

# Who Is Churning and Why?

Senior	Under 30	Churn Rate
No	No	24,54 %
No	Yes	23,00 %
Yes	No	38,46 %
Total		26,86 %

6687  
Count of Customer ID

1796

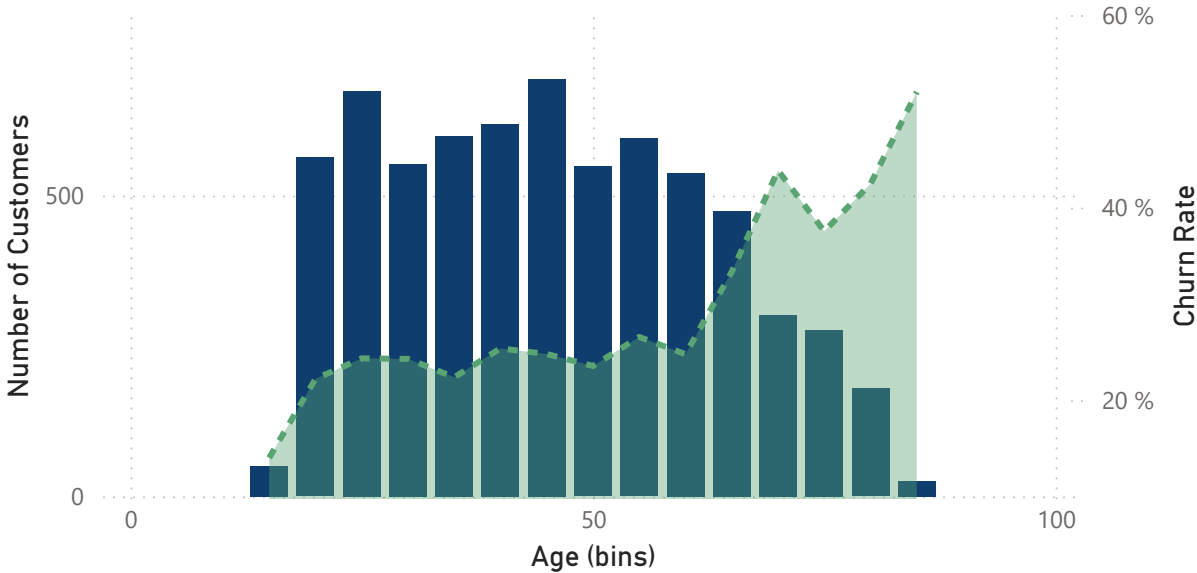
Churned

26,86 %

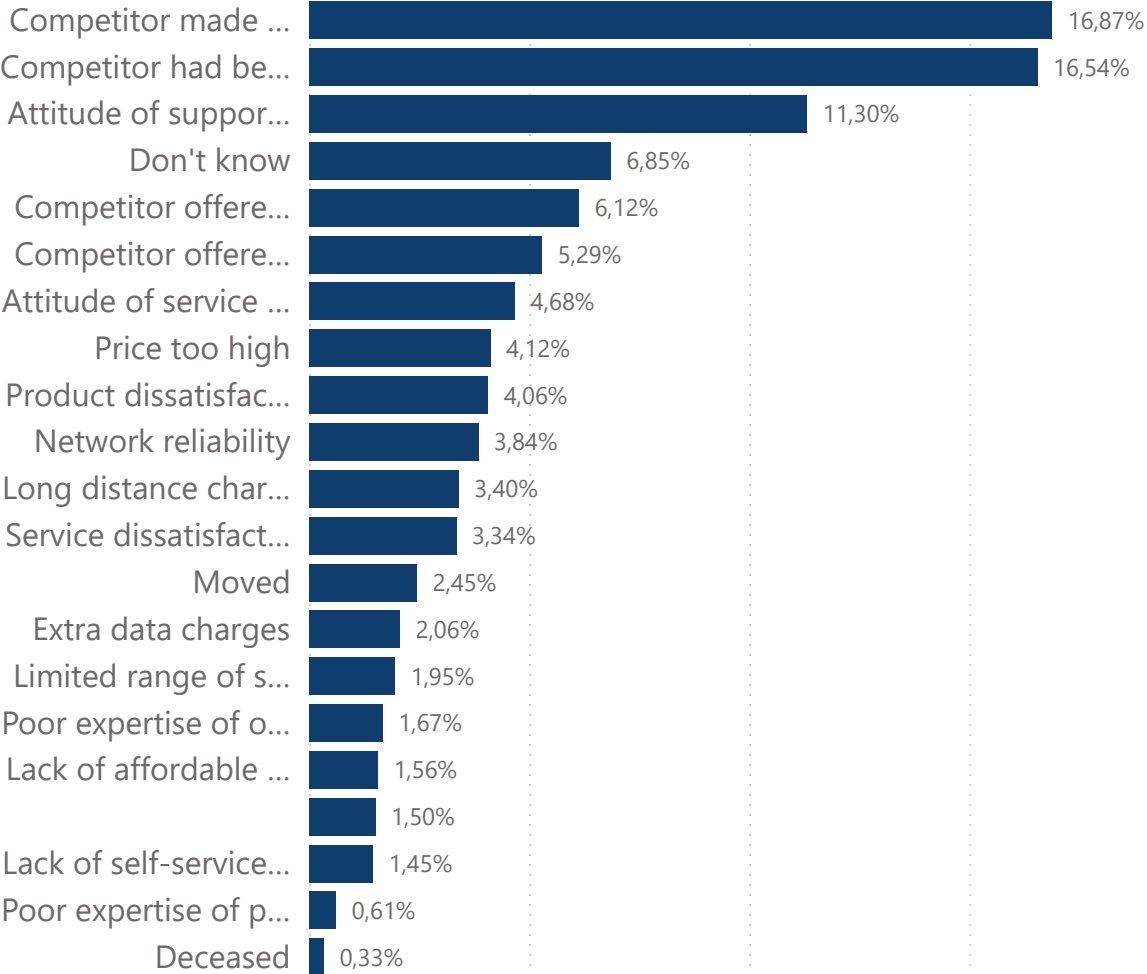
Churn Rate

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate



