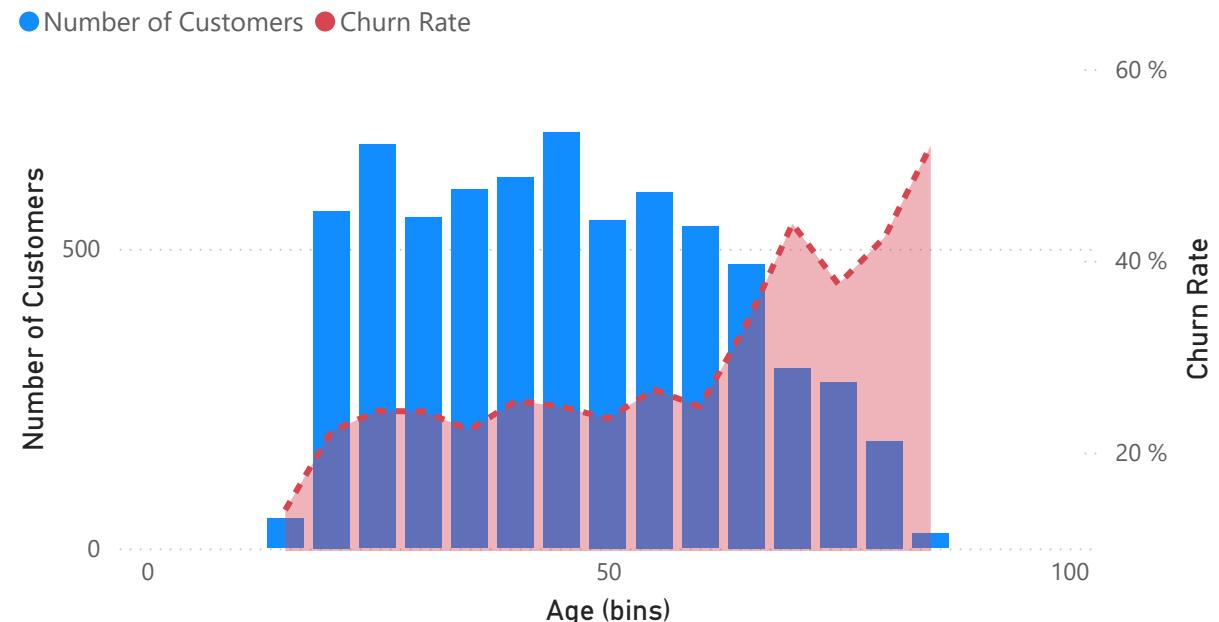


| Senior | Under 30 | Churn Rate |
|--------------|----------|----------------|
| No | No | 24.54 % |
| No | Yes | 23.00 % |
| Yes | No | 38.46 % |
| Total | | 26.86 % |

26.86 %
Churn Rate

Number of Customers and Churn Rate by Age (bins)



