

# Who Is Churning and Why?

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

1796

Churned

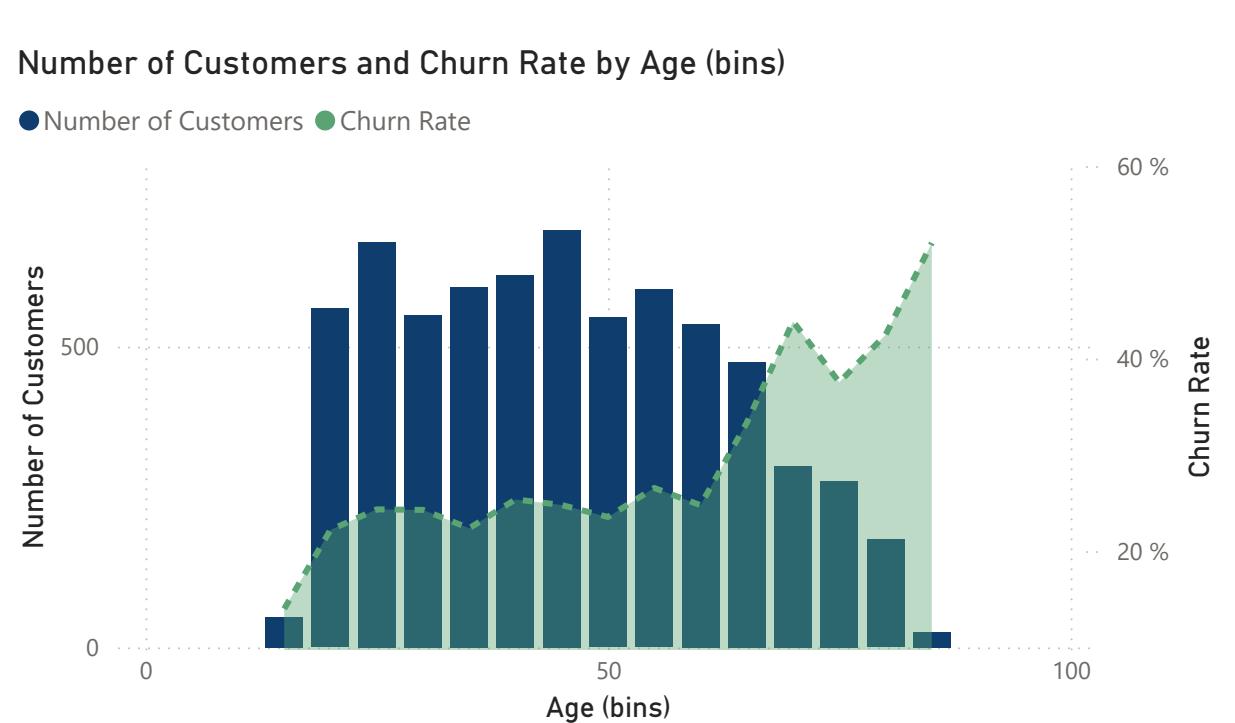
6687  
Count of Customer ID

26,86 %

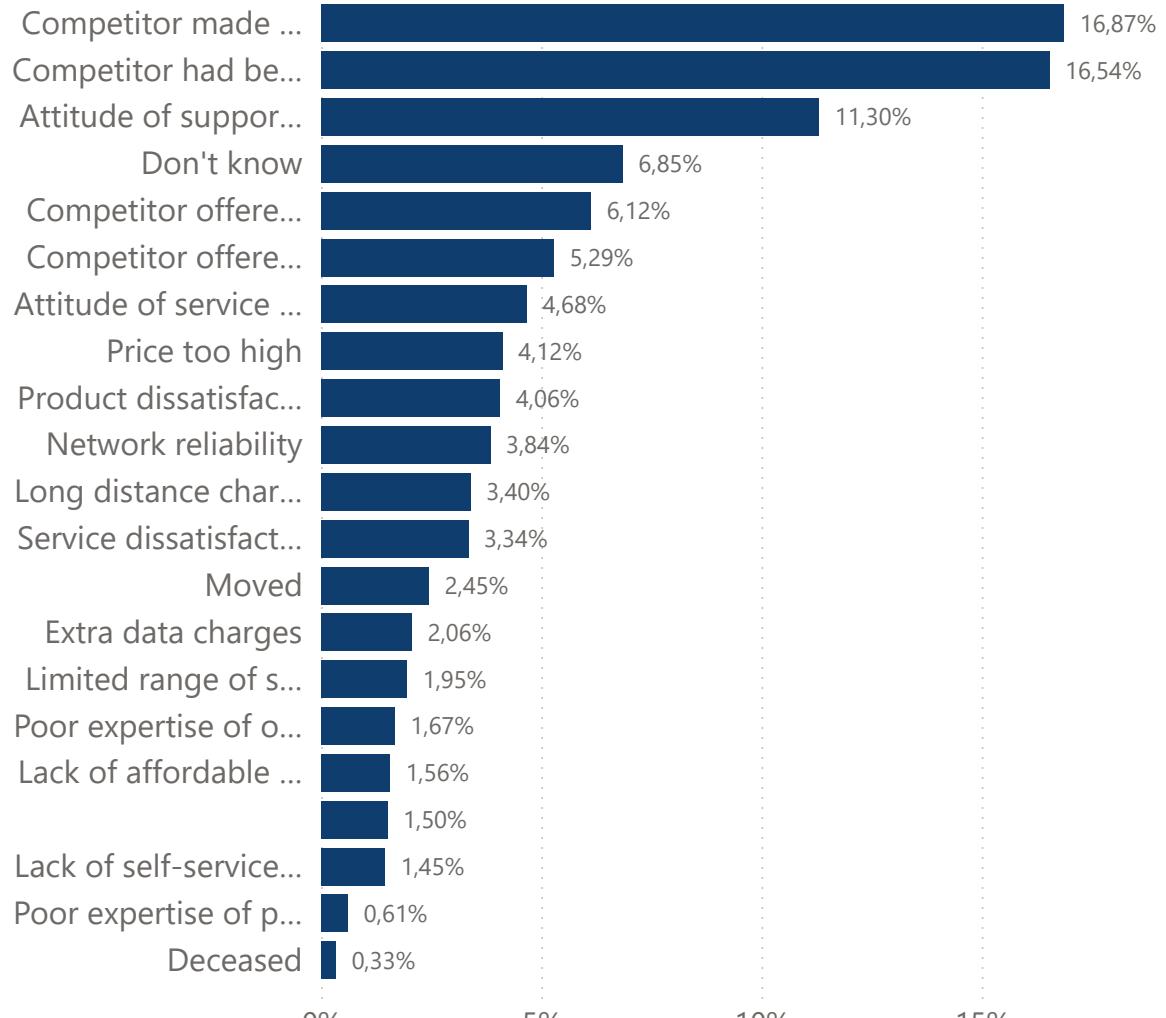
Churn Rate

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

