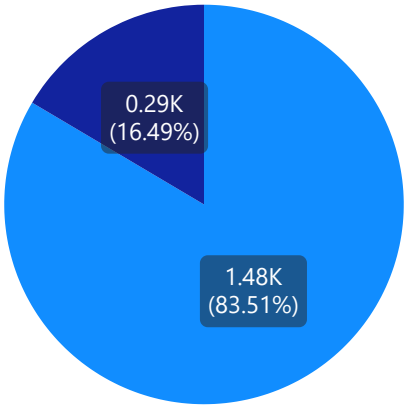


Churned Customers Count by Age

Under 30 Over 30 y.o. Under 30 y.o.

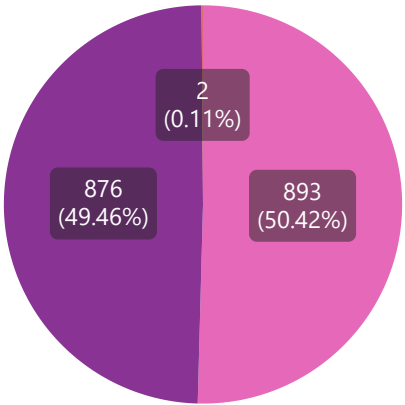


6411
Total Customer

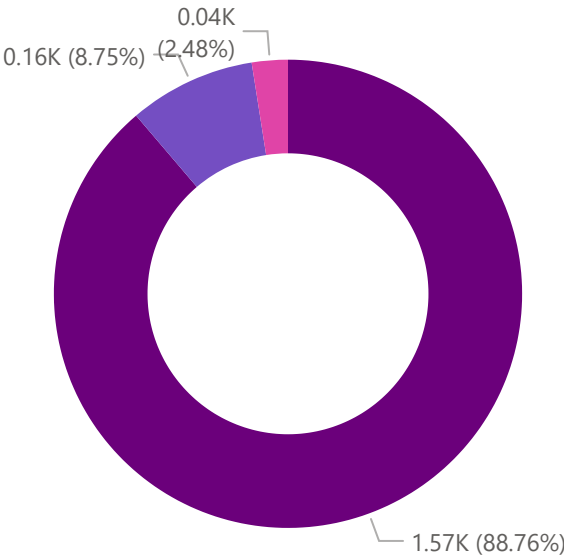
1771
Total Churned Customers

Churned Customers Count by Gender

Gender Female Male Prefer not to say



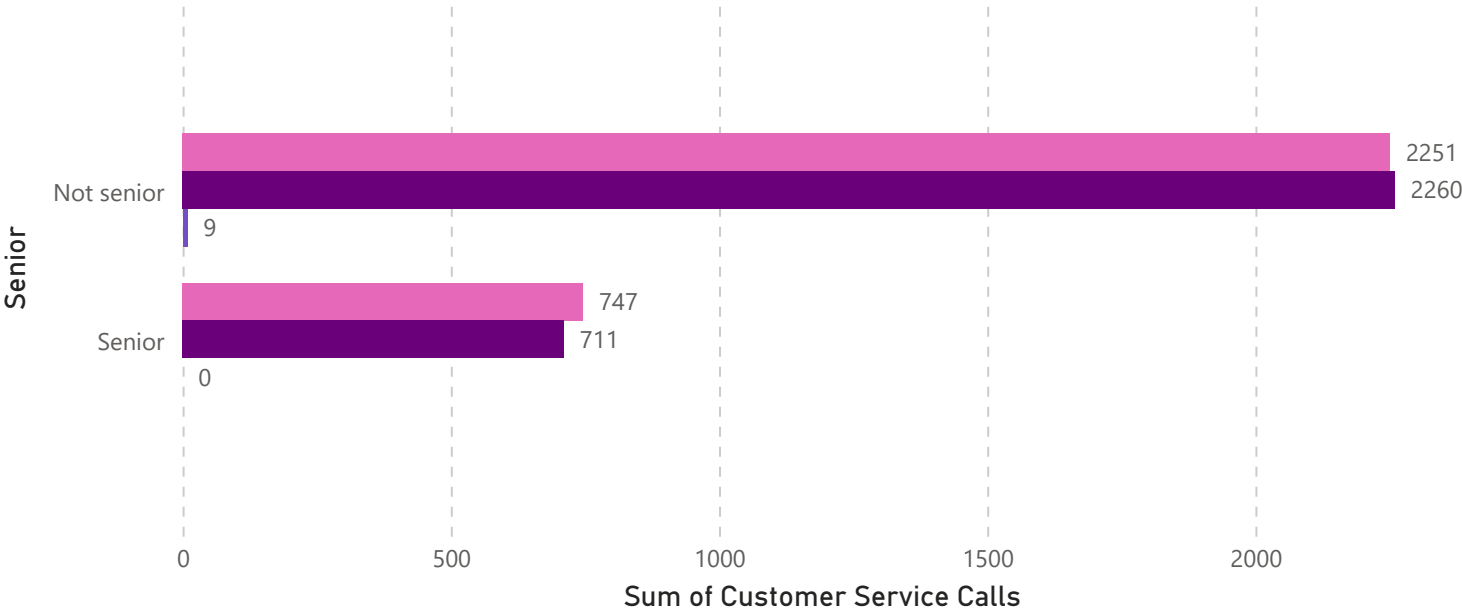
Churned Customers Distribution based on Contract



