

Customer Churn Analysis

Churned Customers

1,869

Customers

7,043

Churn Rate

26.54%

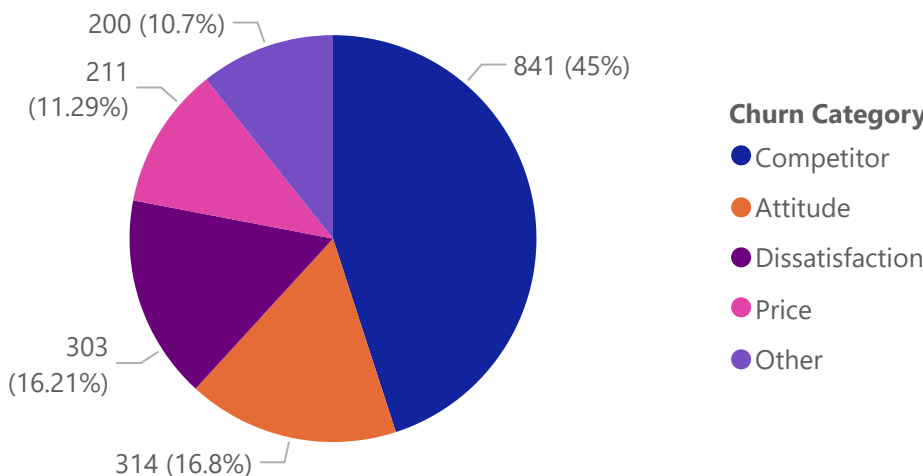
Overview

Demographics

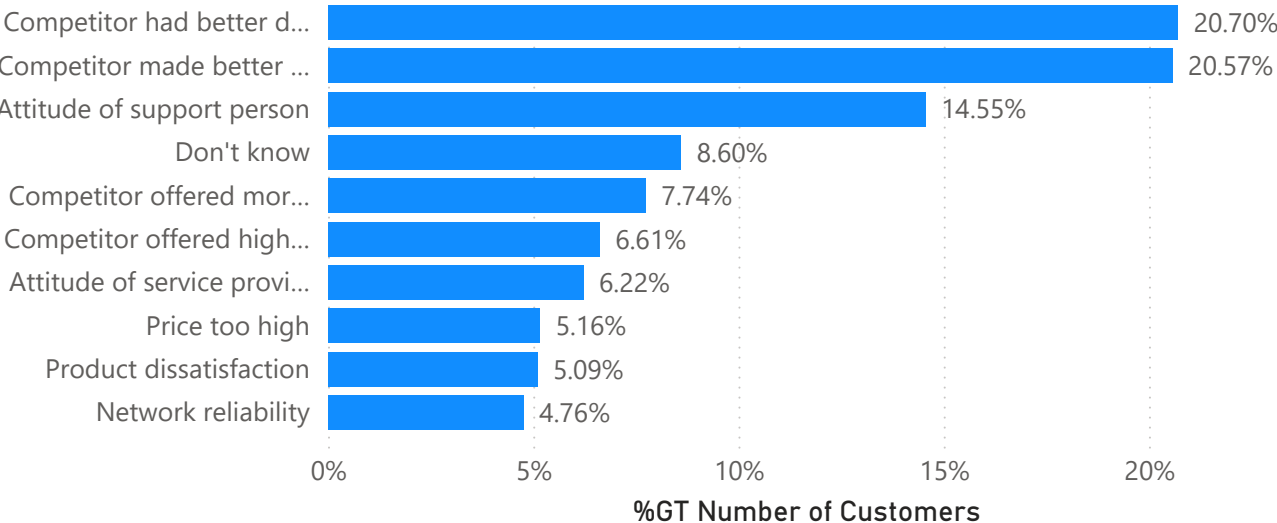
