



MAVEN TELECOM CHURN DASHBOARD

7043

Total Customers

21M

Sum of Total Revenue

1869

Churned Customers

27%

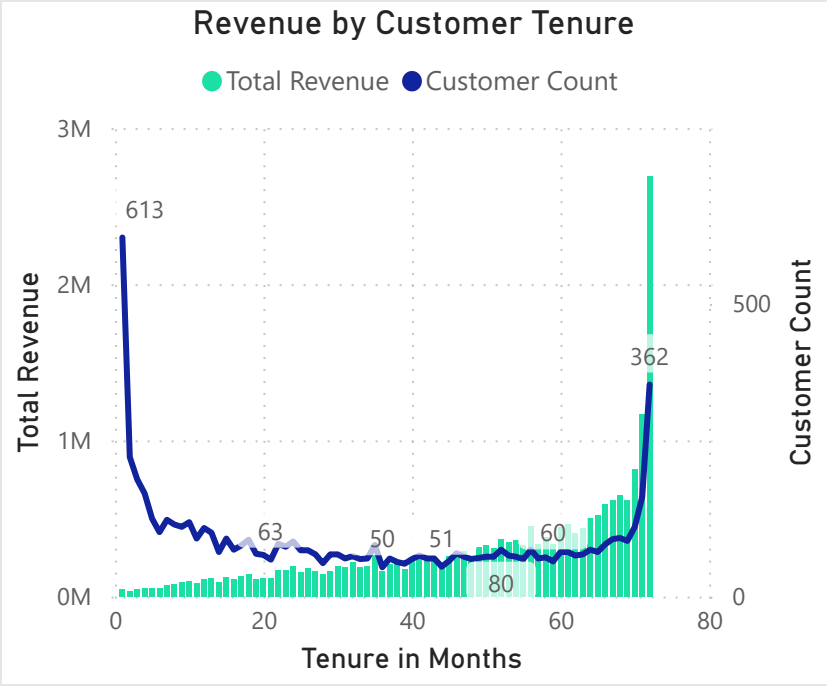
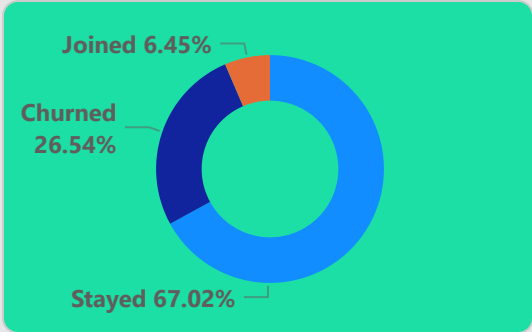
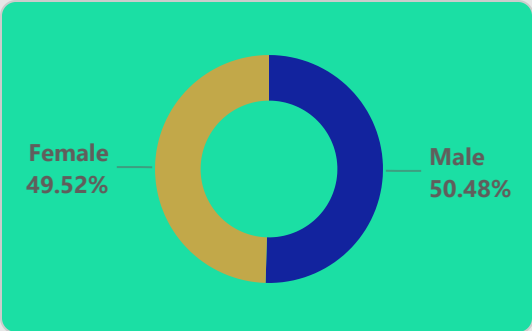
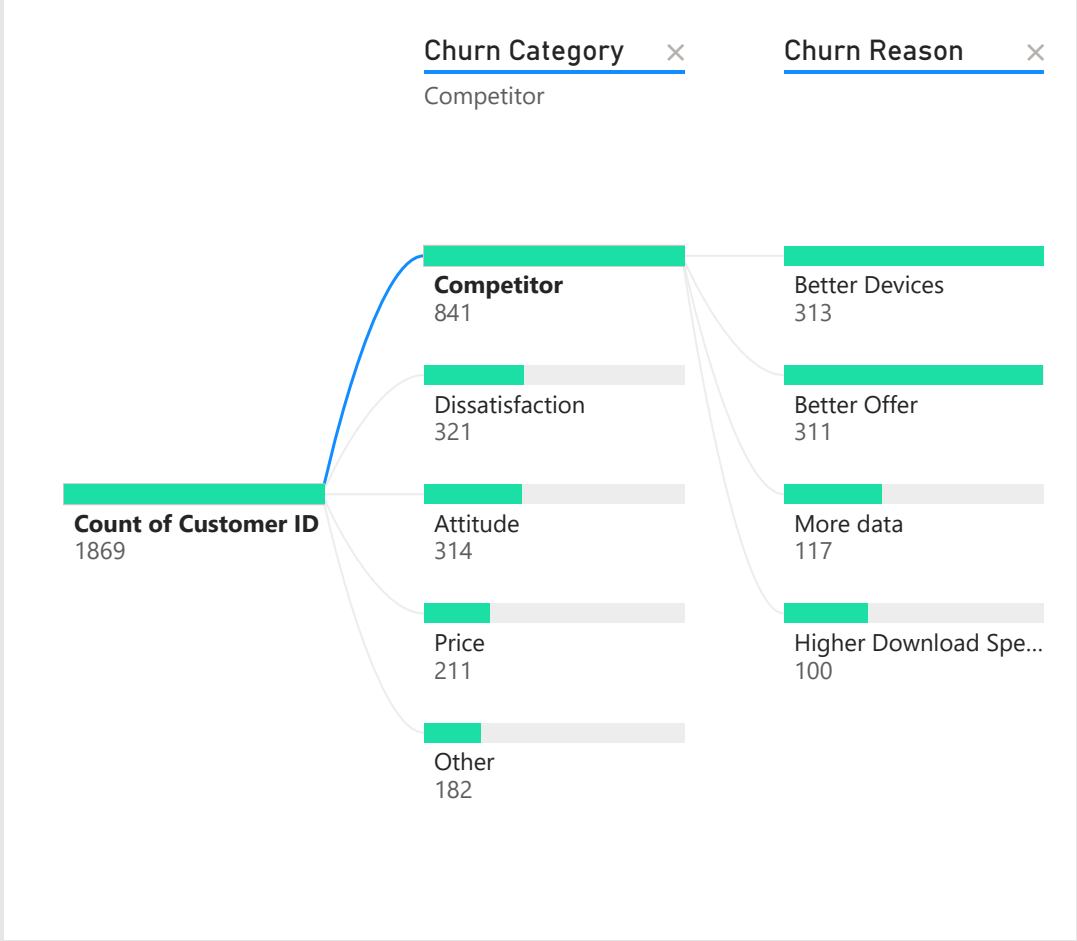
Churn Rate

