

| Total Customers | |
|-----------------|---------|
| Churn Flag | |
| Active | Churned |
| 5174 | 1869 |

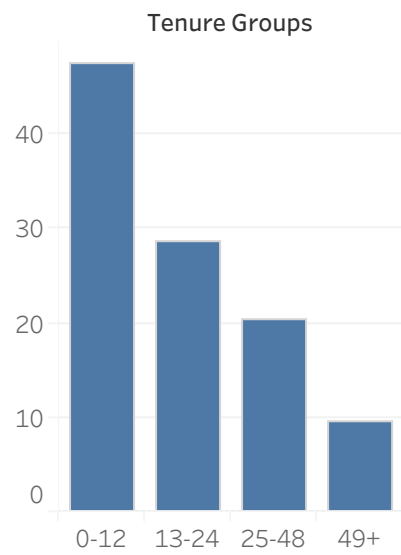
Churn Rate (%)

26.54

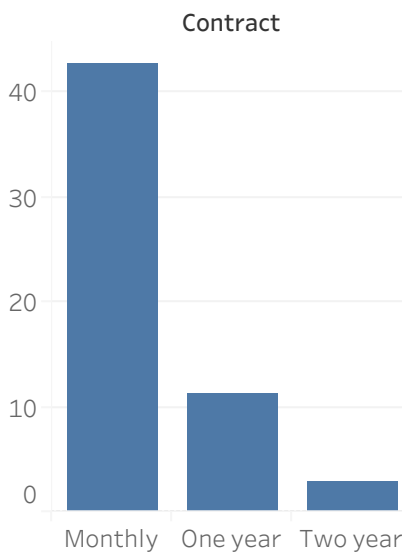
Monthly Revenue at Risk

139,130.85

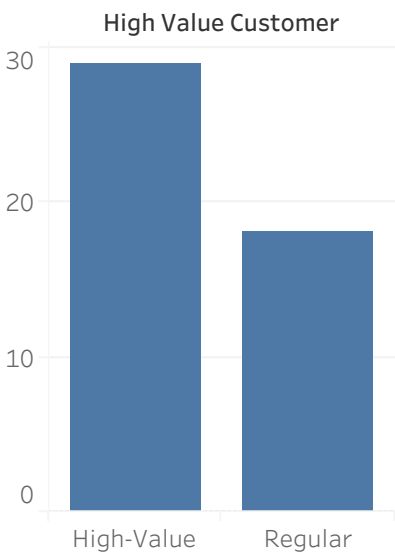
Churn Rate by Tenure Group (Months)



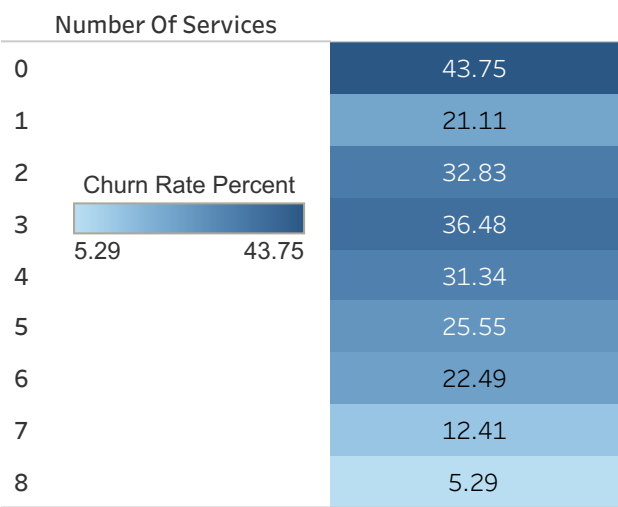
Churn Rate by Contract Type



Churn Rate: High-Value vs Regular



Churn Rate by Number of Services



Churn Rate by Reasons

| Churn Reason | |
|---------------------------------|-----|
| 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 |