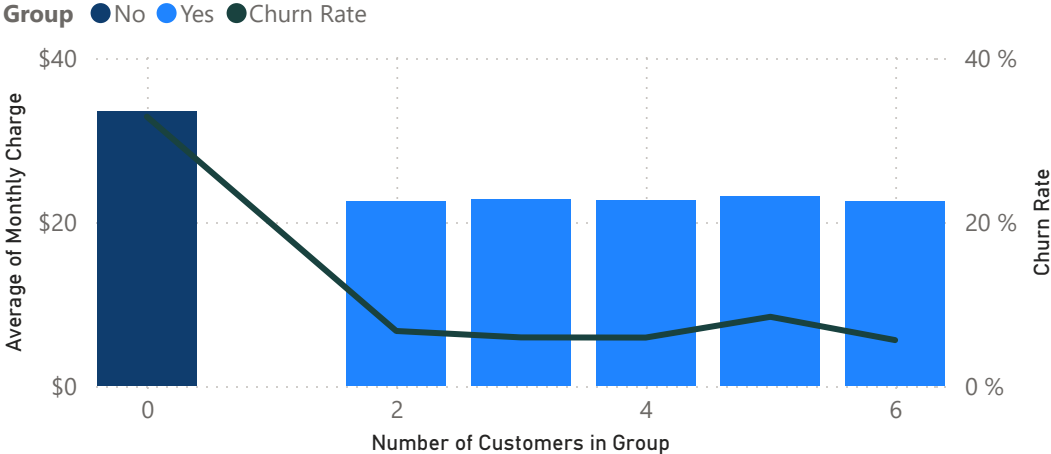
## Churn Reasons



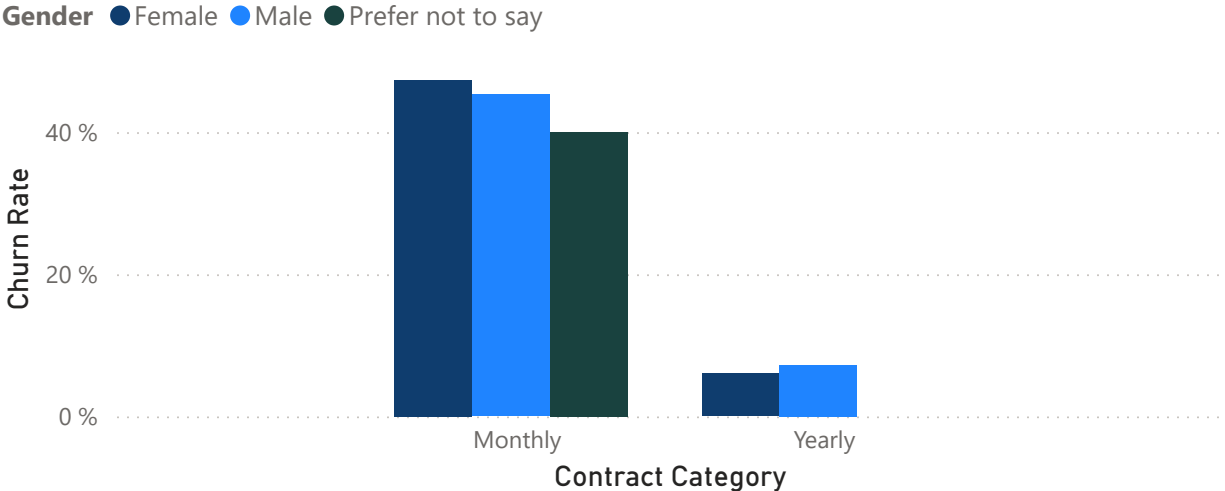
% of Total Number of Customers

# Churn Drivers: Contracts, Group Size & Reasons

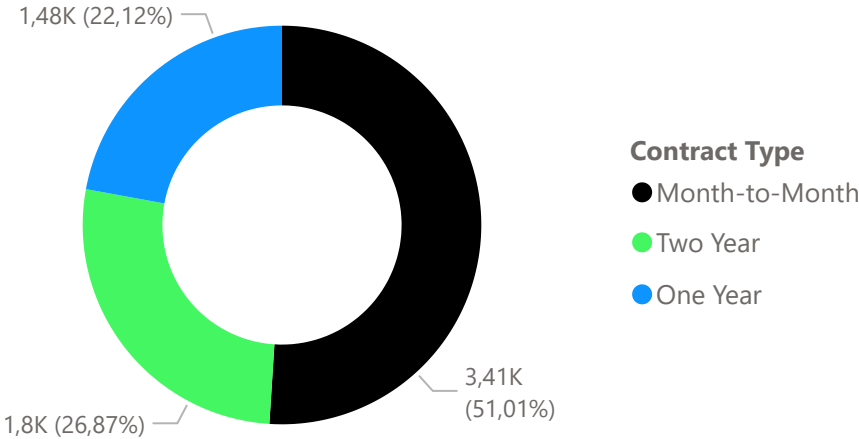
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



