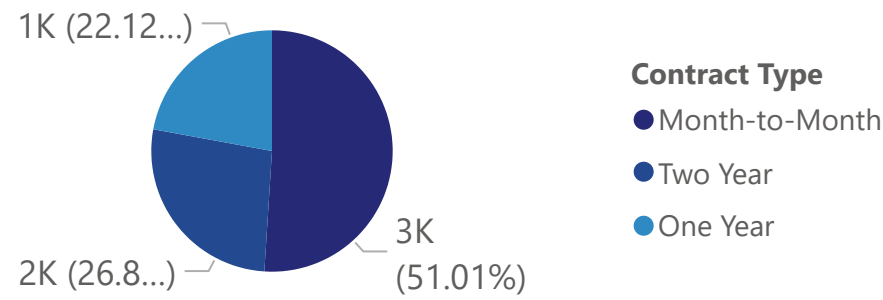


CUSTOMER CHURN ANALYSIS - Overview

Number of customers by Contract Type

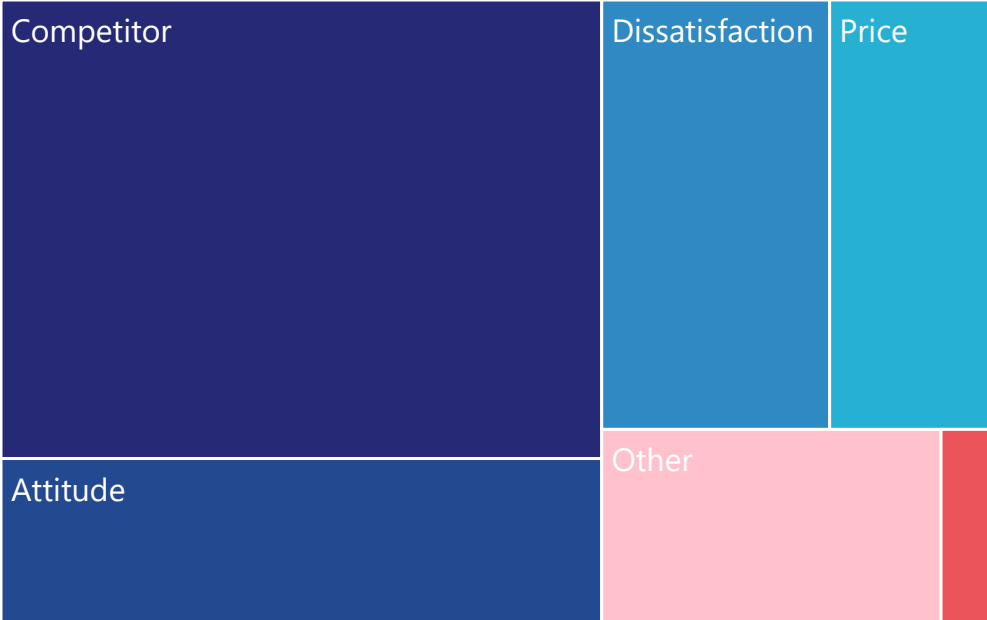


Select all

