

26.86%

Churn Rate

6687

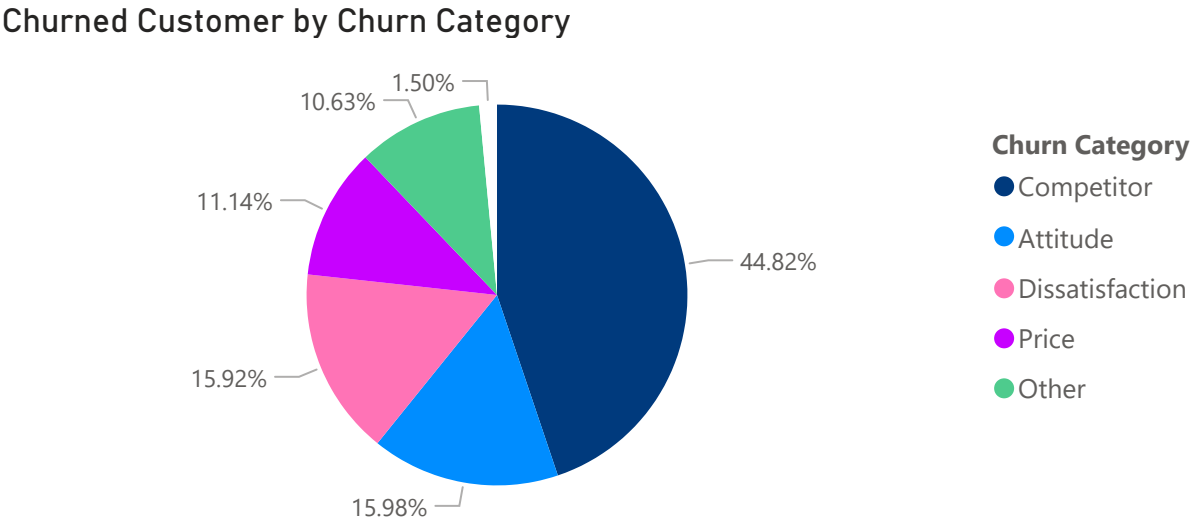
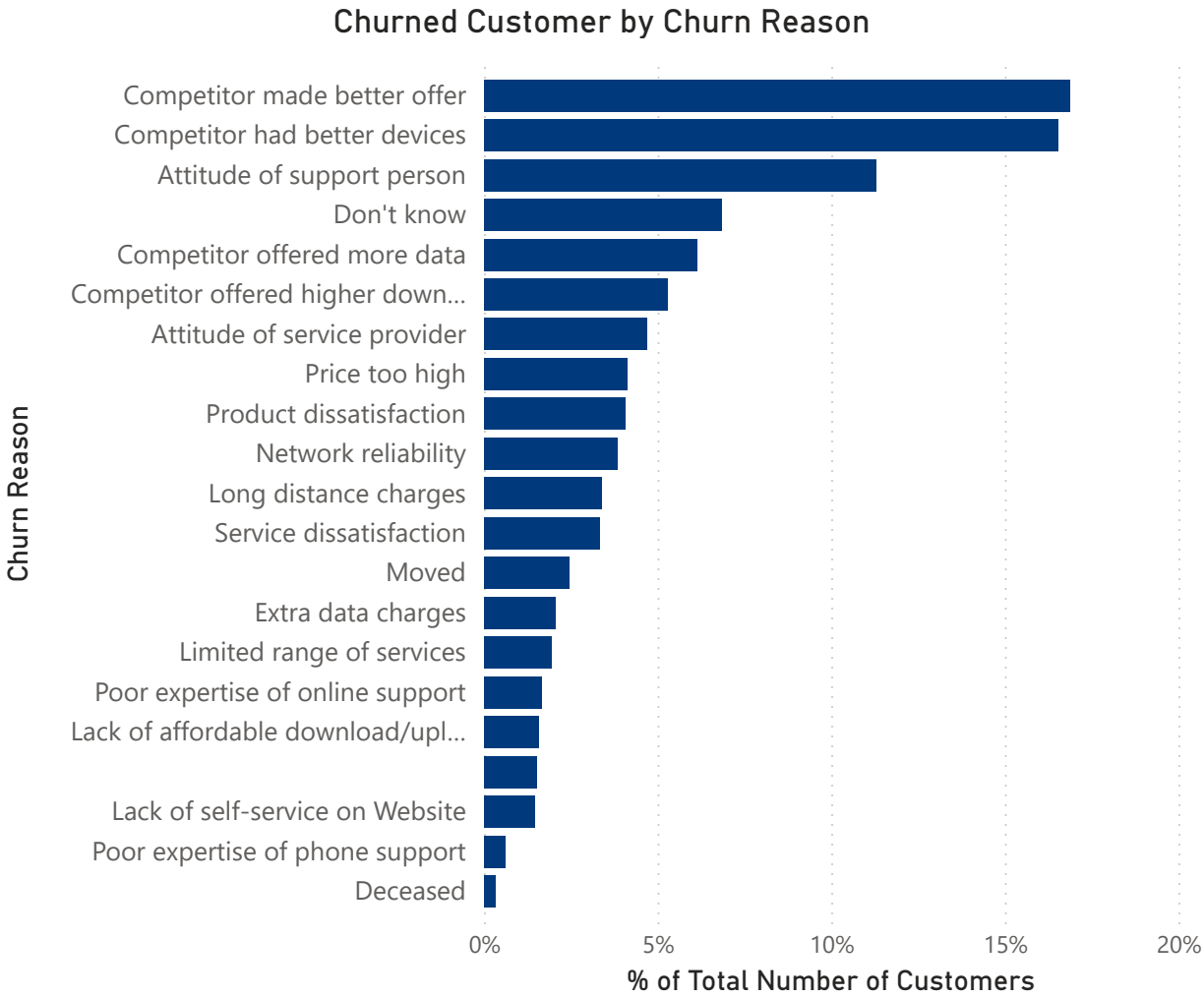
Total Customers