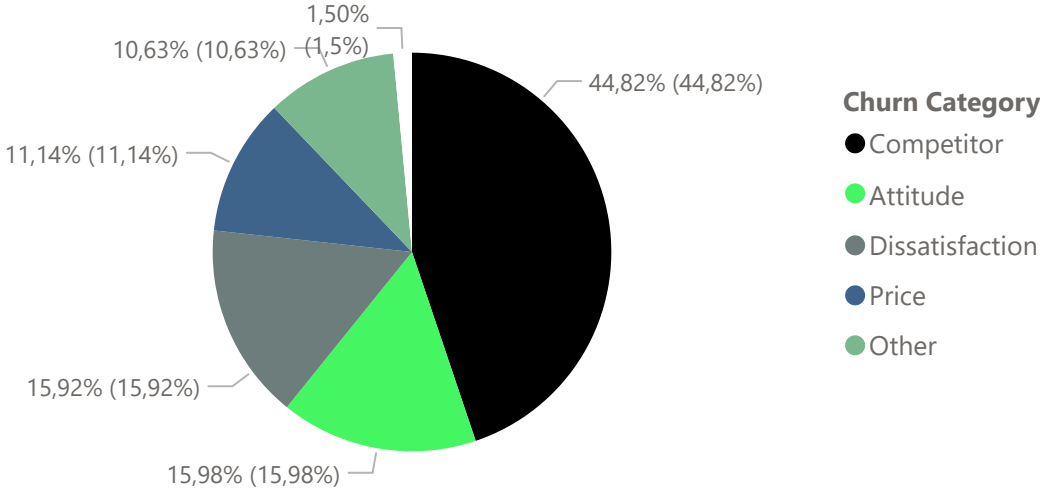
Churn Rate by Contract Category and Gender