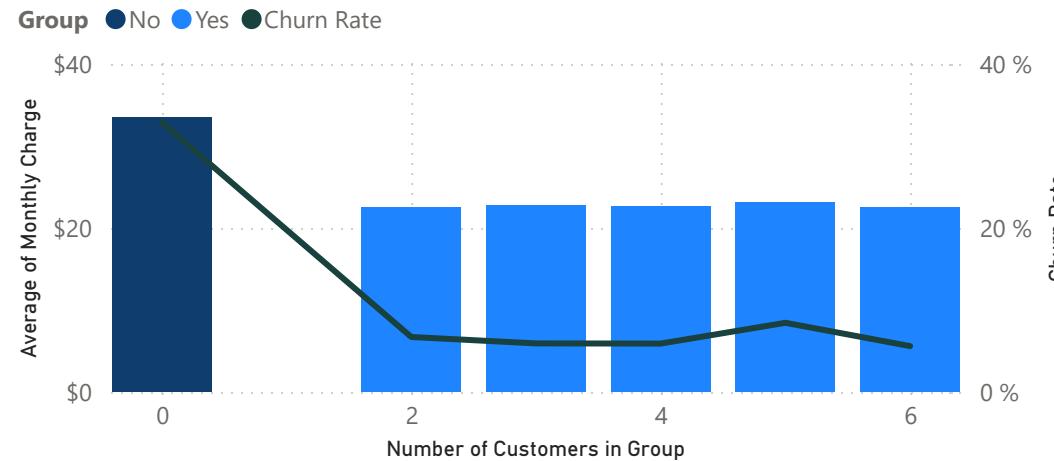


## Churn Reasons

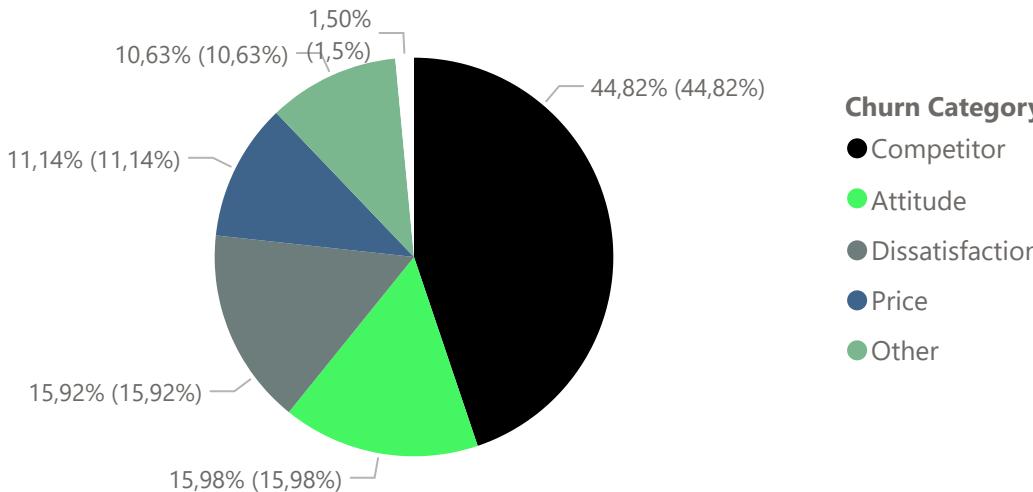


# Churn Drivers: Contracts, Group Size & Reasons

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

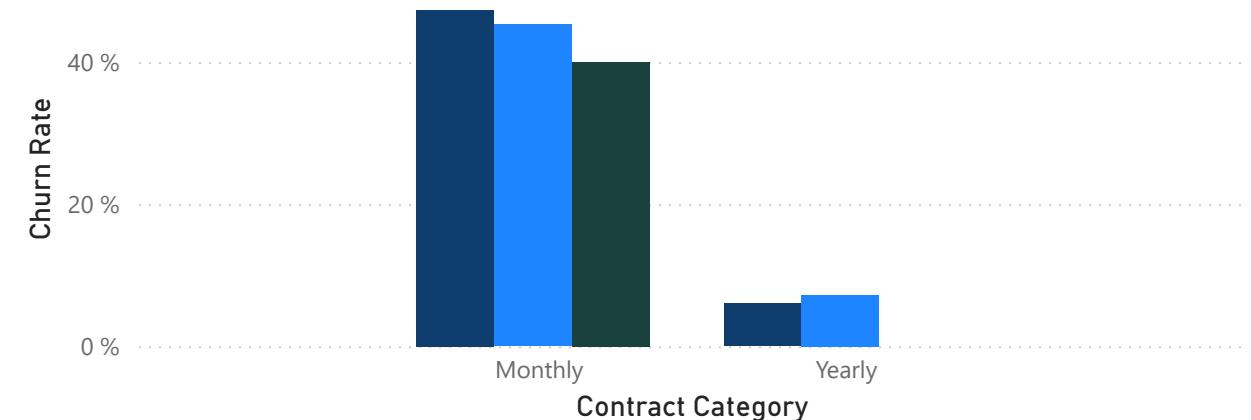


Churn by category

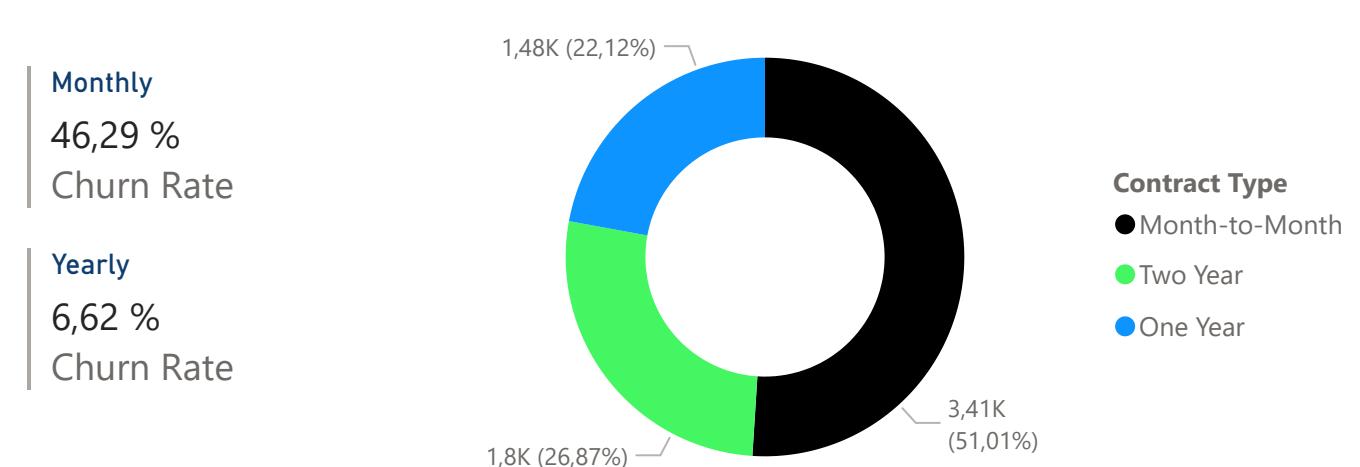


