

Databel Churn Analysis

Overview

Age Groups

Payment and Contract

Extra Charges

Insights

27%

Churn Rate

1796

Customers Churned

6687

Total Customers

Account Lenght

1

77

Gender

All



Churn Reason

Competitor

Competitor made better offer

Competitor off...

Competitor had better devices

Competitor off...

Attitude

Attitude of support person

Attitude ...

Other

Don't know

Moved

Poor...

Dissatisfaction

Product dissatisf...

Service di...

Limi...

Network reliability

Lack of ...

Price

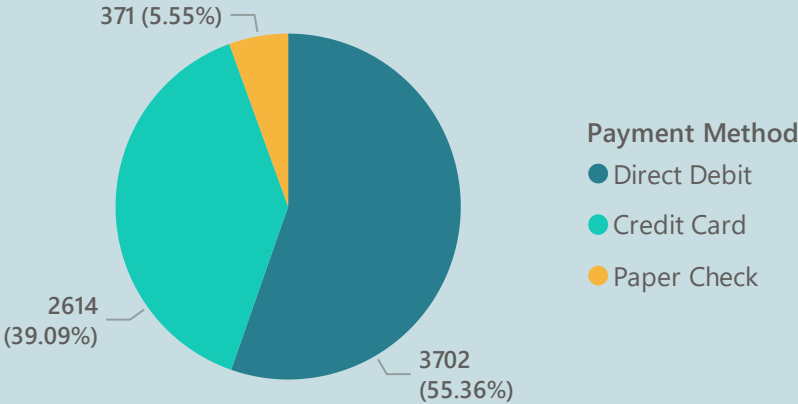
Price too high

Long dista...

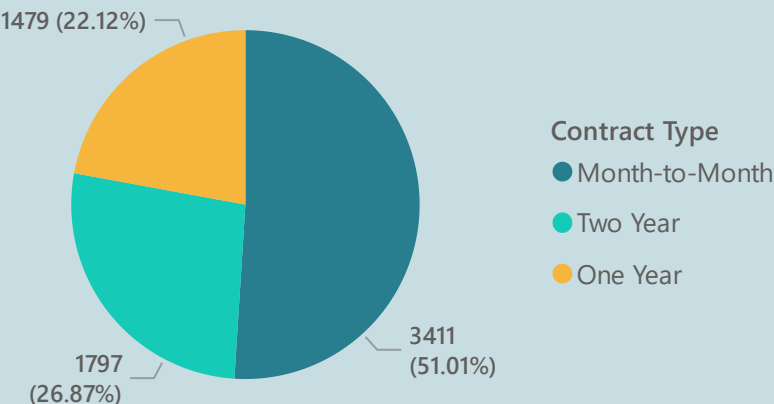
Extra data ch...

Lack of aff...

