

of Customers

6,687

of Churned Customers

1,796

Churn Rate

26.86%



Customers by Contract Type

Contract Type

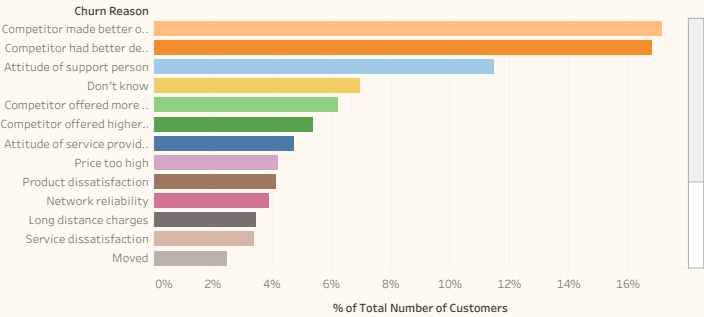
- Month-to-Month
- One Year
- Two Year

Use Pie & Donut Charts as Filter

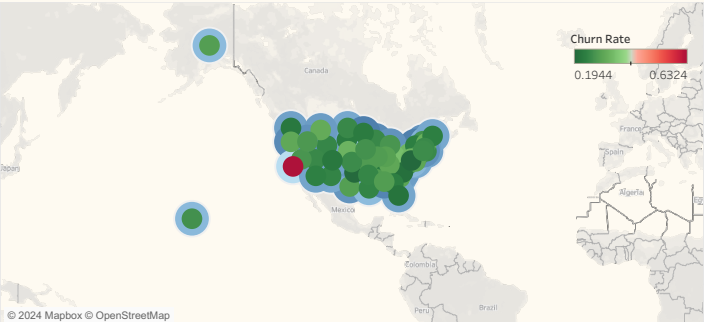
Churn Category



Churn Reason



Statewise Churn Rate



ANALYSIS BY AGE BRACKETS AND CUSTOMERS IN A GROUP

Unlimited Data Plan

- ☒ No
- ☒ Yes

Contract Type

- ☒ Month-to-Month
- ☒ One Year
- ☒ Two Year

Payment Method

- ☒ Credit Card
- ☒ Direct Debit
- ☒ Paper Check

Account Length (in months)