1796

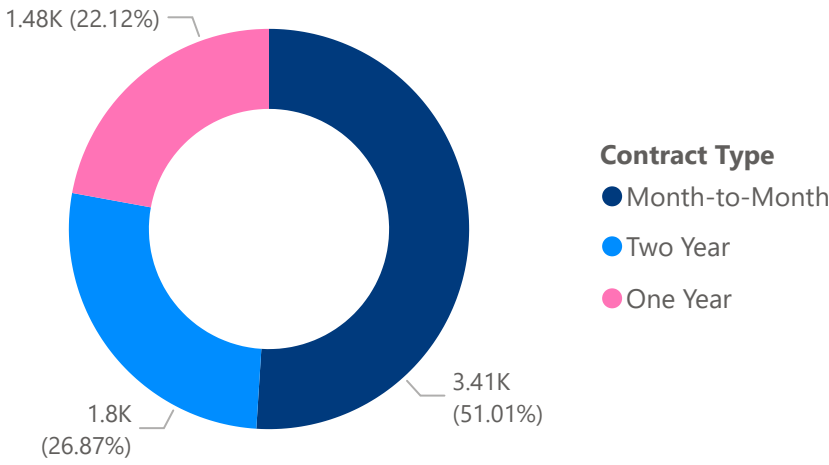
Churned Customers

66K

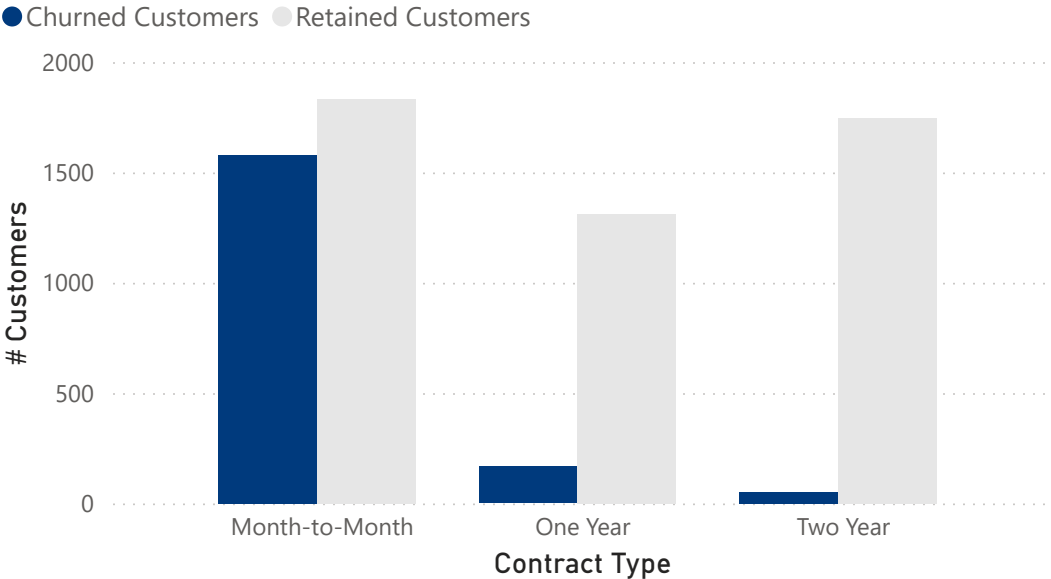
Monthly Revenue Loss



