

Churn Analysis- Summary

Monthly Charge Range
All

Married
All

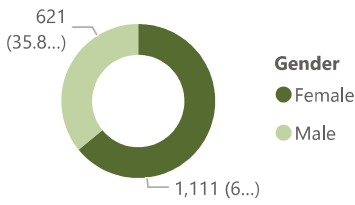
6K
Total Customers

411
New Joiners

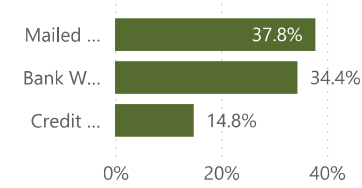
2K
Total Churn

27.0%
Churn Rate

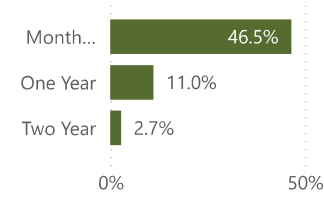
Total Churn by Gender



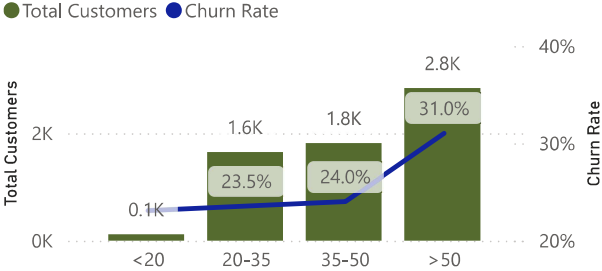
Churn Rate by Payment Method



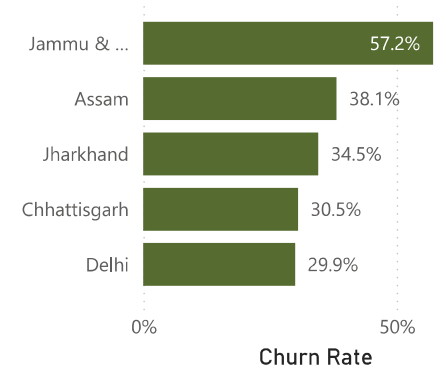
Churn Rate by Contract



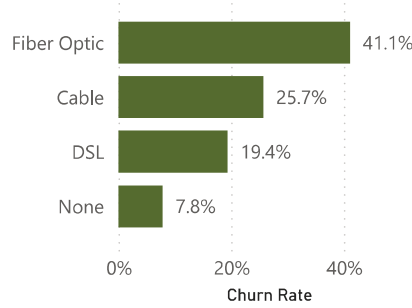
Total Customers and Churn Rate by Age Group



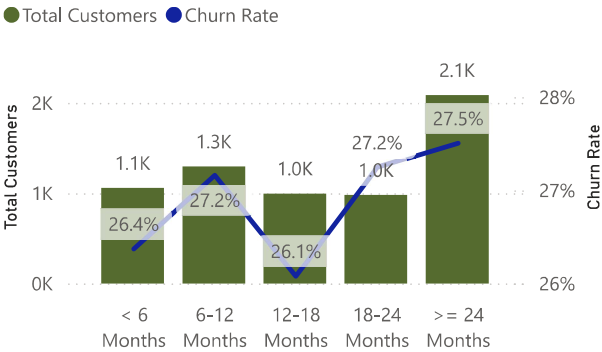
Churn Rate by State(Top 5)



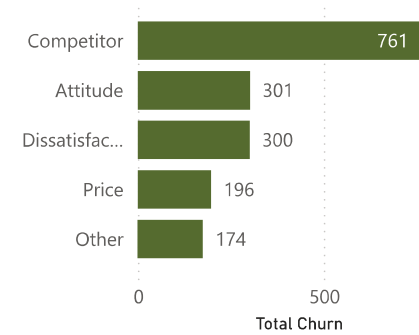
Churn Rate by Internet Type



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	