Churn Rate by Contract Category and Gender

Gender • Female • Male • Prefer not to say

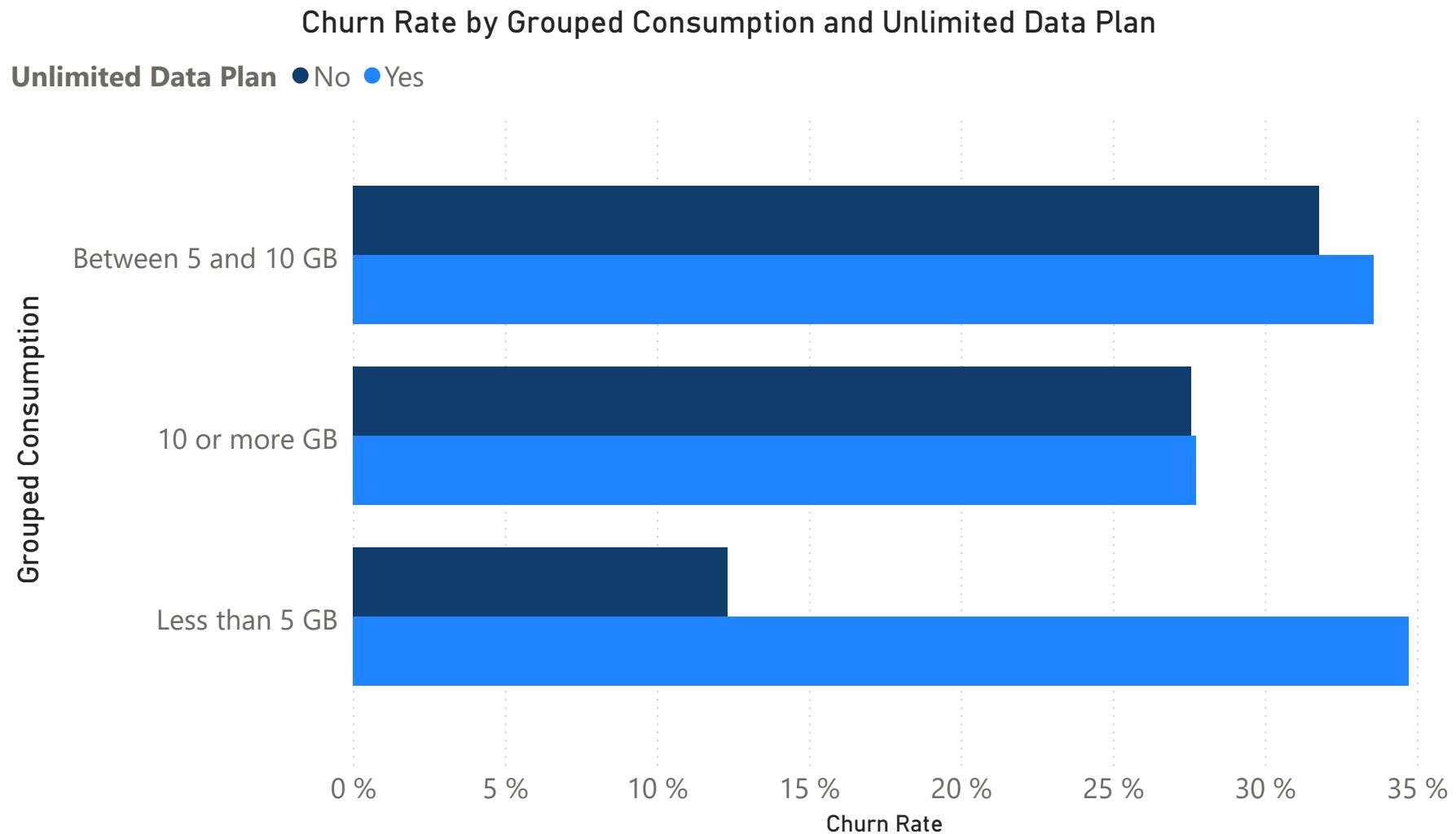


Customers by Contract type



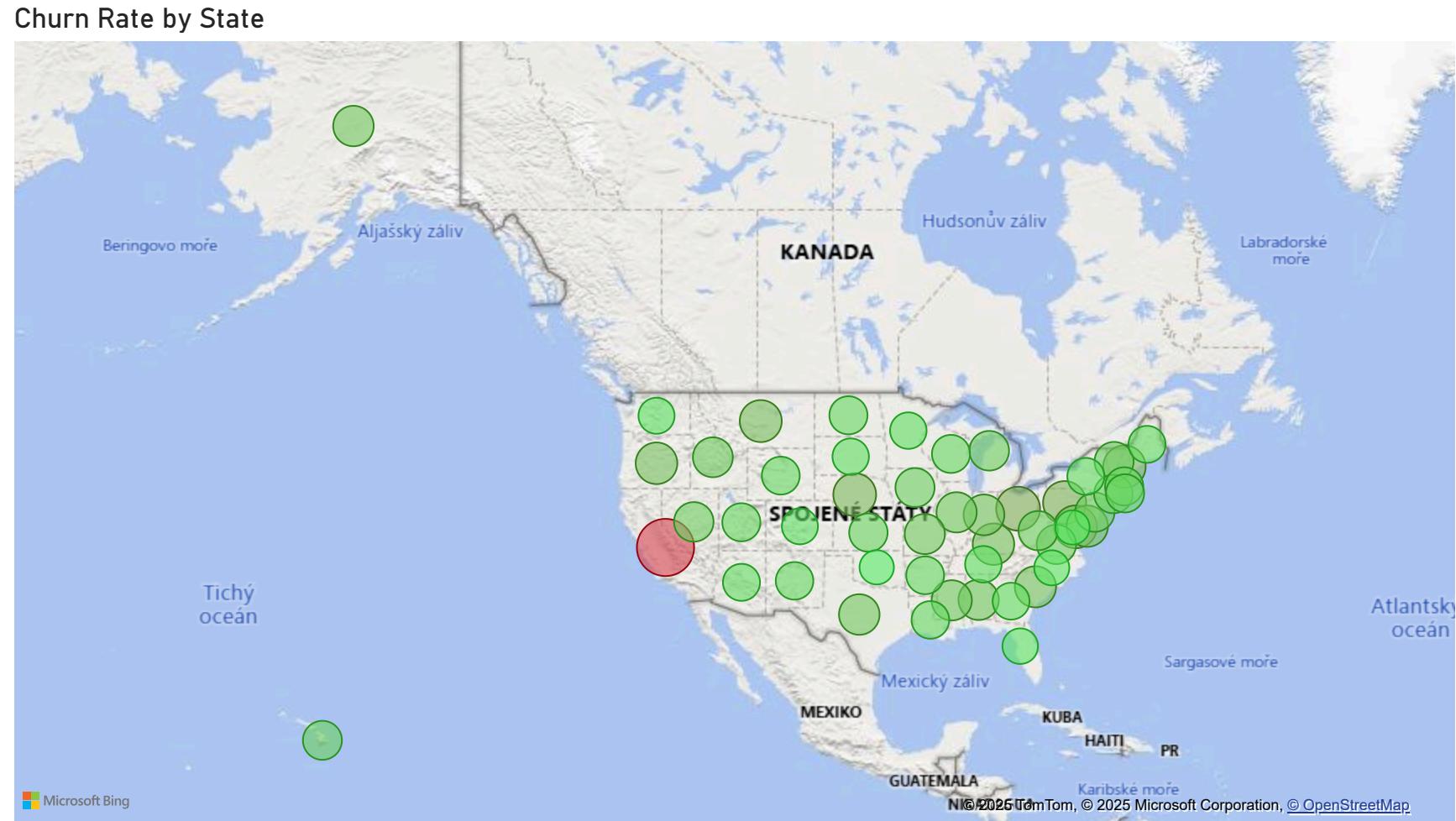
# Impact of Unlimited Data Plans and Usage on Churn

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



