

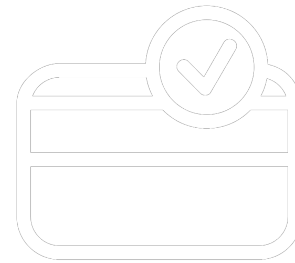
NAVIGATION



OVERVIEW



AGE GROUPS



PAYMENT & CONTRACT



EXTRA CHARGES



INSIGHTS

26.86%

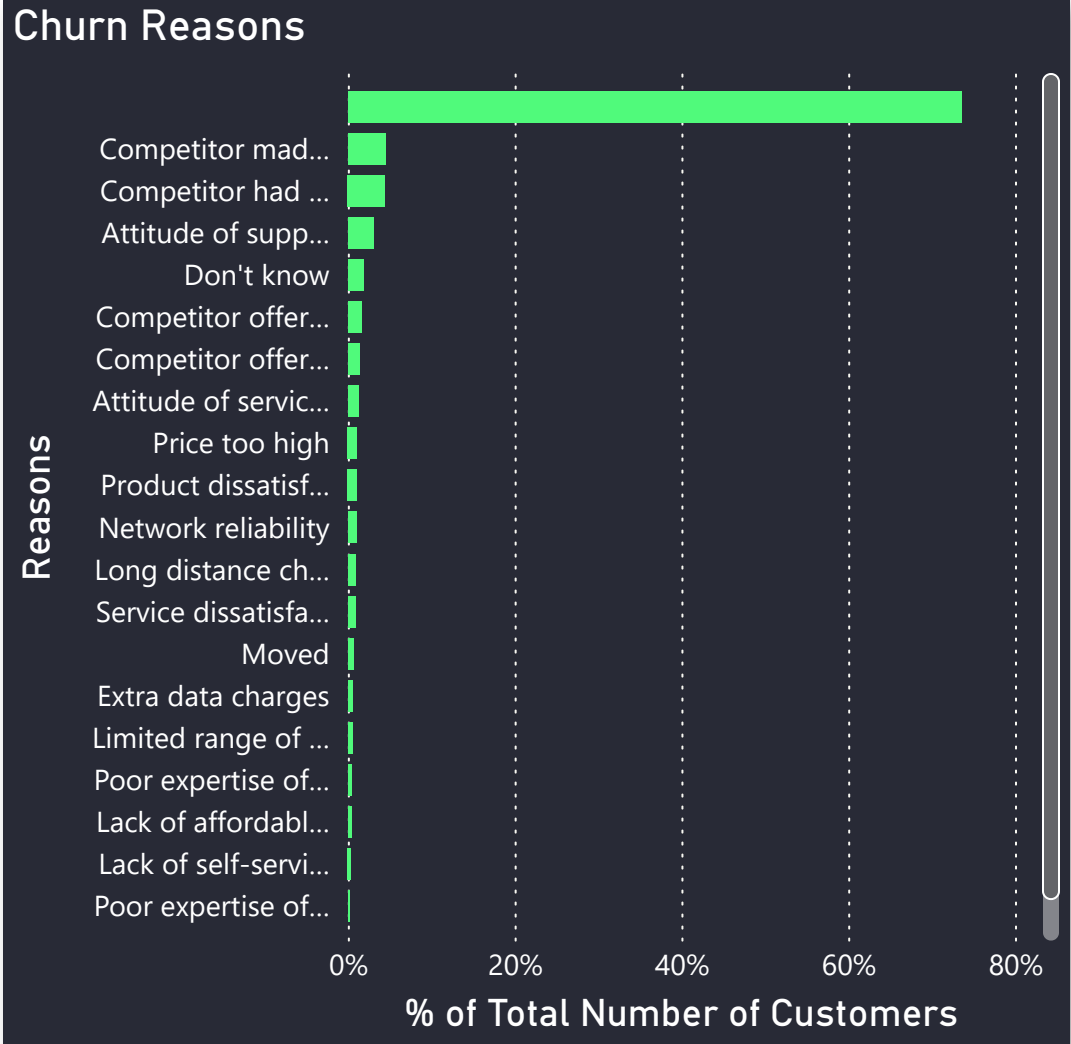
Churn Rate

1796

