

Total Customers	Churned Customers	Joined Customers	Churn Rate	Total Revenue	Total Refund	Avg Age of Customer	Total Revenue lost
7043	1869	454	26.54%	\$21.37M	\$13.82K	46.51	\$3.68M

High Value Customers Profile

High value customers as customers who are married, subscribing for **Two-years** contract plan has been using maven for more then **7 months** and are likely from these cities of **Los Angeles** and **San Diego** with Online security, **1215** customers fall under this profiling.

At Risk Customers Profile

81.50% of the newly joined customers are not married, **89.87%** of newly joined customers made month to month subscription, customers who has been with maven for less than **7 months** are at a greater risk to churn. **138** of the newly joined customers fall under this profile.

How retention is affected by our services

Key influencers

What influences Customer Status to be

Stayed

 ?

When...
.....the likelihood of Customer Status being Stayed increases by

Online Security is Yes 1.37x

Premium Tech Support is Yes 1.36x

Online Backup is 1.28x

How churn is affected by our services

Key influencers

What influences Customer Status to be

Churned

 ?

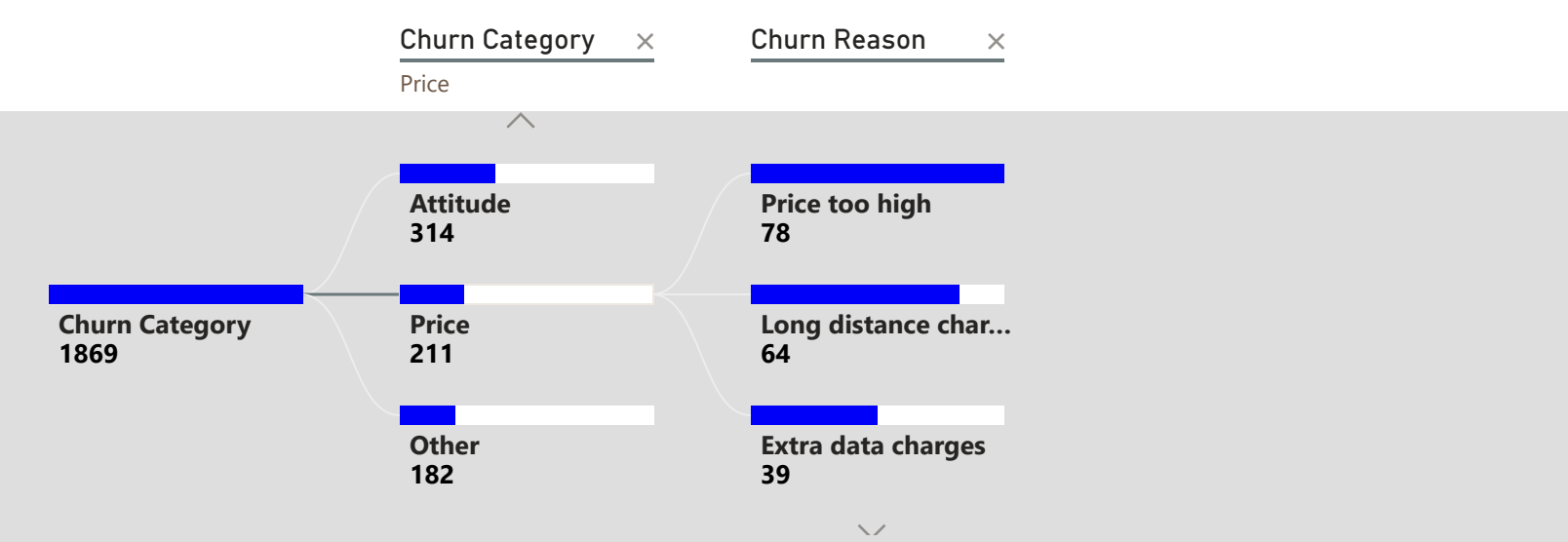
When...
.....the likelihood of Customer Status being Churned increases by

Internet Service is Yes 4.30x

Online Security is No 3.63x

Premium Tech Support is No 3.51x

Churn Reasons



The Way Forward

- Given that consumers have churned due to increased rates and additional data fees, it is advisable to raise the amount of data offered and to match pricing while also enhancing internet speed. This is because competitors are likely offering better and lower prices based on the reasons customers left.
- Customers have left as a result of staff poor treatment, thus staff need to be trained in providing excellent customer service.
- With the aim of improving services and products, offer B's promotion should be repeated since it has historically been a successful venture. Offer B has attracted the most clients.
- There is room for improvement in areas like customer services offered, network dependability, and online self-service.