Pick Metric

Avg Customer Service
Calls

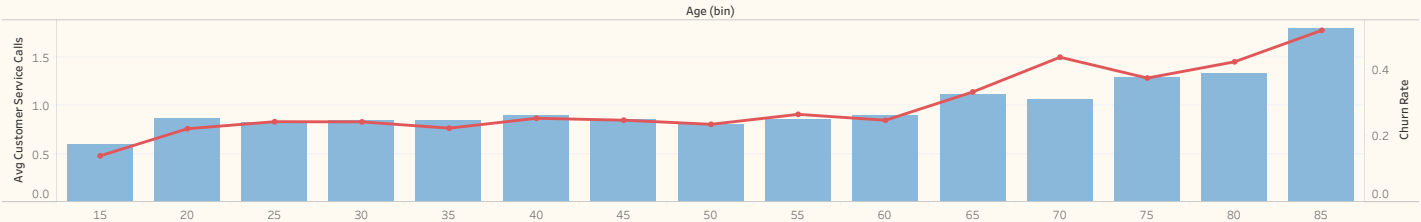
Measure Names

- ☒ Churn Rate
- ☒ Metric

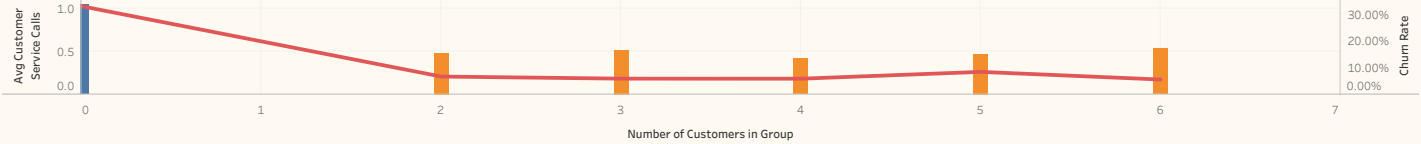
Group

- ☒ No
- ☒ Yes

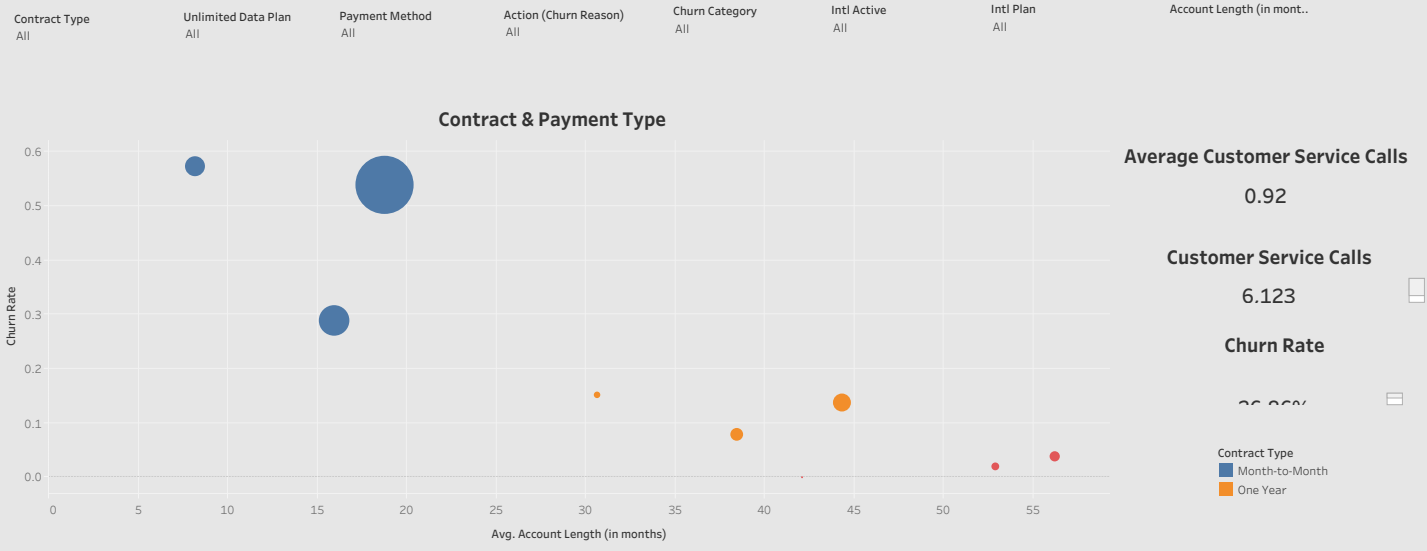
Age Bins



Group



Analyzing Customer Churn by Contract and Payment Type



Analyzing Customer Churn by Data Usage and International Plan

Payment Method
All

Unlimited Data Plan
All

Contract Type
All

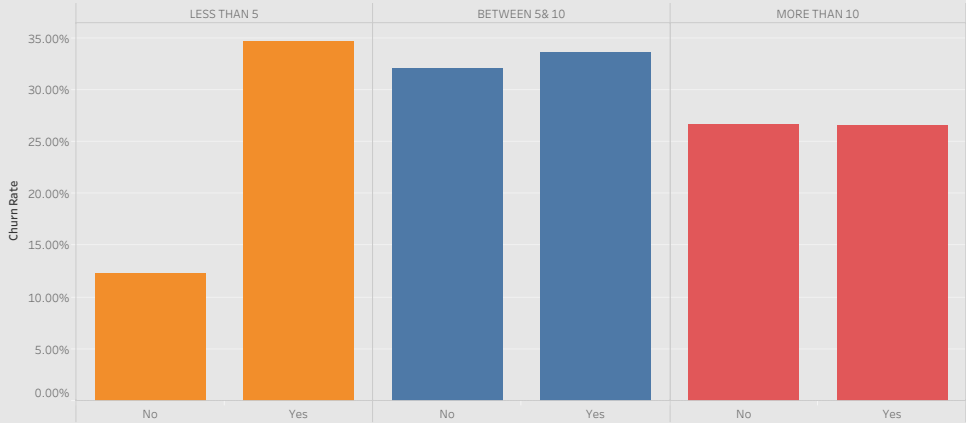
Intl Active
All

Grouped Monthly GB Dow..
All

Grouped Monthly GB ..
LESS THAN 5
BETWEEN 5& 10

Churn Rate
7.59% 71.19%

Data Plan



International Plan

Intl Active	Intl Plan		
