



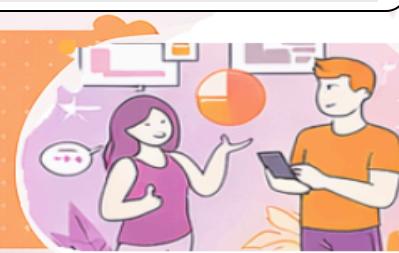
CHURN ANALYSIS - SUMMARY

Female

Male

Monthly_Charge_Range

All



6,418

Total Customers

1,732

Churned Customers

411

New Joiners

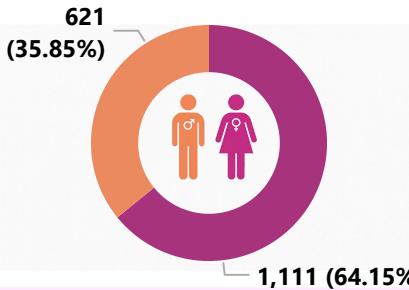
27.0%

Churn Rate

DEMOGRAPHIC

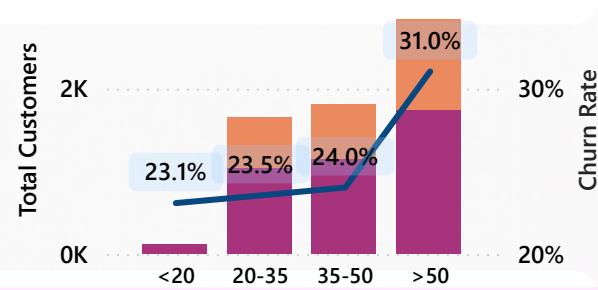
Churned Customers

by Gender



Total Customers and Churn Rate

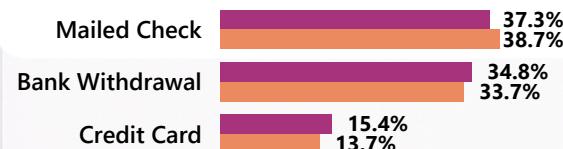
by Age Group



ACCOUNT INFO

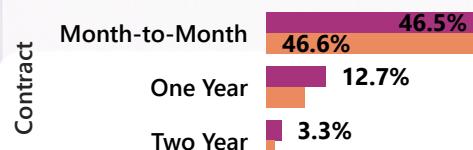
Churn Rate

by Payment Method



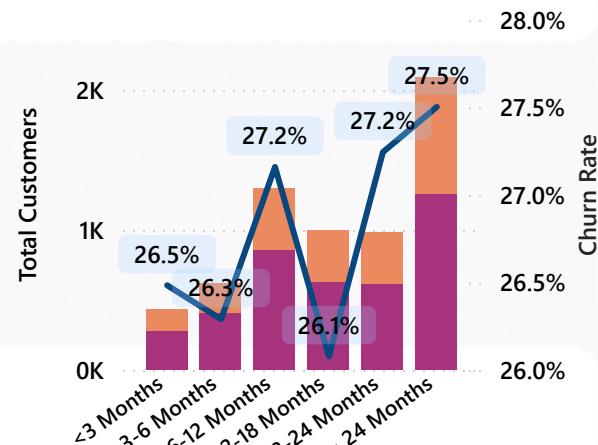
Churn Rate

by Contract



Total Customers and Churn Rate

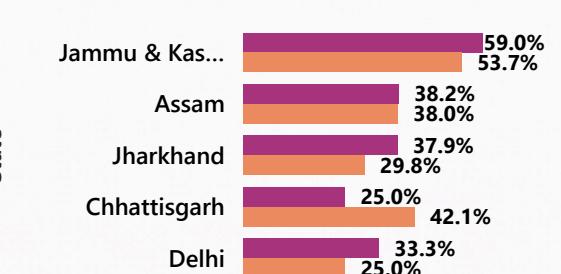
by Tenure



GEOGRAPHIC

Churn Rate

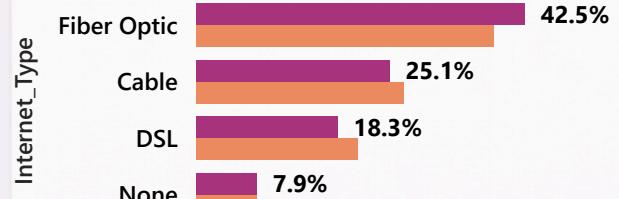
by State (Top 5)



