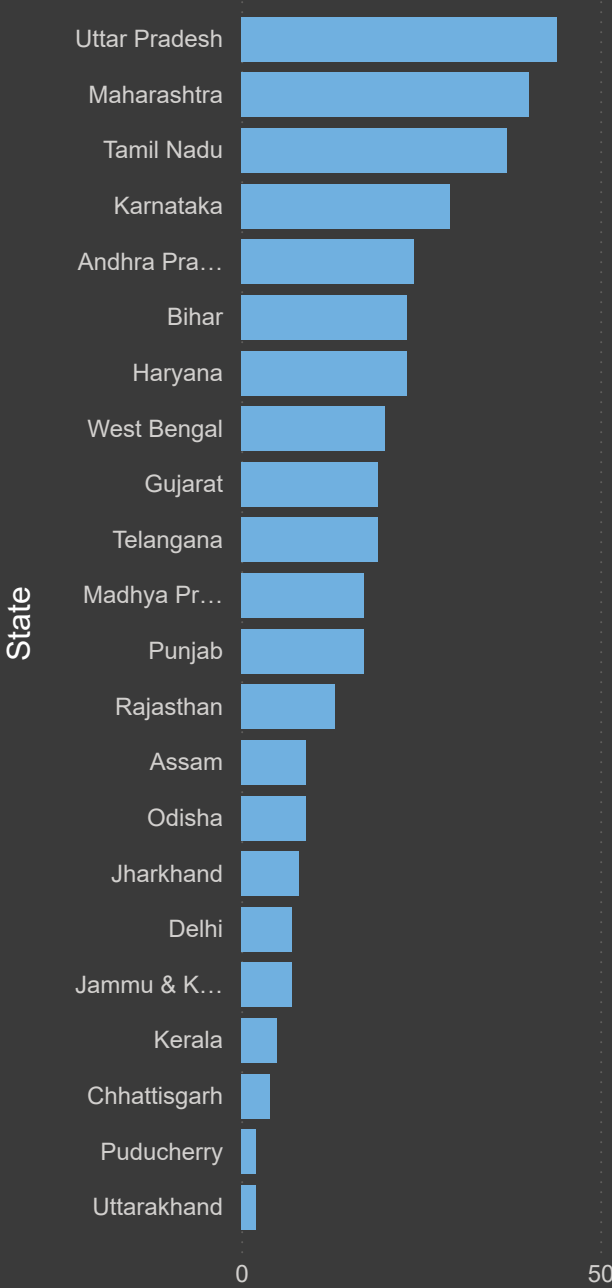
# by Contract



# by Marital Status



# by State



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	49.25	12	178.50
Total	15,949.30	2753	42,603.54