Services

Contract and Payment

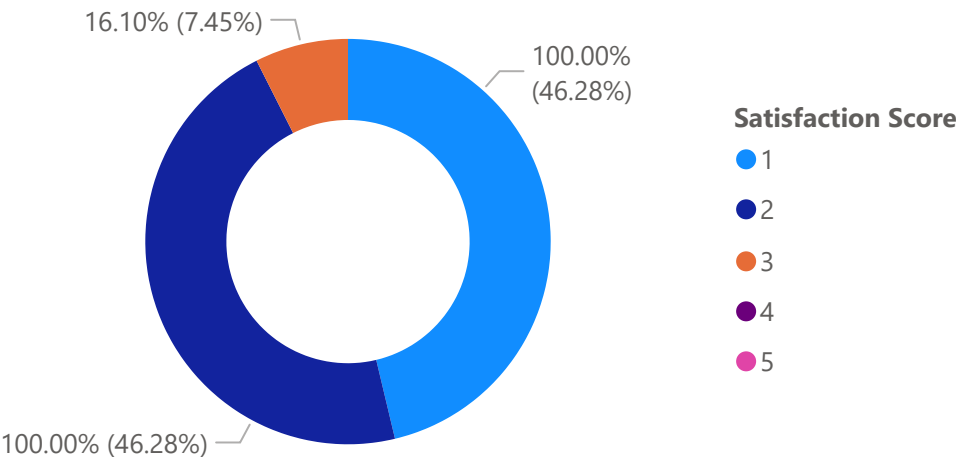
Number of Customers by Churn Category



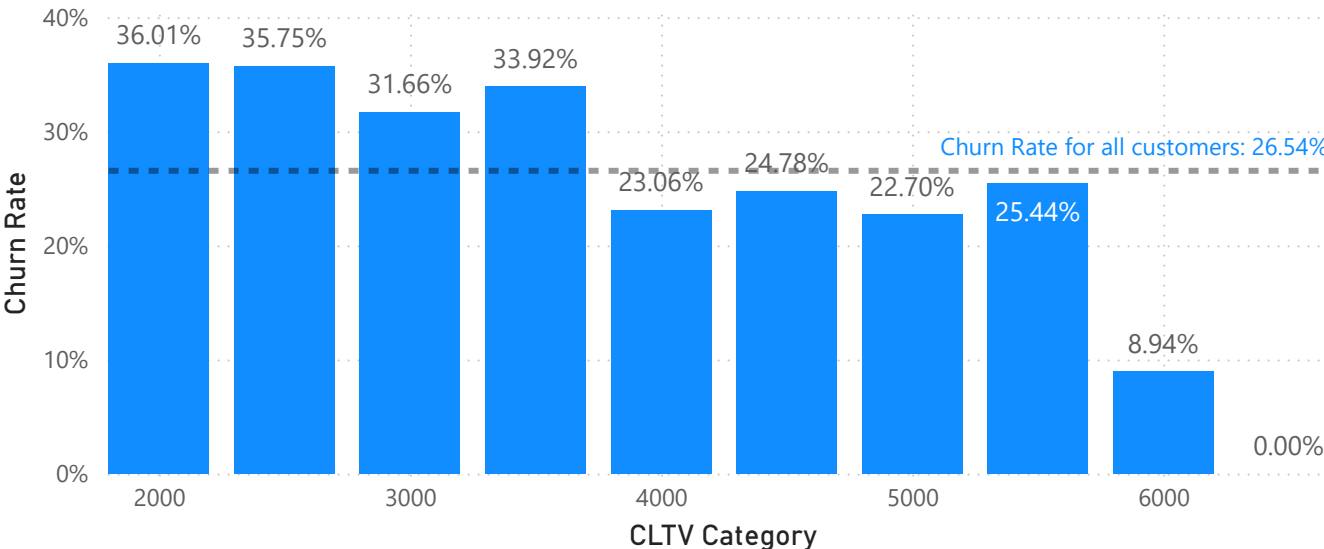
Top 10 Churn Reasons



