

CHURN ANALYSIS -SUMMARY

6,418

Total Customer

411

New Joiners

1,732

Total Churn

27.0%

Churn Rate

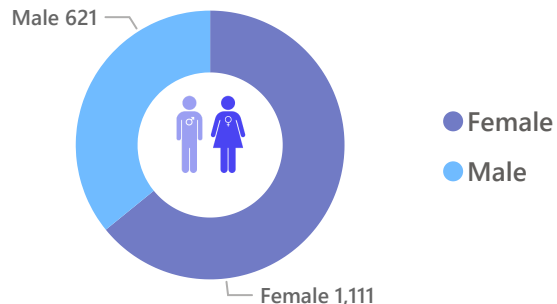
Monthly Charge Range

All

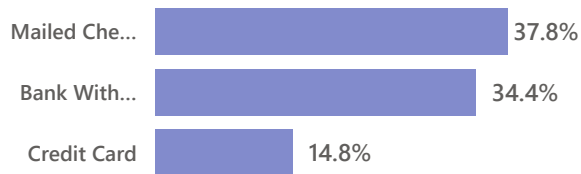
Married

All

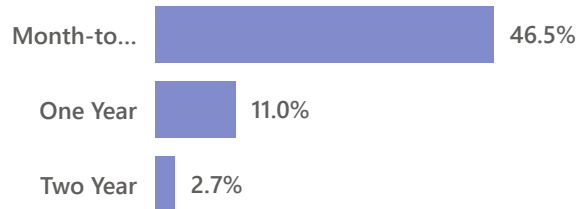
Total Churn by Gender



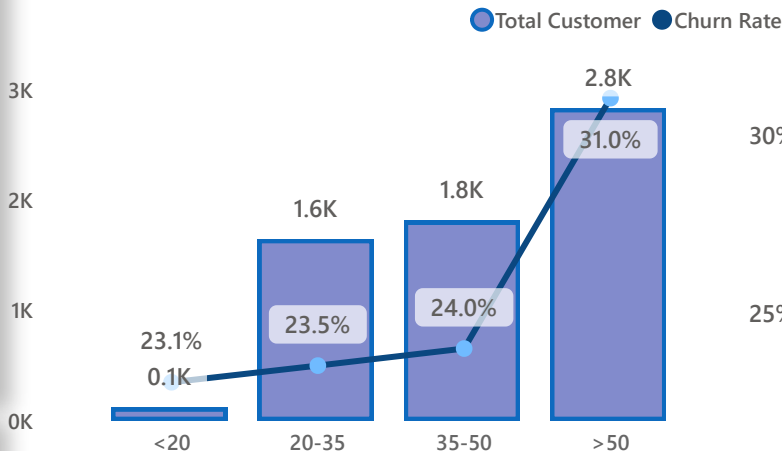
Churn Rate by Payment Method



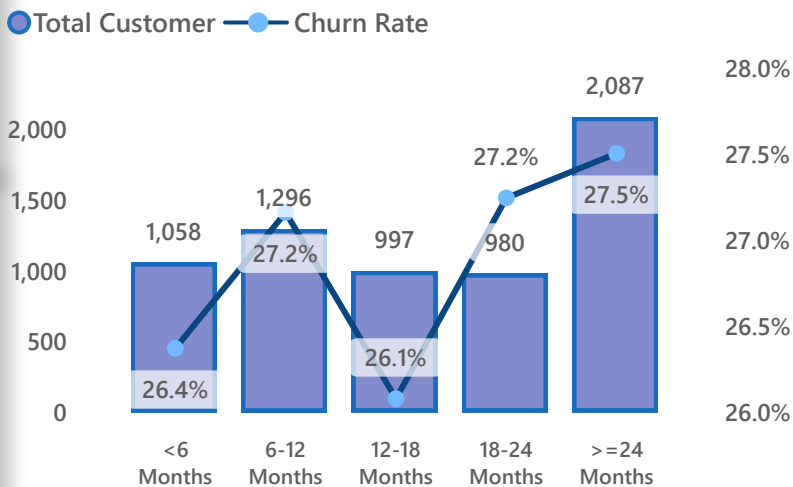
Churn Rate by Contract



Total Customer and Churn Rate by Age Group

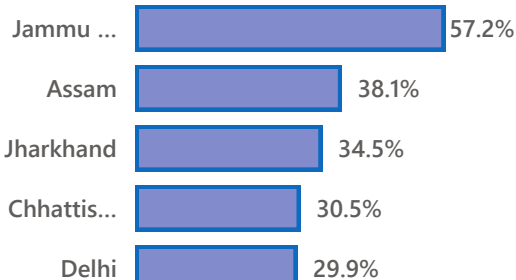


Total Customer and Churn Rate by Tenure Group



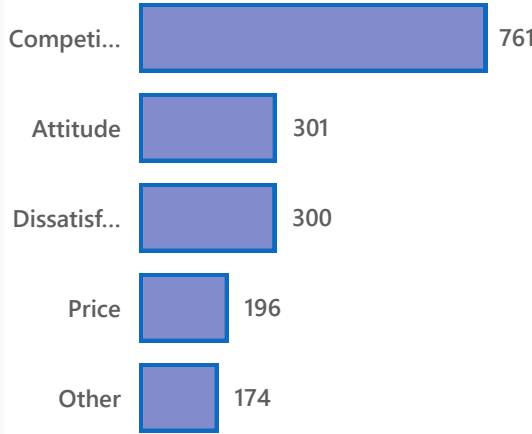
Geographic

Churn Rate by State (Top 5)



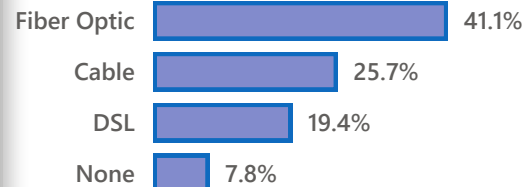
Churn Distribution

Total Churn by Churn Category



Services Used

Churn Rate by Internet Type



Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%
Streaming_Music	61.1%	38.9%
Streaming_TV	56.8%	43.2%
Unlimited_Data	19.9%	80.1%

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
Total	1,732