	no	yes	
No	20.01%	71.19%	

of Customers

6,687

of Churned Customers

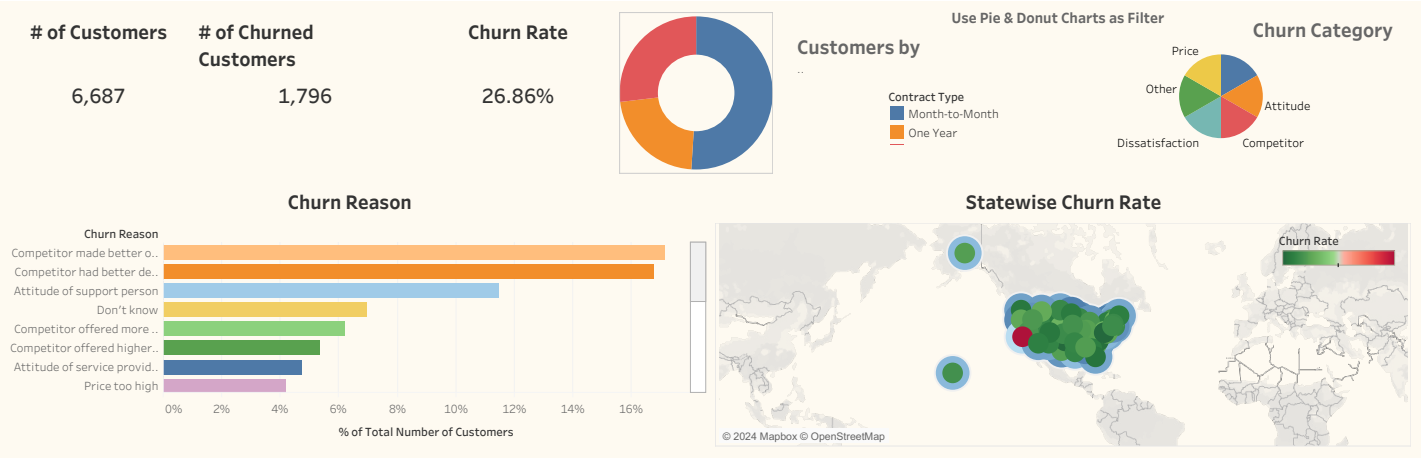
1,796

Extra Data Charges

\$3.37

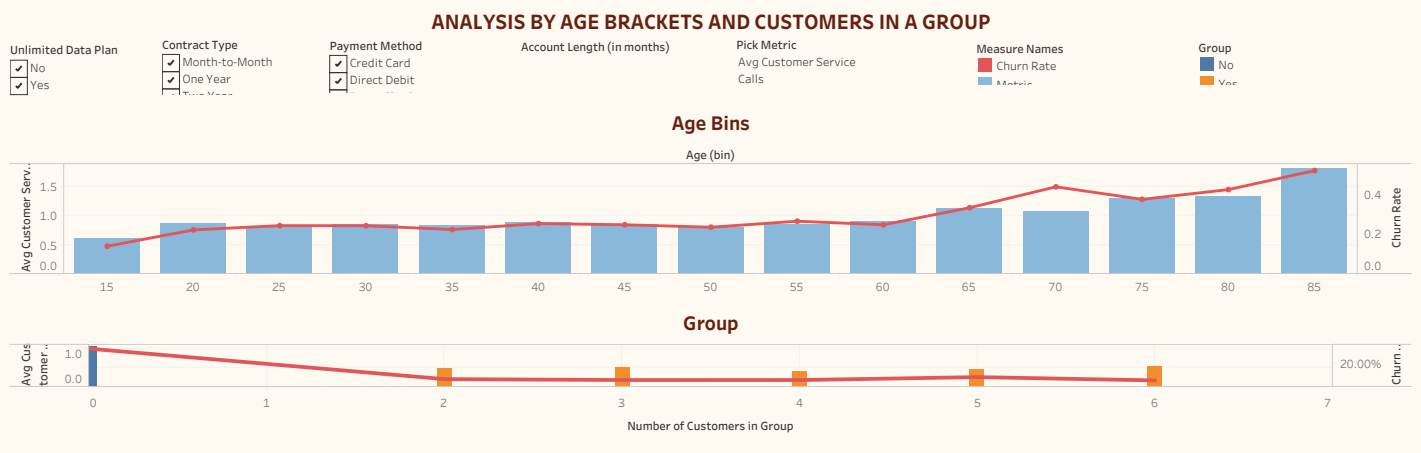
Churn Analysis

Overview	Analysis by Age	Analysis by Contract & Payment Type	Analysis by Data Usage & Payment Type
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Churn Analysis

- Overview
- Analysis by Age
- Analysis by Contract & Payment Type
- Analysis by Data Usage & Payment Type



Age Bins

Avg Customer Service Calls

Age (bin)

Churn Rate

Age (bin)	Avg Customer Service Calls	Churn Rate
15	0.6	0.2
20	0.8	0.3
25	0.8	0.35
30	0.8	0.35
35	0.8	0.3
