

CHURN ANALYSIS - SUMMARY

Married

Monthly Charge Range

All

All

Churn Prediction

6,418

Total Customers

411

New Joiners

1,732

Total Churn

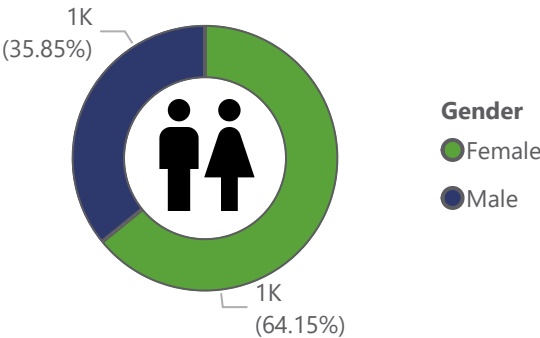
27.0%

Churn Rate

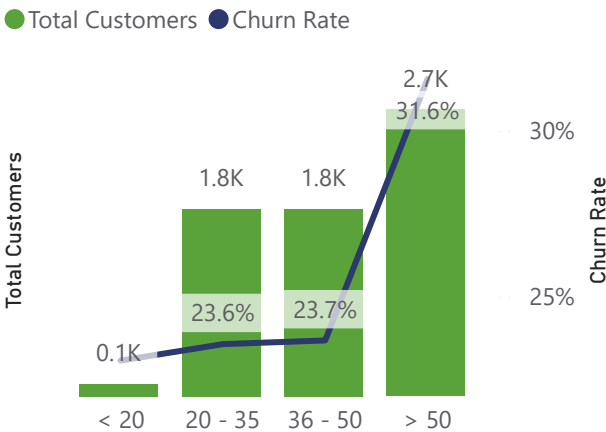


DEMOGRAPHIC

Total Churn by Gender

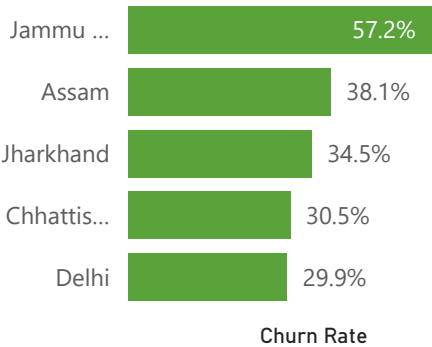


Total Customers and Churn Rate by Age Group



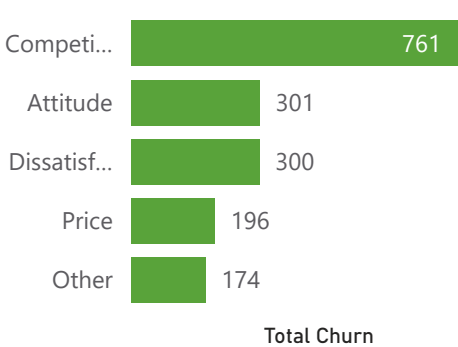
GEOGRAPHIC

Churn Rate by State (TOP 5)



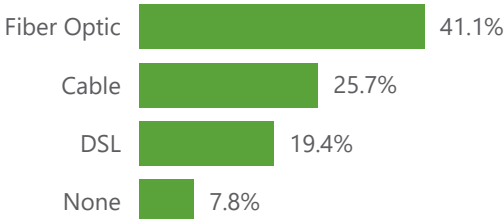
CHURN DISTRIBUTION

Total Churn by Churn Category



SERVICES USED

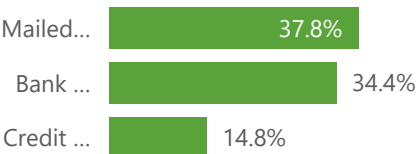
Churn Rate by Internet Type



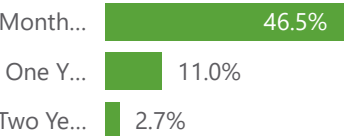
Churn by services

Services	No	Yes
Unlimited_Data	19.9%	80.1%
Streaming_TV	56.8%	43.2%
Streaming_Music	61.1%	38.9%
Streaming_Movies	56.0%	44.0%
Premium_Support	83.5%	16.5%
Phone_Service	9.4%	90.6%
Paperless_Billing	25.4%	74.6%
Online_Security	84.6%	15.4%
Online_Backup	71.9%	28.1%
Multiple_Lines	54.8%	45.2%