Churn Rate by Satisfaction Score



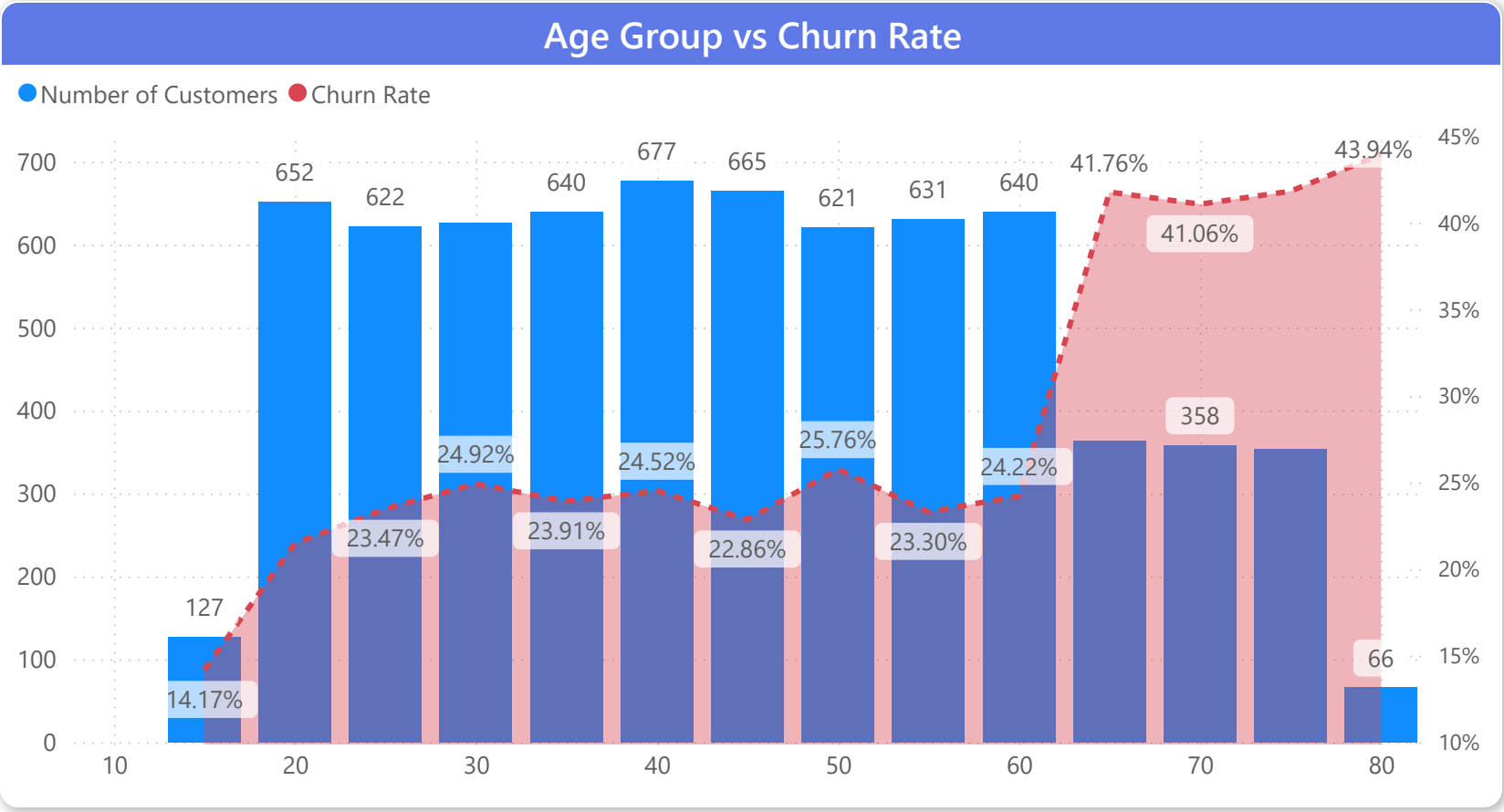
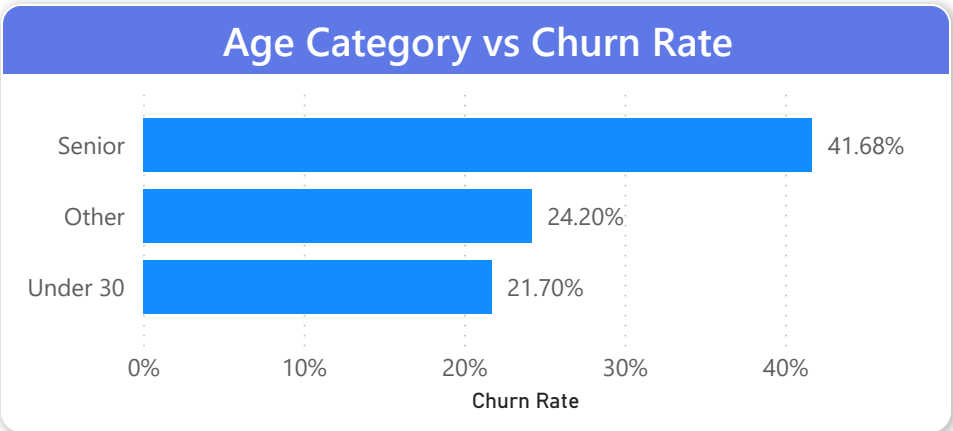
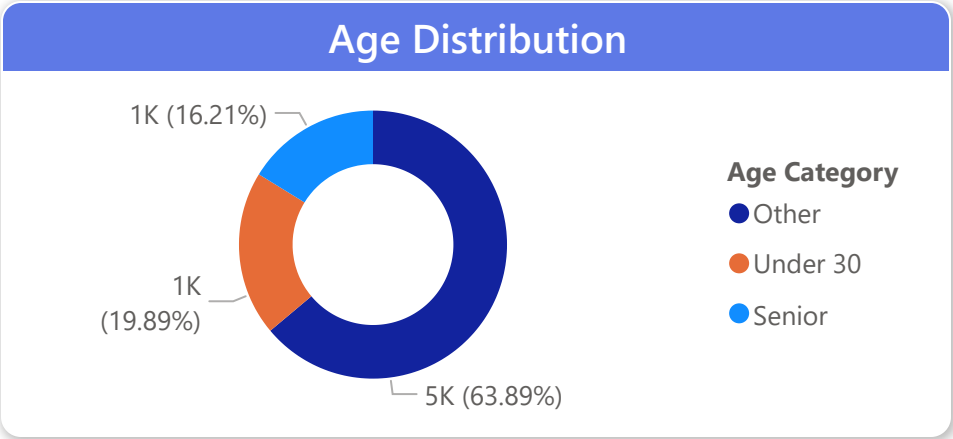
Churn Rate by CLTV Category