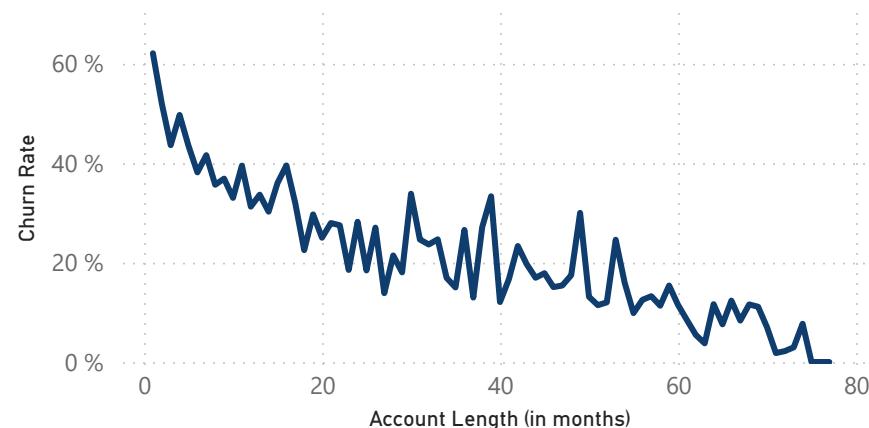
# International Plan & Geographic Churn Patterns

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>

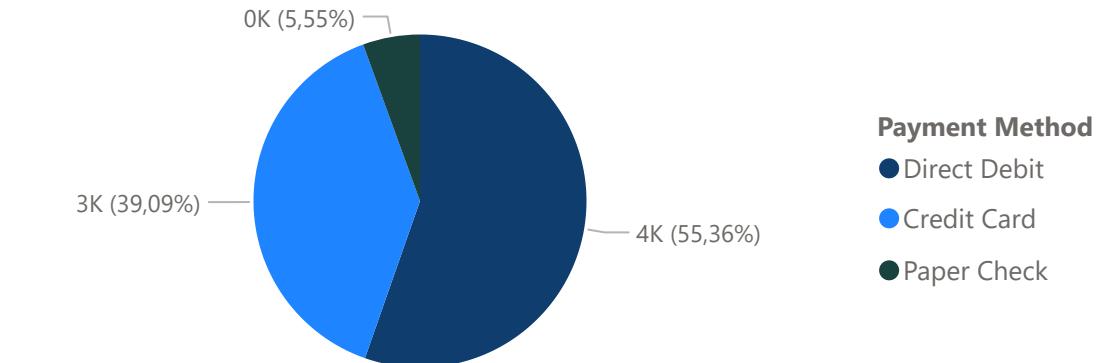


# Churn by Tenure, Contract Type and Payment Method

Churn Rate by Account Length (in months)