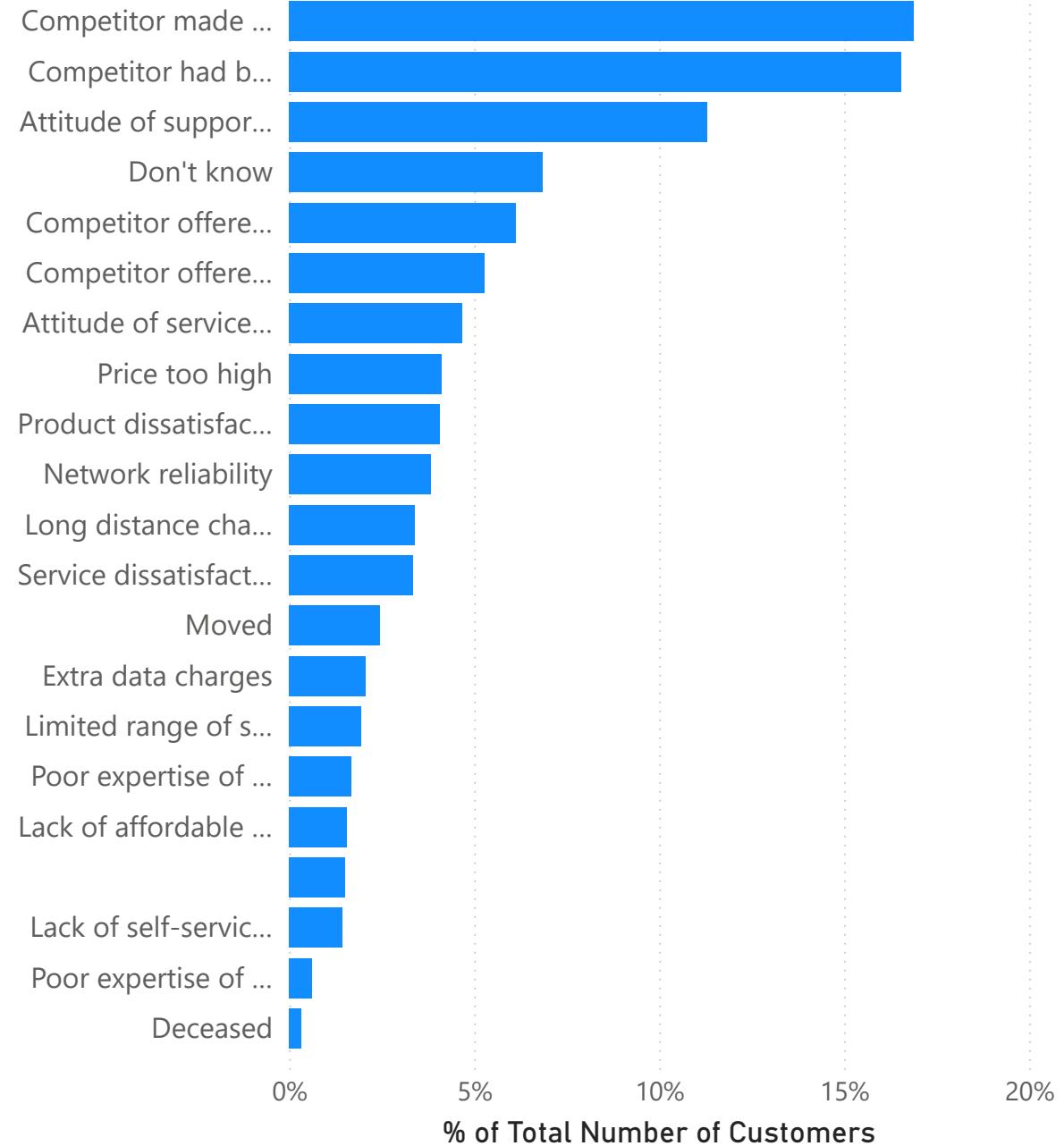
6687

Count of Customer ID

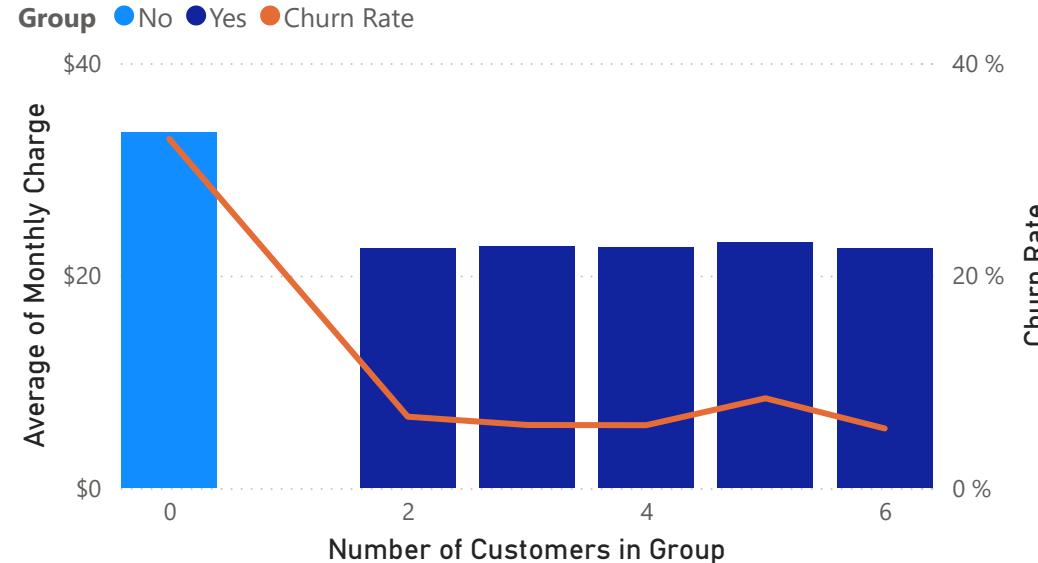
1796

Churned

Churn Reasons

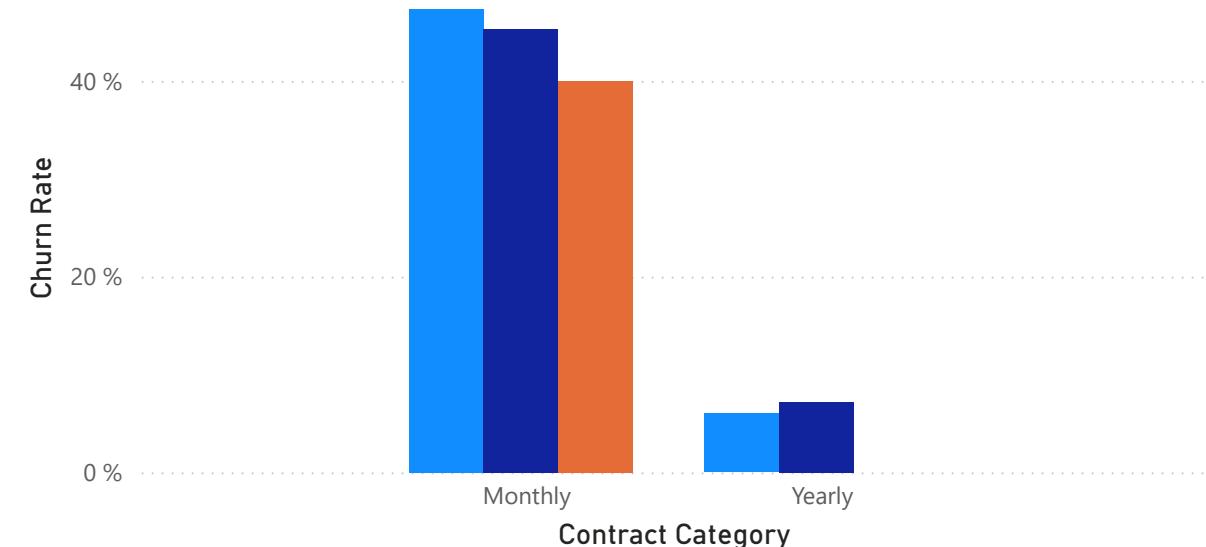


Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

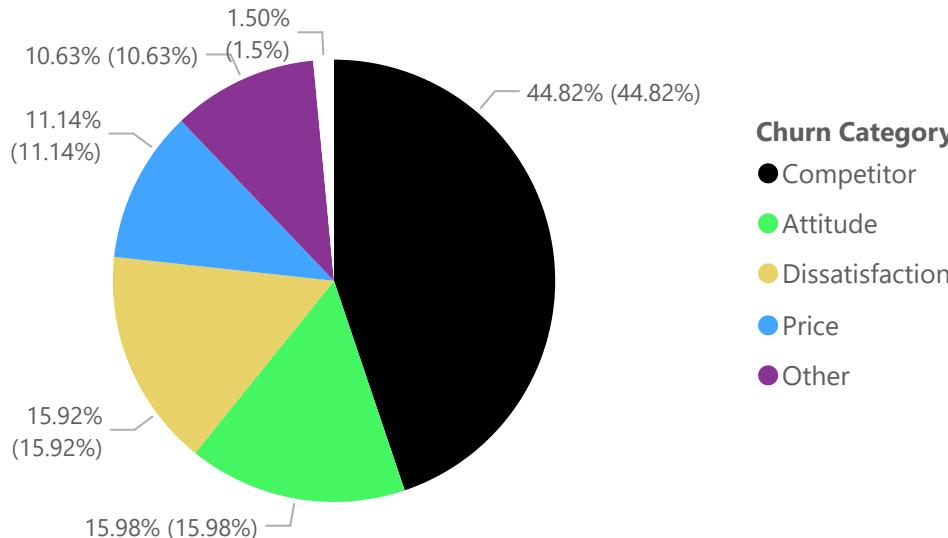


Churn Rate by Contract Category and Gender