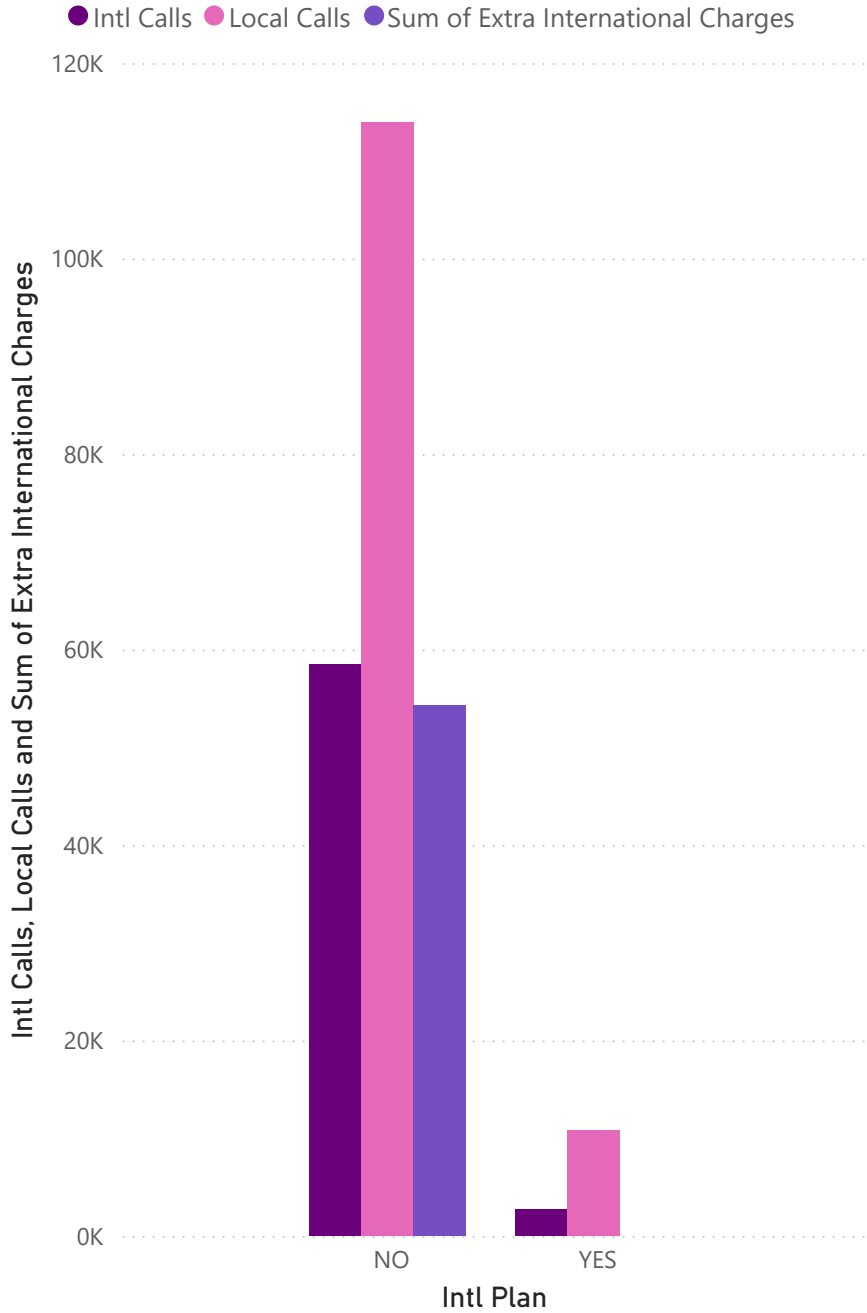
Contract Type
Month-to-Month
One Year
Two Year