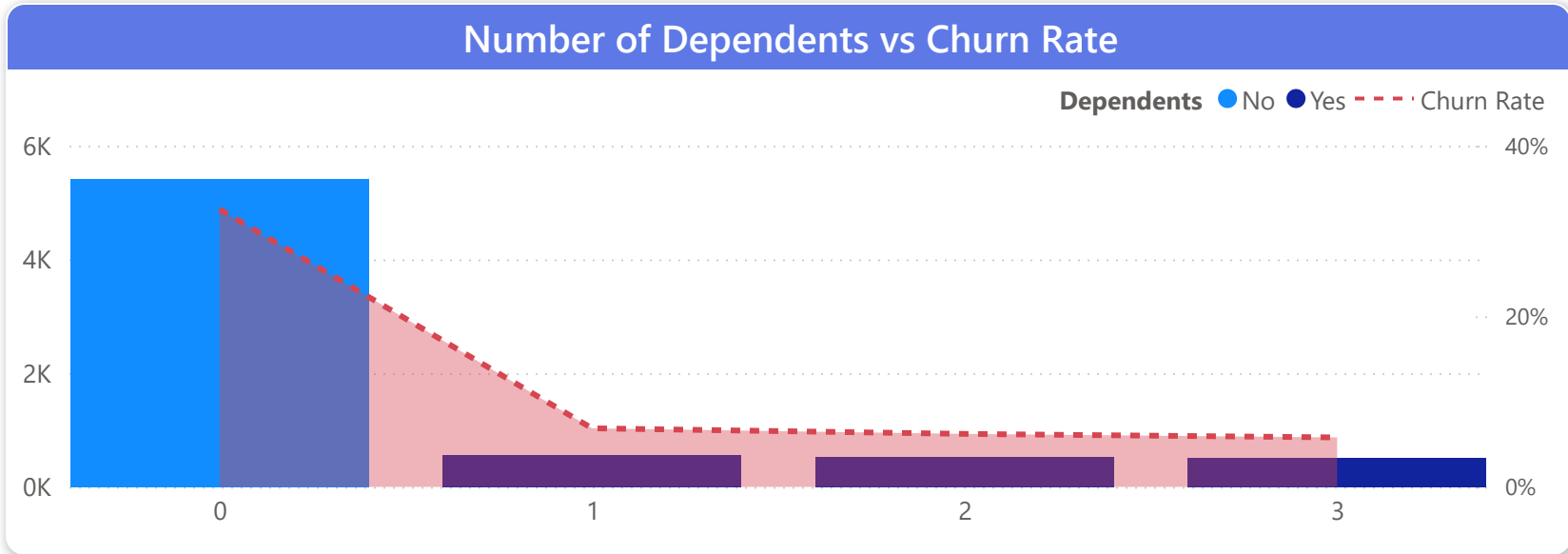
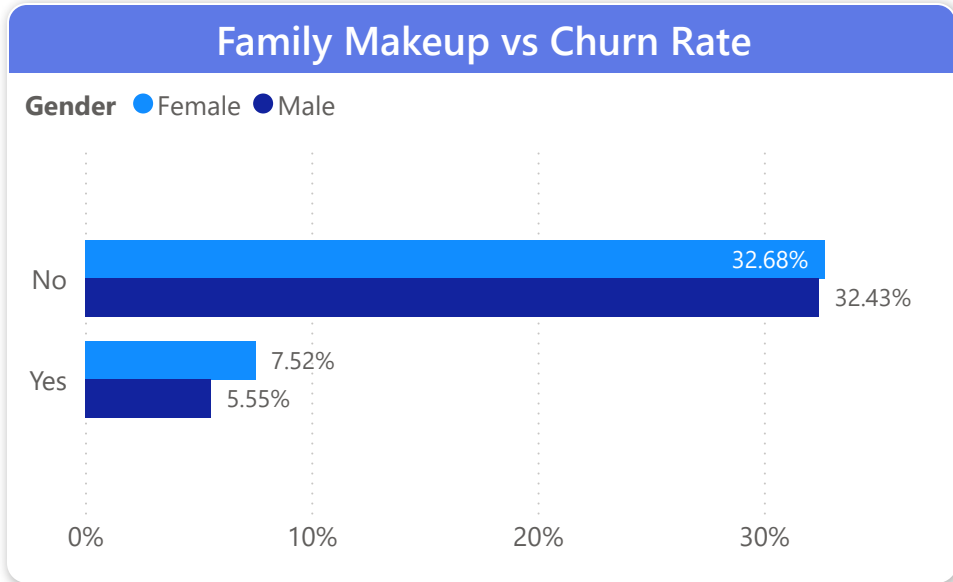
Churn by Demographics