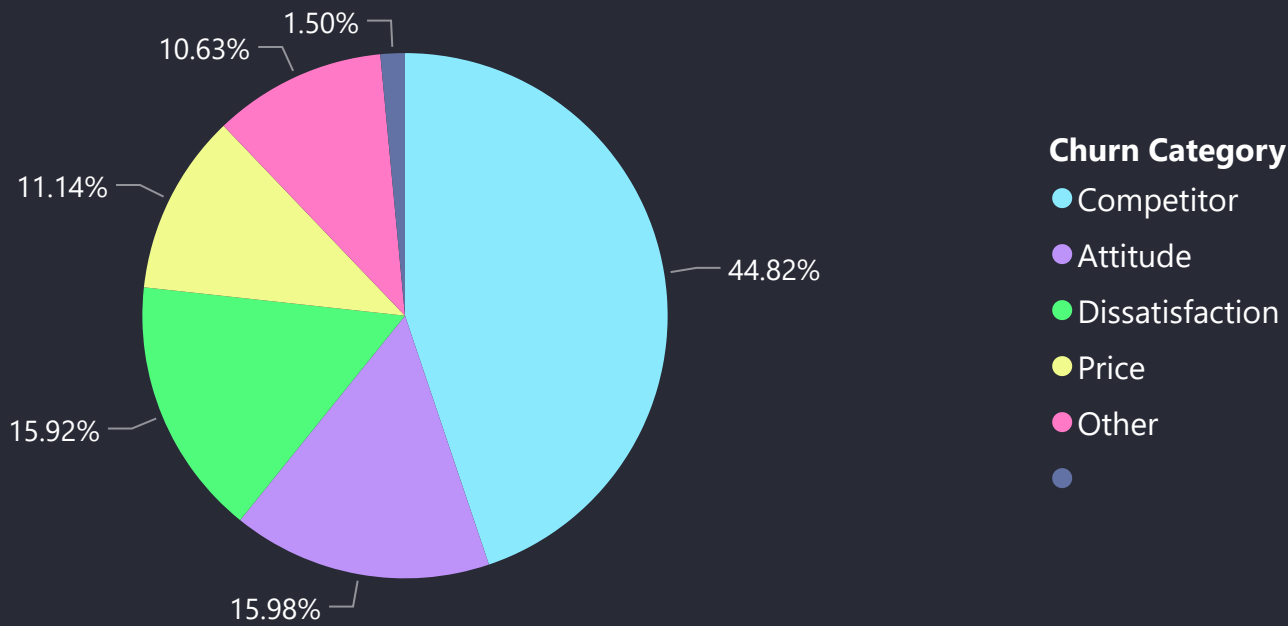
Churned

6687

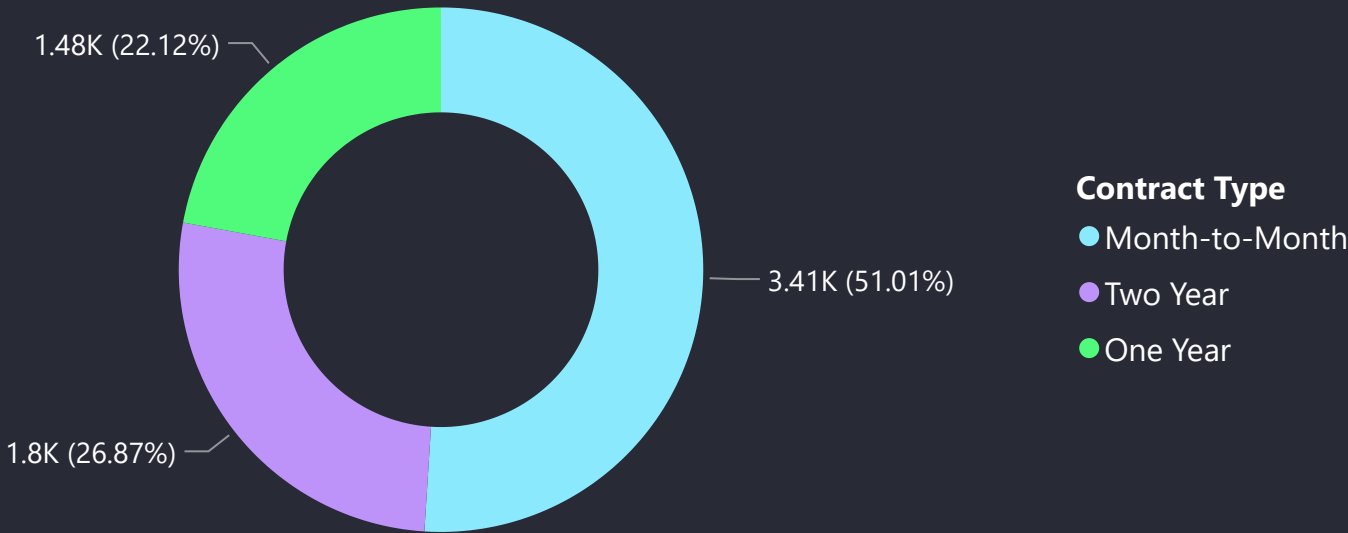
Number of Customers



Percent of Churned Customers by Churn Category



Customers by Contract Type