40	0.8	0.35
45	0.8	0.35
50	0.8	0.3
55	0.9	0.35
60	0.8	0.3
65	1.1	0.35
70	1.0	0.45
75	1.2	0.35
80	1.3	0.4
85	1.7	0.45

Group

Avg Customer Service Calls

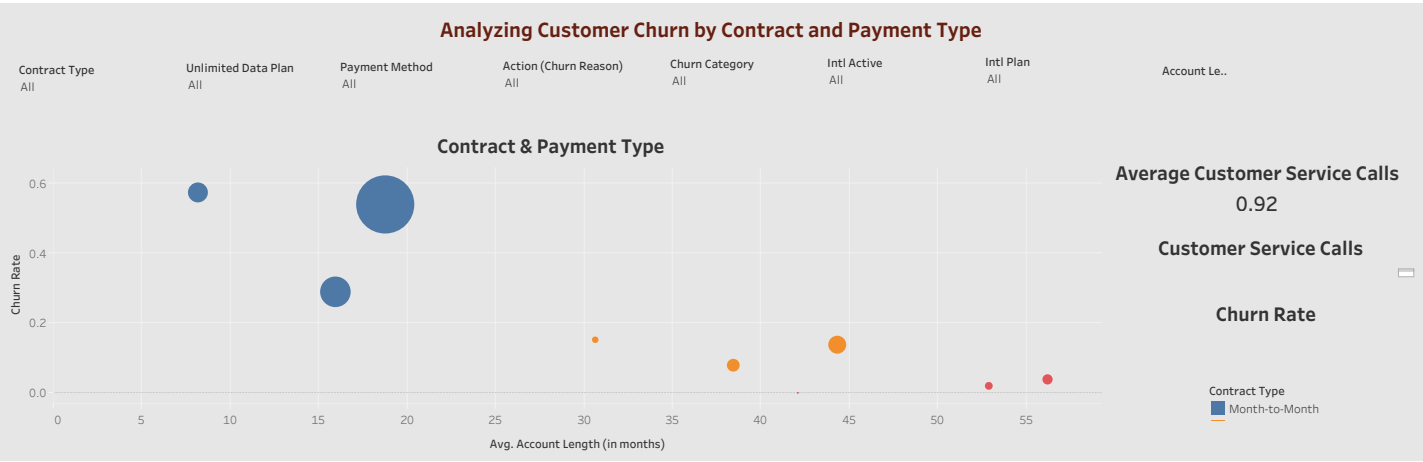
Number of Customers in Group

Churn Rate

Number of Customers in Group	Avg Customer Service Calls	Churn Rate
0	1.0	20.00%
1	0.8	15.00%
2	0.2	10.00%
3	0.2	10.00%
4	0.2	10.00%
5	0.2	10.00%
6	0.2	10.00%

Churn Analysis

- Overview
- Analysis by Age
- Analysis by Contract & Payment Type
- Analysis by Data Usage & Payment Type



Churn Analysis

- Overview
- Analysis by Age
- Analysis by Contract & Payment Type
- Analysis by Data Usage & Payment Type