- Overview
- Demographics
- Services
- Contract and Payment

Churn by Age



Does it affect churn rate if the customer lives with family?



Unlimited Data

All

Overview

Demographics

Services

Contract and Payment

Churn by Services

Customers

7,043

Churned Customers

1,869

Churn Rate

26.54%

Total Charges

\$16.06M

Total Revenue

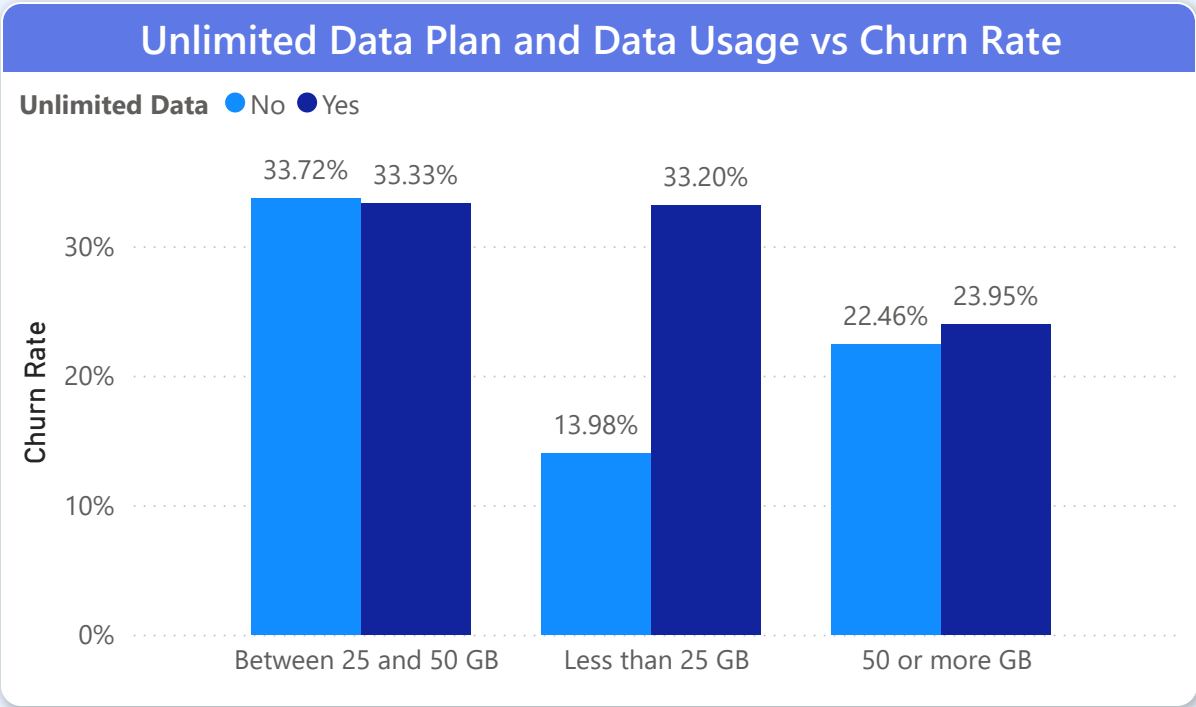
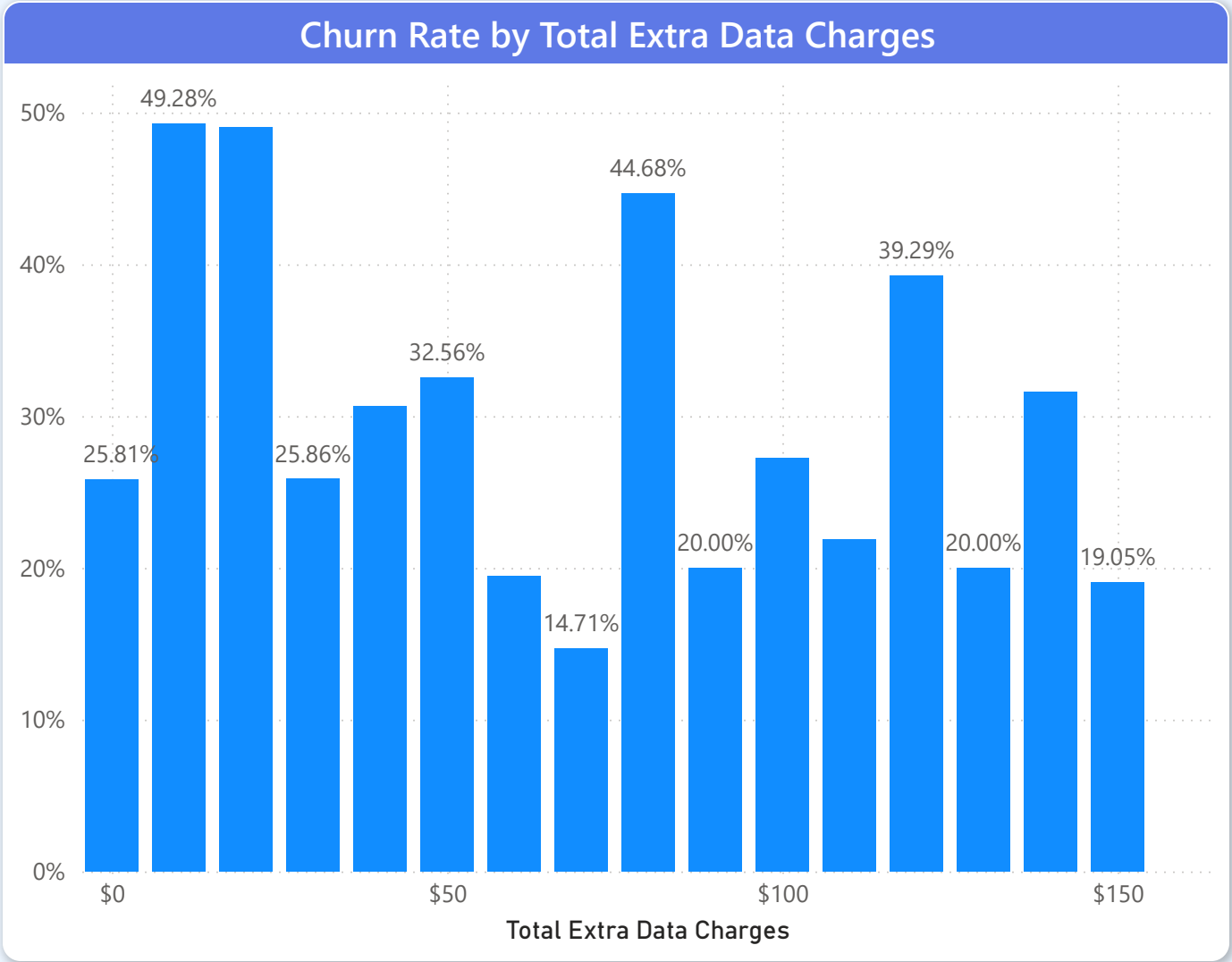
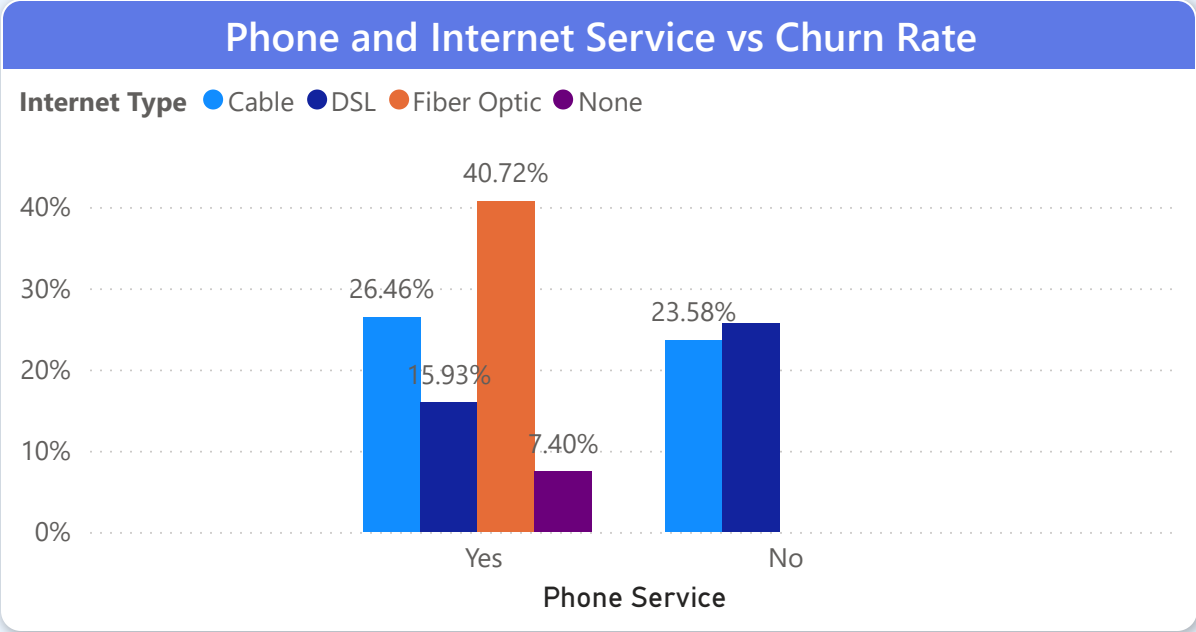
\$21.37M