Monthly

Yearly

Number of customers by Churn Category



6687

Total customers

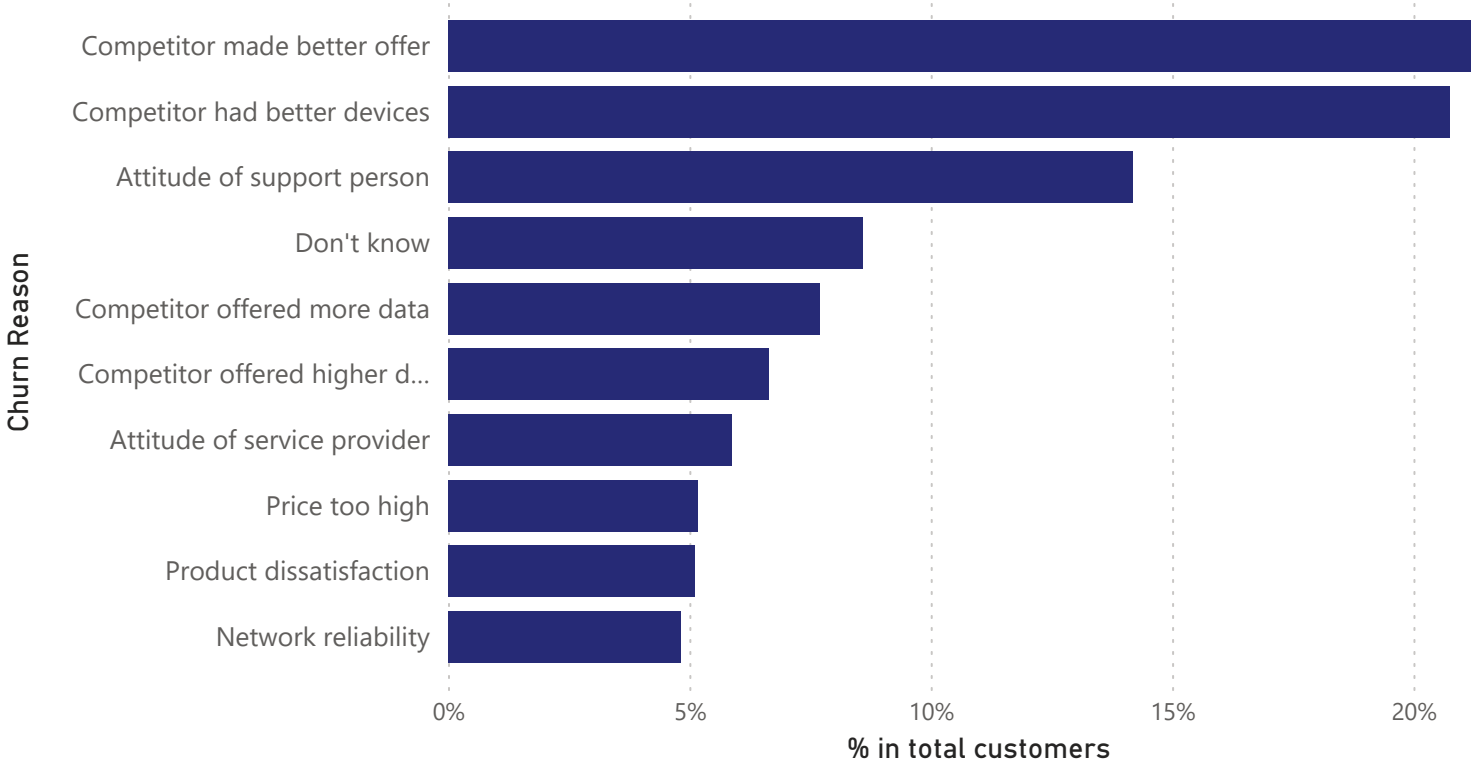
1796

Churned customers

26.86%

Churn rate