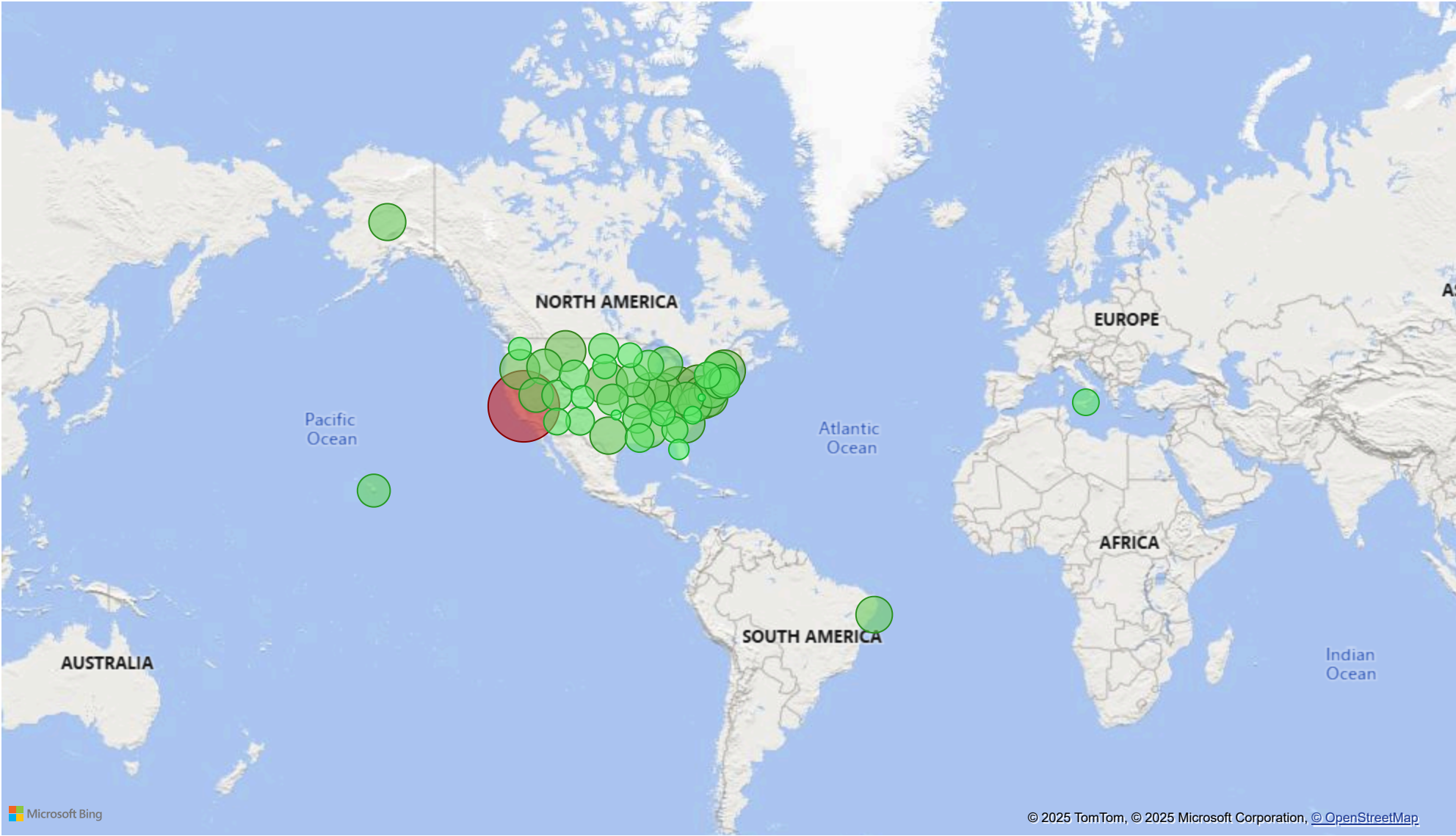
Customer by Contract Type



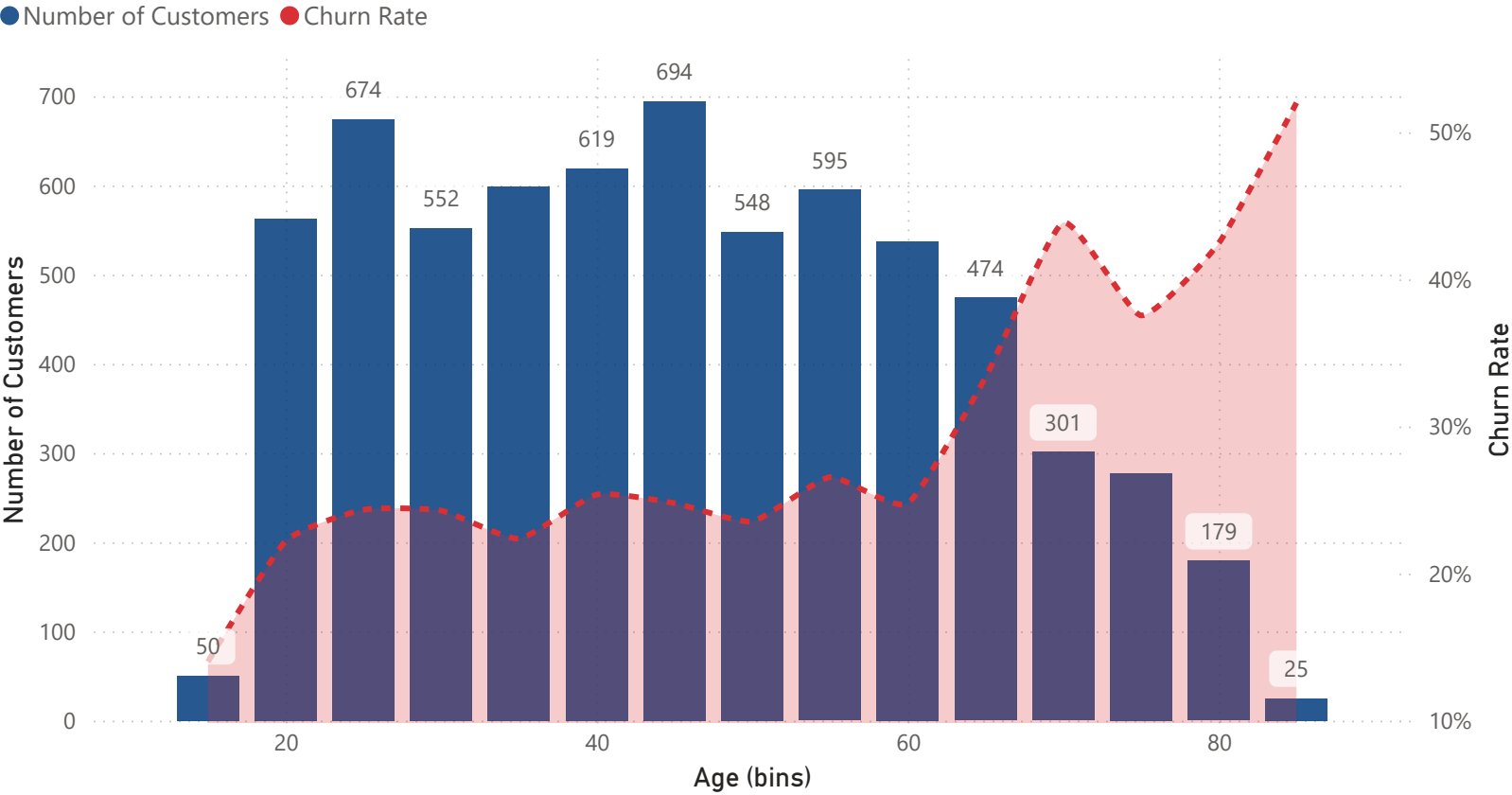
Churned Customers and Retained Customers by Contract Type