Account Length (in months)

1

77

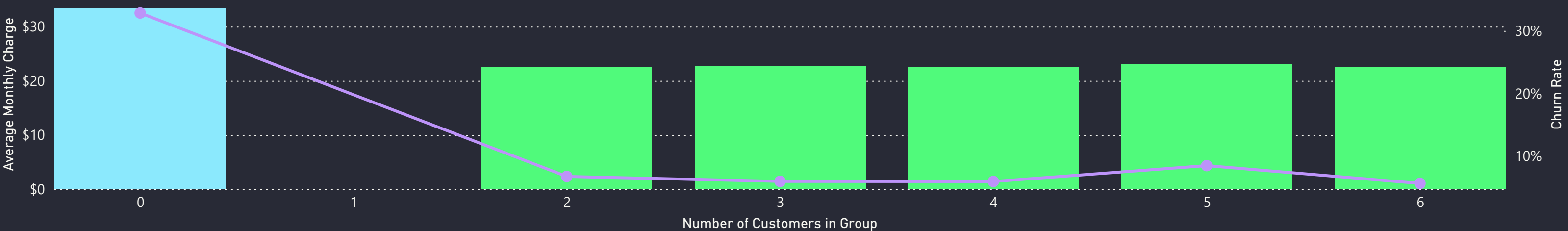


AGE GROUPS



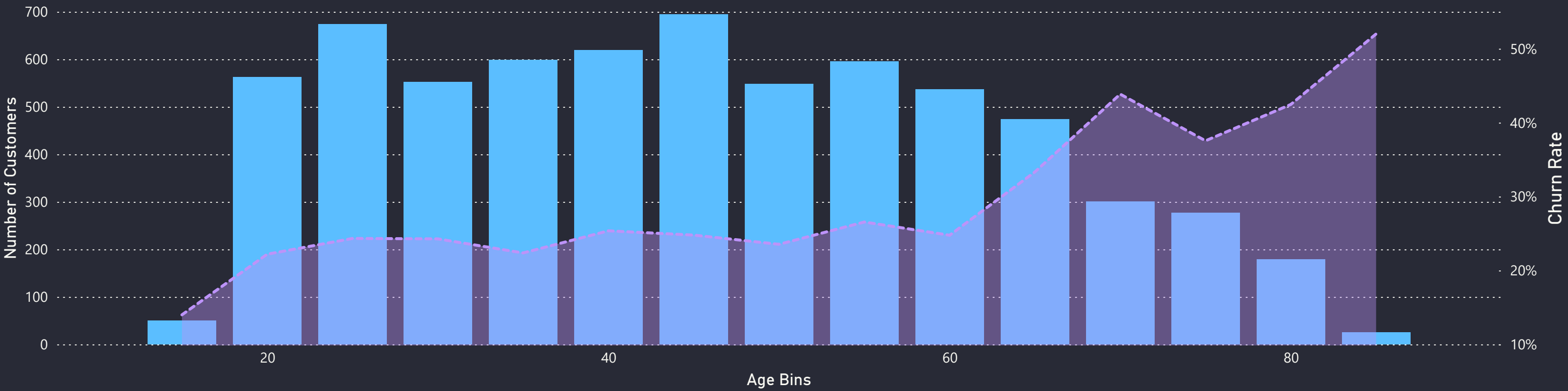
Average Monthly Charge and Churn Rate across Group Size