Total Churned Customers Service Calls

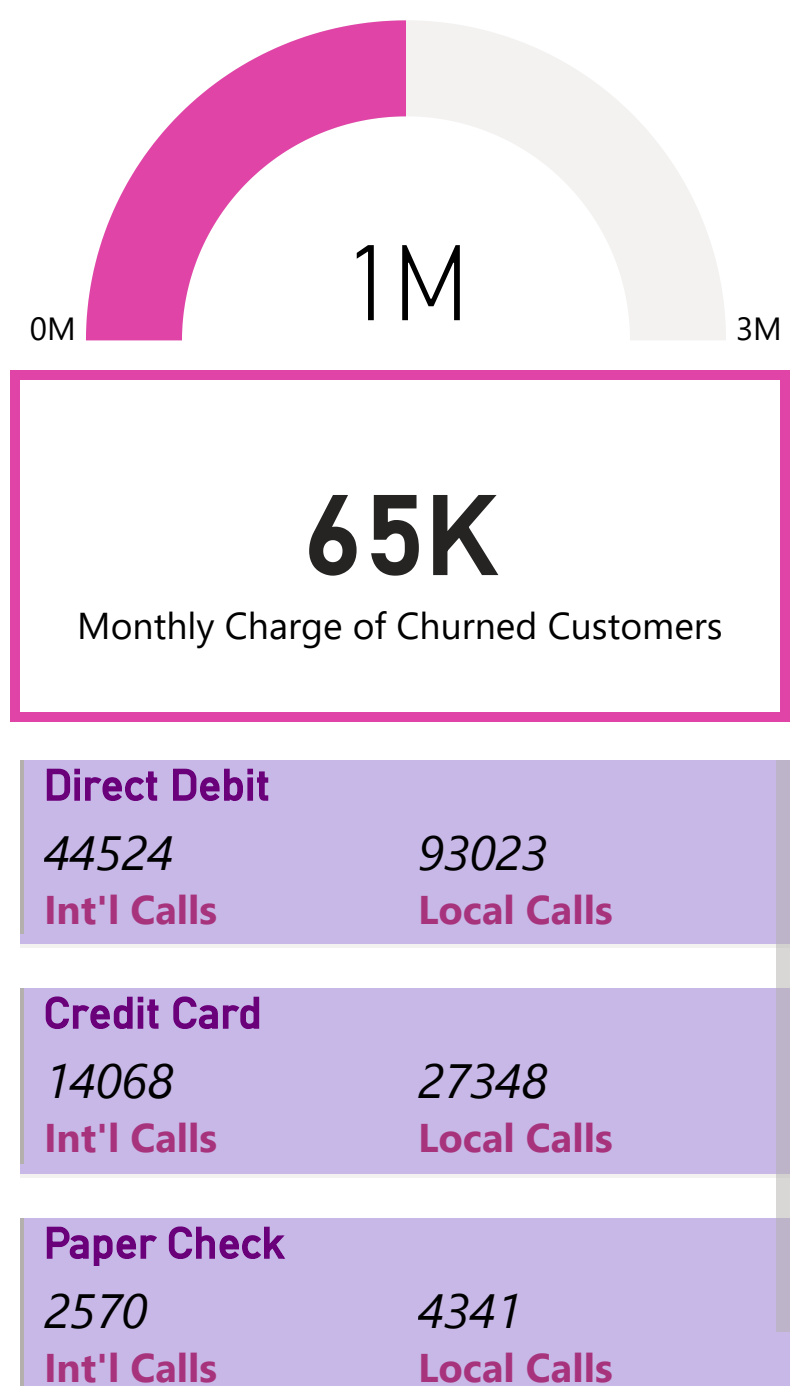
Gender Female Male Prefer not to say



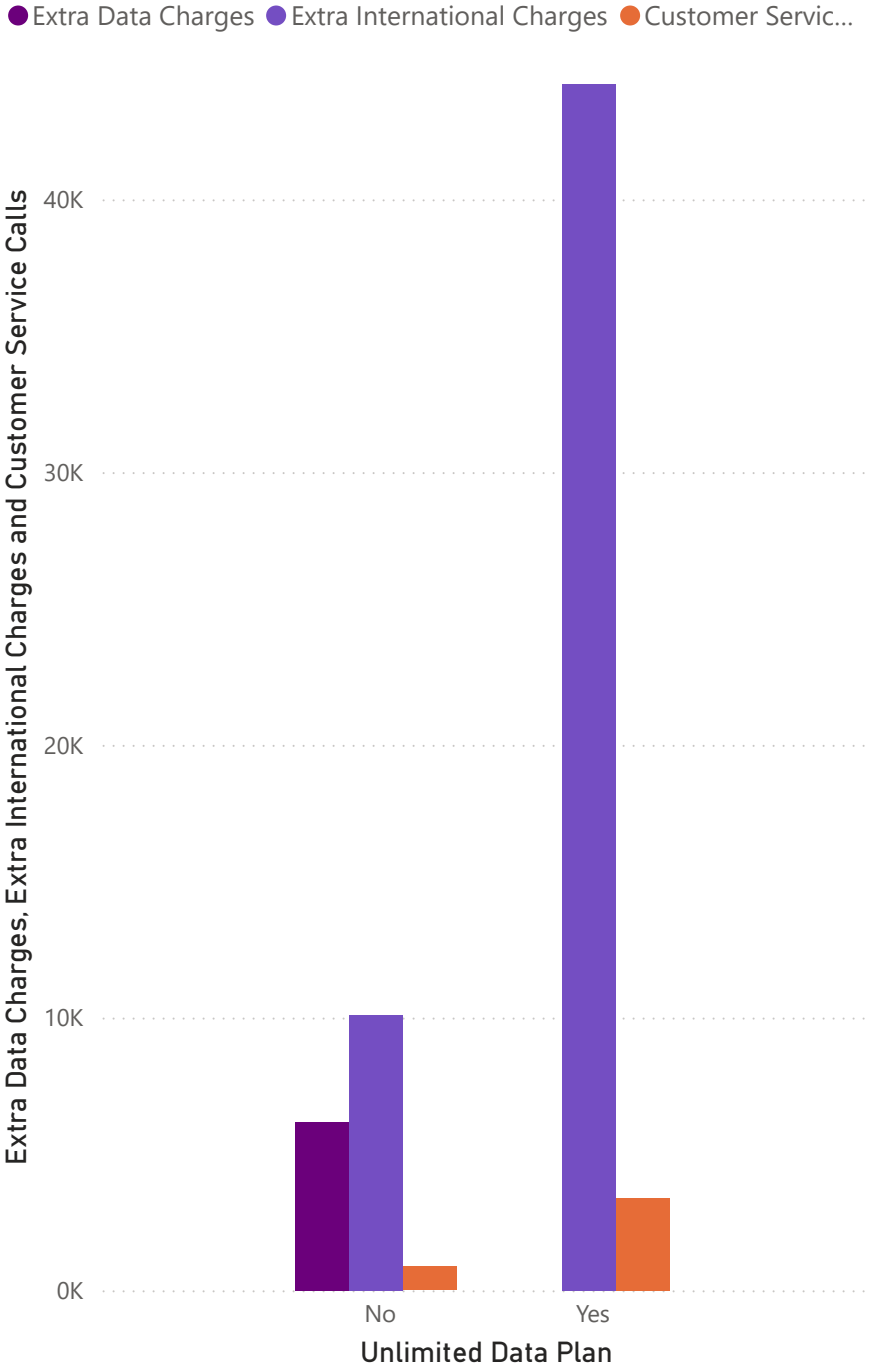
Churned Customers Total Calls & Charges by Int'l Plan



Churned Customers Total Charges



Churned Customers Extra Charges by Unlimited Data Plan



Findings

1. Churn customers are 27.62% of total customers.
2. Demographic of churned customers: above 30 years old and not senior; little disparity between genders; mostly had month-to-month contract.
3. Customers without int'l plan made more int'l calls compared to those with int'l plan.
4. Customers with unlimited data plan made extra int'l charges than those without.