Avg Extra Data Charges

\$6.86

Total Extra Data Charges

\$48.32K



Churn by Contract and Payments

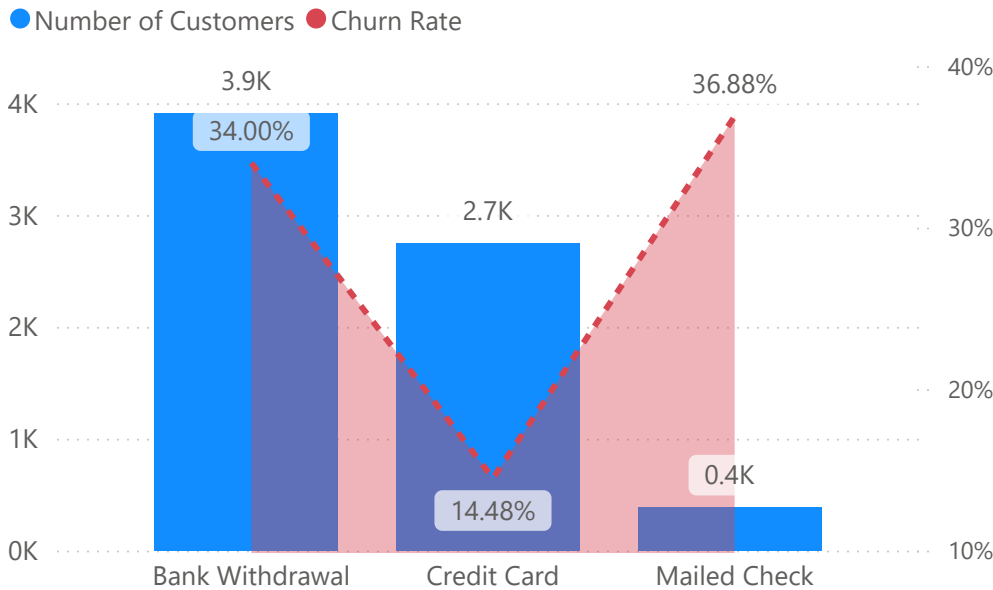
Overview

Demographics

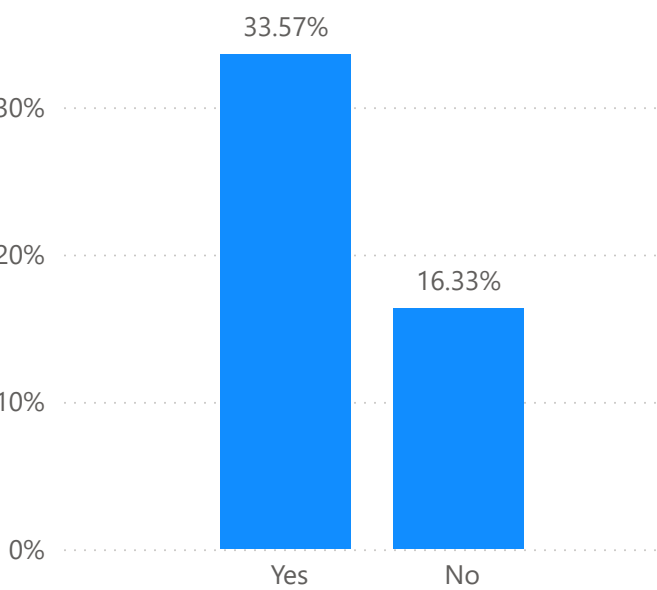
Services

Contract and Payment