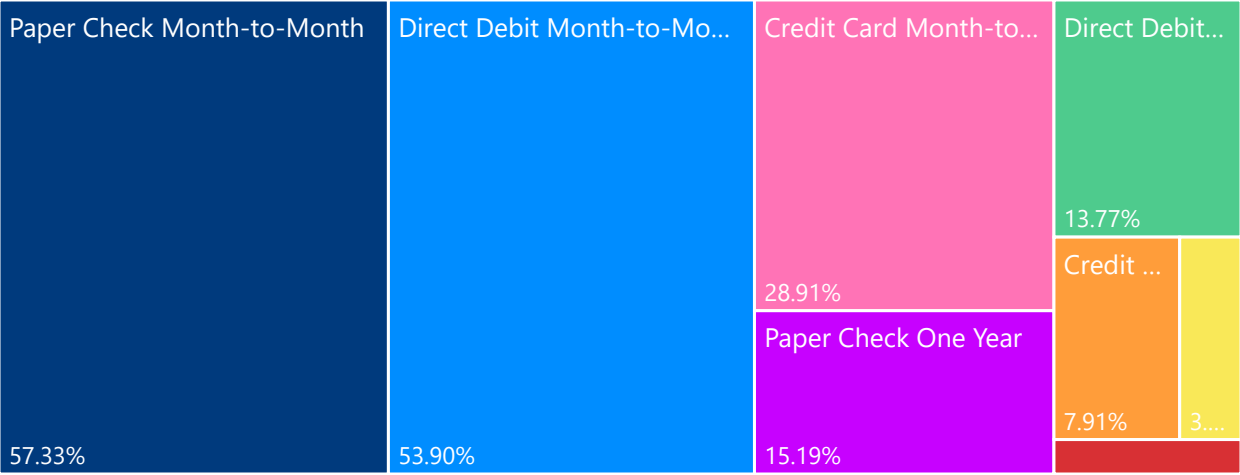
Churn Rate by State



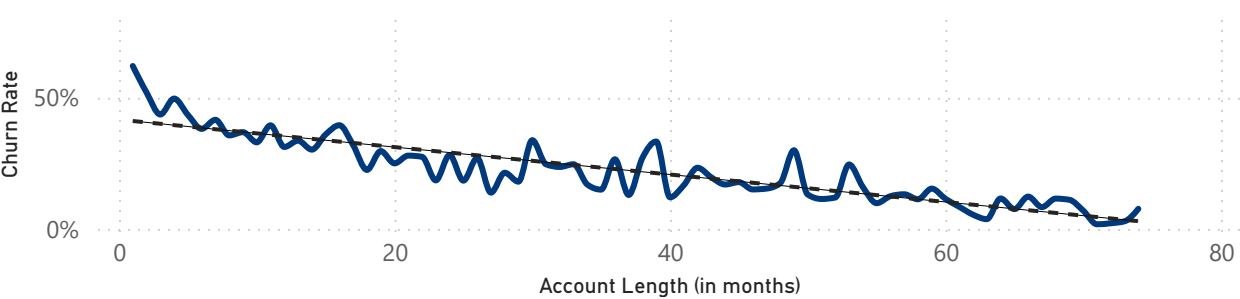
Number of Customers and Churn Rate by Age (bins)