Customers by Contract type



Churn by category

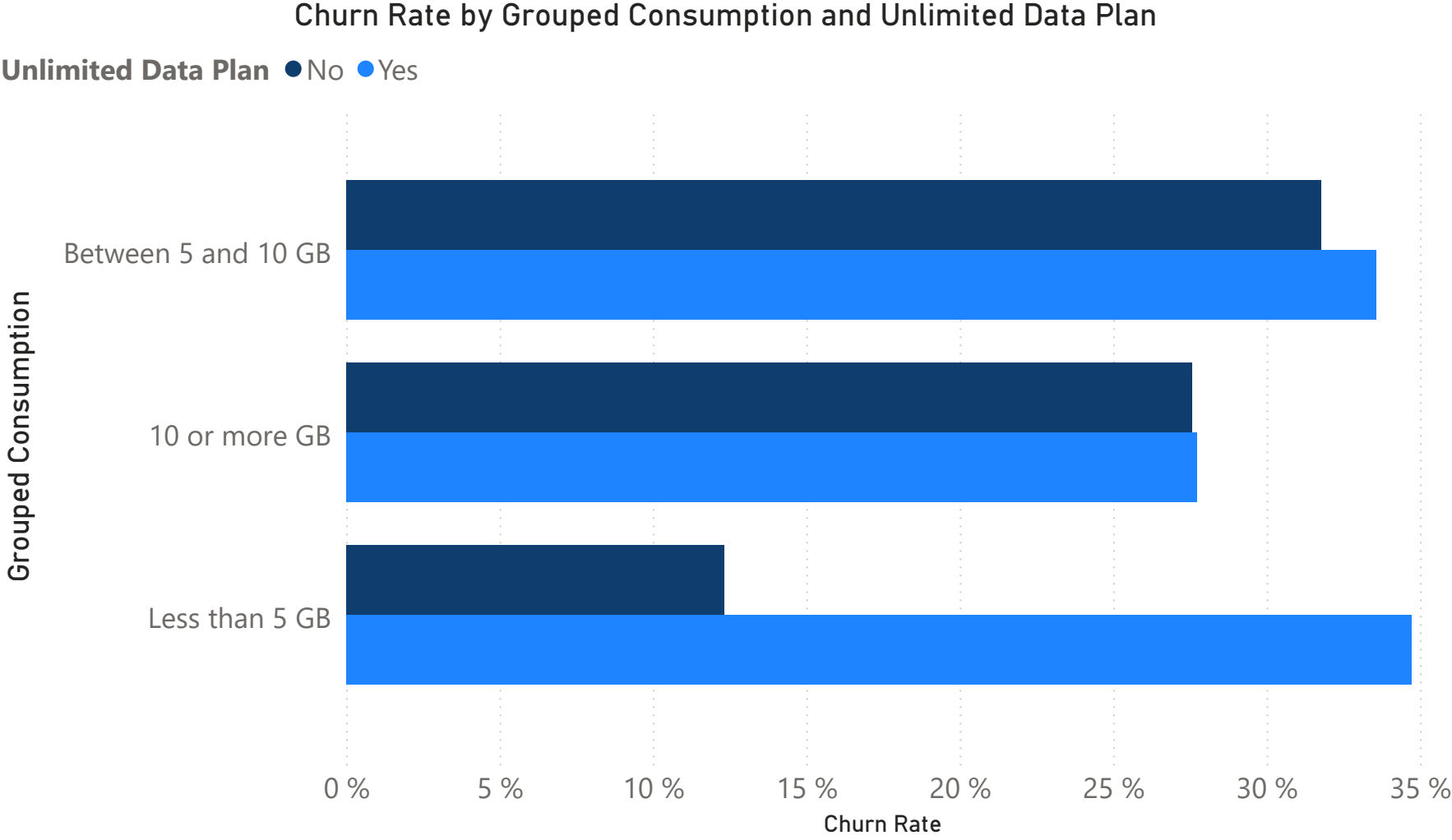


Monthly  
46,29 %  
Churn Rate

Yearly  
6,62 %  
Churn Rate

# Impact of Unlimited Data Plans and Usage on Churn

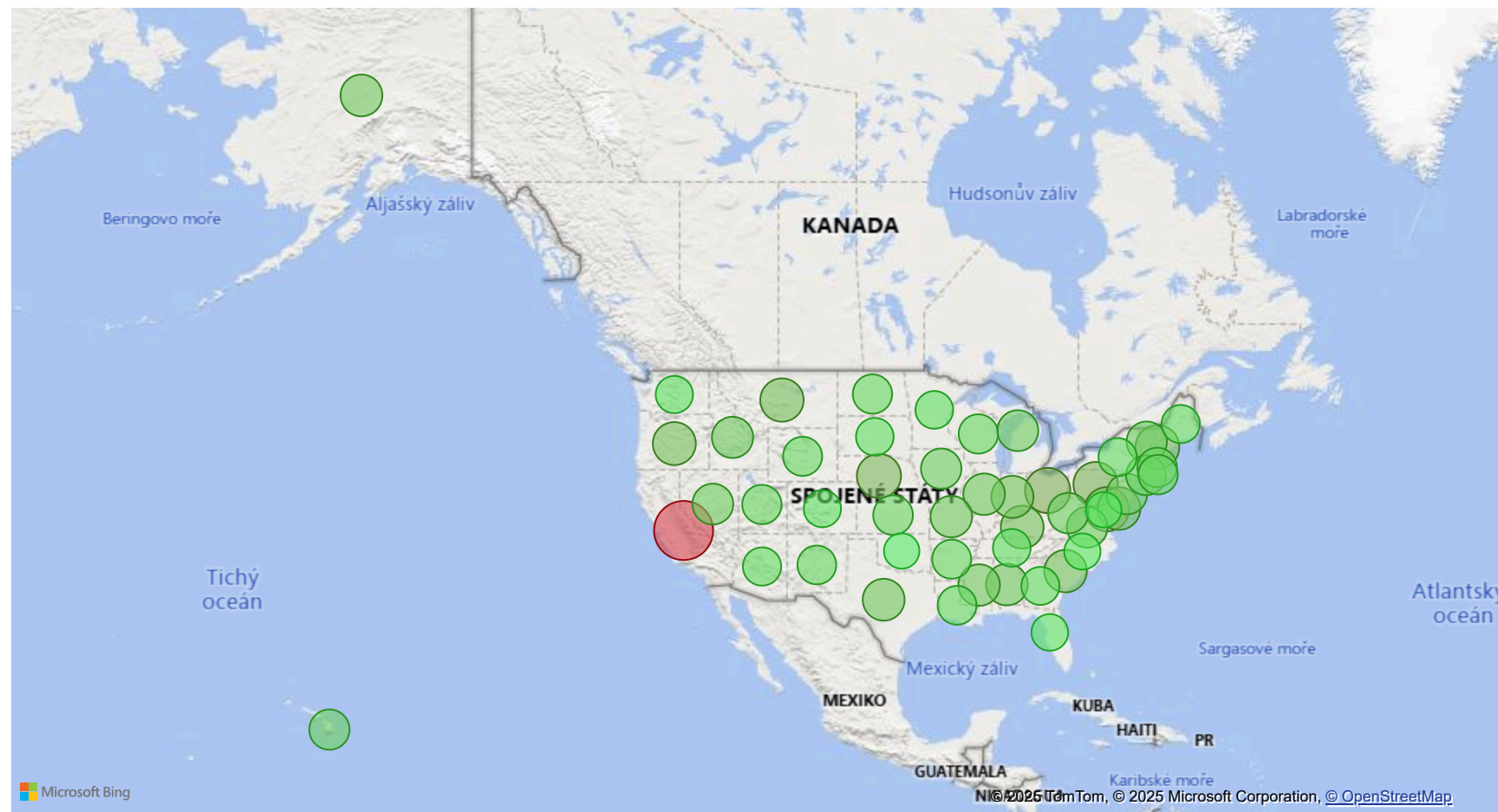
Churn Rate	Number of Customers	Unlimited Data Plan
16,10 %	2193	No
32,11 %	4494	Yes
<b>26,86 %</b>	<b>6687</b>	



# International Plan & Geographic Churn Patterns

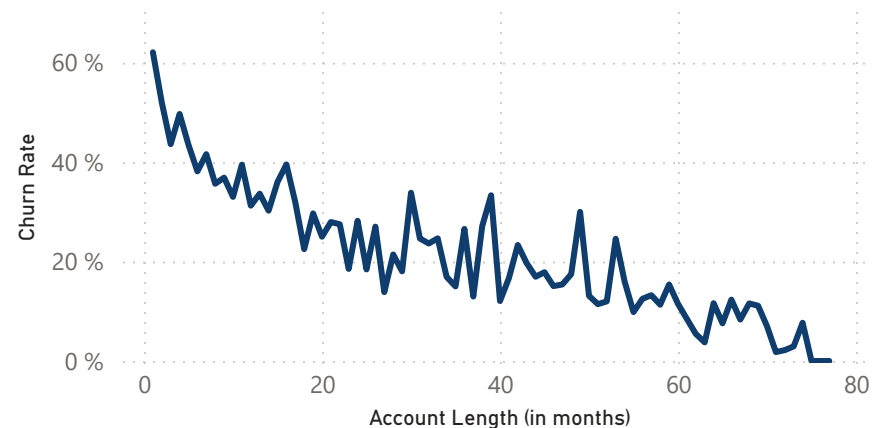
Intl Active	no	yes	Total
No	20,01 %	71,19 %	22,21 %
Yes	40,34 %	7,59 %	34,31 %
<b>Total</b>	<b>27,07 %</b>	<b>24,88 %</b>	<b>26,86 %</b>

