

# Churn Analysis

6,418

Total Customers

411

New Joiners

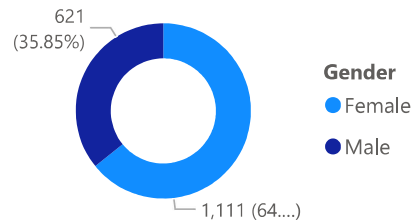
1,732

Total Churn

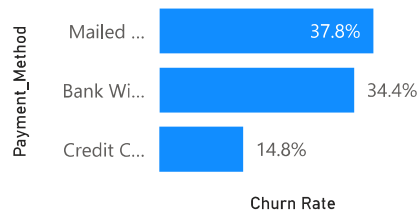
27.0%

Churn Rate

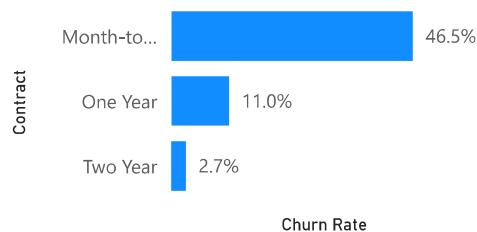
Total Churn by Gender



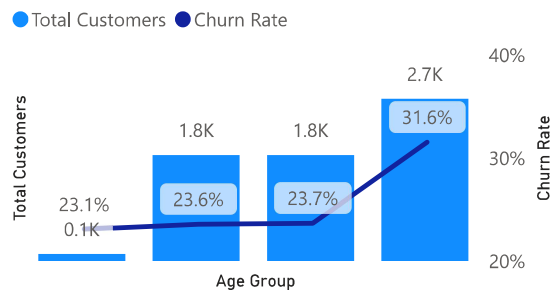
Churn Rate by Payment\_Method



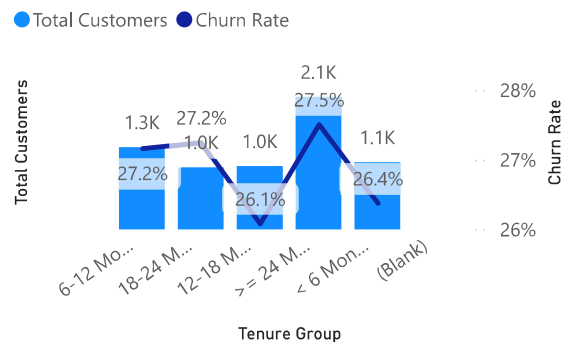
Churn Rate by Contract



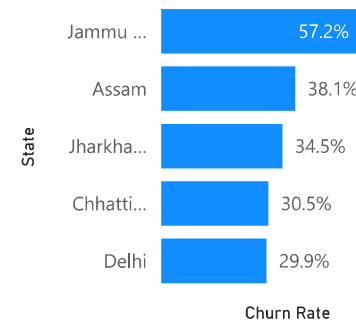
Total Customers and Churn Rate by Age Group



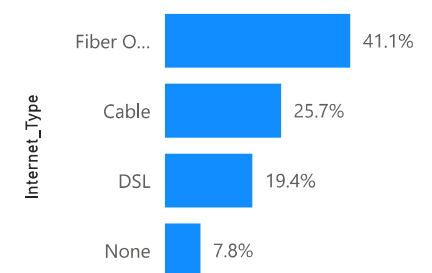
Total Customers and Churn Rate by Tenure Group



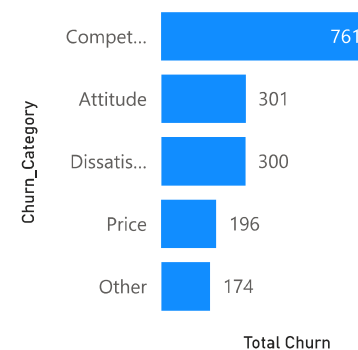
Churn Rate by State



Churn Rate by Internet\_Type



Total Churn by Churn\_Category



Service	Churn Rate	
	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 Prediction

