

# CHURN ANALYSIS - SUMMARY

Monthly Charge Range

All

Married

All

PREDICTION

6418

Total Customer

411

New Joinee

1732

Total Churn

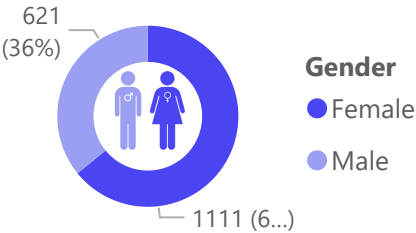
27.0%

Churn Rate

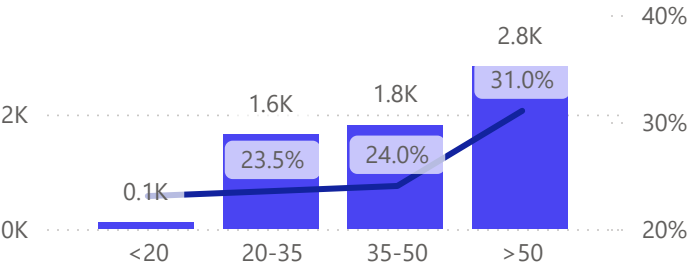


DEMOGRAPHIC

Total Churn by Gender

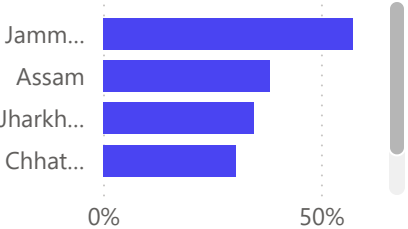


Total Customer and Churn Rate by Age Group



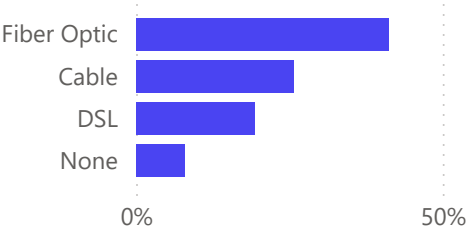
GEOGRAPHIC

Churn Rate by State



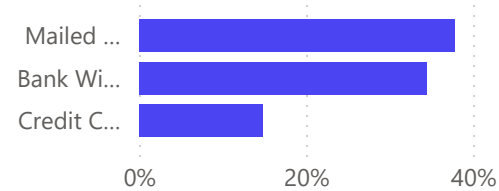
SERVICES USED

Churn Rate By Internet Type

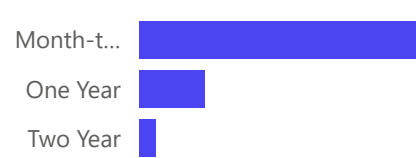


ACCOUNT INFO

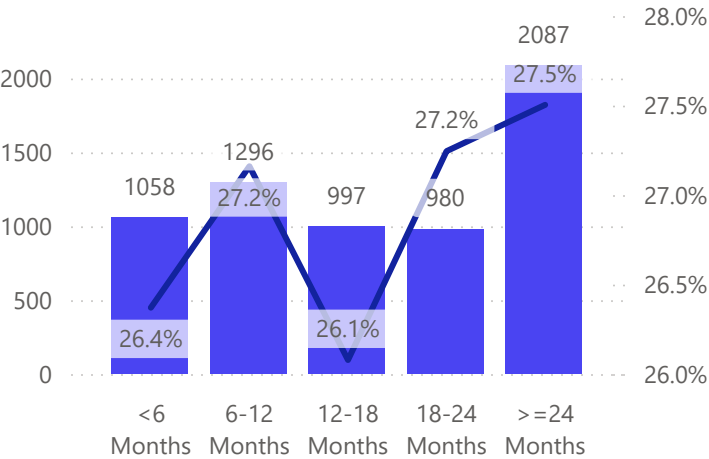
Churn Rate By Payment Method



%Churn by Contract

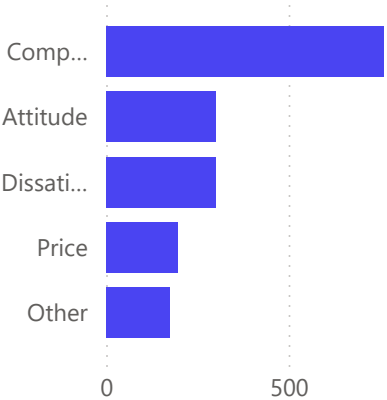


Total Customer and Churn Rate By Tenure Group



CHURN DISTRIBUTION

Total Churn by Churn Category



Churn By Services

Services	No	Yes
Device_Protection_Plan	71.02%	28.98%
Internet_Service	6.29%	93.71%
Married_Group	50.98%	49.02%
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%