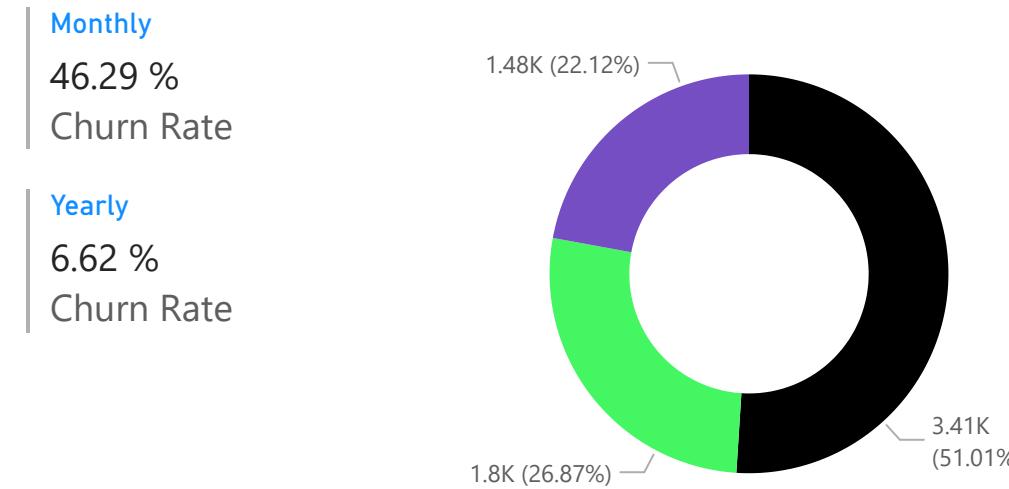
Gender ● Female ● Male ● Prefer not to say



Churn by category



Customers by Contract type



Contract Type

- Month-to-Month
- Two Year
- One Year

Churn Rate Number of Customers Unlimited Data Plan

| | | |
|----------------|-------------|-----|
| 16.10 % | 2193 | No |
| 32.11 % | 4494 | Yes |
| 26.86 % | 6687 | |