Churn Rate by State

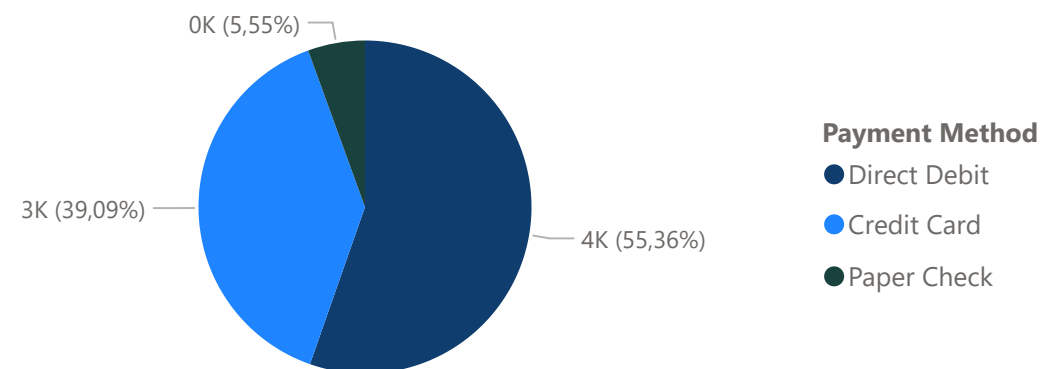


# Churn by Tenure, Contract Type and Payment Method

## Churn Rate by Account Length (in months)

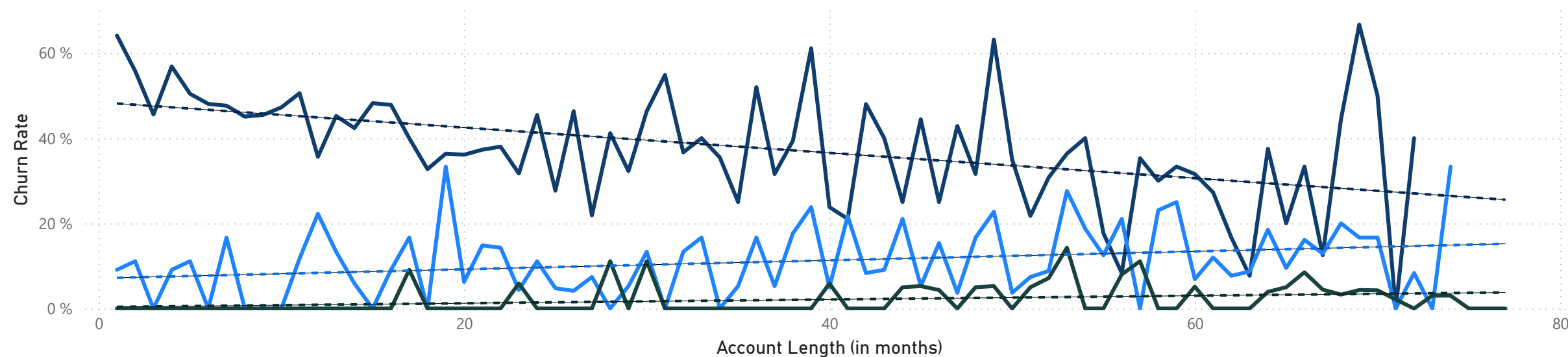


## Number of Customers and Churn Rate by Payment Method



## Churn Rate by Account Length (in months) and Contract Type

**Contract Type** ● Month-to-Month ● One Year ● Two Year



# Churn Overview: Key Metrics and Drivers

26,86 %