4M

Churned Revenue

17%

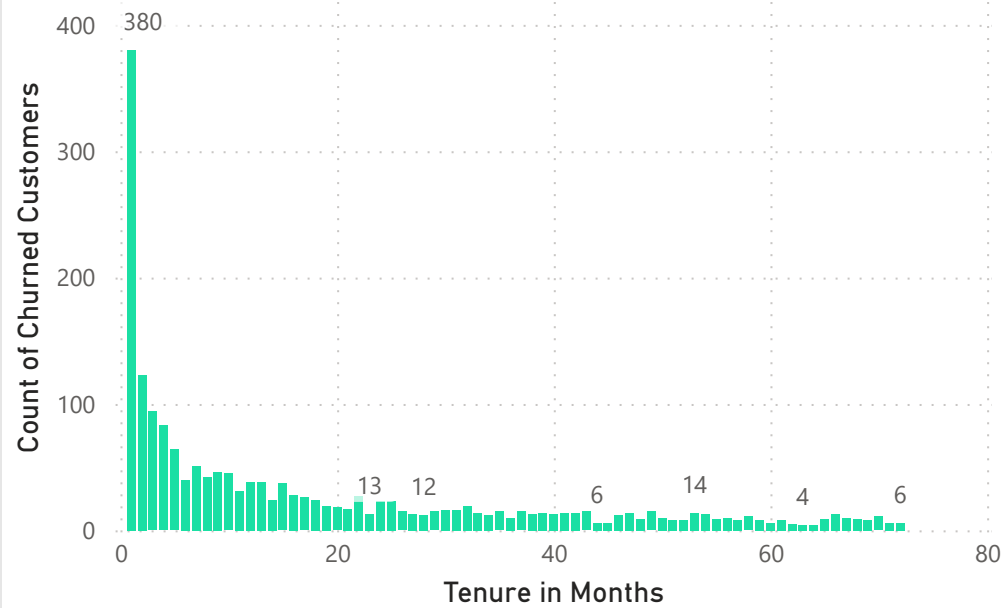
% OF CHURNED REVEN...