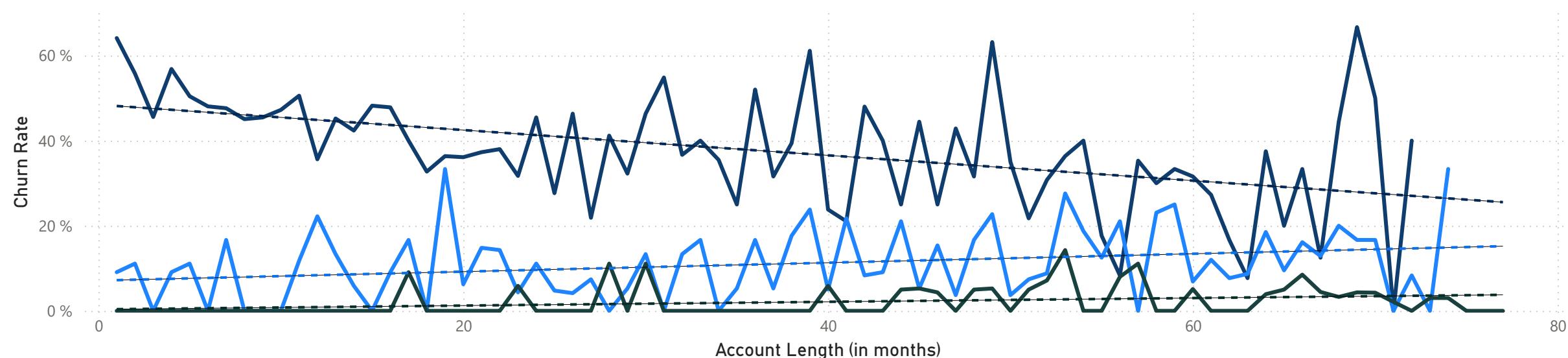


Number of Customers and Churn Rate by Payment Method