Churn Rate

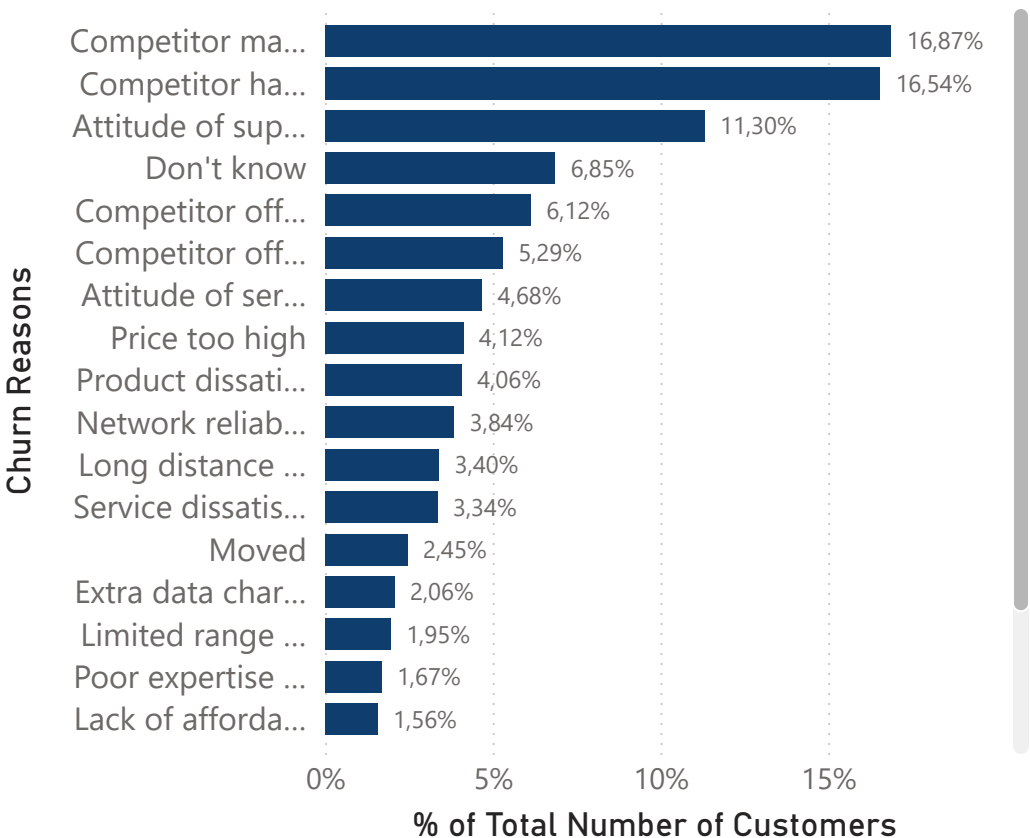
1796

Churned

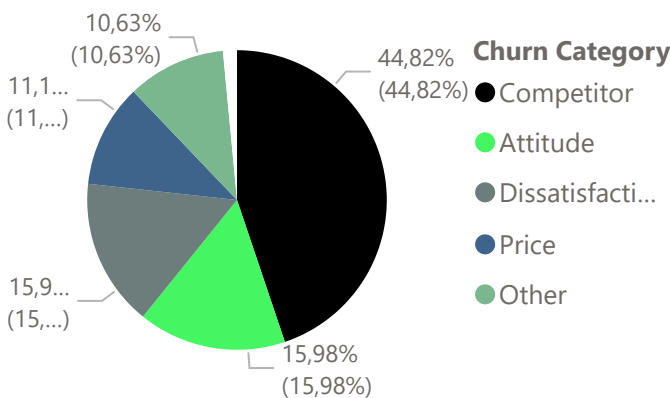
6687

Count of Customer ID

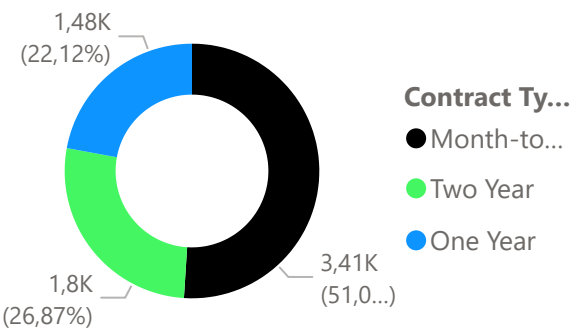
## Churn Reasons



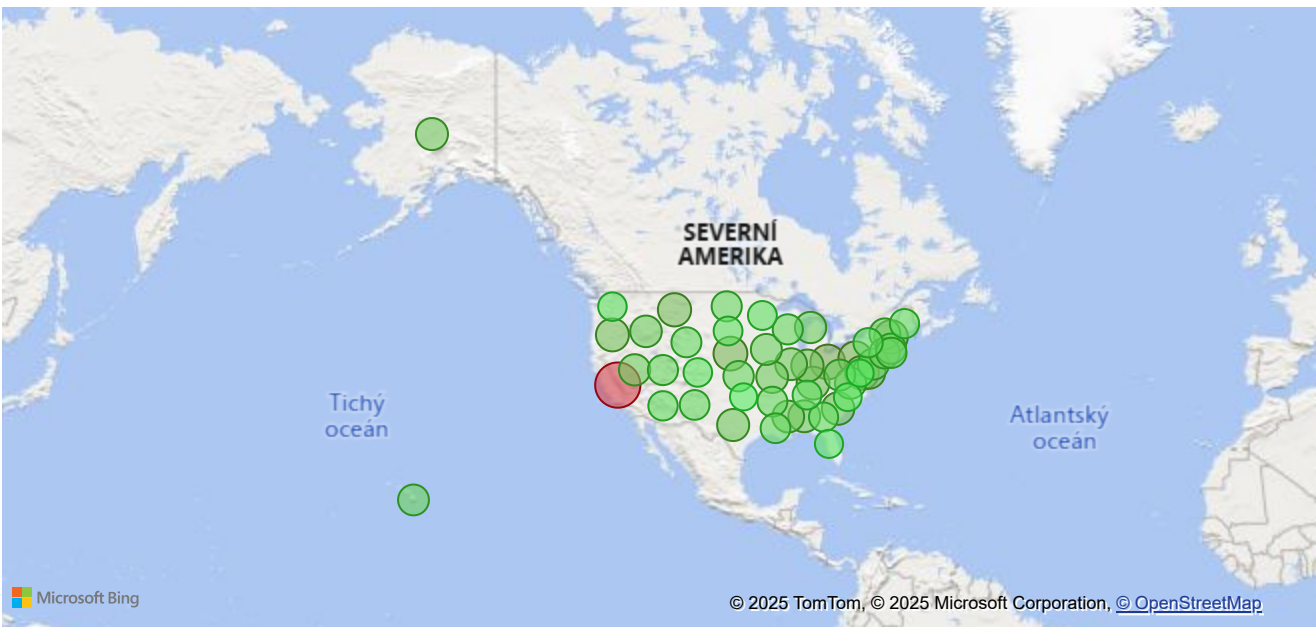
%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



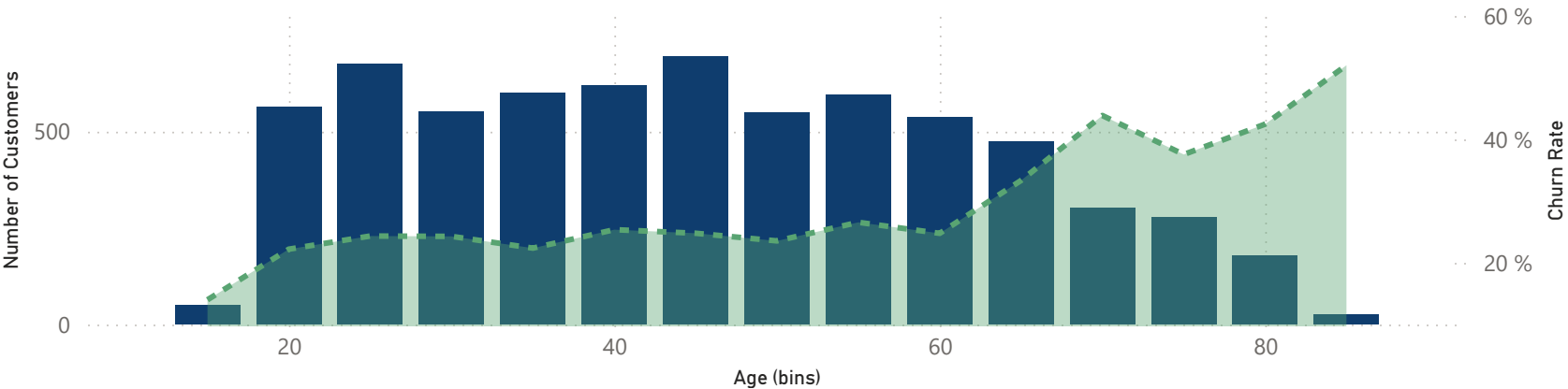
Churn Rate by State



# Age and Group Size Patterns in Churn

Number of Customers and Churn Rate by Age (bins)