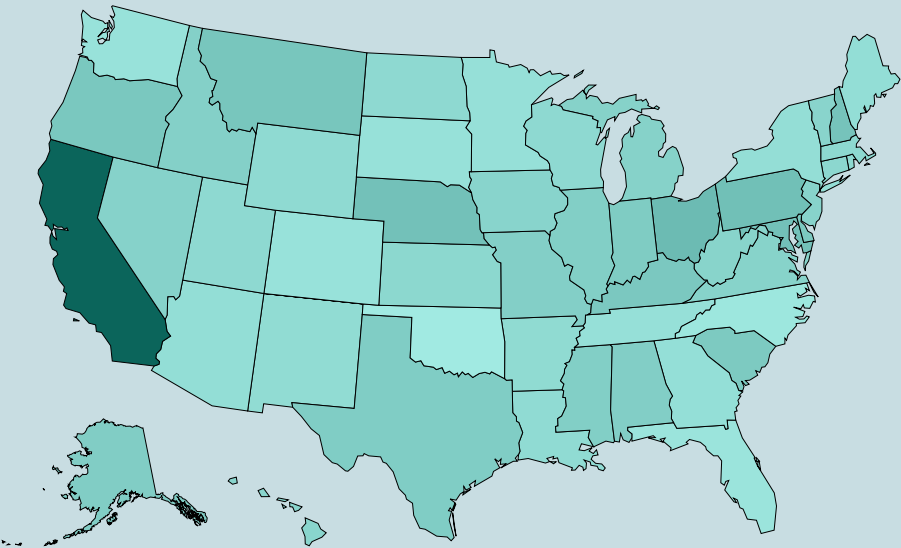
Number of Customers by Payment Method



Number of Customers by Contract Type



Churn Rate by State



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Avg Monthly Charge

\$31.03

Service calls per customer

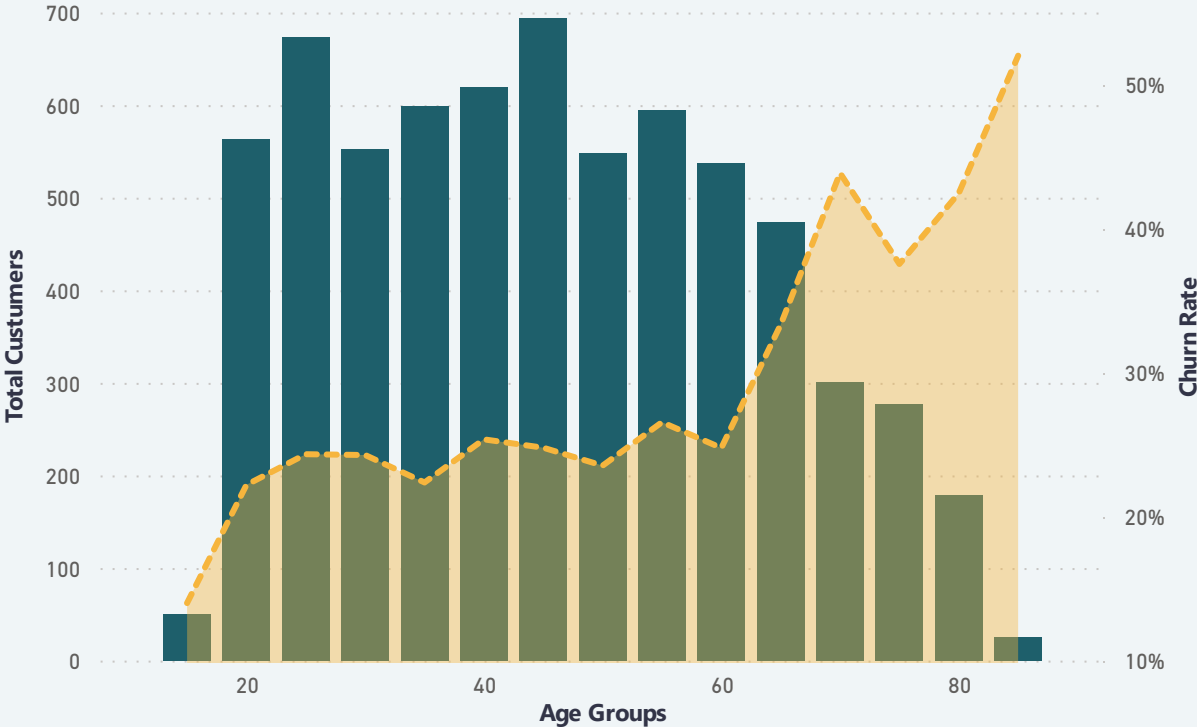
0.92

Avg Monthly Donwload (GB)

6.70

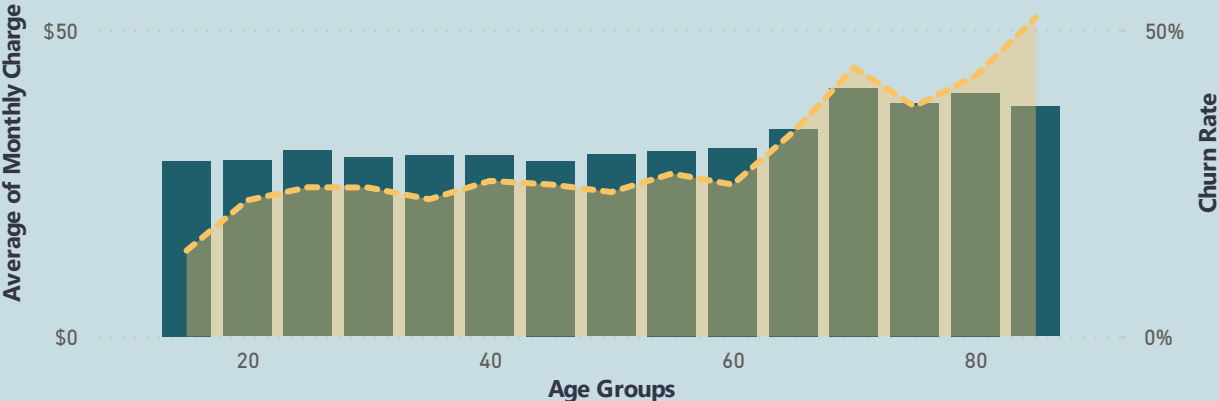
Age Groups by Total Customers and Churn Rate