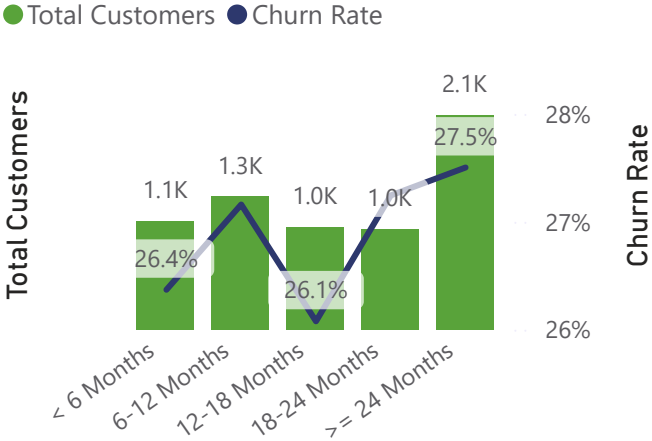
Churn Rate by Payment Method



Churn Rate by Contract



Total Customers and Churn Rate by Tenure Group



ACCOUNT INFO

Churn_Reason

Total

Service dissatisfaction

Product dissatisfaction

Price too high

Poor expertise of phone support

Poor expertise of online support

Others

Network reliability

Total

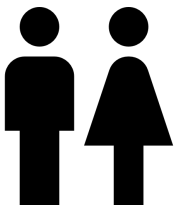
CHURN ANALYSIS - PREDICTION

Summary

PREDICTED CHURNER PROFILE

133

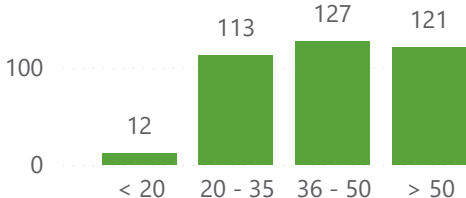
Male



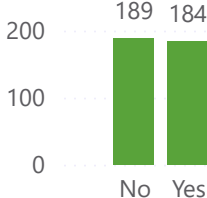
240

Female

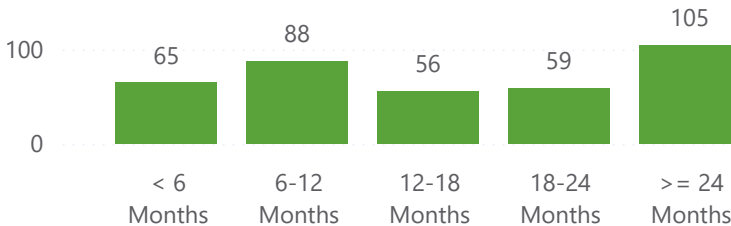
by Age Group



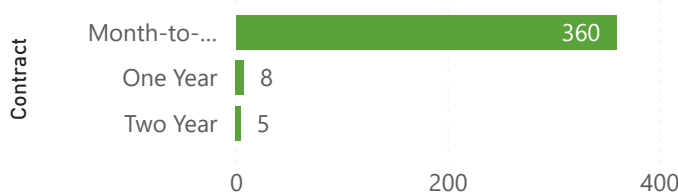
by Martial Status



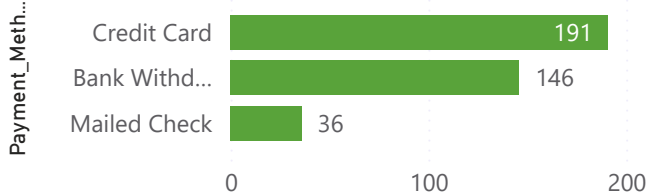
by Tenure Group



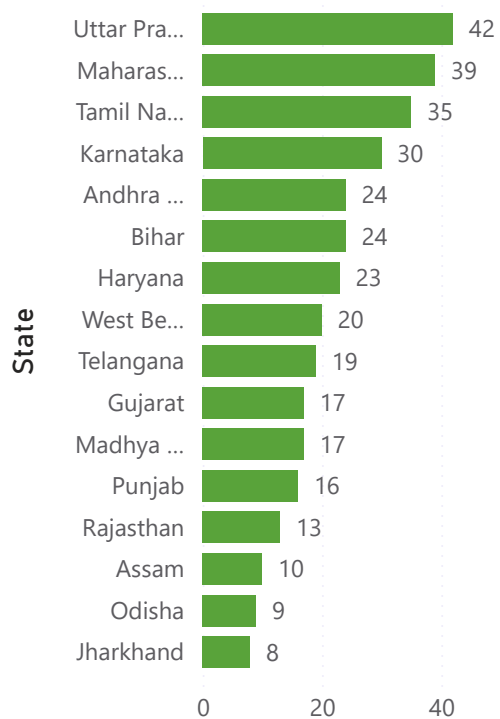
by Contract



by Payment_Method



by State



CUSTOMERS AT RISK

COUNT OF PREDICTED CHURNERS : 373

Customer_ID	Monthly_Charge	Total_Refunds	Total_Revenue	Number_of_Referrals
12490-TEL	74.75	38.84	236.76	9
24754-AND	69.55	33.80	171.41	0
66766-UTT	74.95	27.60	189.72	6
11751-TAM	24.30	0.00	38.45	5
12056-WES	90.40	0.00	362.89	2
12136-RAJ	19.90	0.00	31.73	2
12257-ASS	19.55	0.00	29.75	9
12340-DEL	62.80	0.00	104.99	0
12469-AND	55.30	0.00	91.99	11
13058-MAD	46.10	0.00	138.13	13
13123-BIH	100.20	0.00	253.62	13
13666-UTT	95.40	0.00	344.18	15
13744-AND	19.65	0.00	33.50	8
13823-TEL	24.50	0.00	46.40	1
13946-HAR	19.65	0.00	43.32	1
14567-TAM	20.35	0.00	64.44	1
15349-UTT	50.15	0.00	90.02	9
15591-KAR	20.40	0.00	66.31	3
15803-UTT	19.15	0.00	41.52	6
16032-AND	46.60	0.00	91.64	8
16068-BIH	25.25	0.00	35.25	4
16244-UTT	19.55	0.00	24.65	5
Total	15,755.45	100.24	42,579.12	2694