Number of Customers Churn Rate

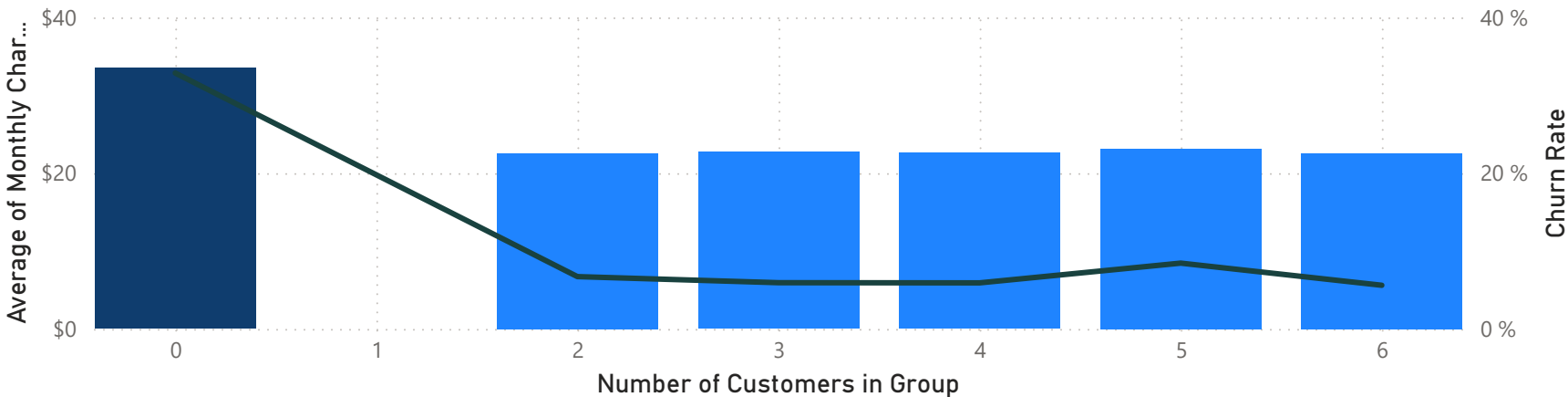


Account Length (in months) ▼



Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group No Yes Churn Rate



# Churn by Payment Method, Contract Category and Service Calls

6123

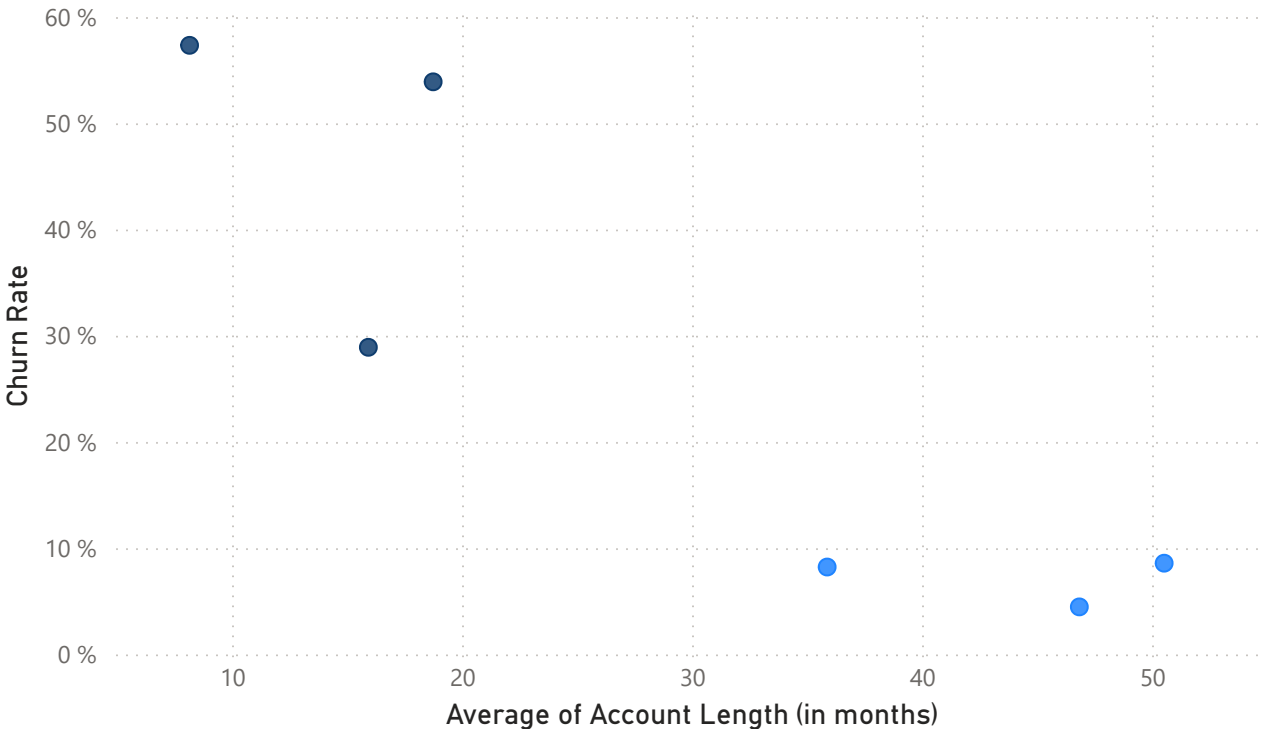
Customer Service Calls

0,92

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



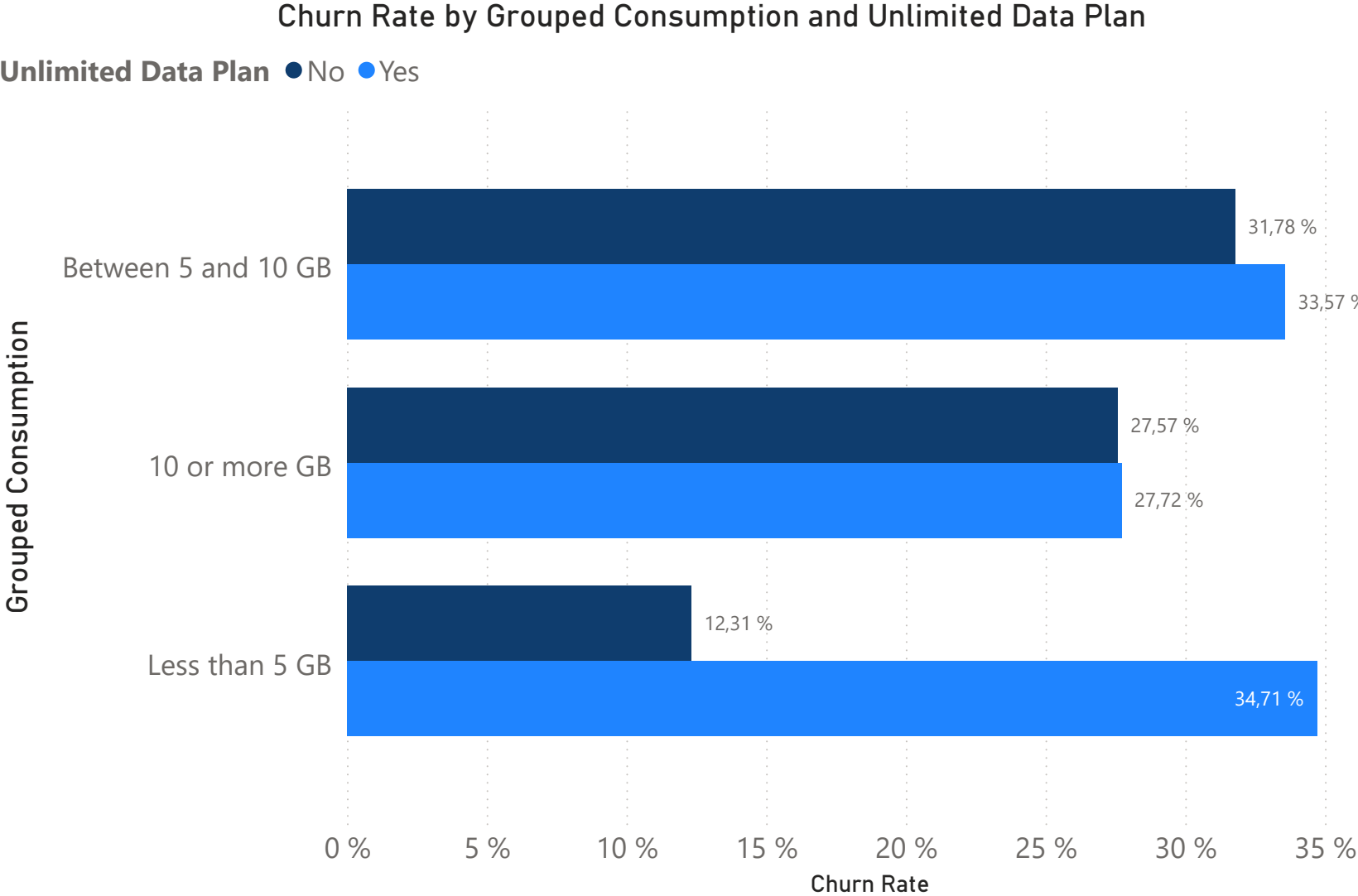
Contract Category, Payment Method

- Monthly