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan • No • Yes

Grouped Consumption

Between 5 and 10 GB



10 or more GB

Less than 5 GB

0 % 5 % 10 % 15 % 20 % 25 % 30 % 35 %

Churn Rate

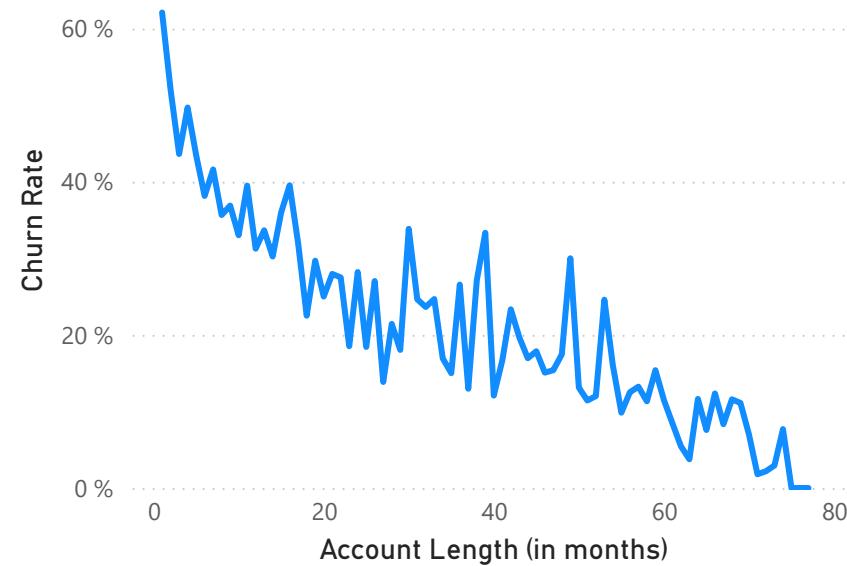
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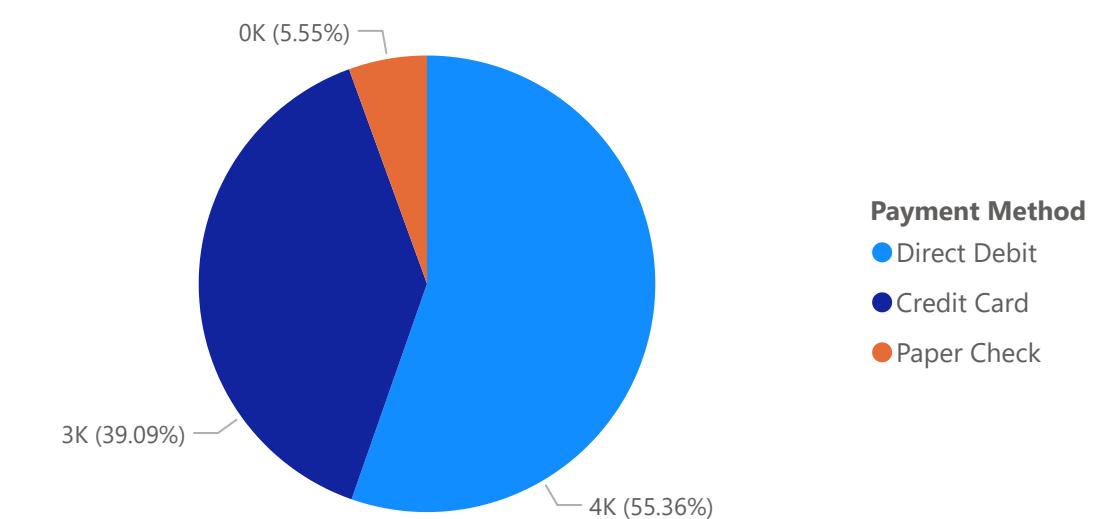
| Intl Active | no | yes | Total |
|--------------|----------------|----------------|----------------|
| No | 20.01 % | 71.19 % | 22.21 % |
| Yes | 40.34 % | 7.59 % | 34.31 % |
| Total | 27.07 % | 24.88 % | 26.86 % |

Churn Rate by State

Churn Rate by Account Length (in months)