Group ● No ● Yes — Churn Rate



Churn Rate and Number of Customers Dynamics across Customers' Age

● Number of Customers ● Churn Rate



PAYMENT & CONTRACT

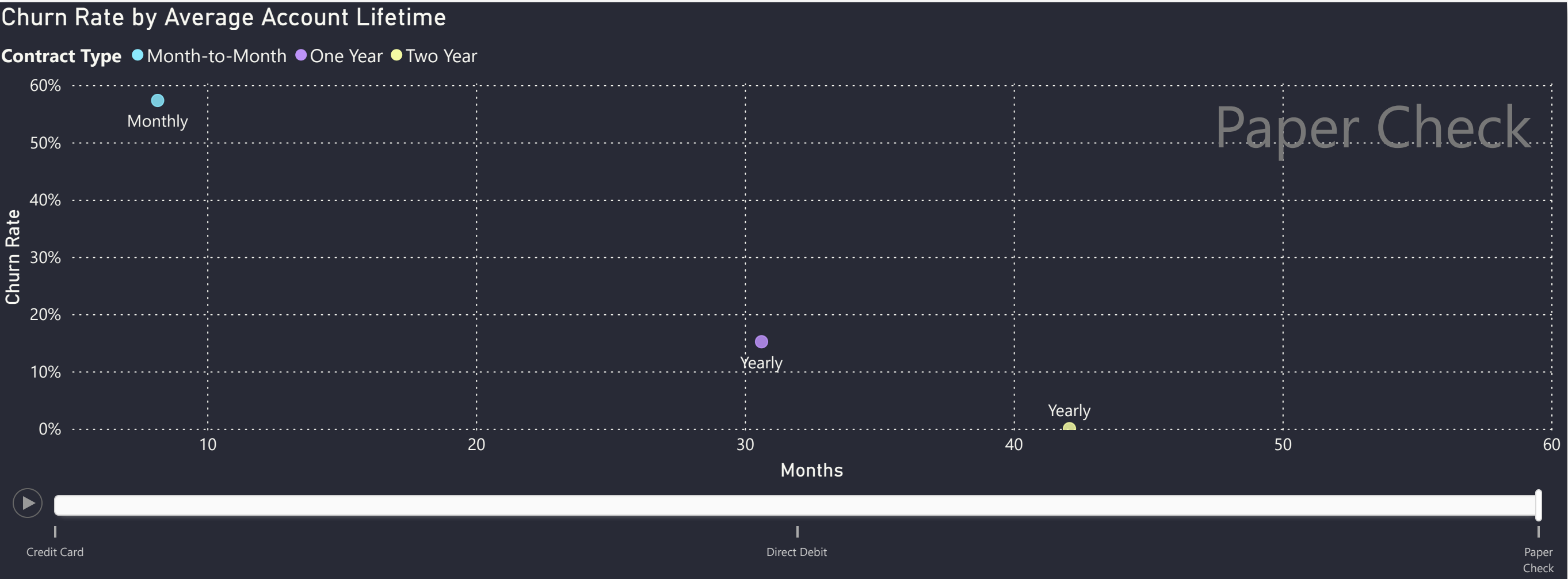
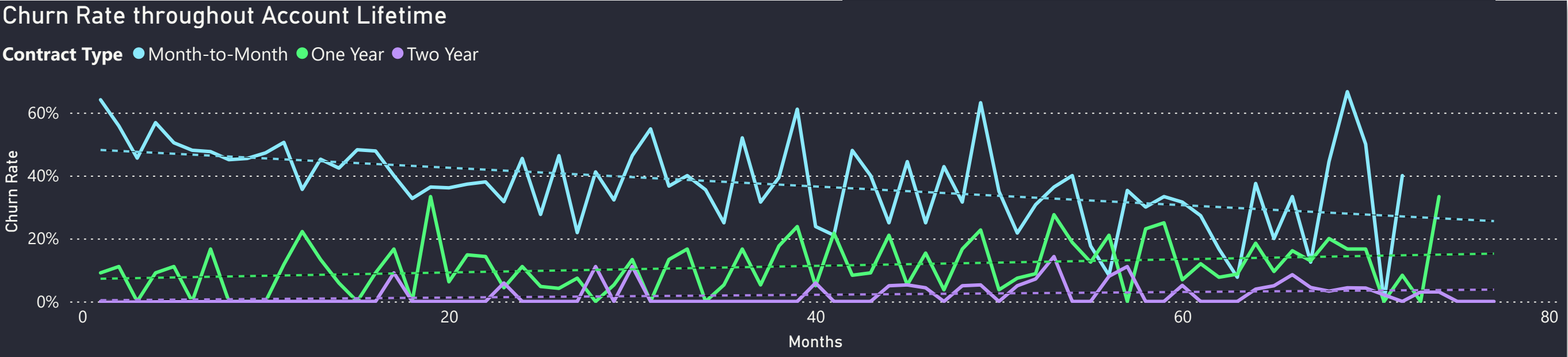