Total Customers Churn Rate



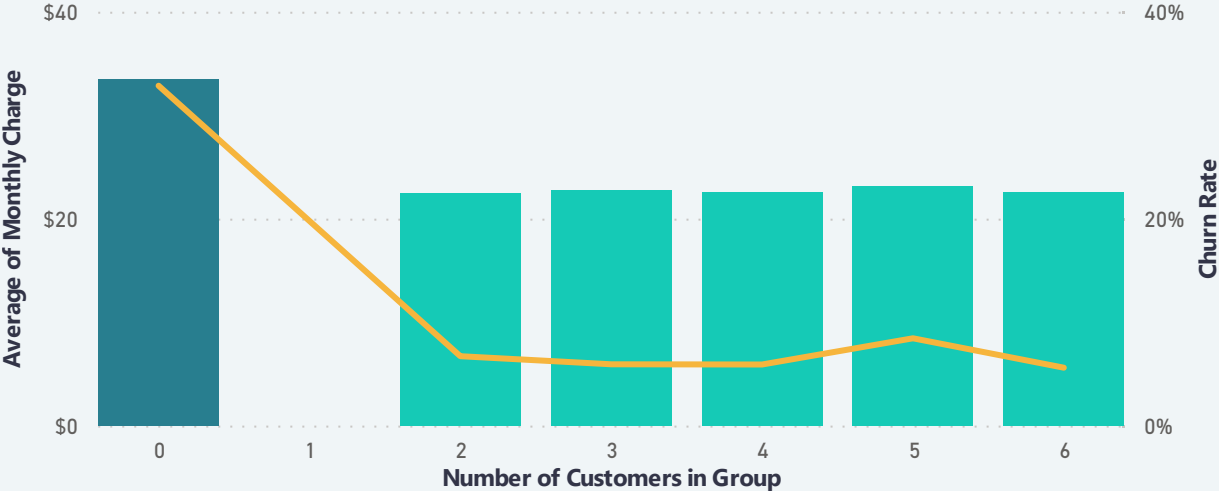
Age Groups by Monthly Charge and Churn Rate

Average of Monthly Charge Churn Rate



Customers Groups by Monthly Charge and Churn Rate

Group No Yes Churn Rate



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Churn Rate by Account Lenght and Contract Type

