

22

Total States

6,418

Total Customers

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

CHURN ANALYSIS

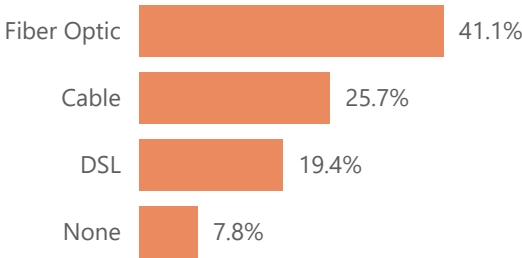
Monthly Charge Status

All

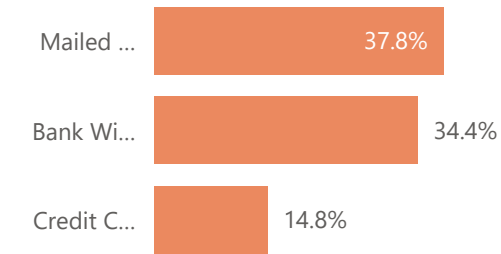
Married

No

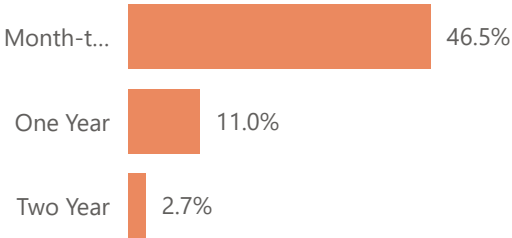
Churn Rate by Internet_Type



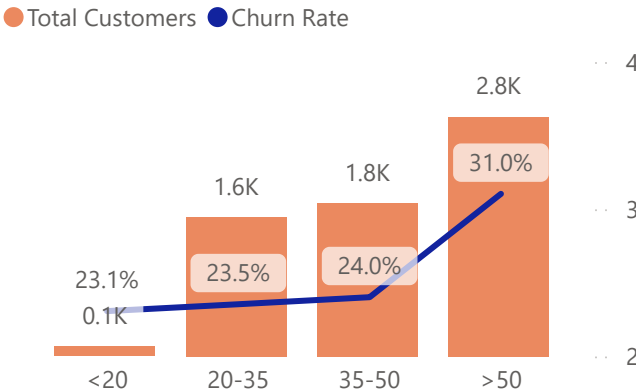
Churn Rate by Payment_Method



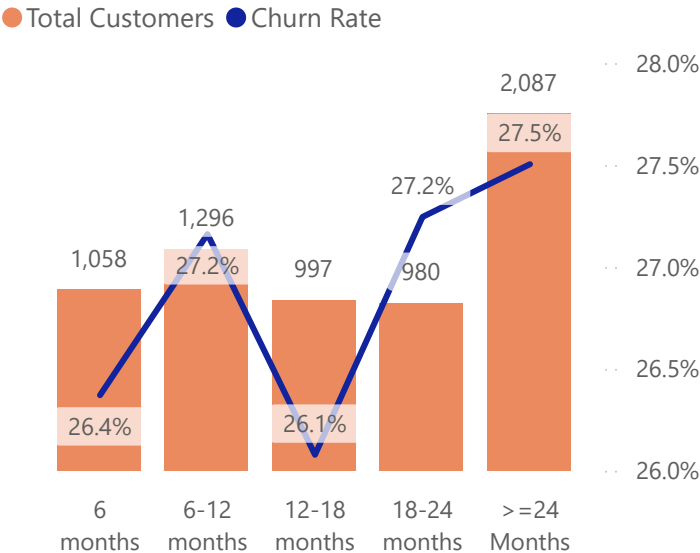
Churn Rate by Contract



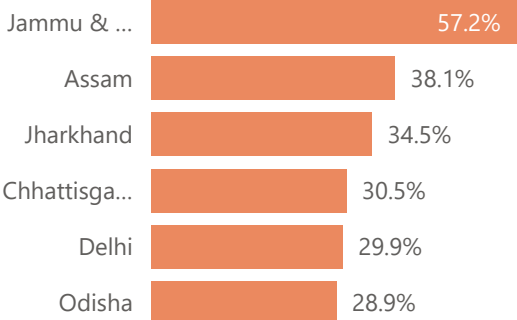
Total Customers and Churn Rate by Age Group



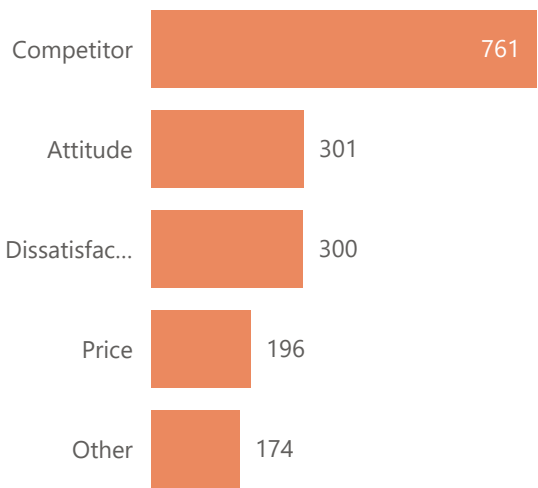
Total Customers and Churn Rate by Tenure Group



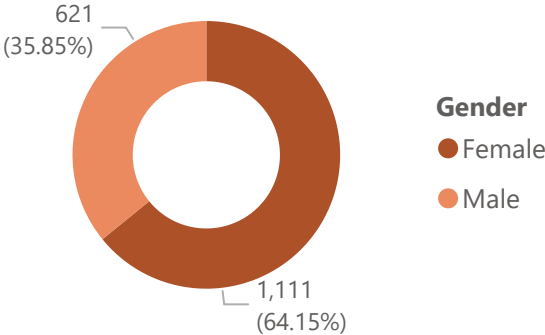
Churn Rate by State (Top 6)



Total Churn by Churn_Category



Total Churn by Gender



Churns by Services

Services	No	Yes
Device_Protection_Plan	71.6%	28.4%
Internet_Service	6.6%	93.4%
Multiple_Lines	55.5%	44.5%
Online_Backup	73.3%	26.7%
Online_Security	85.5%	14.5%
Paperless_Billing	27.0%	73.0%
Phone_Service	8.8%	91.2%
Premium_Support	83.6%	16.4%
Streaming_Movies	56.7%	43.3%
Streaming_Music	62.5%	37.5%
Streaming_TV	55.0%	45.0%

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