6123

Customer Service Calls

0.92

Average Customer Service Calls



33.64

Avg Extra International Charges

3.37

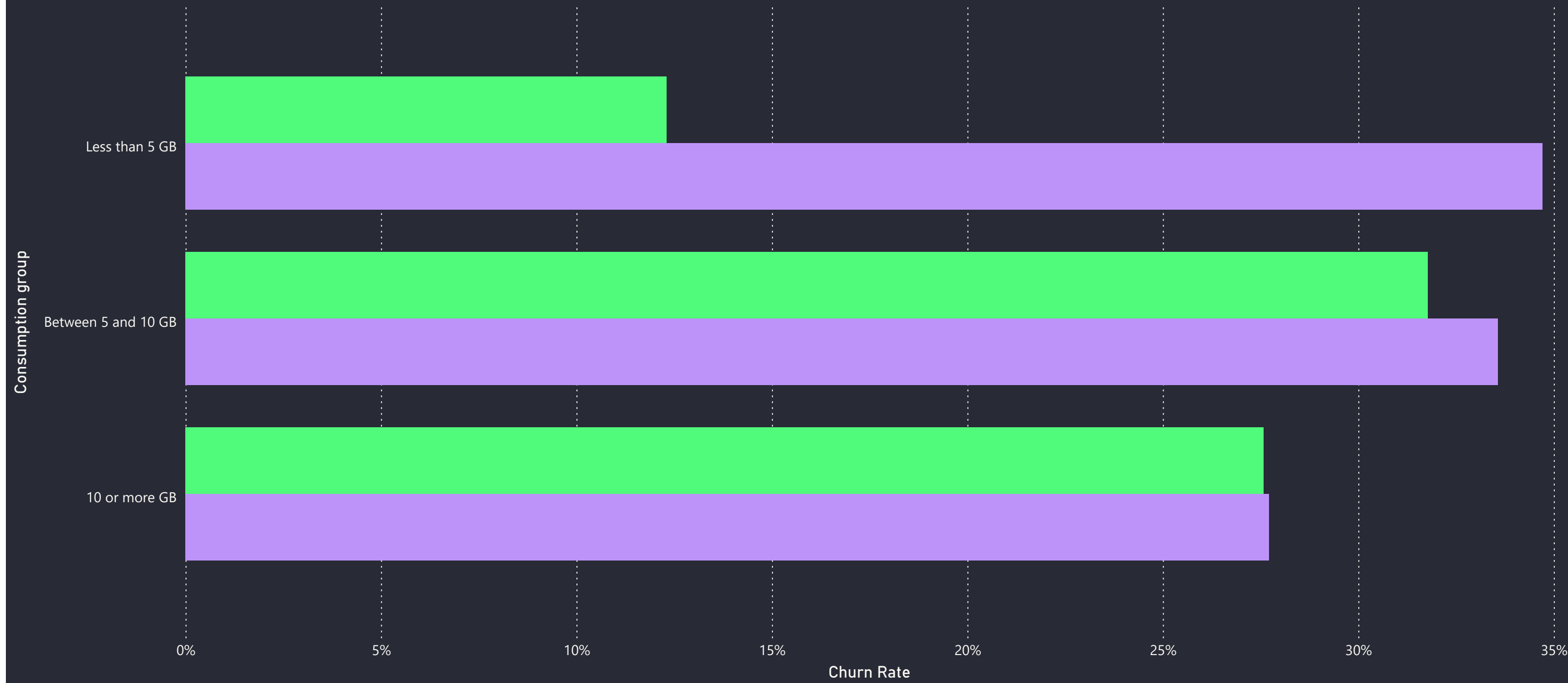
Avg Extra Data Charges

EXTRA CHARGES



Churn Rate across Consumption Groups by Data Plan