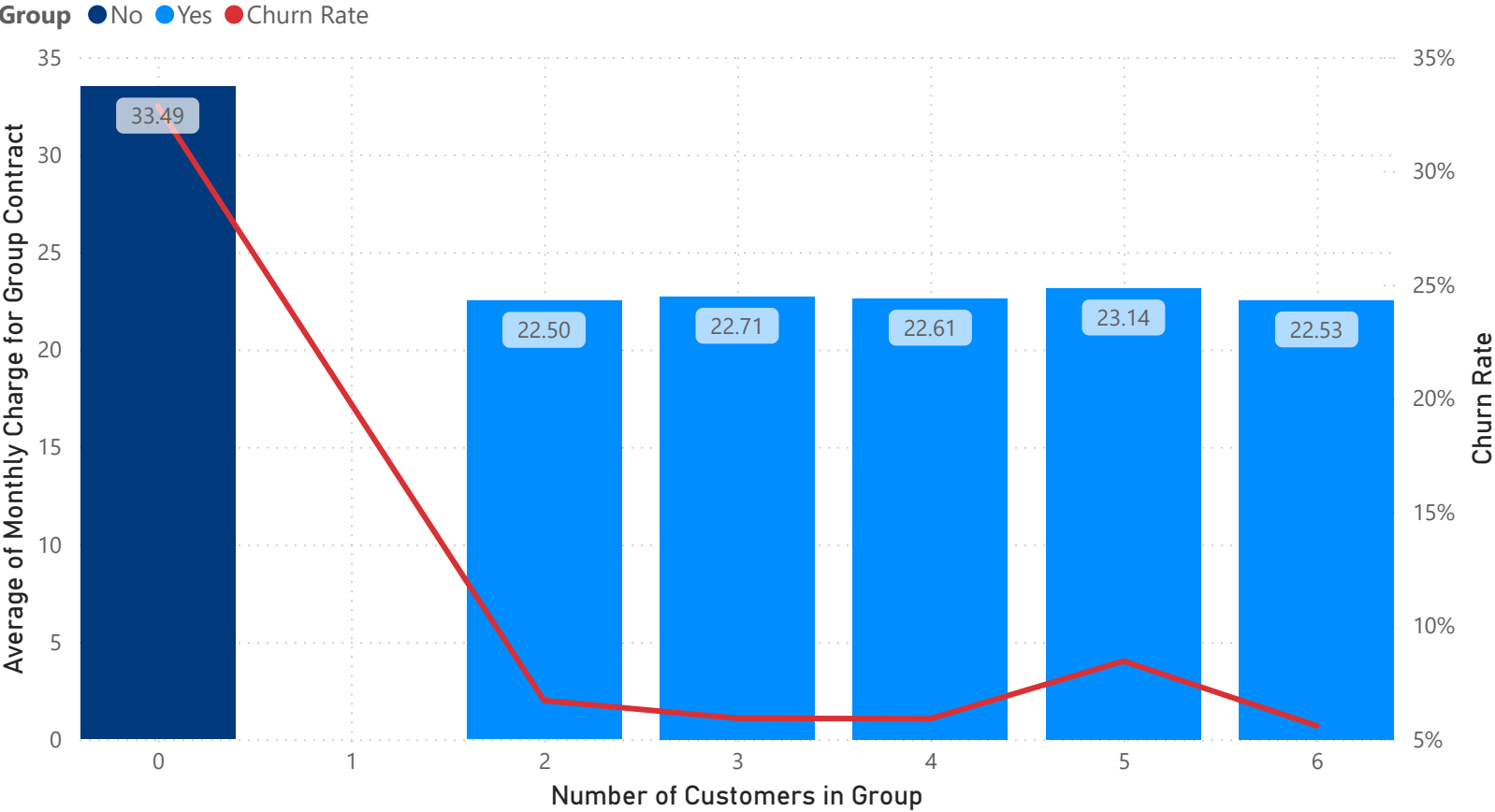
Churn Rate and Number of Customers by Payment Method and Contract Type