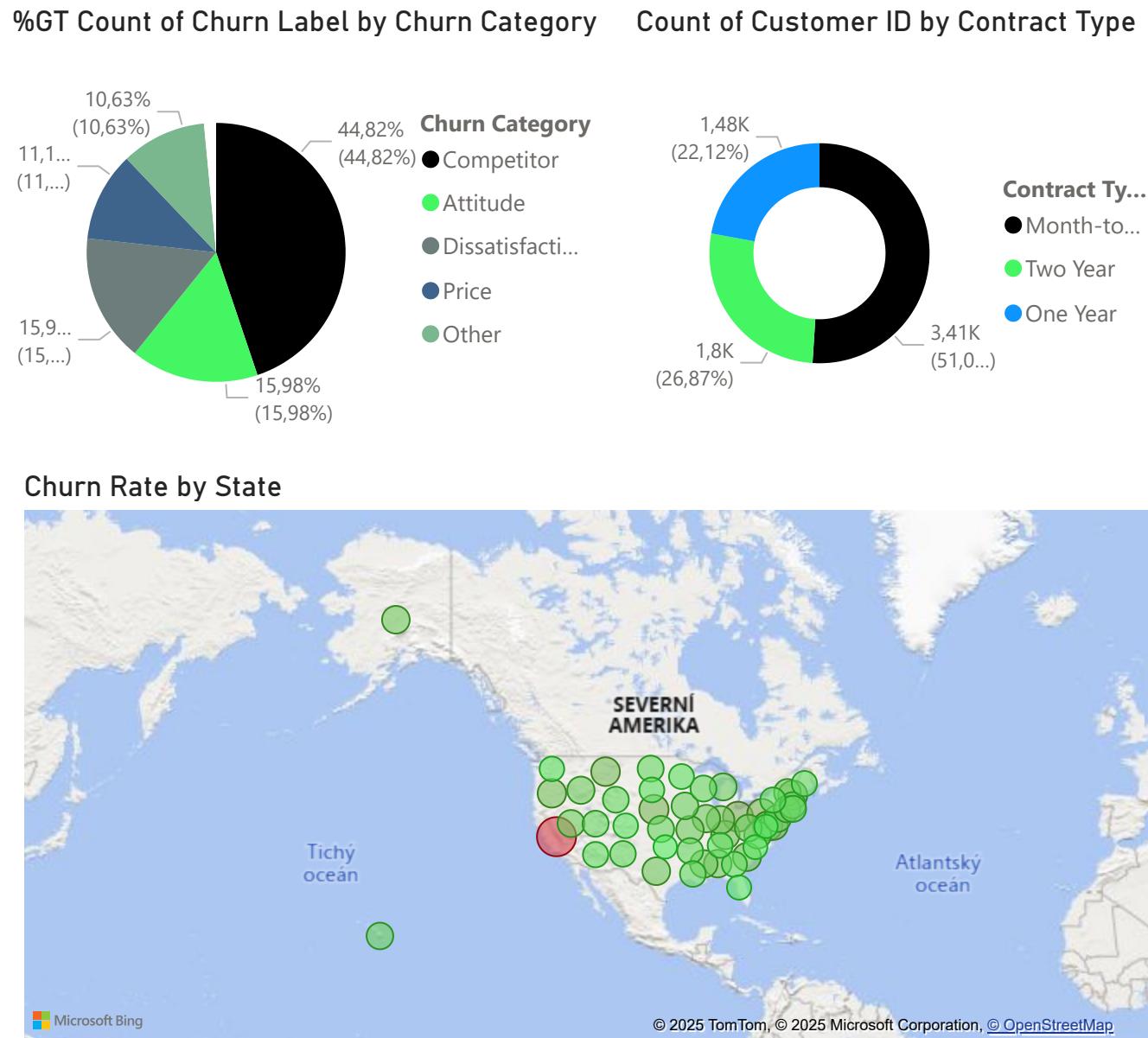
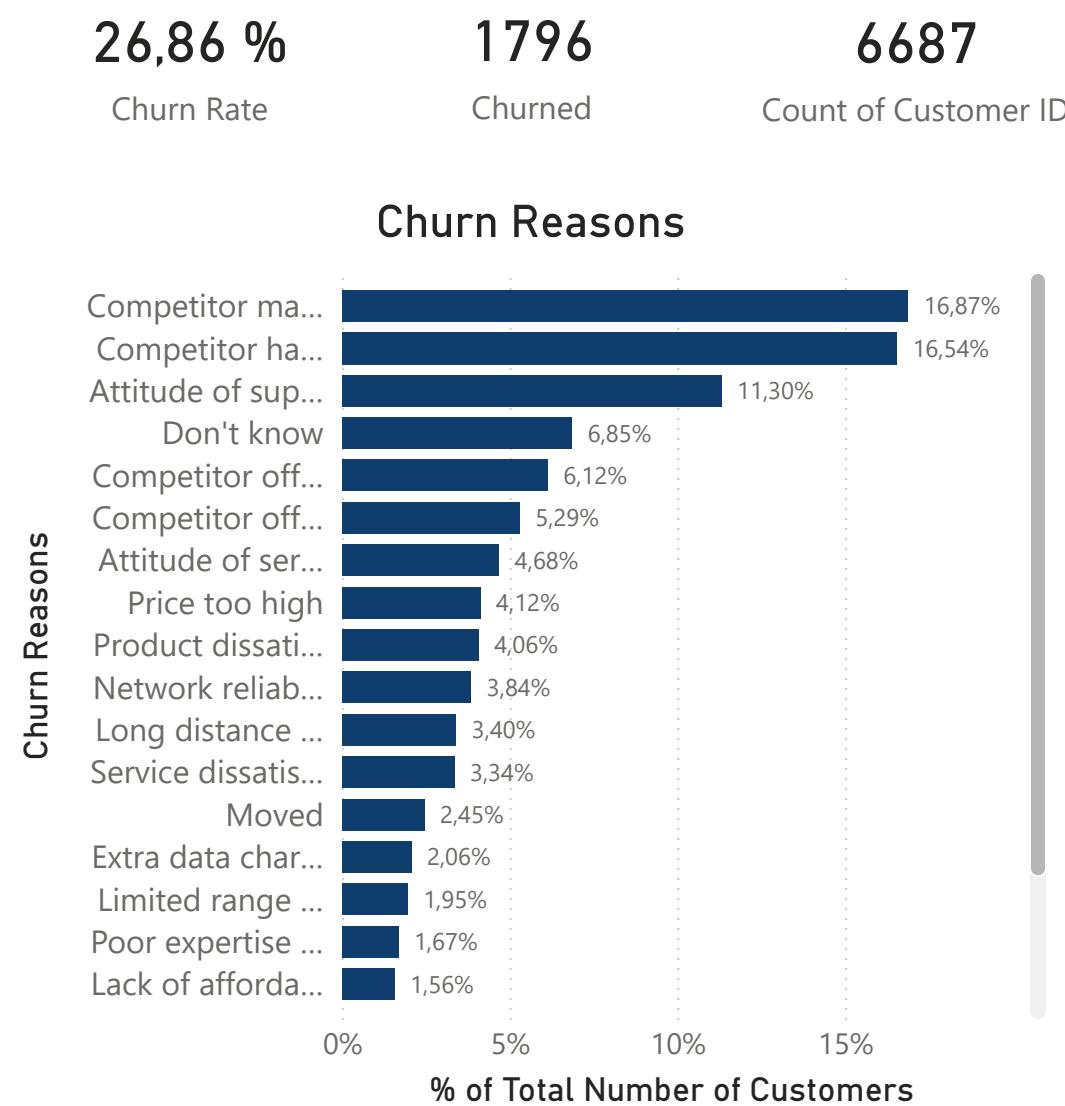