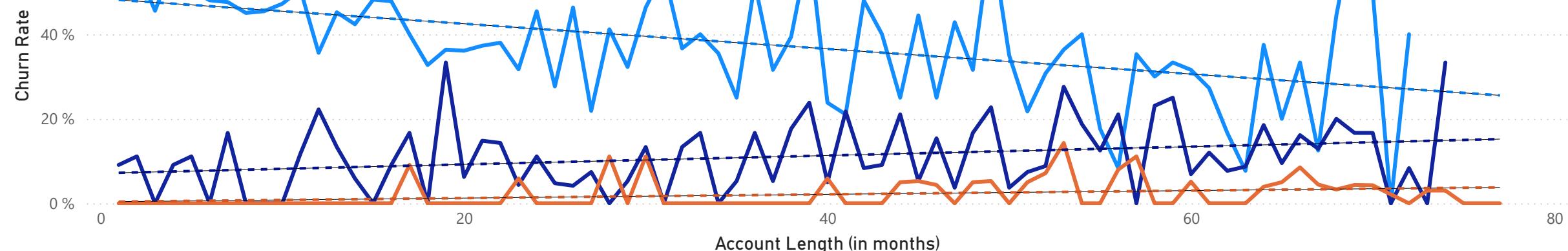


Number of Customers and Churn Rate by Payment Method



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

Contract Type ● Month-to-Month ● One Year ● Two Year



26.86 %

Churn Rate

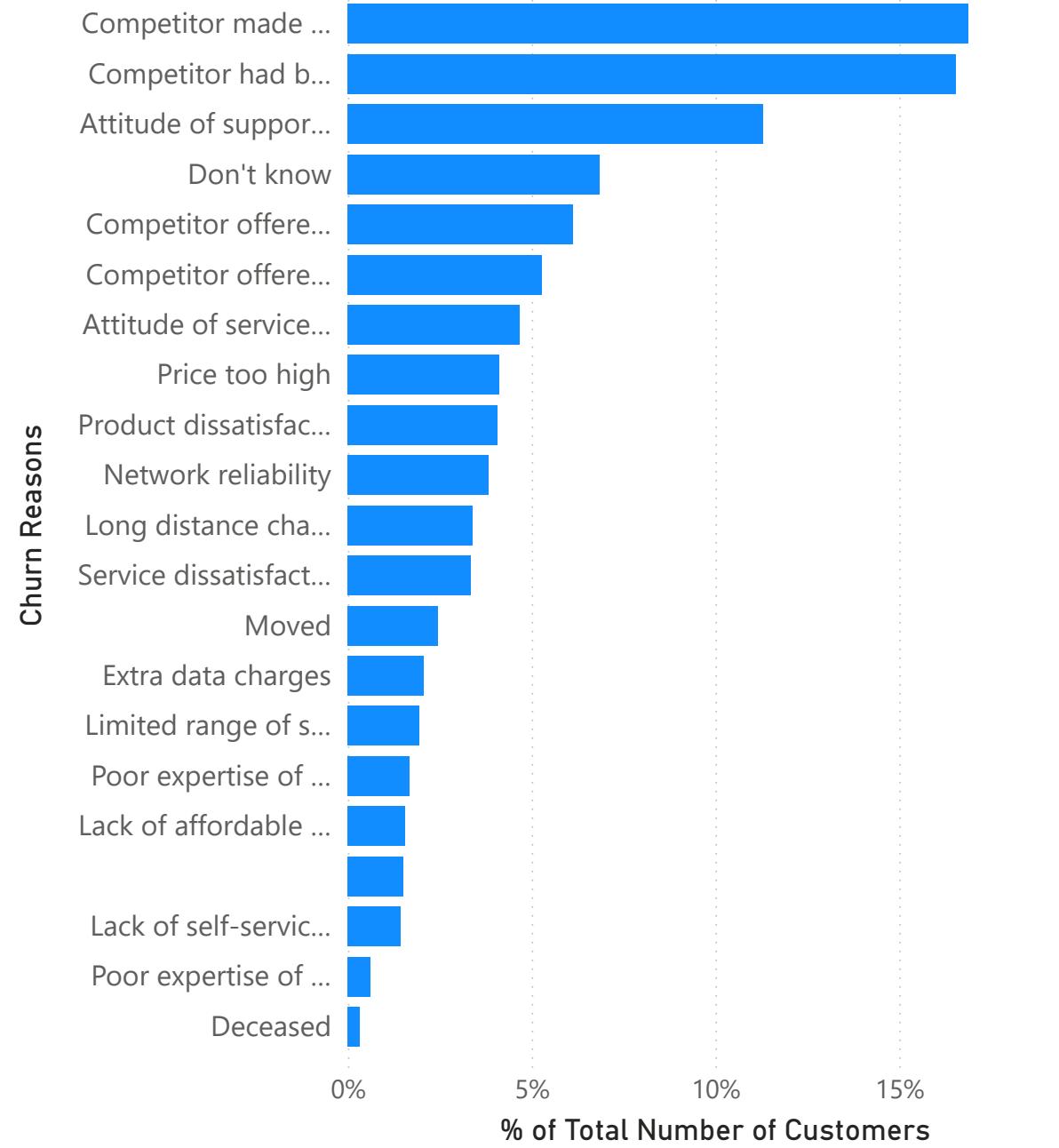
6687

Count of Customer ID