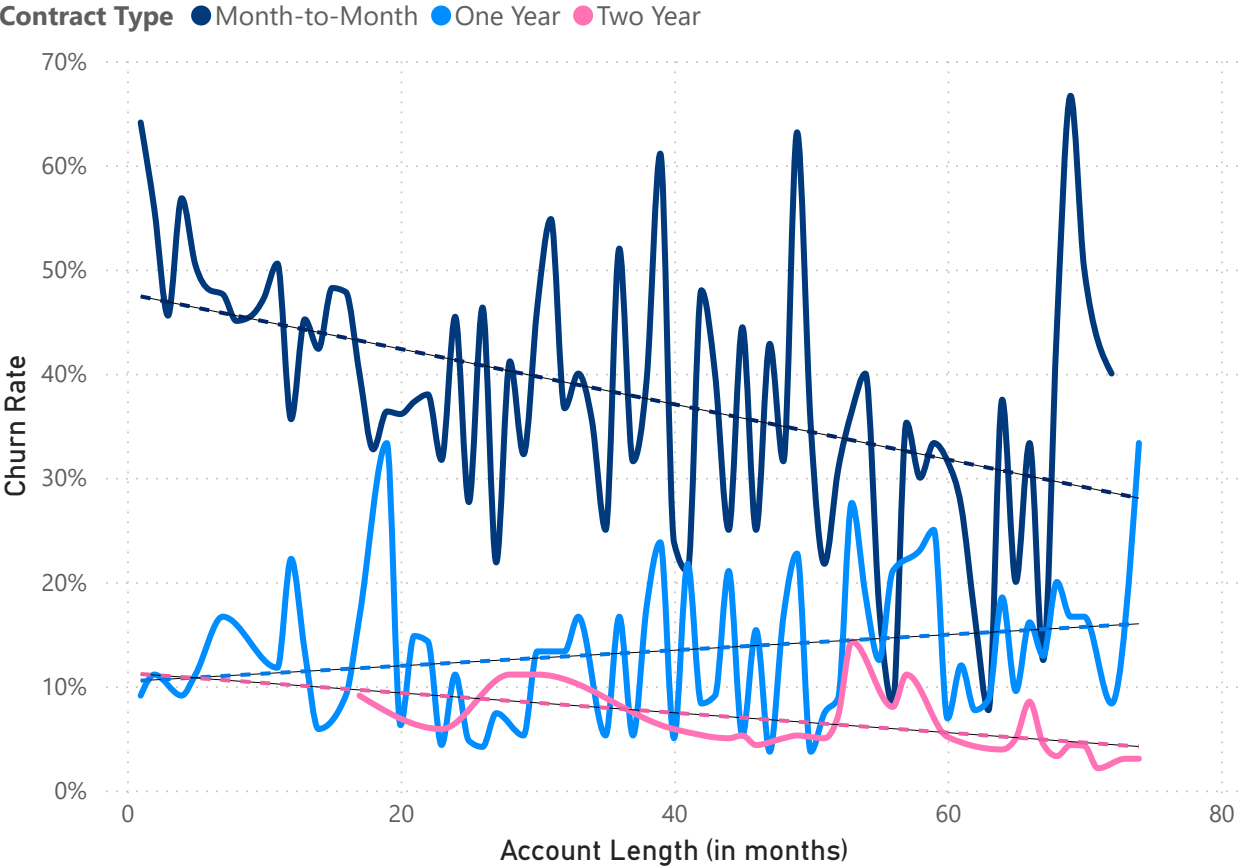
Churn Rate by Account Length (in months)



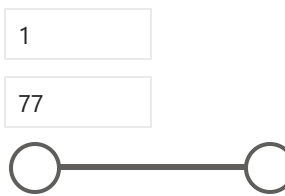
Average of Monthly Charge and Churn Rate by Number of Customers in Group



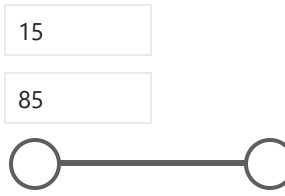
Churn Rate by Account Length (in months) and Contract Type



Account Length ...



Age (bins)