SERVICES USED

Churn Rate

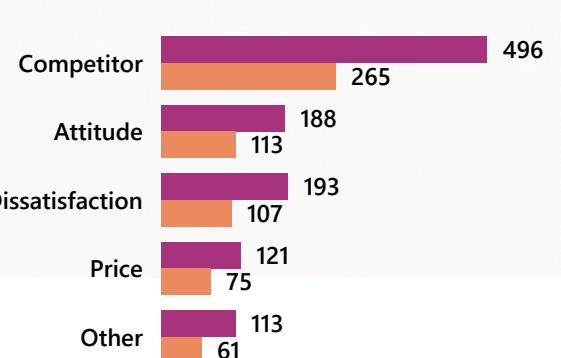
by Internet Type



CHURN DISTRIBUTION

Churned Customers

by Churn Category



SERVICES USED

Service_Type	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	94.6%	5.4%



CHURN ANALYSIS - SUMMARY

Female

Male

Monthly_Charge_Range

All

6,418

Total Customers

1,732

Churned Customers

411

New Joiners

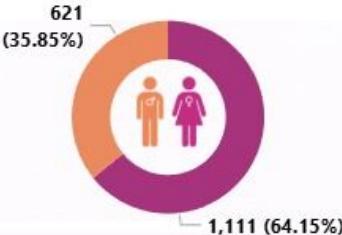
27.0%

Churn Rate

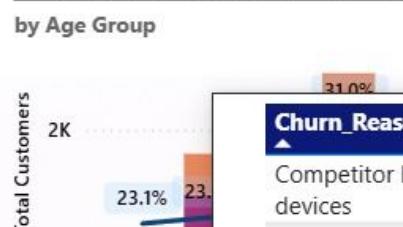


DEMOGRAPHIC

Churned Customers by Gender



Total Customers and Churn Rate by Age Group



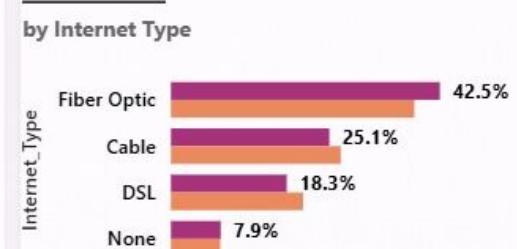
GEOGRAPHIC

Churn Rate by State (Top 5)

Churn Reason	Churned Customers
Competitor had better devices	180
Competitor made better offer	183
Competitor offered higher download speeds	67
Competitor offered more data	66
Total	496

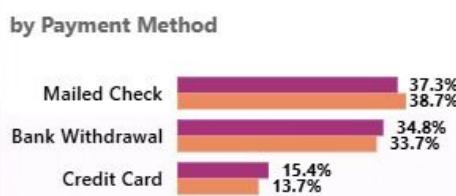
SERVICES USED

Churn Rate by Internet Type



ACCOUNT INFO

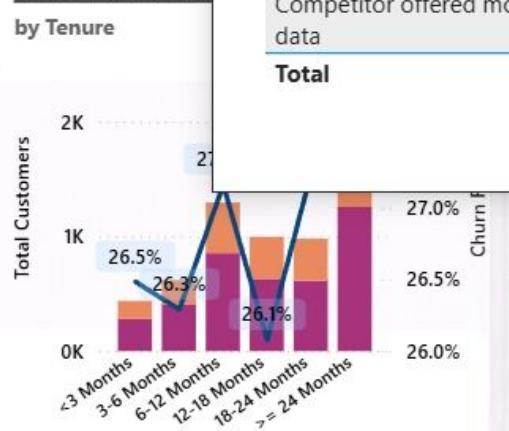
Churn Rate by Payment Method



Churn Rate by Contract



Total Customers by Tenure



CHURN RATE

Churn Reason

Reason	Count
Attitude	188
Dissatisfaction	193
Price	121
Other	61

SERVICES USED

Service Type	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Gaming	94.6%	5.4%

Churn_Reason	Churned Customers
Attitude of service provider	93
Attitude of support person	208
Competitor had better devices	289
Competitor made better offer	274
Competitor offered higher download speeds	92
Competitor offered more data	106
Total	1,732