Churn Rate by Account Length (in months) and Contract Type

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

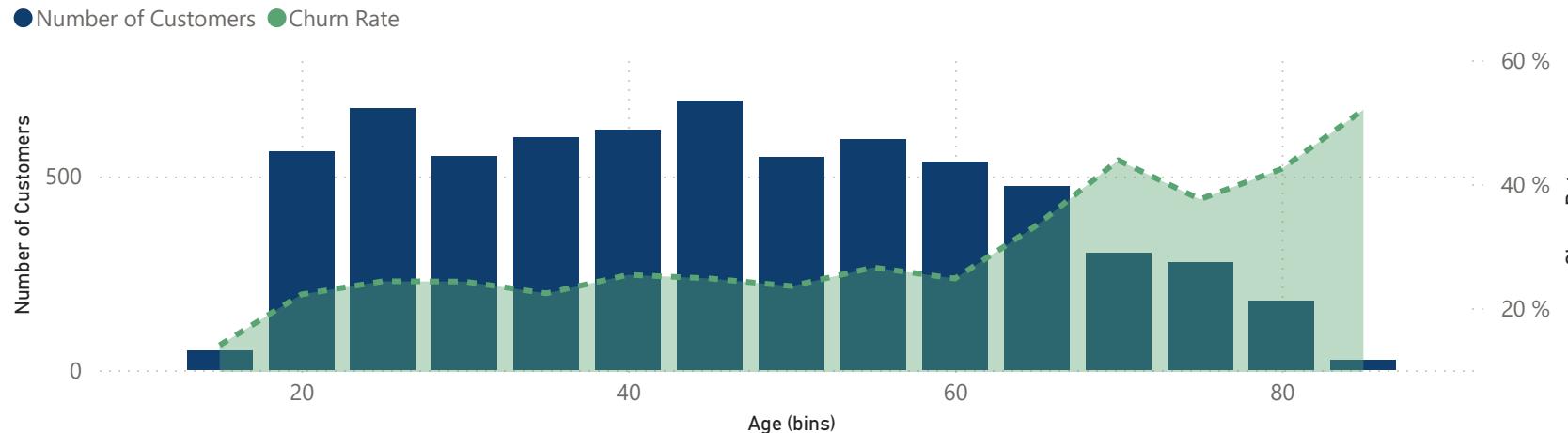


# Churn Overview: Key Metrics and Drivers

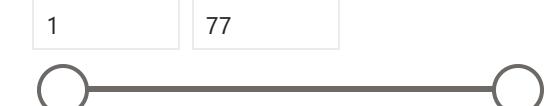


# Age and Group Size Patterns in Churn

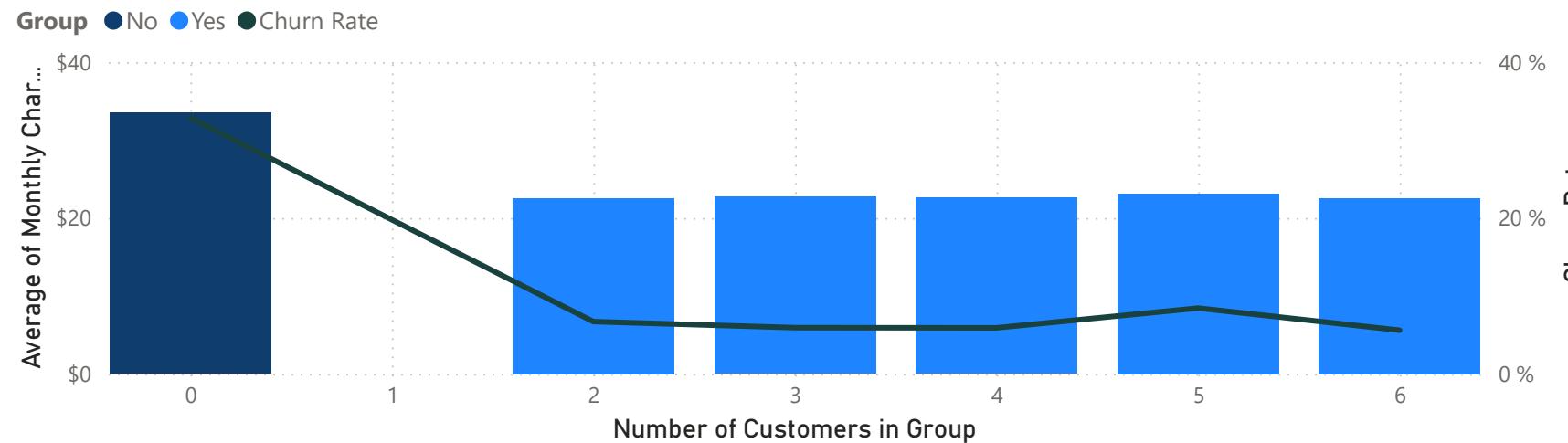
Number of Customers and Churn Rate by Age (bins)