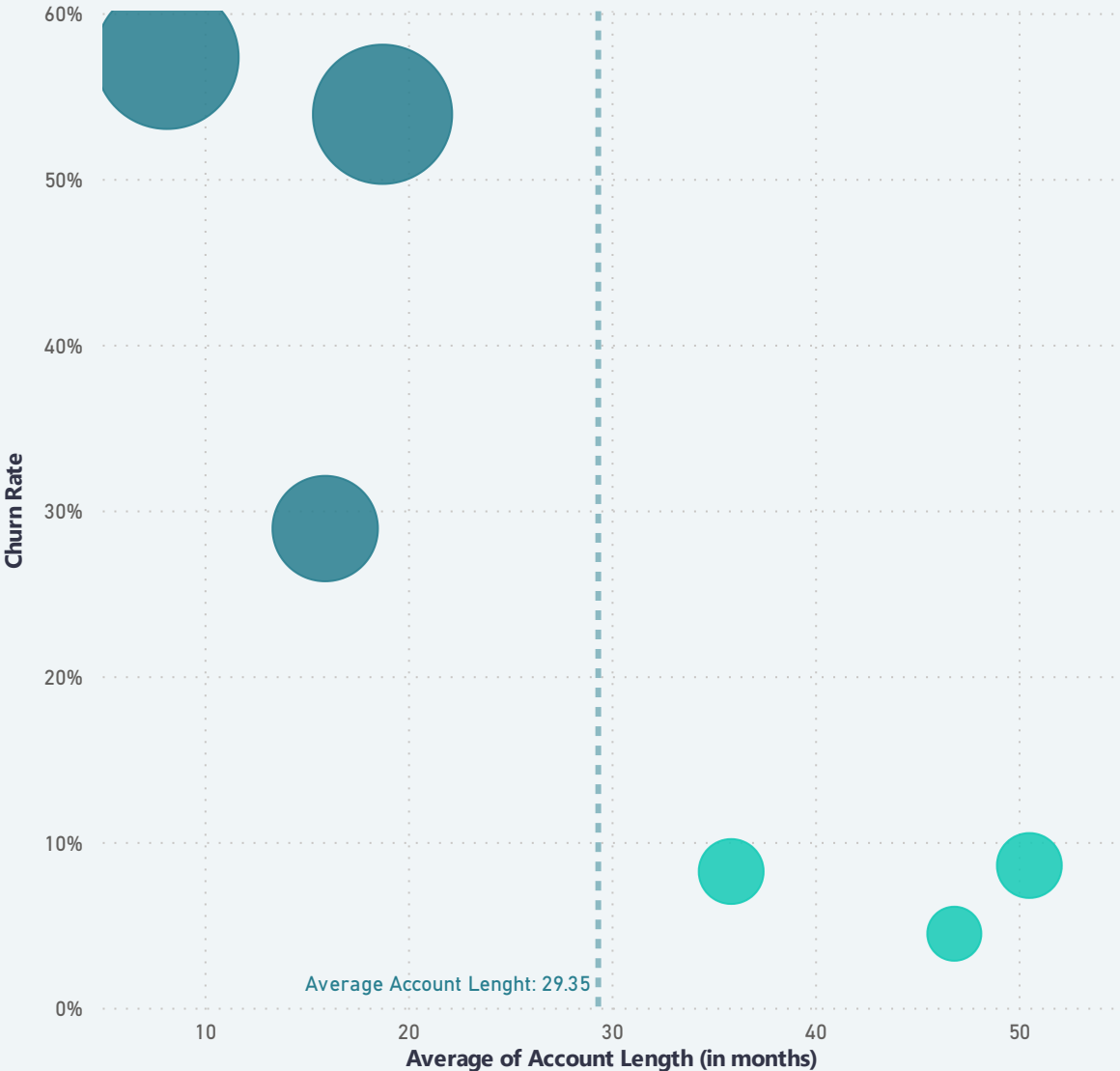
Contract Category



Monthly



Yearly



Customers services calls

6123

Service calls per customer

0.92

Contract Type and Category



Monthly



Month-to-Month



Yearly

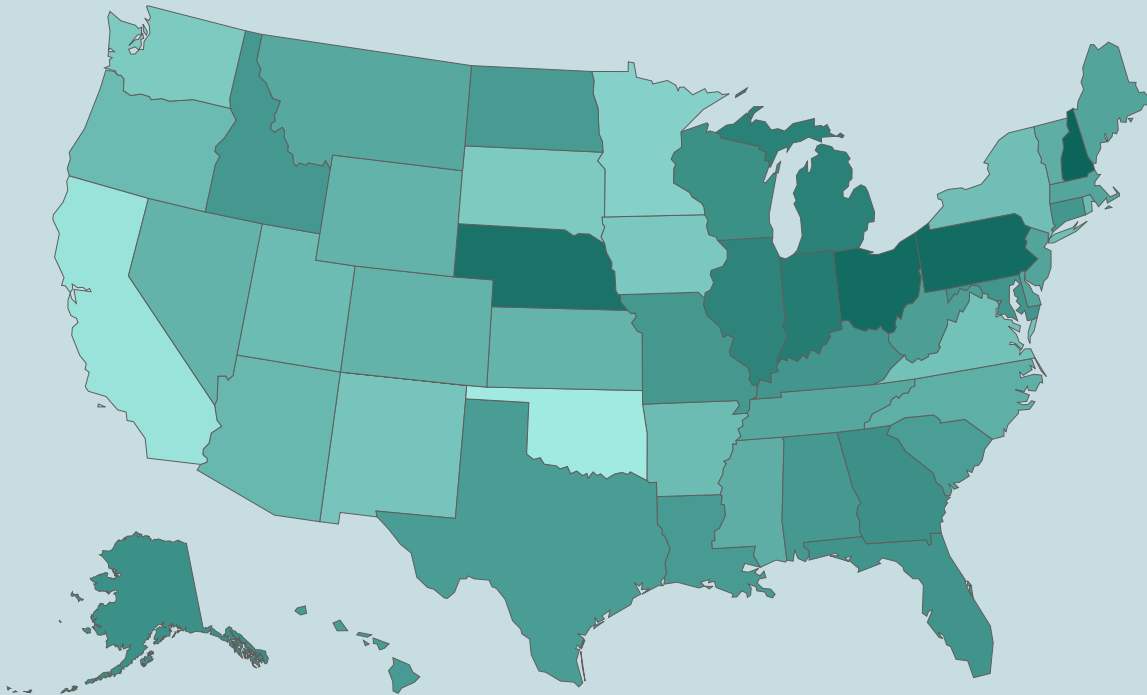


One Year



Two Year

Service Call per Customer by State



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Avg Local Minutes

322.75