  - Credit Card
  - Direct Debit
  - Paper Check
- Yearly
  - Credit Card
  - Direct Debit
  - Paper Check

# Usage, Extra Charges and Churn Risk

**33,64**  
Avg Extra International Charges

**3,37**  
Avg Extra Data Charges



# Customer Service Calls and State-Level Churn

6123

Customer Service Calls

33,64

Avg Extra International  
Charges

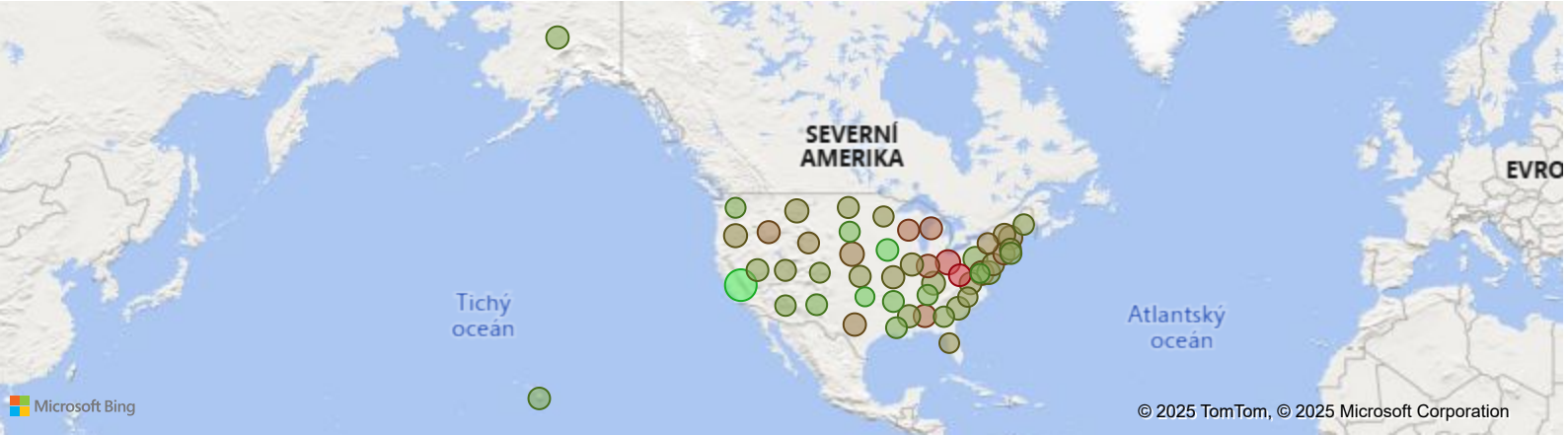
0,92

Avg Customer Service Ca

3,37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