Unlimited Data Plan ● No ● Yes



6123

Customer Service
Calls

0.92

Average Customer Service
Calls

3.37

Avg Extra Data
Charges

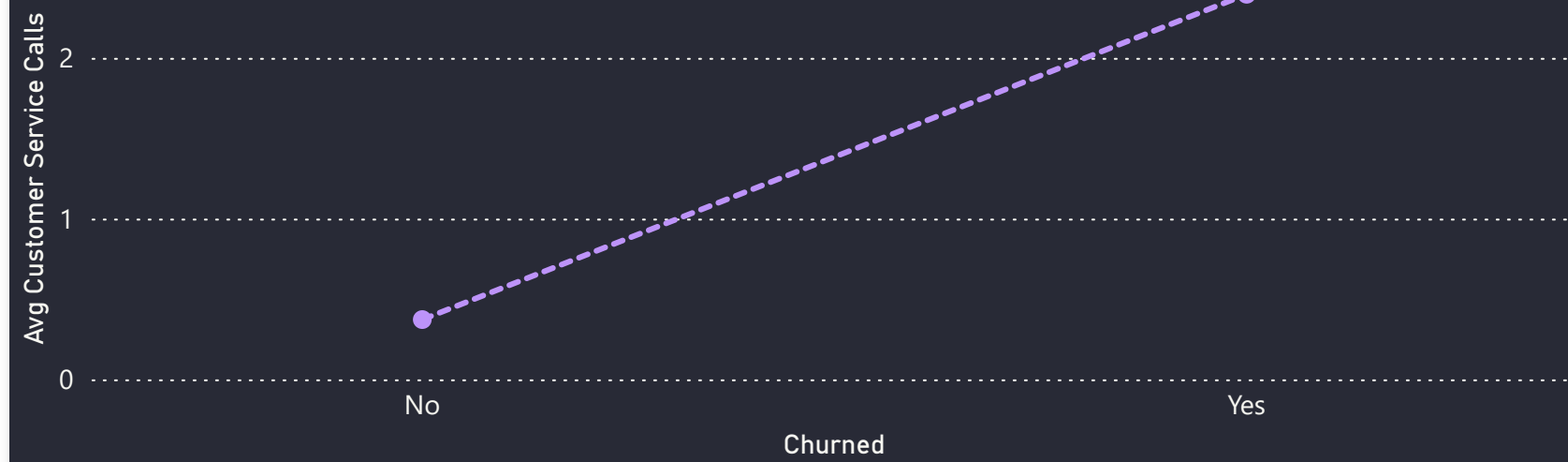
33.64

Avg Extra International
Charges