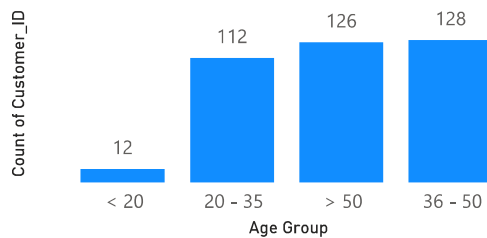
246

Female

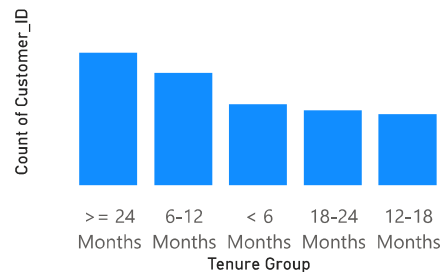
132

Male

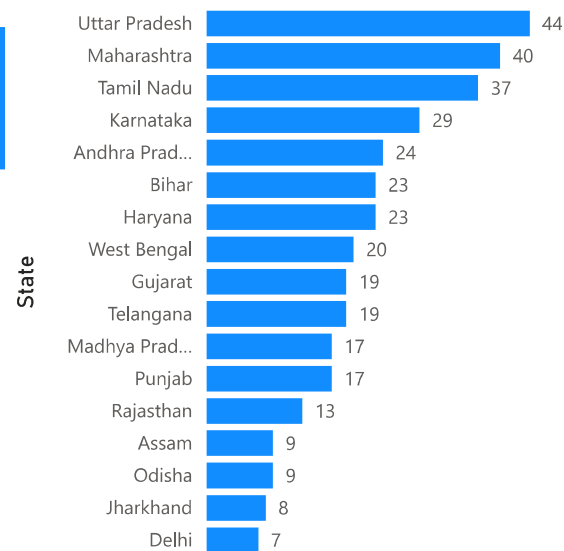
Count of Customer\_ID by Age Group



Count of Customer\_ID by Tenure Group



Count Predicted Churner by State

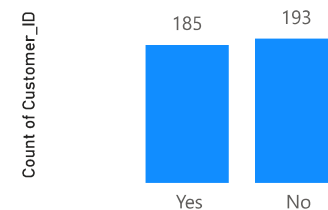


Count Predicted Churner

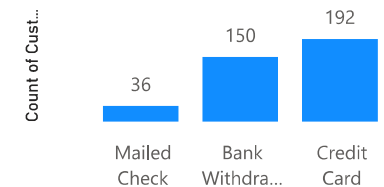
COUNT OF PREDICTED CHURNERS : 378

Customer_ID	Monthly_Charge	Number_of_Reterrals	Total_Reterrals	Total_Revenue
13666-UTT	95.40	15	0.00	344.18
16764-WES	20.80	15	0.00	68.94
18015-ODI	49.90	15	0.00	64.83
18027-UTT	19.90	15	0.00	41.34
19541-ODI	45.25	15	0.00	153.20
19747-WES	64.50	15	0.00	356.05
25048-TEL	24.00	15	0.00	56.95
31129-AND	70.35	15	0.00	94.77
31294-KAR	49.75	15	0.00	91.54
31918-KAR	41.35	15	0.00	107.25
32586-UTT	-8.00	15	0.00	40.97
36017-TAM	19.55	15	0.00	60.18
39128-PUN	44.75	15	0.00	73.32
45213-AND	61.20	15	0.00	190.07
46378-MAH	70.40	15	0.00	169.78
47133-ODI	44.60	15	0.00	169.47
47492-AND	20.15	15	0.00	38.78
47737-UTT	19.65	15	0.00	36.56
Total	15,949.30	2753	100.24	42,603.54

Count of Customer\_ID by Married



Count of Customer\_ID by Payment\_Method



State

All

Contract

All

378

Count Predicted Churner

42.60K

Total\_Revenue

28.50K

Total\_Charges

2753

Number\_of\_Referrals

100.24

Total\_Refunds

Total\_Revenue Total\_Charges Monthly\_Charge Total\_Long\_Distance\_Charges Tenure\_in\_Months Number\_of\_Referrals Total\_Extra\_Data\_Charges

