

Churn analysis

Overview

Age brackets and groups

data and International plan

payment type and contract type

OVERVIEW

of customers # of churned customers

6,687 1,796

Churn Rate
26.86%

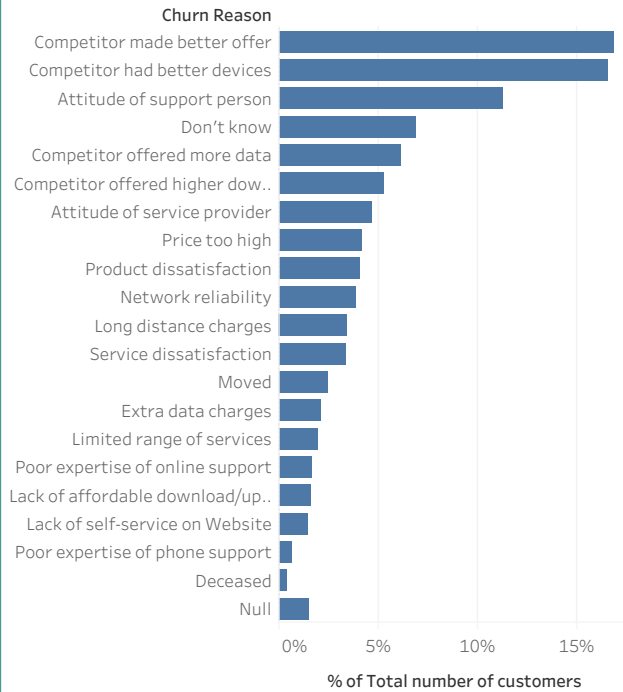
number of customers

68 213

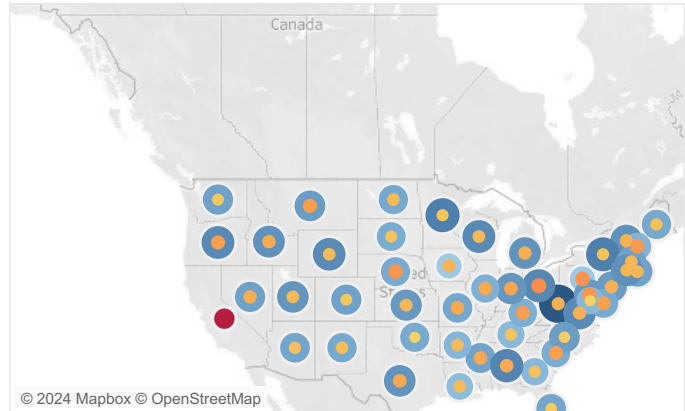
Churn Rate

19.44% 63.24%

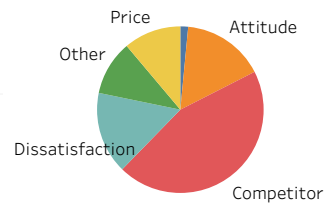
churn reasons



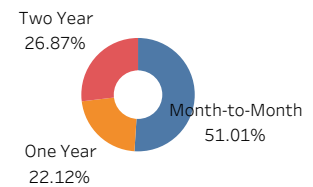
churn rate by state



Churners by Category



contract type



Churn analysis

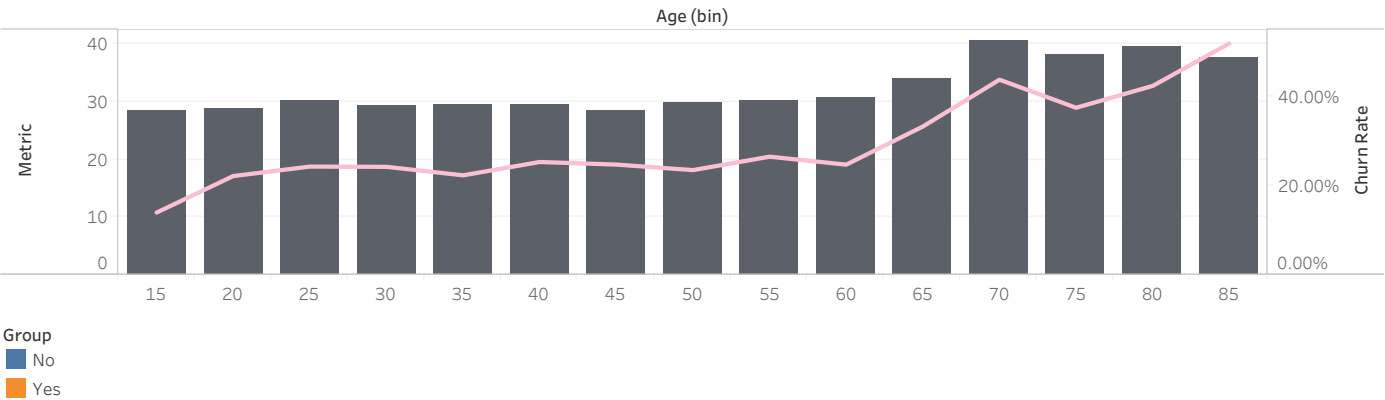
Overview	Age brackets and groups	data and International plan	payment type and contract type
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Age brackets and groups