Avg Internacional Minutes

130.07

Avg Extra Data Charges

3.37

Avg Extra Internacional Charges

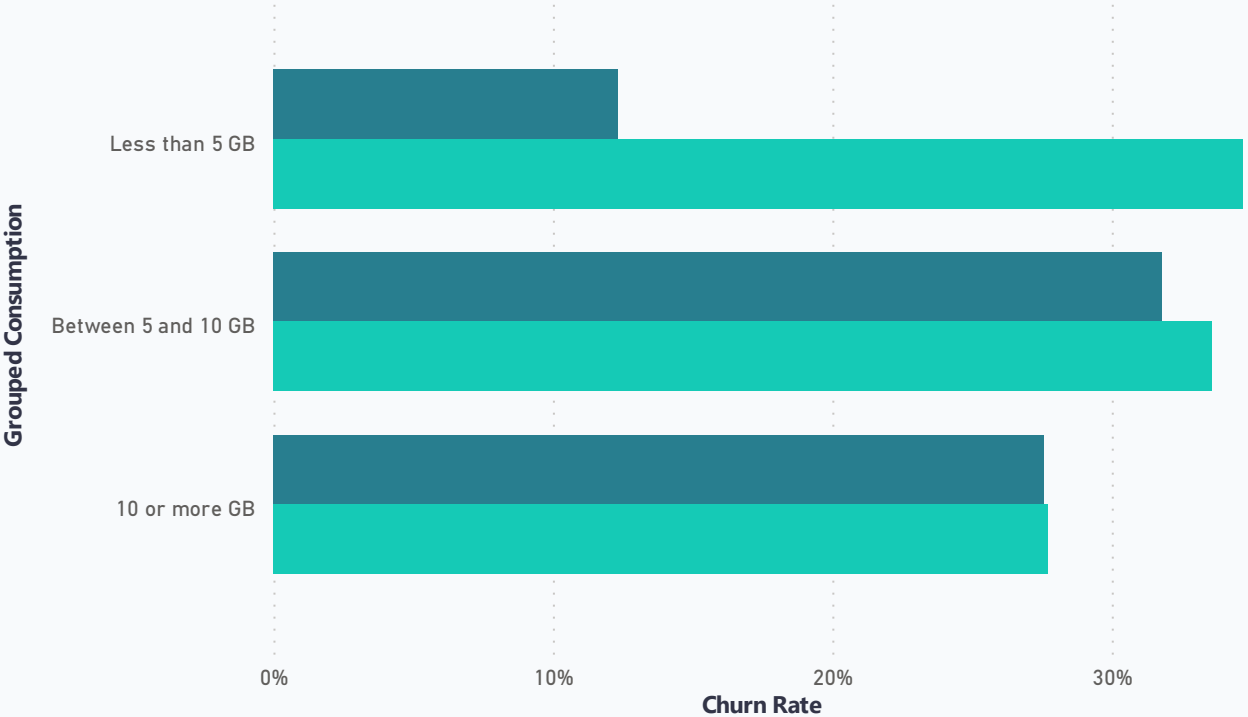
33.64

Churn Rate by Internacional Plan Usage

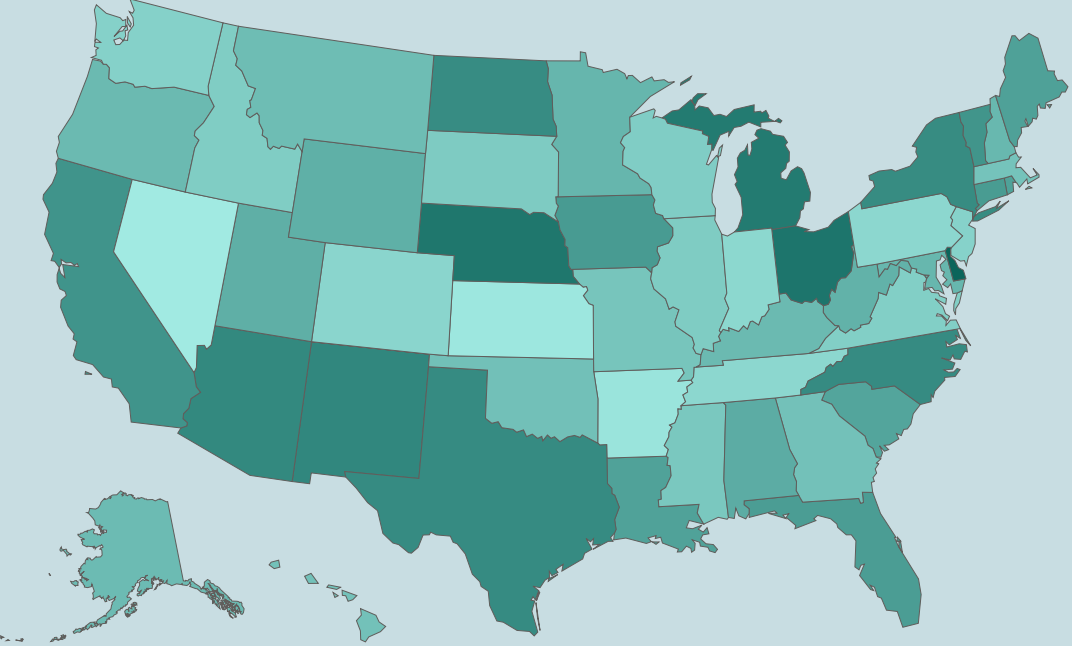
Internacional Plan	No	Yes	Total
▲ No	20.01%	40.34%	27.07%
Yes	71.19%	7.59%	24.88%
Total	22.21%	34.31%	26.86%

Churn Rate by Consumption and Data Plan

Unlimited Data Plan ● No ● Yes