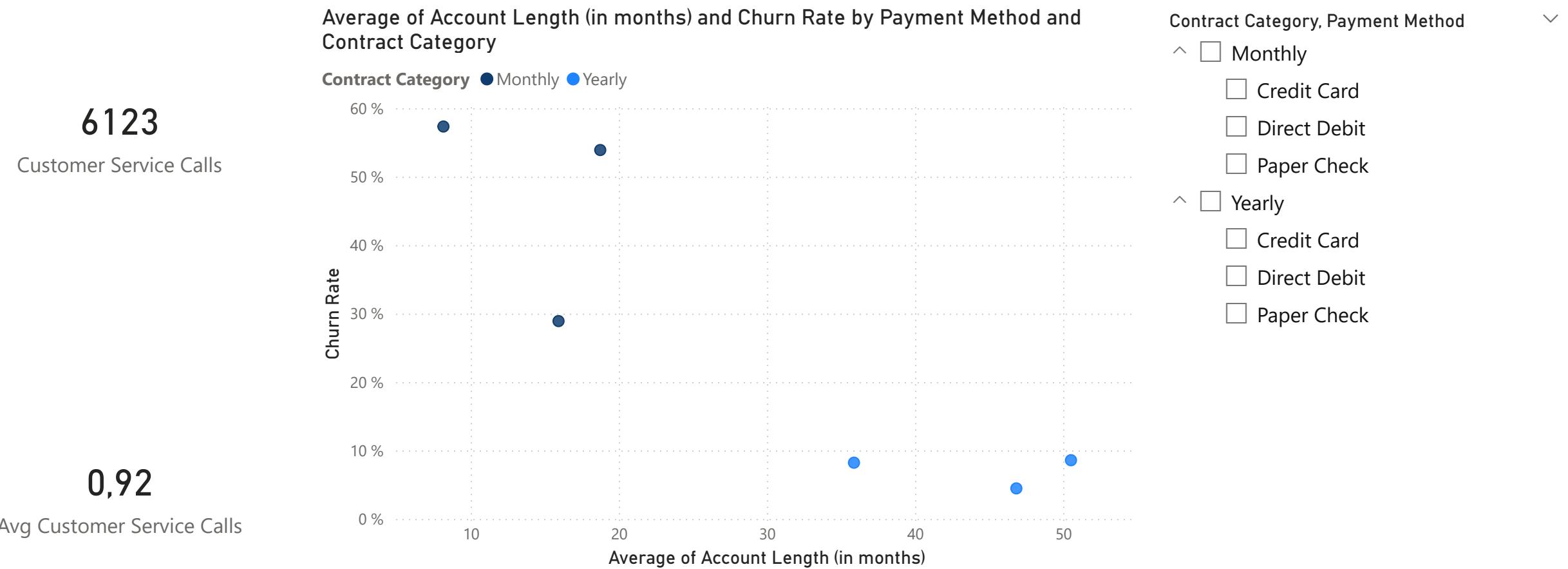
Account Length (in months) ▾



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



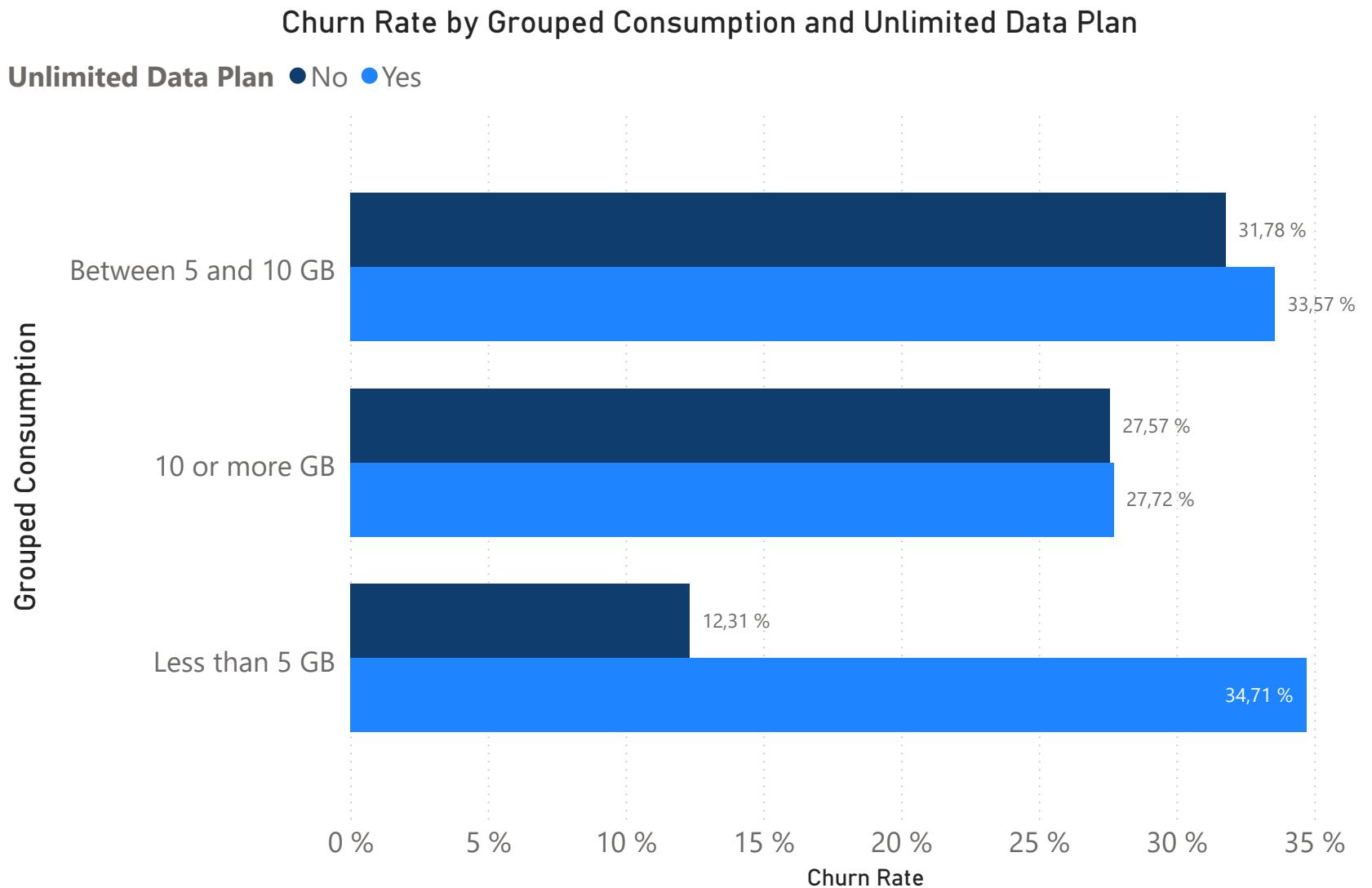
# Churn by Payment Method, Contract Category and Service Calls



# 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

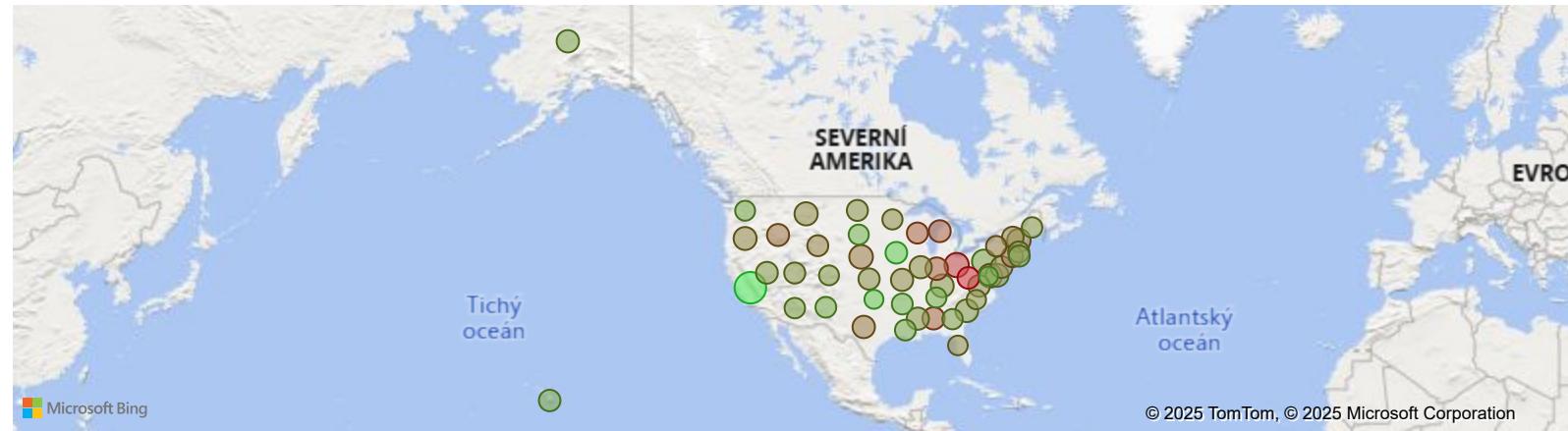
**6123**  
Customer Service Calls

**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

