

CHURN ANALYSIS - SUMMARY

Monthly_charge_range

All

married

All

churn prediction

6,418

total customer

411

New Joiners

1,732

total churn

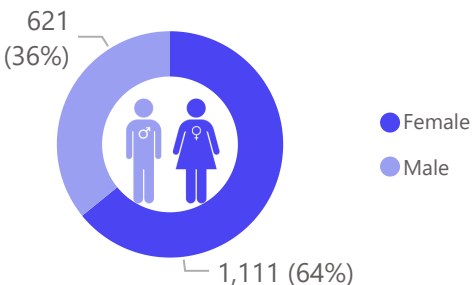
27.0%

churn rate

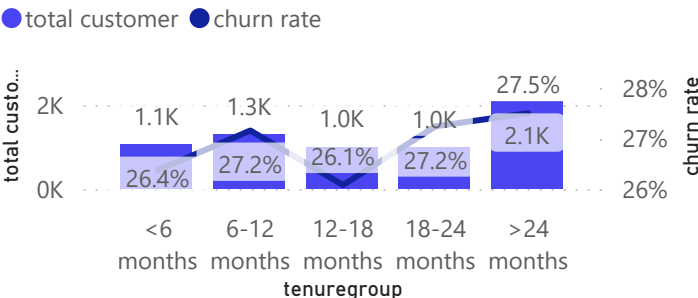


DEMOGRAPHIC

total churn by gender

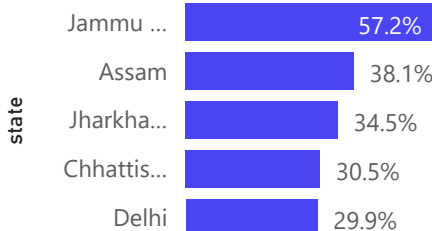


total customer and churn rate by tenure group



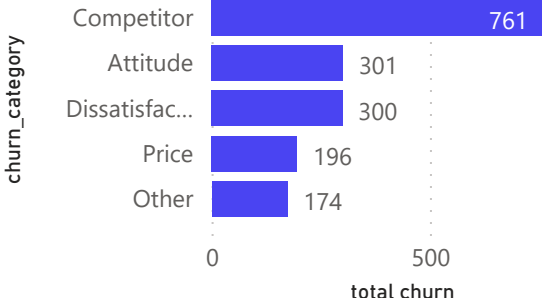
GEOGRAPHIC

churn rate by state (top 5)



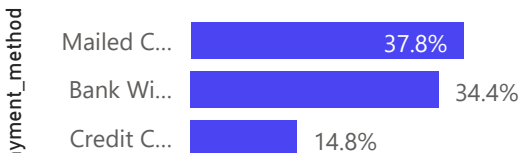
SERVICES USED

total churn by churn_category

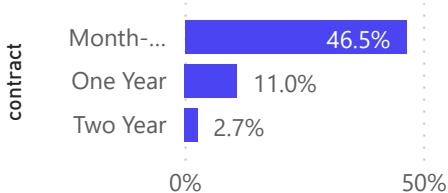


ACCOUNT INFO

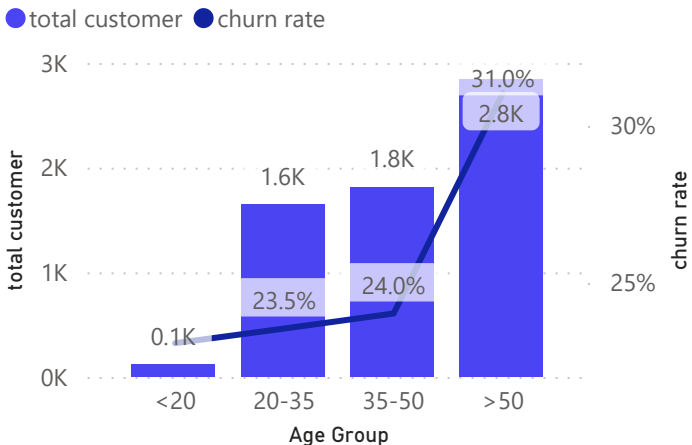
churn rate by payment_method



churn rate by contract

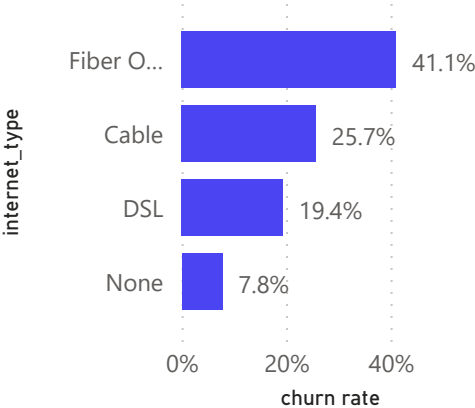


total customer and churn rate by Age Group



CHURN DISTRIBUTION

churn rate by internet_type



Churn by service

Services	No	Yes
phone_service	9.41%	90.59%
online_security	84.64%	15.36%
online_backup	71.88%	28.12%
multiple_lines	54.79%	45.21%
internet_service	6.29%	93.71%
device_protection_plan	71.02%	28.98%

churn_reason	total churn
Service dissatisfaction	61
Product dissatisfaction	71
Price too high	72
Poor expertise of phone support	12
Poor expertise of online support	30
Others	0
Network reliability	66
Moved	45
Long distance charges	62
Total	1,732

CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

248

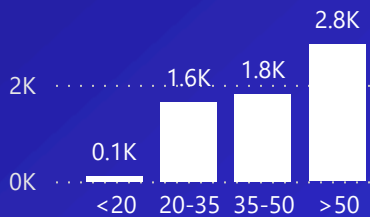


133

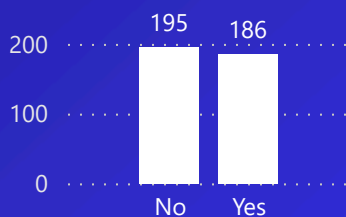
Female

Male

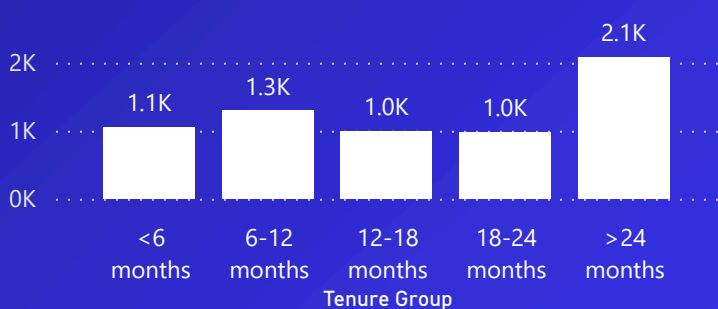
by Age Group



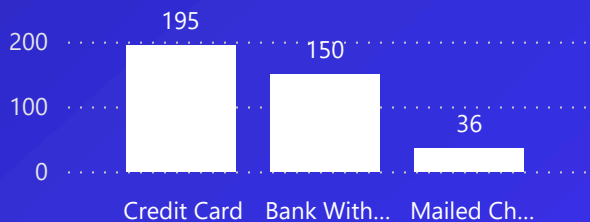
by Marital Status



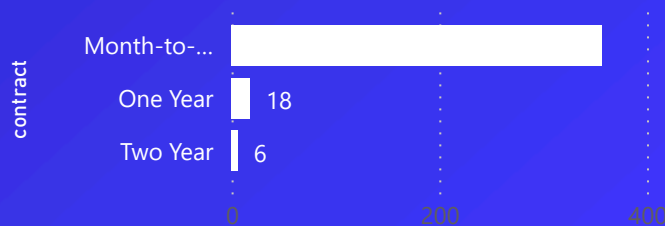
by Tenure Group



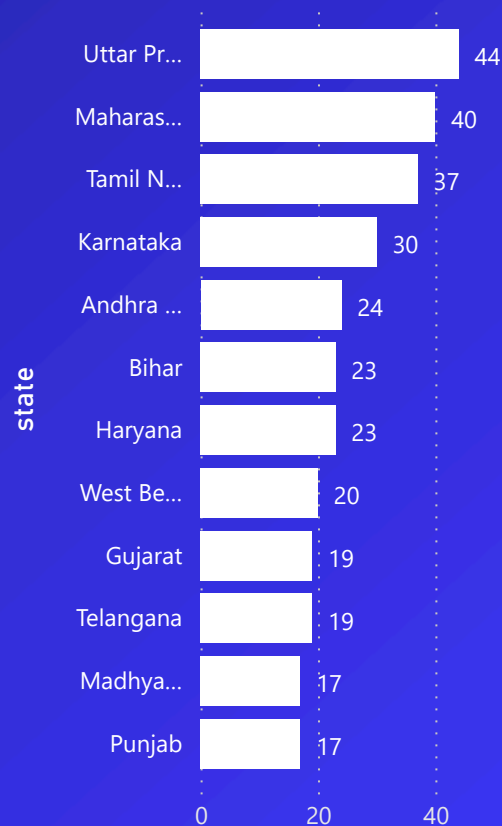
by payment_method



by contract



by state



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 381

customer_id	Sum of total_revenue	monthly_charge	Sum of total_refunds	Sum of number_of_referrals
13666-UTT	344.18	95.40	0.00	15
16764-WES	68.94	20.80	0.00	15
18015-ODI	64.83	49.90	0.00	15
18027-UTT	41.34	19.90	0.00	15
19541-ODI	153.20	45.25	0.00	15
19747-WES	356.05	64.50	0.00	15
25048-TEL	56.95	24.00	0.00	15
31129-AND	94.77	70.35	0.00	15
31294-KAR	91.54	49.75	0.00	15
31918-KAR	107.25	41.35	0.00	15
32586-UTT	40.97	-8.00	0.00	15
36017-TAM	60.18	19.55	0.00	15
39128-PUN	73.32	44.75	0.00	15
45213-AND	190.07	61.20	0.00	15
46378-MAH	169.78	70.40	0.00	15
47133-ODI	169.47	44.60	0.00	15
47492-AND	38.78	20.15	0.00	15
47737-UTT	36.56	19.65	0.00	15
52279-TAM	310.61	80.70	0.00	15
71210-WES	48.95	19.85	0.00	15
73044-KAR	117.59	74.60	0.00	15
74033-ASS	25.25	25.25	0.00	15
82427-MAH	37.49	19.55	0.00	15
86362-ASS	113.85	74.30	0.00	15
88111-MAH	126.46	83.40	0.00	15
98334-MAD	161.38	20.20	0.00	15
19539-PUN	94.73	45.40	0.00	14
23729-UTT	58.02	19.65	0.00	14
29371-WES	196.51	55.30	0.00	14
31112-HAR	51.26	19.20	0.00	14
Total	43,342.49		100.24	2776