Monthly Charge Average by State



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Customers services calls

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Service calls per customer

0.92

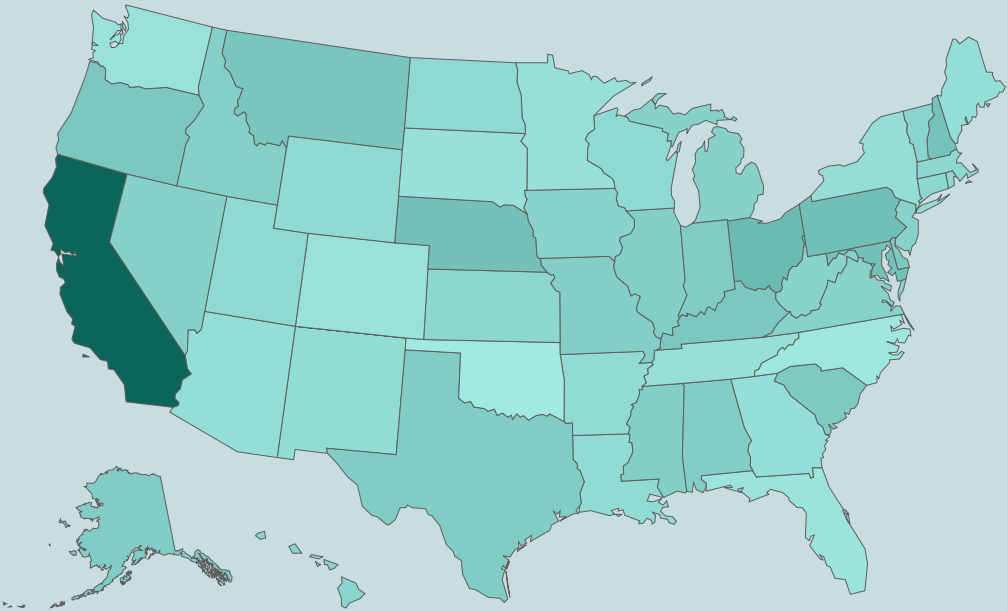
Avg Extra Internacional Charges

33.64

Avg Extra Data Charges

3.37

Churn Rate by State



Average Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