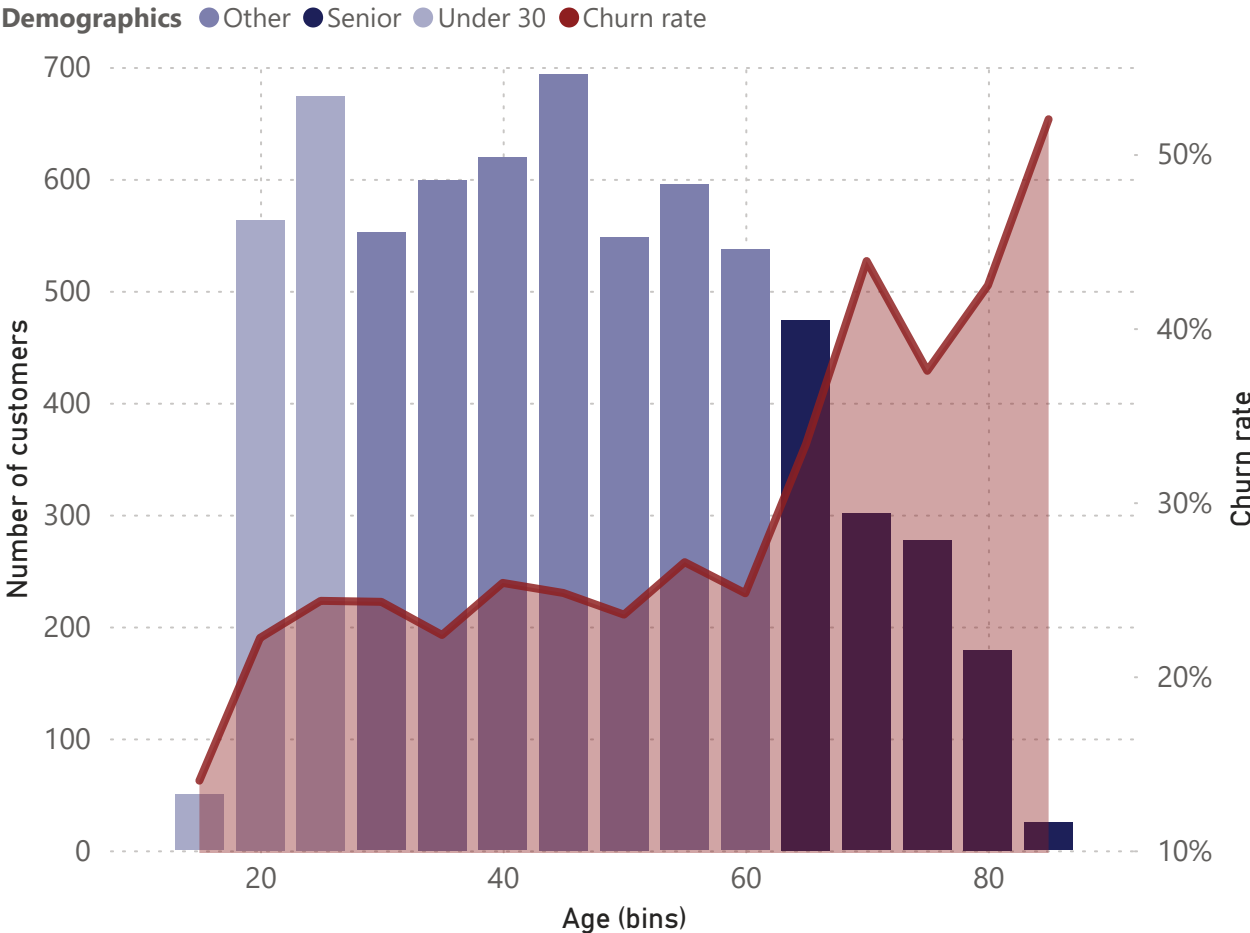
% in total customers by Churn Reason



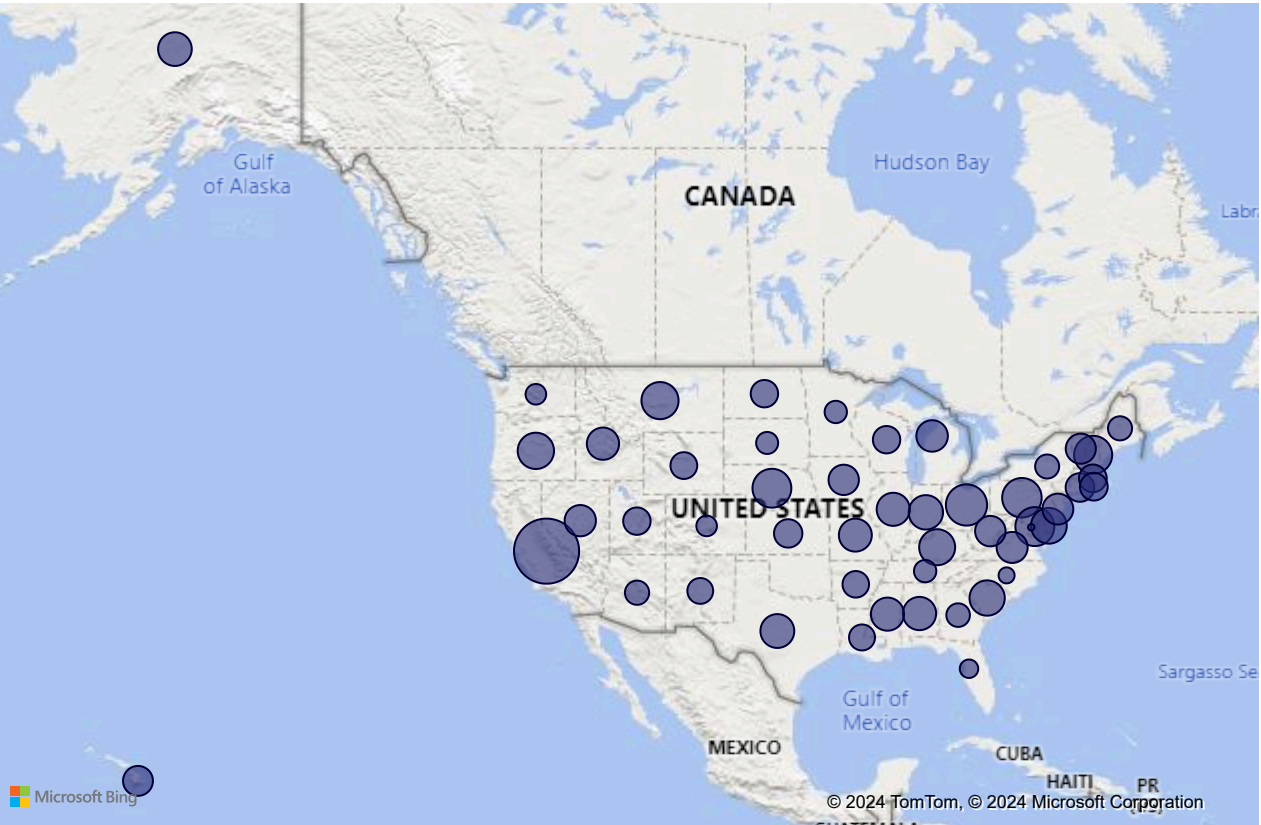
CUSTOMER CHURN ANALYSIS -Demographics and Region