# CHURN ANALYSIS - PREDICTION

SUMMARY

## PREDICTED CHURNER PROFILE

245

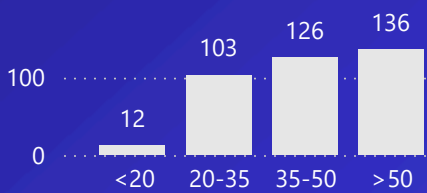
Female



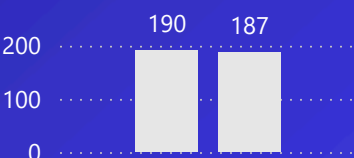
132

Male

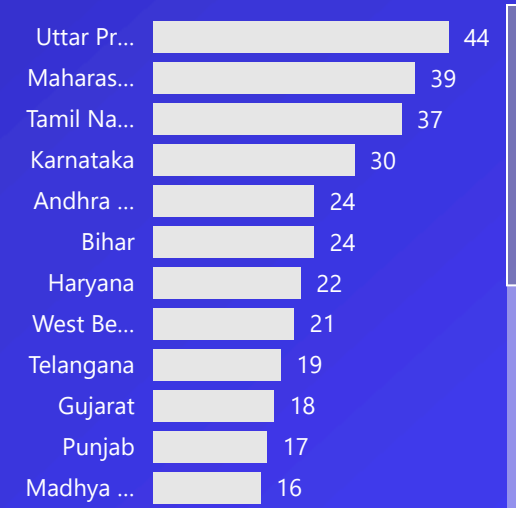
Customer\_ID by Age Group



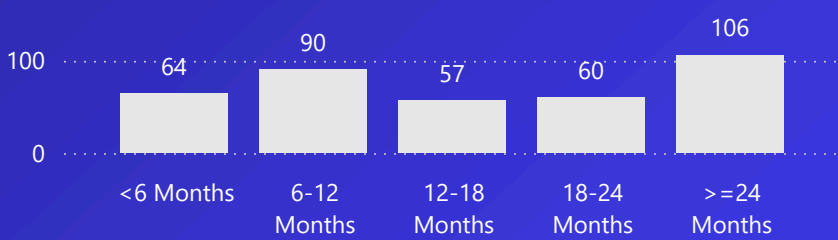
Customer\_ID by Martial Status



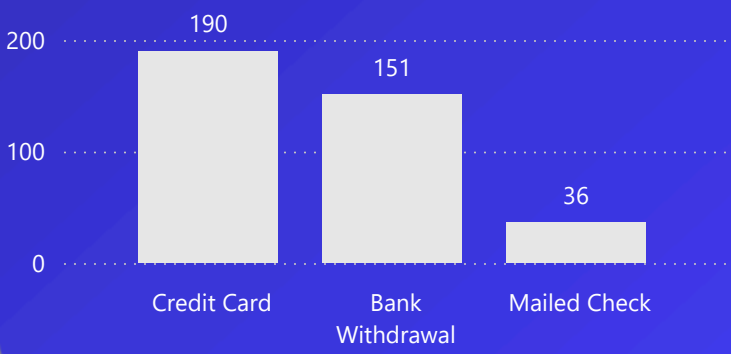
Count of Customer\_ID by State



Customer\_ID by mapping\_tenure



Customer\_ID by Payment\_Method



Count of Customer\_ID by Contract



## CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS: 377

Customer_ID	Monthly Charge	Total_Revenue	Total Refunds	Number_of_Referrals
11751-TAM	24.30	38.45	0.00	5
12056-WES	90.40	362.89	0.00	2
12136-RAJ	19.90	31.73	0.00	2
12257-ASS	19.55	29.75	0.00	9
12340-DEL	62.80	104.99	0.00	0
12469-AND	55.30	91.99	0.00	11
12490-TEL	74.75	236.76	38.84	9
13058-MAD	46.10	138.13	0.00	13
13123-BIH	100.20	253.62	0.00	13
13666-UTT	95.40	344.18	0.00	15
13744-AND	19.65	33.50	0.00	8
13823-TEL	24.50	46.40	0.00	1
13946-HAR	19.65	43.32	0.00	1
14567-TAM	20.35	64.44	0.00	1
15349-UTT	50.15	90.02	0.00	9
15591-KAR	20.40	66.31	0.00	3
15803-UTT	19.15	41.52	0.00	6
16032-AND	46.60	91.64	0.00	8
16068-BIH	25.25	35.25	0.00	4
16244-UTT	19.55	24.65	0.00	5
Total		42,471.33	100.24	2740