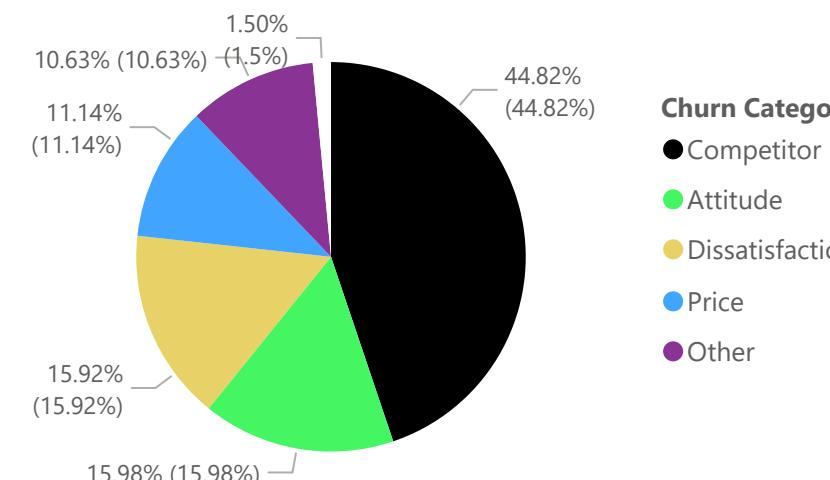
1796

Churned

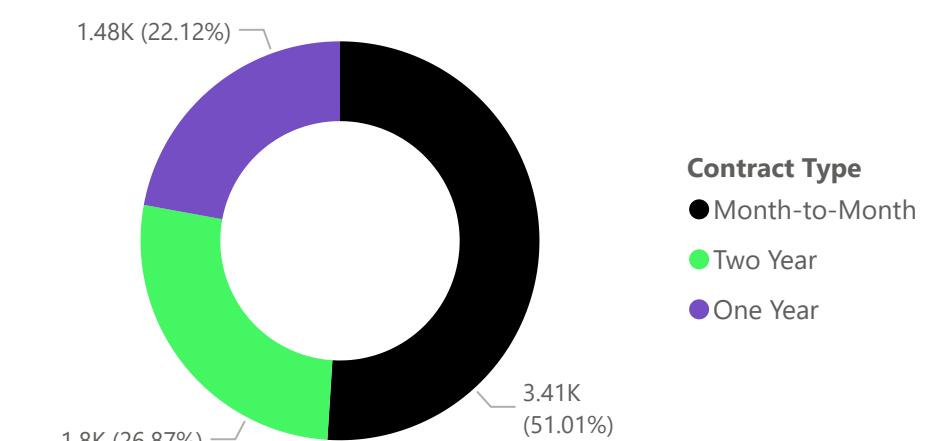
Churn Reasons



%GT Count of Churn Label by Churn Category



Count of Customer ID by Contract Type



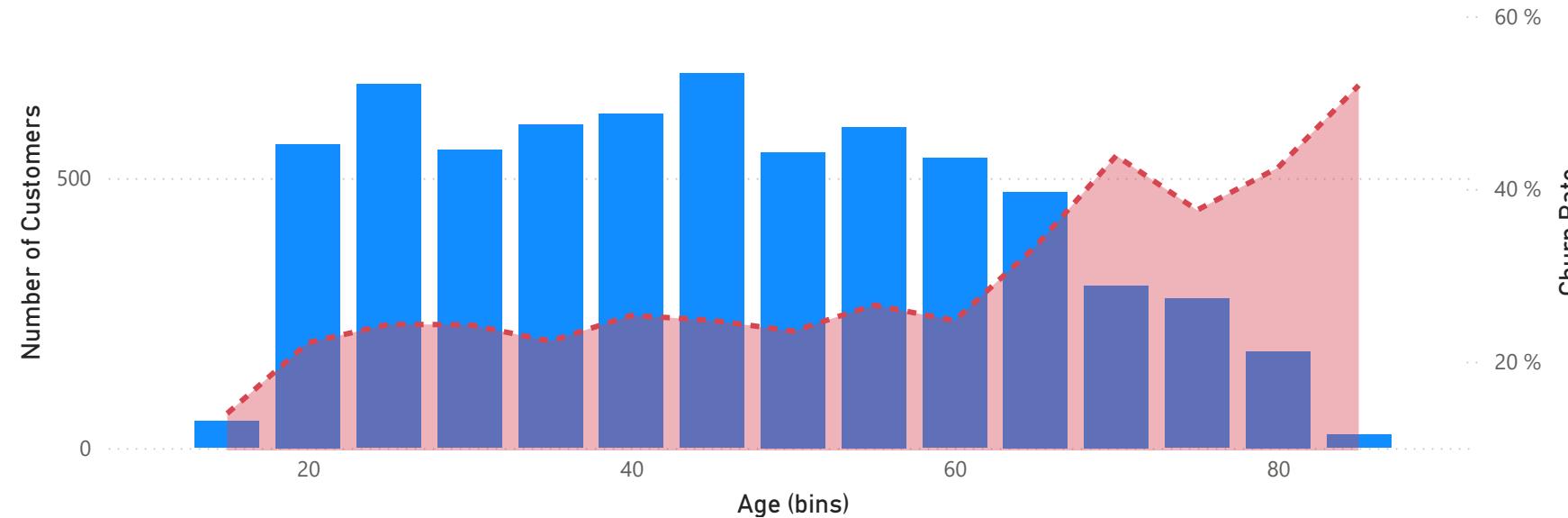
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Churn Rate by State