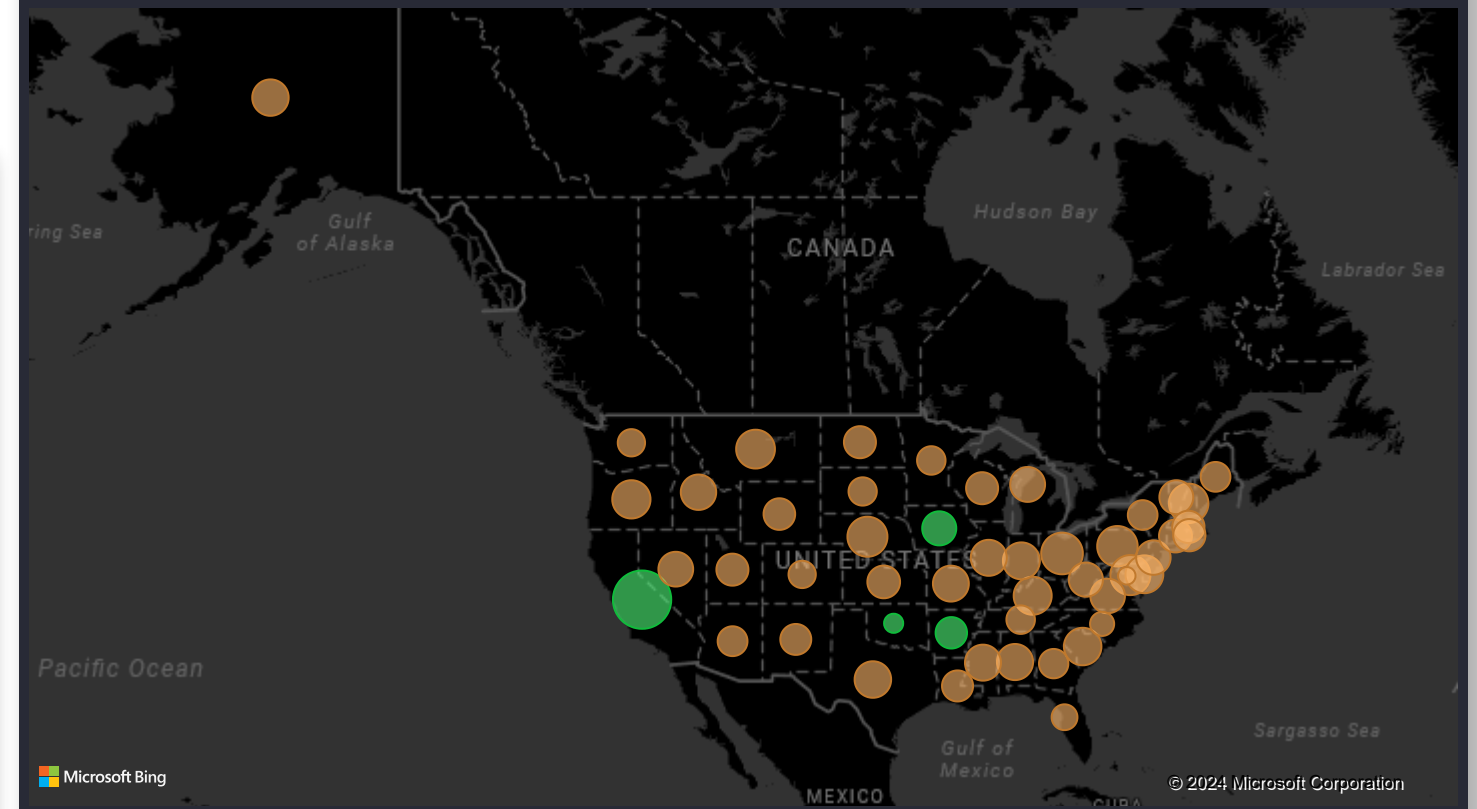
INSIGHTS



Average Customer Service Calls across Churned and Not Churned Customers



Churn rate by states



Average Customer Service Calls across Churned and Not Churned Customers by State

