

# \$21.37M

Total Revenue

First Top Segment for Churn Rate

Age is 56 or older  
Contract Type is Month-to-Month  
Internet Type is Fiber Optic  
Online Security is No

## Combating Churn Rates

- Churned customers accounted for \$3.68M of our nearly \$22M revenue.
- This report will identify what factors can be attributed to those customers.
- Focusing on retention efforts of our high-risk churning population will ensure higher revenues in FY23.

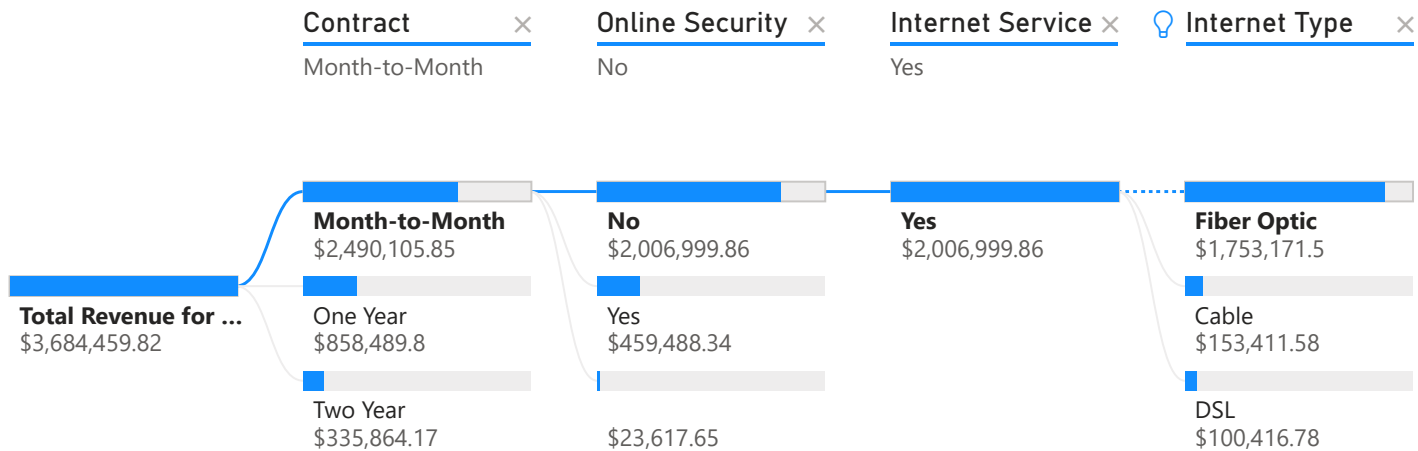
# \$3.68M

Total Revenue for Churned

Second Top Segment for Churn Rate

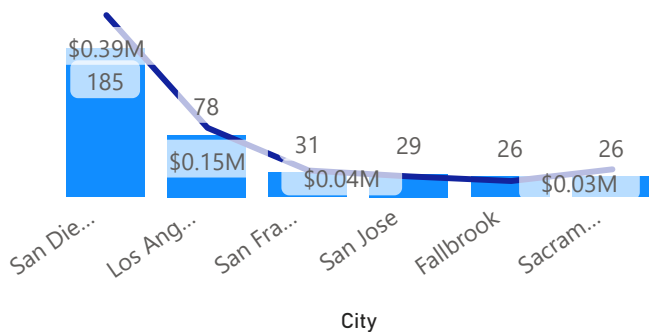
Age is 55 and younger  
Contract Type is Month-to-Month  
Internet Type is Fiber Optic  
Online Security is No  
Music Streaming is Yes

## Churned Customer Revenue Decomposition Tree

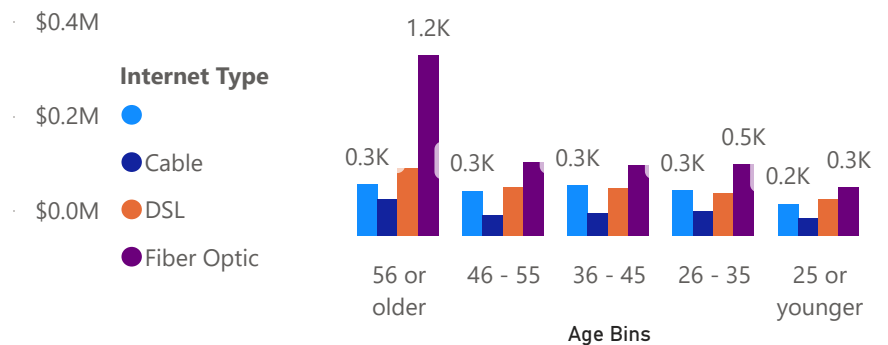


## Churn Rate by Top City and Revenue

Count of Churn Reason Total Revenue

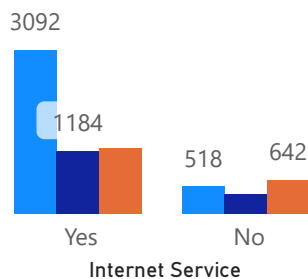


## Age Range and Internet Type for Churned Customers



## Churn Rate by Subscription and Service

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



## Top Reasons for Churn

- Competitor had better devices
- Competitor made better offer
- Attitude of support person
- Don't know
- Competitor offered more data
- Competitor offered higher download...