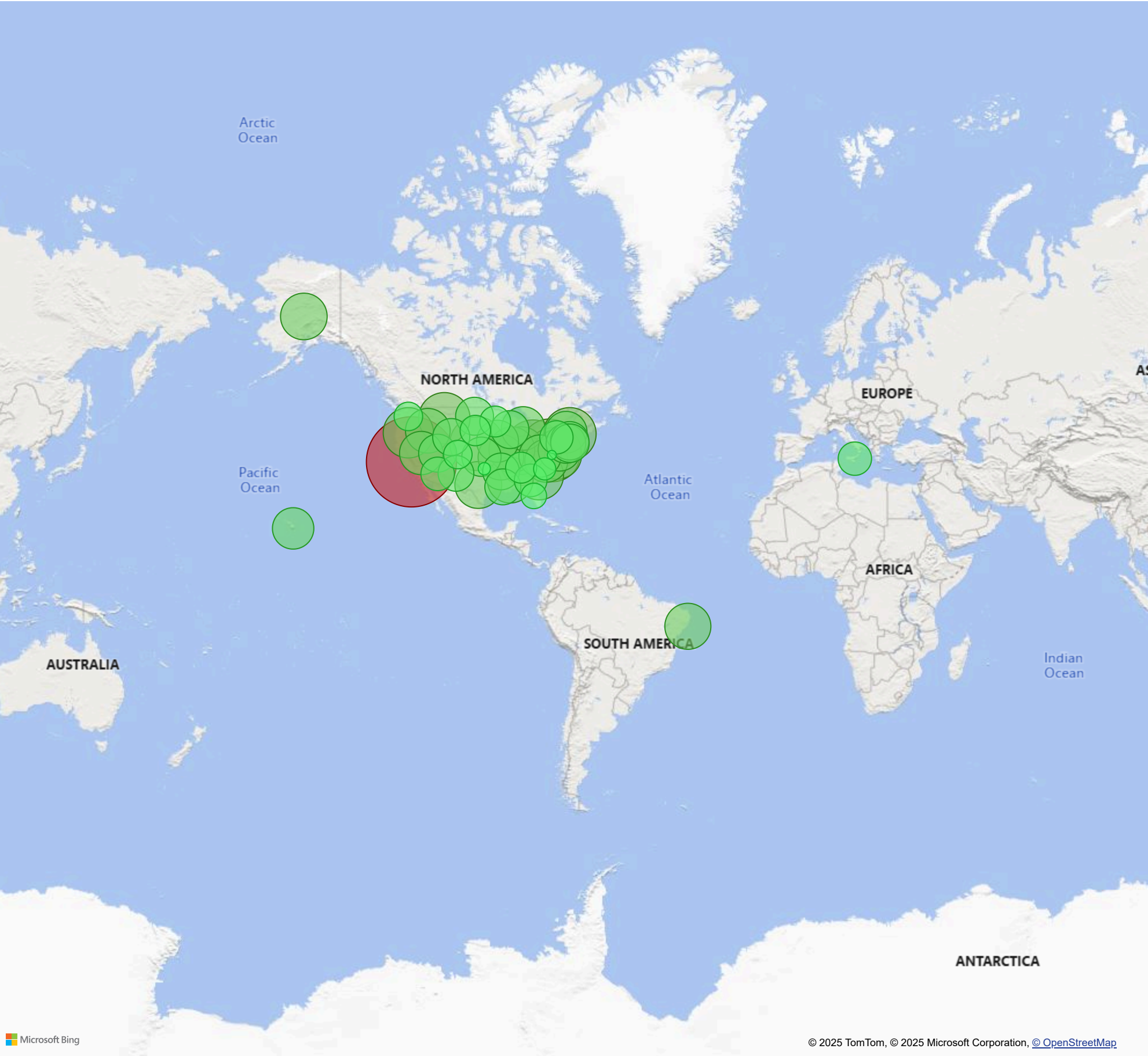
Gender

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

State

-
- ☐ Select all
- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ CT
- ☐ DC
- ☐ DE
- ☐ FL
- ☐ GA
- ☐ HI
- ☐ IA
- ☐ ID
- ☐ IL

Churn Rate by State



All States Breakdown

26.86%

Churn Rate

6687

Total Customers

1796

Churned Customers

Customer by Churn Reason for All States

Churn Category	Churn Reason	# Customers
Competitor	Competitor made better offer	303
	Competitor had better devices	297
	Competitor offered more data	110
	Competitor offered higher download speeds	95
	Total	805
Attitude	Attitude of support person	203
	Attitude of service provider	84
	Total	287
Dissatisfaction	Product dissatisfaction	73
	Network reliability	69
	Service dissatisfaction	60
	Limited range of services	35
	Lack of self-service on Website	26
	Poor expertise of online support	12
	Poor expertise of phone support	11
	Total	286
Price	Price too high	74
	Long distance charges	61
	Extra data charges	37
	Lack of affordable download/upload speed	28
	Total	200
Other	Don't know	123
	Moved	44
	Poor expertise of online support	18
	Deceased	6
	Total	191
		27
	Total	27