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate



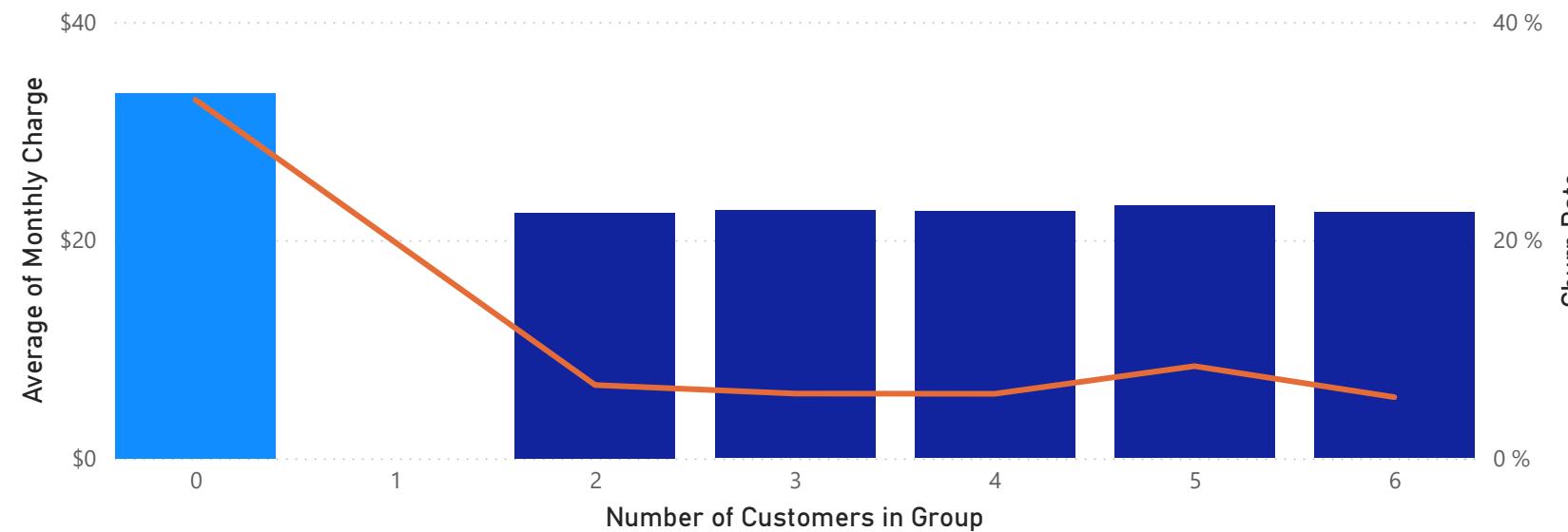
Account Length (in months) ▾

1 77



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

Group ● No ● Yes ● Churn Rate



3112

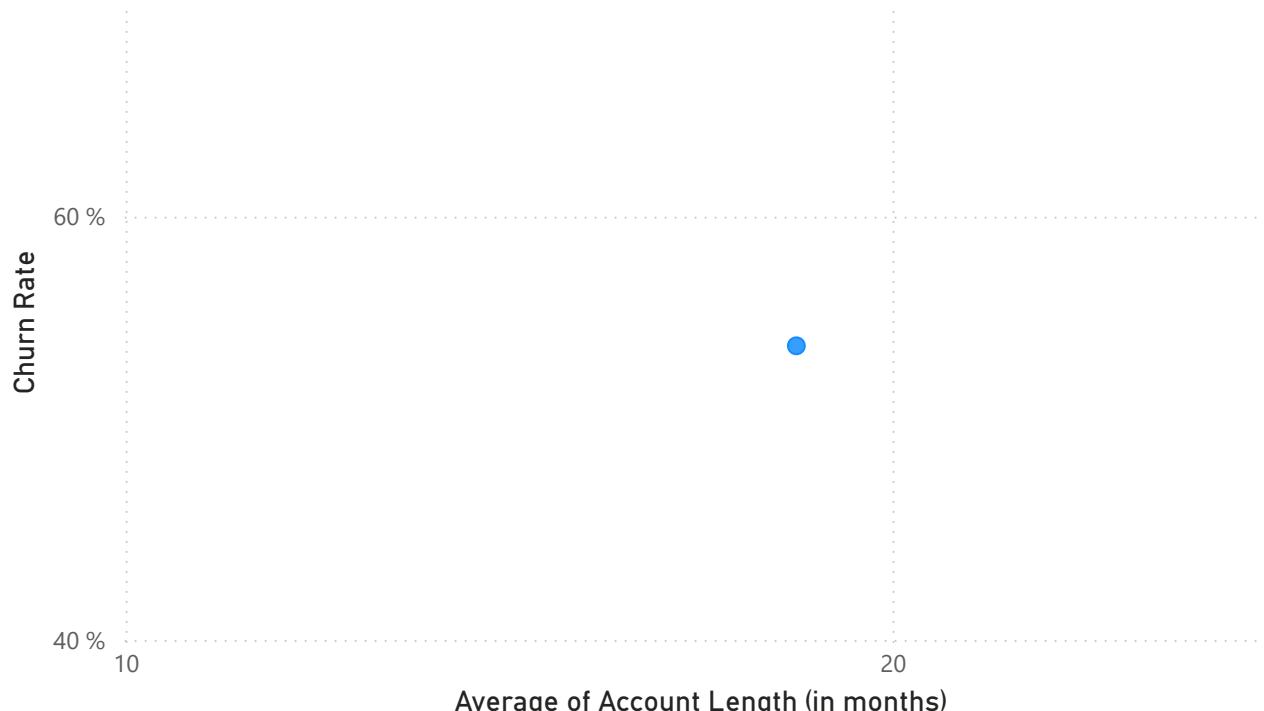
Customer Service Calls

1.47

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly



Contract Category, Payment Method

- ^ Monthly
 - Credit Card
 - Direct Debit
 - Paper Check
- ^ Yearly
 - Credit Card
 - Direct Debit
 - Paper Check

