

# Churn Analysis- Summary

**6K**

Total Customers

**411**

New Joiners

**2K**

Total Churn

**27.0%**

Churn Rate

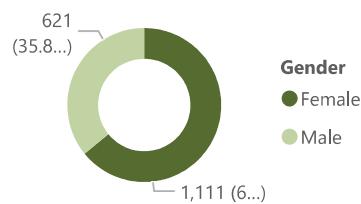
Monthly Charge Range

All

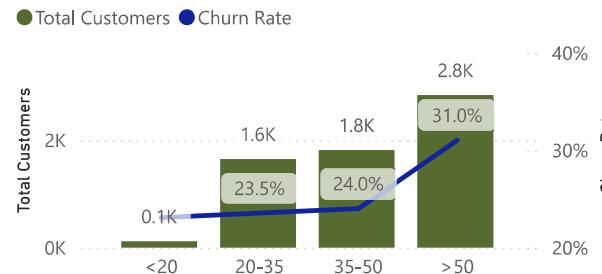
Married

All

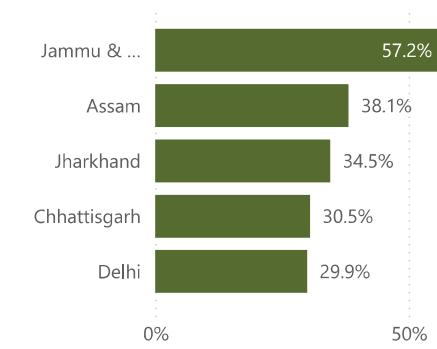
## Total Churn by Gender



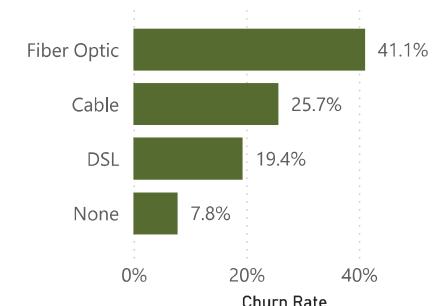
## Total Customers and Churn Rate by Age Group



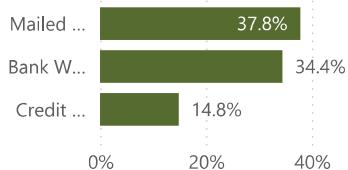
## Churn Rate by State( Top 5)



## Churn Rate by Internet Type



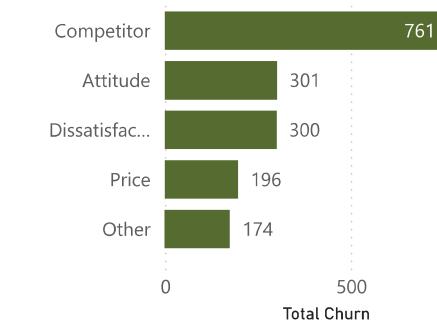
## Churn Rate by Payment Method



## Total Customers and Churn Rate by Tenure Group



## Total Churn by Churn Category



## Churn by Services

Services	No	Yes
Device_Protection_Plan	71.0%	29.0%
Internet_Service	6.3%	93.7%
Multiple_Lines	54.8%	45.2%
Online_Backup	71.9%	28.1%
Online_Security	84.6%	15.4%
Paperless_Billing	25.4%	74.6%
Phone_Service	9.4%	90.6%
Premium_Support	83.5%	16.5%
Streaming_Movies	56.0%	44.0%

Churn\_Reason

Total

Attitude of service provider

Attitude of support person

Competitor had better devices

Competitor made better offer

Competitor offered higher download speeds

Competitor offered more data

Deceased

Don't know

**Total**