0.92

Avg Customer Service Calls

6123

Sum of Customer Service Calls

3.37

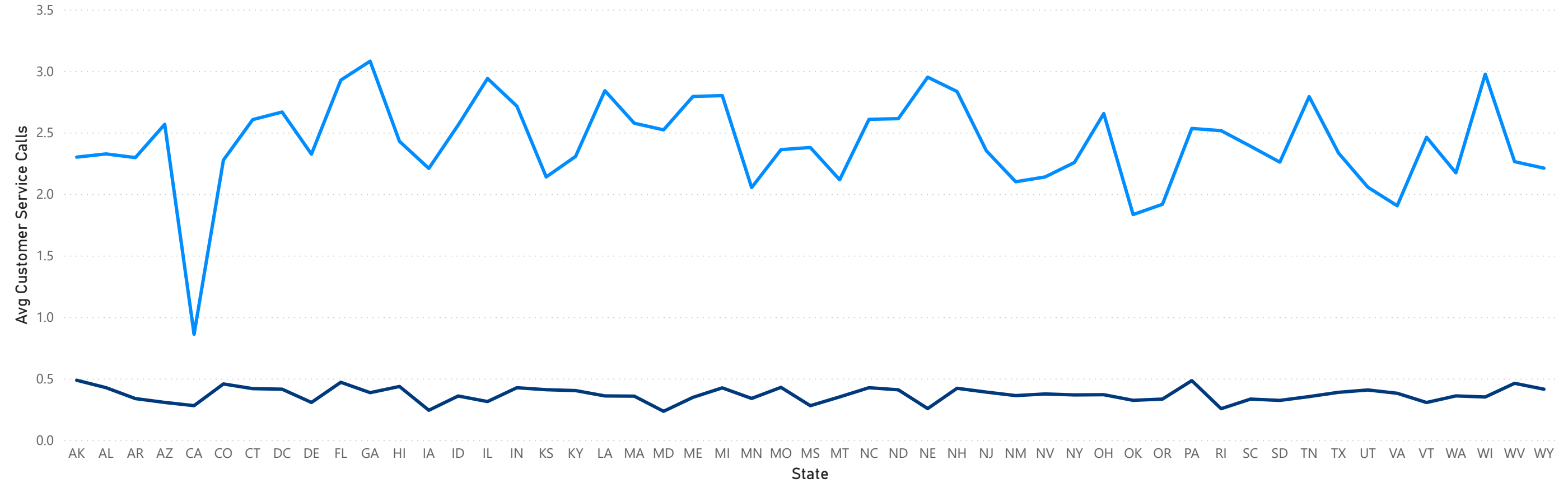
Avg Extra Data Charges per Customer

33.64

Avg Extra International Charges per Customer

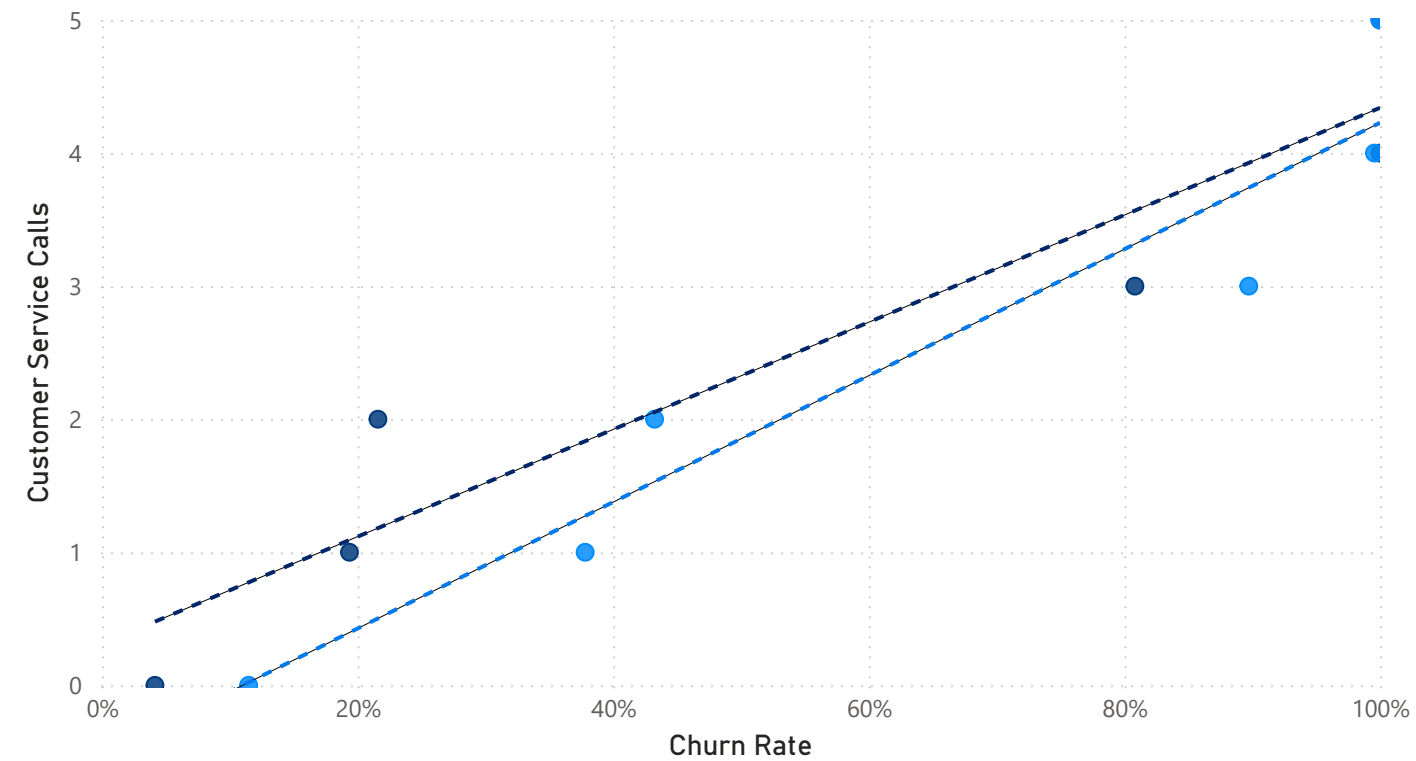
Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



Churn Rate by Customer Service Calls

Unlimited Data Plan ● No ● Yes



Churn Rate by Data Consumption Group

Unlimited Data Plan ● No ● Yes

