



CHURN ANALYSIS - SUMMARY

Female

Male

Monthly_Charge_Range

All

6,418

Total Customers

1,732

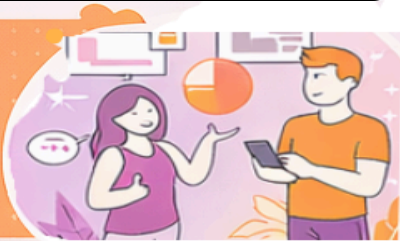
Churned Customers

411

New Joiners

27.0%

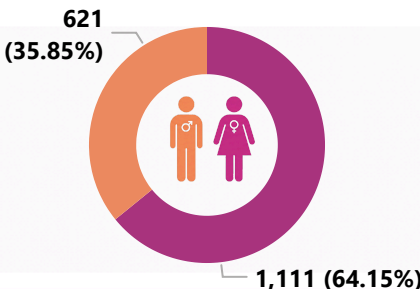
Churn Rate



DEMOGRAPHIC

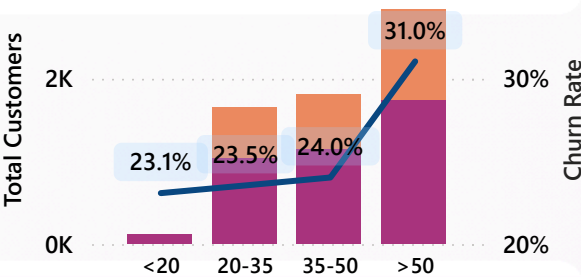
Churned Customers

by Gender



Total Customers and Churn Rate

by Age Group



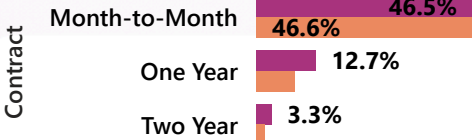
Churn Rate

by Payment Method



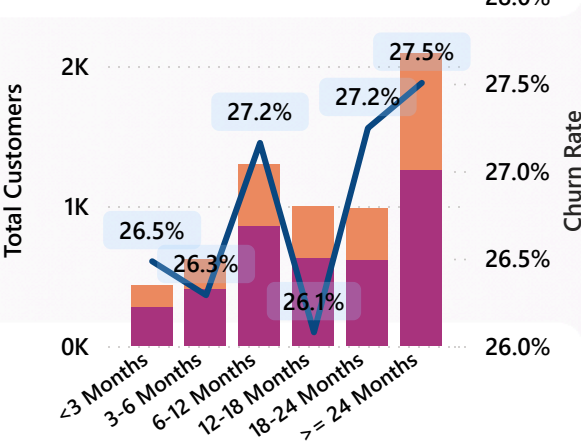
Churn Rate

by Contract



Total Customers and Churn Rate

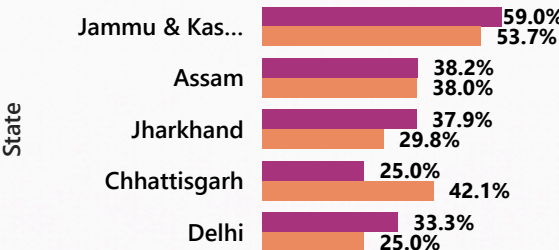
by Tenure



GEOGRAPHIC

Churn Rate

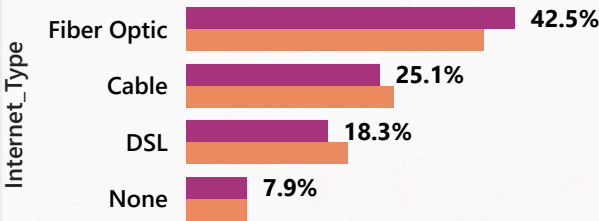
by State (Top 5)



SERVICES USED

Churn Rate

by Internet Type

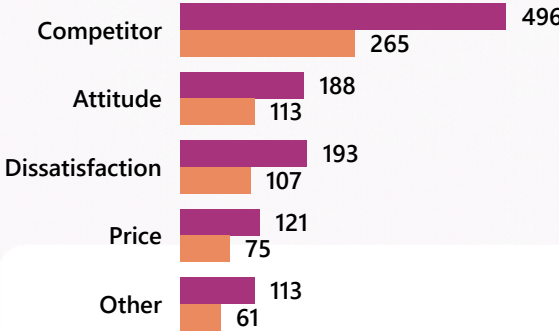


ACCOUNT INFO

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	84.6%	15.4%

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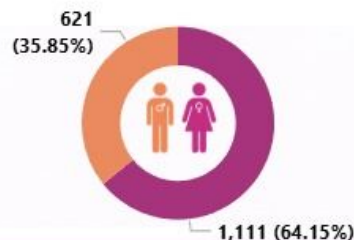
27.0%

Churn Rate



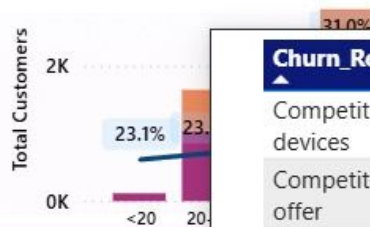
Churned Customers

by Gender



Total Customers and Churn Rate

by Age Group

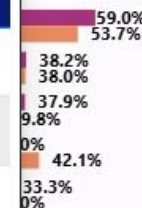


GEOGRAPHIC

Churn Rate

by State (Top 5)

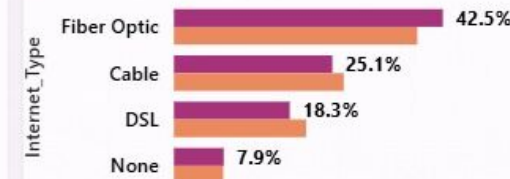
Churn Reason	Churned Customers
Competitor had better devices	180
Competitor made better offer	183
Competitor offered higher download speeds	67
Competitor offered more data	66
Total	496



SERVICES USED

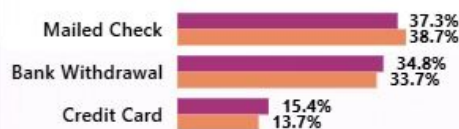
Churn Rate

by Internet Type



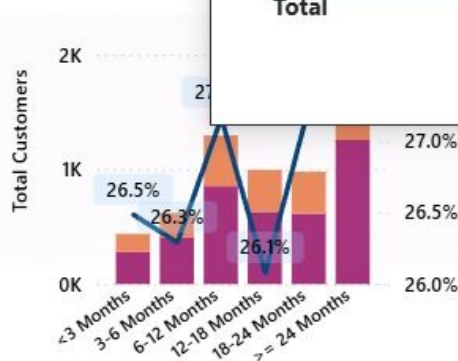
Churn Rate

by Payment Method



Total Customers

by Tenure



Churn Rate

by Contract



SERVICES USED

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Online_Security	84.6%	15.4%

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