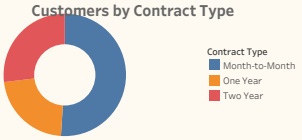
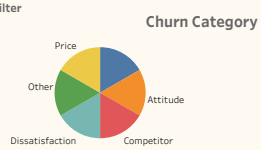
Churn Analysis

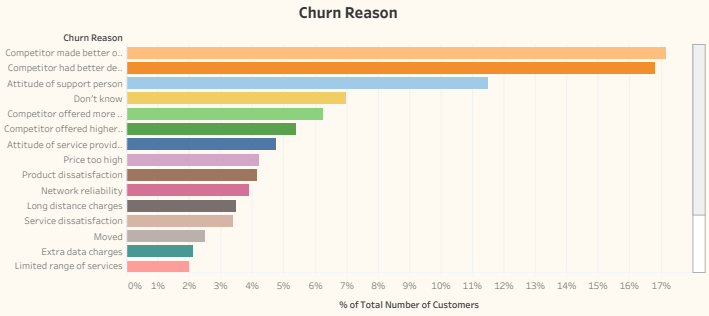
Overview | Analysis by Age | Analysis by Contract & Payment Type | Analysis by Data Usage & Payment Type

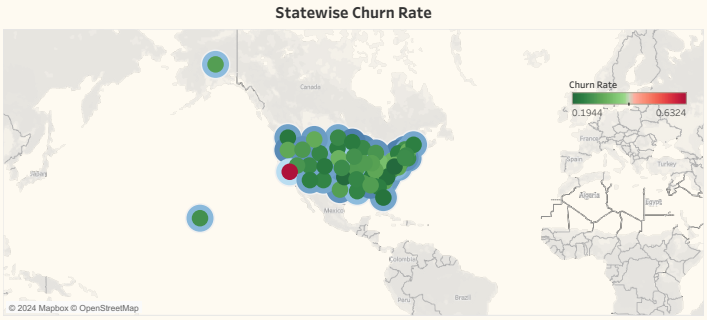
# of Customers	# of Churned Customers	Churn Rate
6,687	1,796	26.86%



Use Pie & Donut Charts as Filter







Churn Analysis

ANALYSIS BY AGE BRACKETS AND CUSTOMERS IN A GROUP

Unlimited Data Plan
- [x] No
- [x] Yes

Contract Type
- [x] Month-to-Month
- [x] One Year
- [x] Two Year

Payment Method
- [x] Credit Card
- [x] Direct Debit
- [x] Paper Check

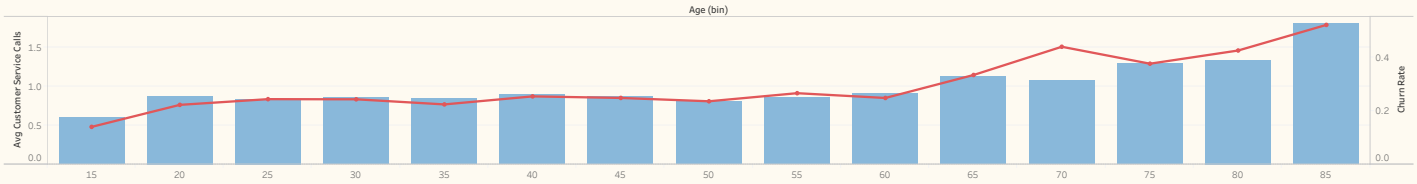
Account Length (in months)

Pick Metric
Avg Customer Service Calls

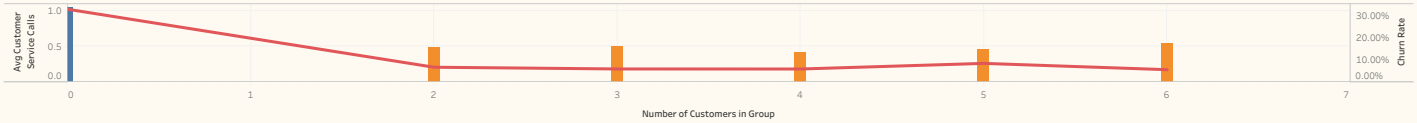
Measure Names
- Churn Rate
- Metric

Group
- No
- Yes

Age Bins



Group

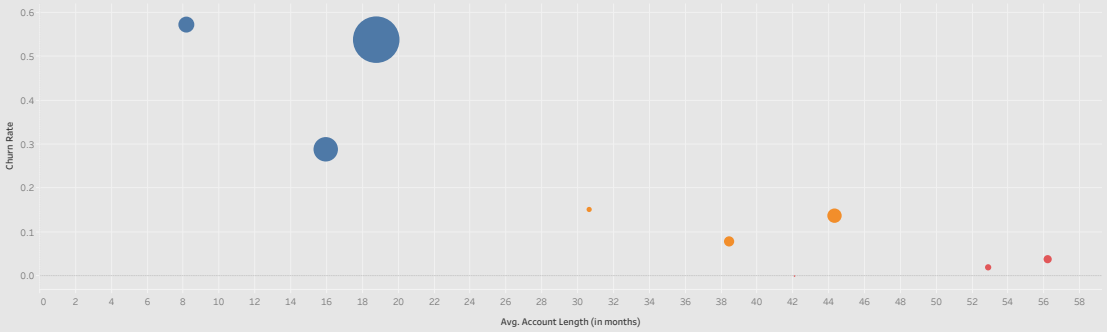


Churn Analysis

Analyzing Customer Churn by Contract and Payment Type

Contract Type: All
Unlimited Data Plan: All
Payment Method: All
Action (Churn Reason): All
Churn Category: All
Intl Active: All
Intl Plan: All
Account Length (in months)

Contract & Payment Type



Average Customer Service Calls

0.92

Customer Service Calls

6.123

Churn Rate

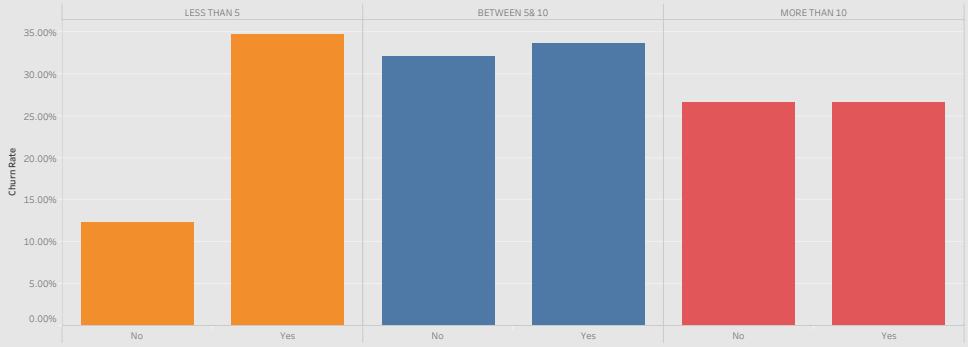
Contract Type
Month-to-Month
One Year

Churn Analysis

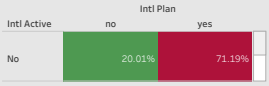
Analyzing Customer Churn by Data Usage and International Plan

Payment Method: All
Unlimited Data Plan: All
Contract Type: All
Intl Active: All
Grouped Monthly GB Download: All
Grouped Monthly GB Down..: LESS THAN 5, BETWEEN 5& 10
Churn Rate: 7.59% – 71.19%

Data Plan



International Plan



# of Customers

# of Churned Customers

Extra Data Charges

$3.37