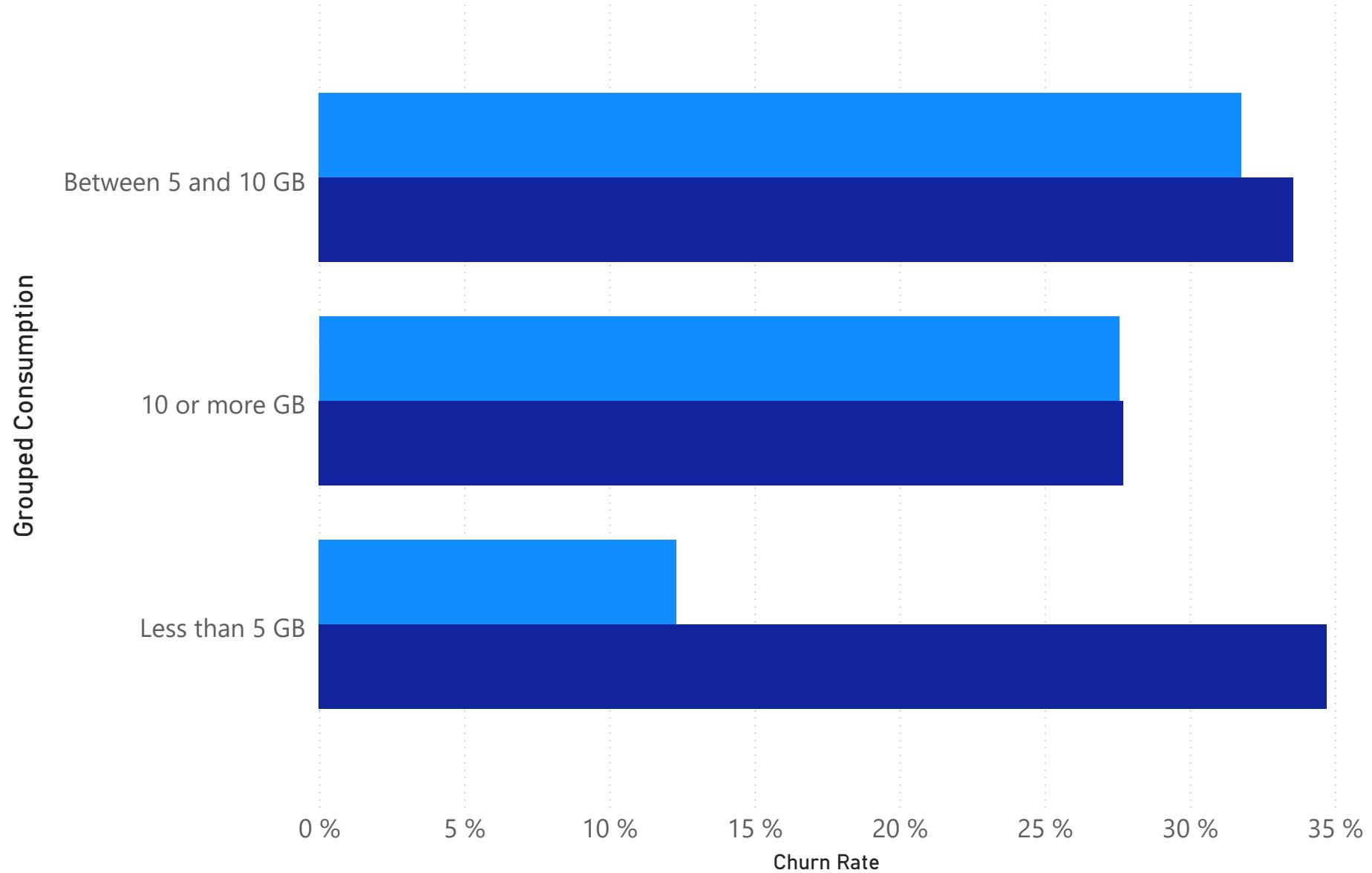


Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan • No • Yes

33.64
Avg Extra International Charges

3.37
Avg Extra Data Charges



6123

Customer Service Calls

33.64

Avg Extra International Charges

0.92

Avg Customer Service C...

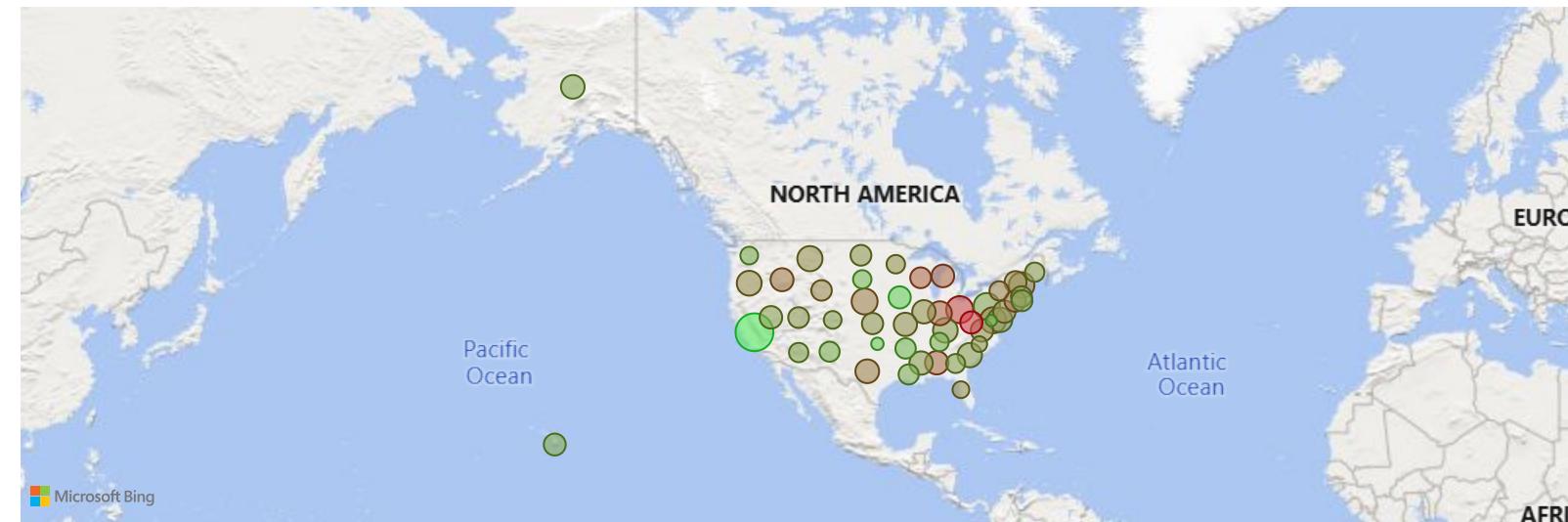
3.37

Avg Extra Data Charges

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Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label • No • Yes