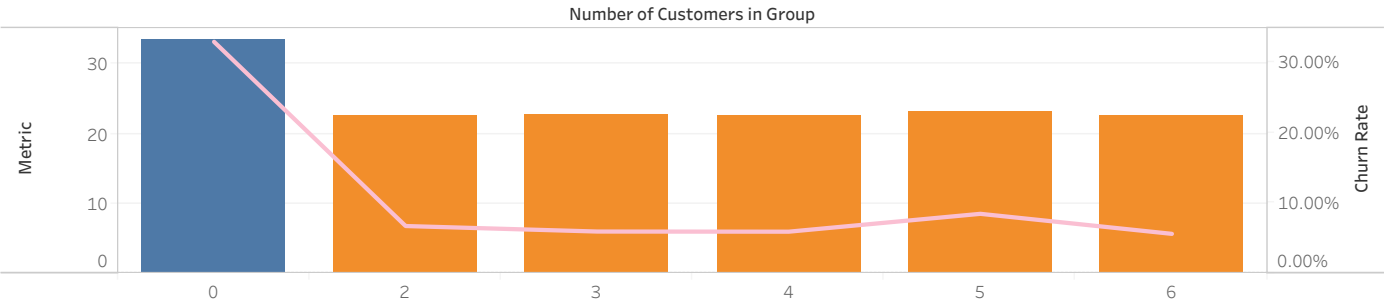
Intl Plan	Churn Reason	Contract Type	Churn Category	Churn Label	Pick Metric
All	All	All	All	All	Avg monthly charges

- Measure Names
- Churn Rate
 - Metric

Age Brackets



Groups



Churn analysis

Overview	Age brackets and groups	data and International plan	payment type and contract type
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Data plan



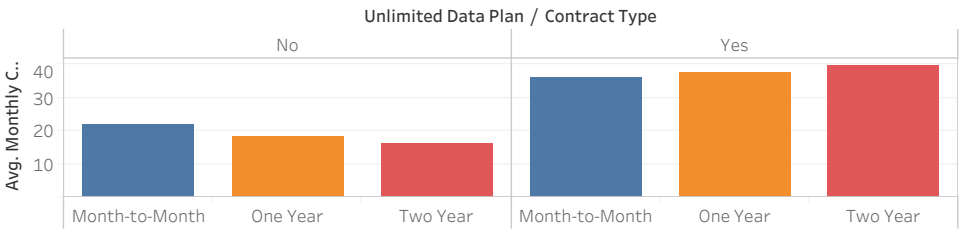
Churn analysis

Overview	Age brackets and groups	data and International plan	payment type and contract type
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Payment method and contract type

Contract Type	Churn Category	Contract Type	Intl Plan	Payment Method	Avg. Account Length (in ..
Month-to-Month	All	All	All	All	To Null
One Year					
Two Year					

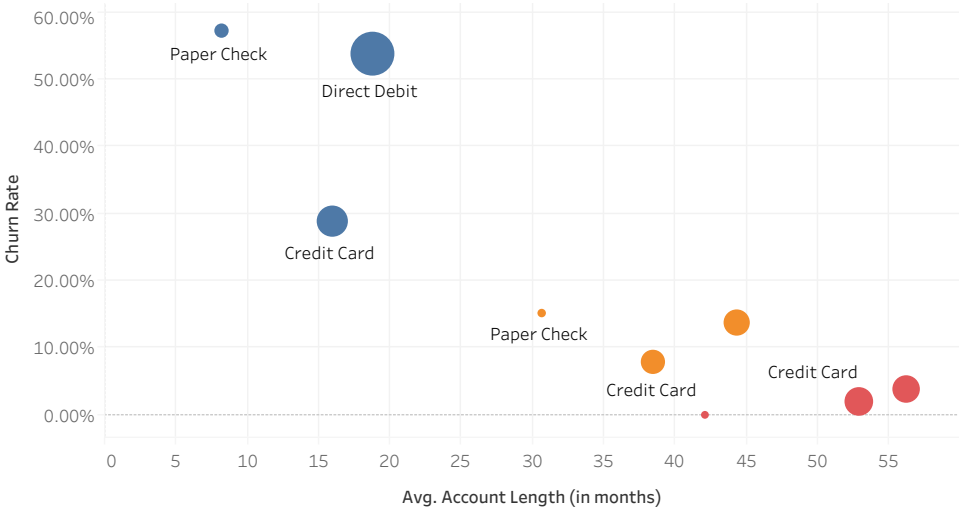
pricing between contract types



of customer service calls

6,123

payment method and contract type



Avg cus-
tomer
service
calls

0.9157