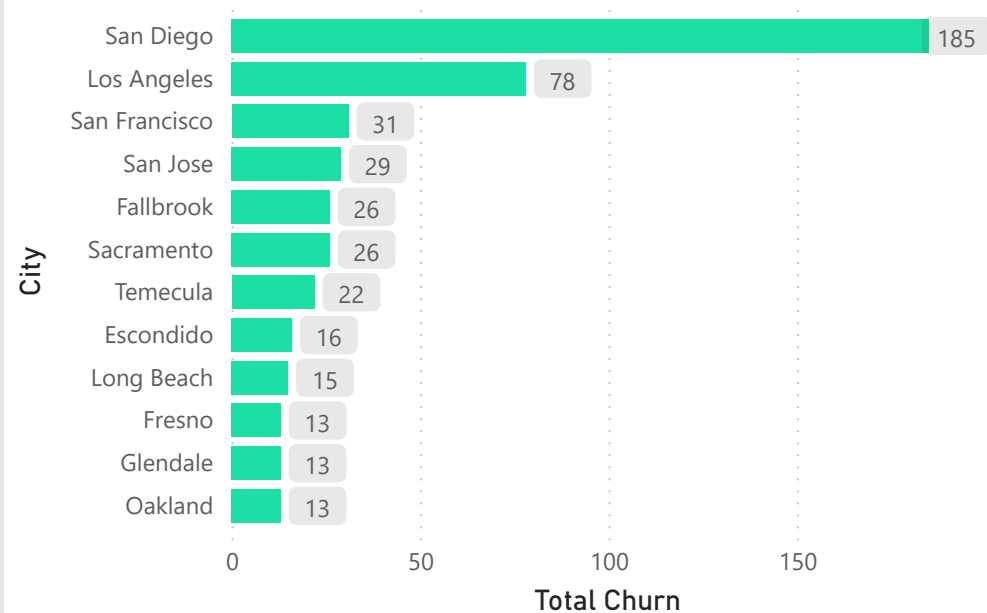
INSIGHTS

- There is a **27%** churn rate (1,869 customers) which amounts to loss of revenue of **4M**
- **45%** of the churned customers moved on from us due to competitors offering better devices, offers, more data and higher download speed all being summarized as better offering from competitors.
- New customers (**1 month tenure - 613**) formed the highest tenure category but the lowest revenue generated of customers while the chunk of revenue was gotten from customers customers with **40 or more months of tenure (minimum of 225k)**

Tenure of Churned Customers



Total Churn by Cities



Services

Cable

830

Total Customers

25.66%

Churn Rate

DSL

1652

Total Customers

18.58%

Churn Rate

Fiber Optic

3035

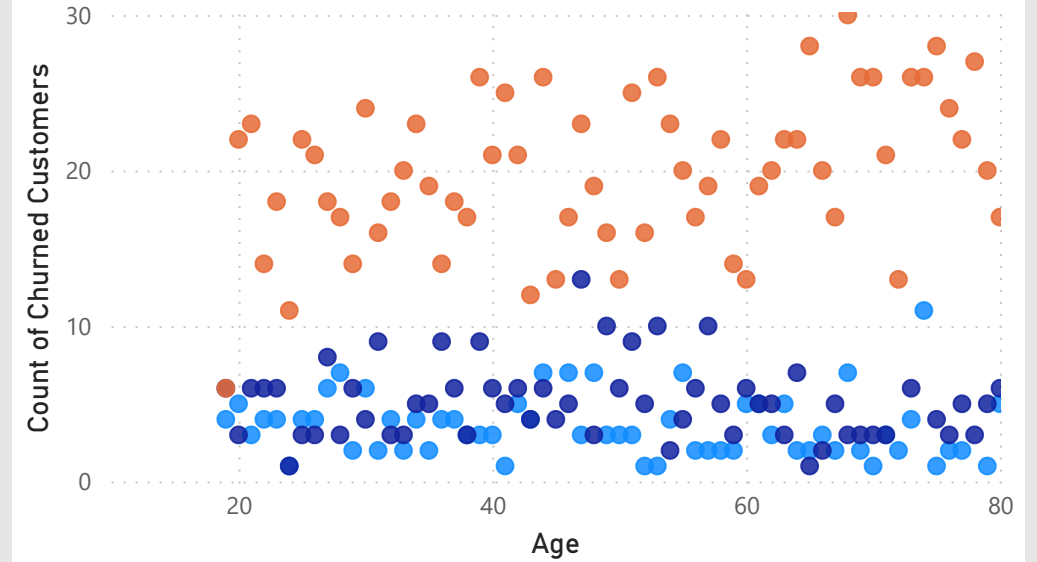
Total Customers

40.72%

Churn Rate

Churned Customers Services

Internet Type ● Cable ● DSL ● Fiber Optic



INSIGHTS

- 36% of the churned customers have spent between 1 - 6 months with the company with an higher churn rate of 57% for customers tenure between 1 - 3 months
- There is a 41% churn rate of fiber optic customers

RECOMMENDATIONS

- Better offers and services should be put in place so as to increase retention rate of new customers.
- Investigations and surveys should be carried out to determine what fiber optic customers desire for services paid for.
- Carry out market research to determine offerings by competitors.
- Customer oriented culture should be cultivated through regular trainings on customer relationship .