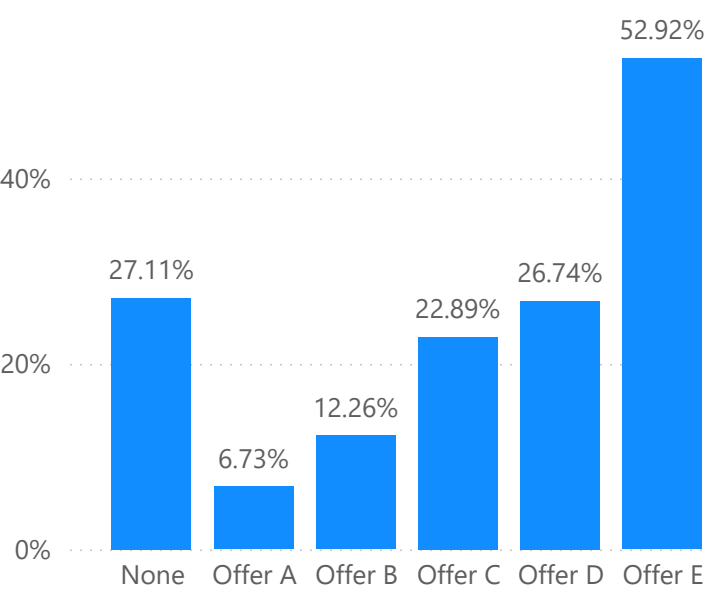
Payment Method vs Churn Rate



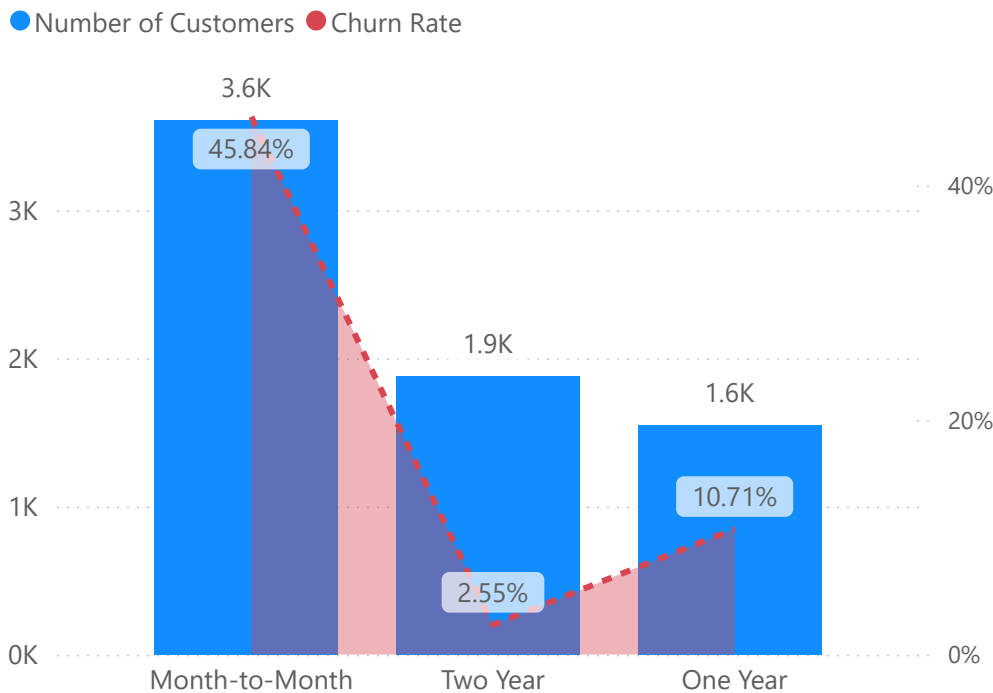
Paper Billing vs Churn Rate



Offer vs Churn Rate



Contract Type vs Churn Rate



Account Length vs Churn Rate

