

Total Customers

Churn Flag	
Active	Churned
5174	1869

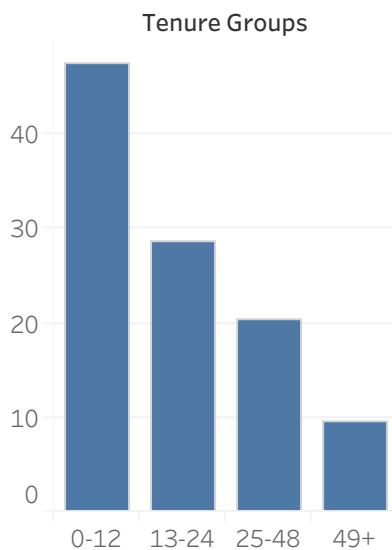
Churn Rate (%)

26.54

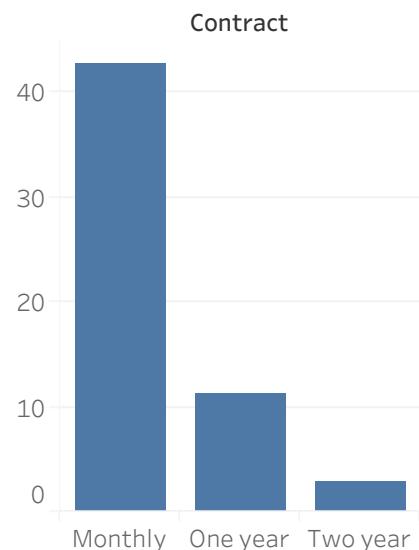
Monthly Revenue at Risk

139,130.85

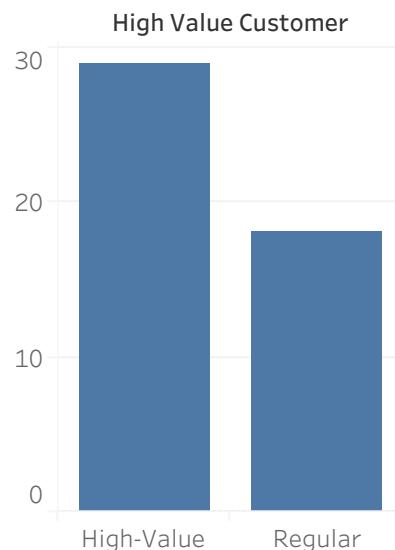
Churn Rate by Tenure Group (Months)



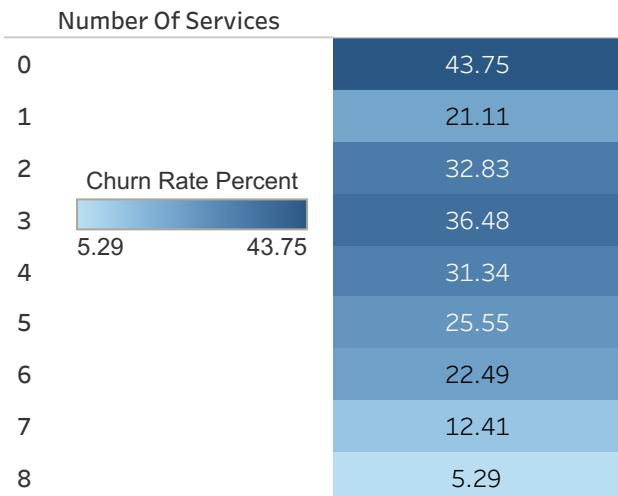
Churn Rate by Contract Type



Churn Rate: High-Value vs Regular



Churn Rate by Number of Services



Churn Rate by Reasons

Churn Reason	Count
Attitude of service provider	135
Attitude of support person	192
Competitor had better devices	130
Competitor made better offer	140
Competitor offered higher dow..	189
Competitor offered more data	162
Don't know	154
Network reliability	103
Price too high	98
Product dissatisfaction	102