5. Three factors contributing to customer churn: *competitor*, *dissatisfaction*, and *attitude*.
 - a. Competitor had better offers & devices.
 - b. Our network was not sufficiently reliable.
 - c. Support agents did not perform well.
6. Customers from California, West-Virginia, and Indiana states churned due to competitor.
7. Customers from Alabama, Ohio, and Maryland states churned due to dissatisfaction.
8. Customers from Minnesota, Connecticut, and Maryland states churned due to support agents attitude.

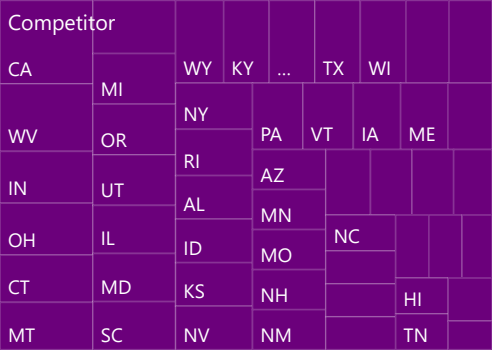
Churned Category Distribution



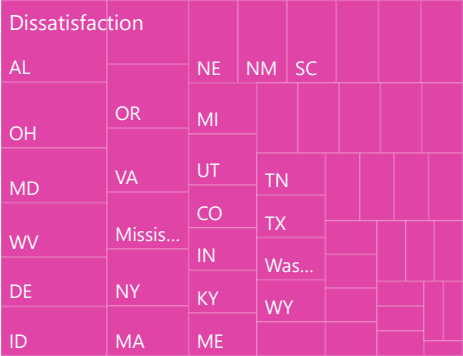
Churn Reasons Distribution



State Distribution by Competitor



State Distribution by Dissatisfaction



State Distribution by Attitude