No. customers and Churn rate by Age and Demographics



Churn rate by State



State	Number of customers	Number of churned customers	Churn rate
CA	68	43	63.24%
OH	158	55	34.81%
PA	90	30	33.33%
MD	140	46	32.86%
Total	6687	1796	26.86%

CUSTOMER CHURN ANALYSIS - Customer Profile

In group contract

6.51%
Churn rate
22.66
Average of Monthly Charge

Not in group contract

32.85%
Churn rate
33.49
Average of Monthly Charge

Account Length

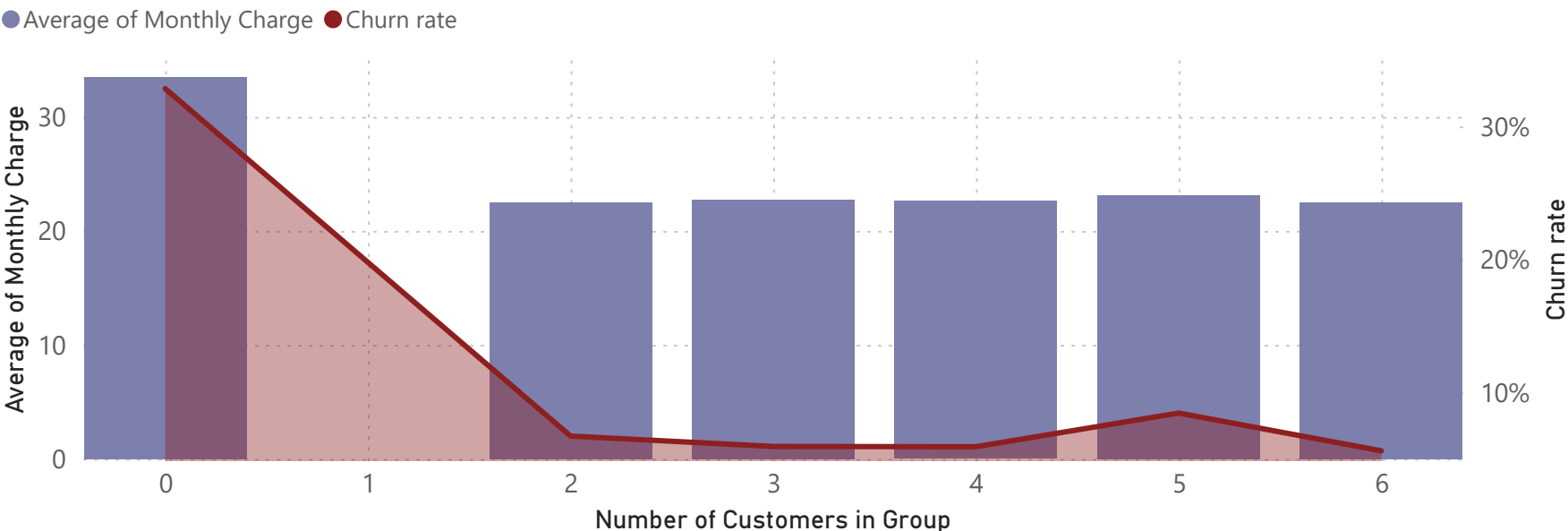
1

77

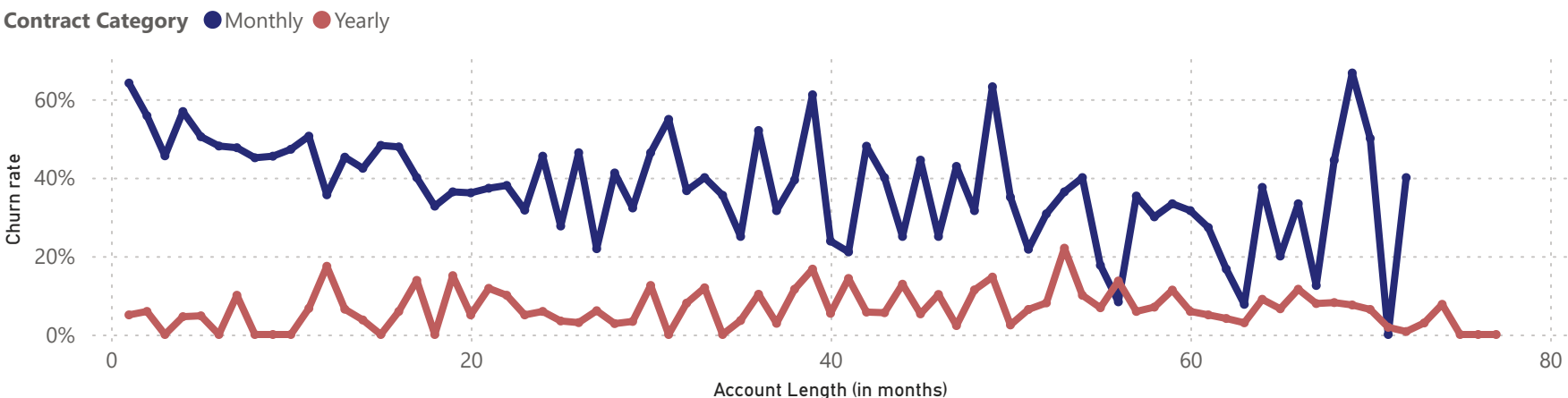


26.86%
Churn rate

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



Churn rate by Account Length (in months) and Contract Category

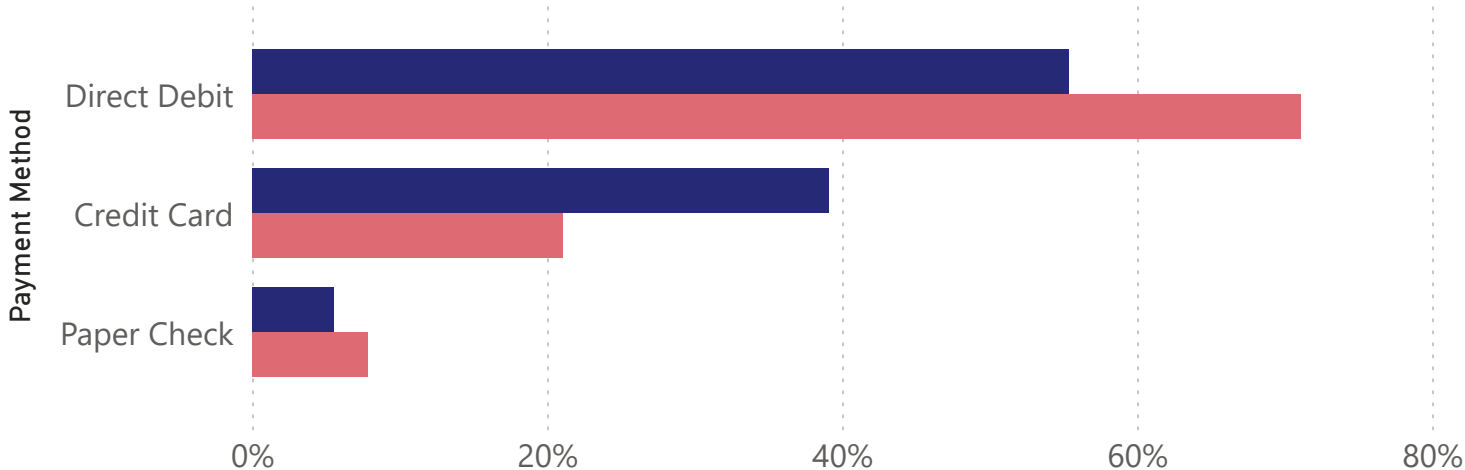


CUSTOMER CHURN ANALYSIS - Product and Payment

GB Consumption	Unlimited Data Plan	No customers	Churned customers	Avg Monthly Charge	Avg Extra Data Charges	Churn rate
Between 5GB to 10GB	No	265	85	36.99	31.02	32.08%
Less than 5GB	No	1714	211	13.86	4.34	12.31%
More than 10GB	No	214	57	36.87	32.25	26.64%
Between 5GB to 10GB	Yes	1771	595	37.23	0.00	33.60%
Less than 5GB	Yes	1524	529	37.73	0.00	34.71%
More than 10GB	Yes	1199	319	35.55	0.00	26.61%
Total		6687	1796	31.03	3.37	26.86%

% customers and % churned customers by payment method

● % in total customers ● % in total churned customers



Churn rate by international plan group		
	Intl Active	Have Int Plan
No		71.19%
Yes		40.34%

Intl Active

Unlimited Data Plan

All

All

CUSTOMER CHURN ANALYSIS - Customer service calls

