

3,684,459.82

Churned Revenue

1869

Churned Customers

17.2%

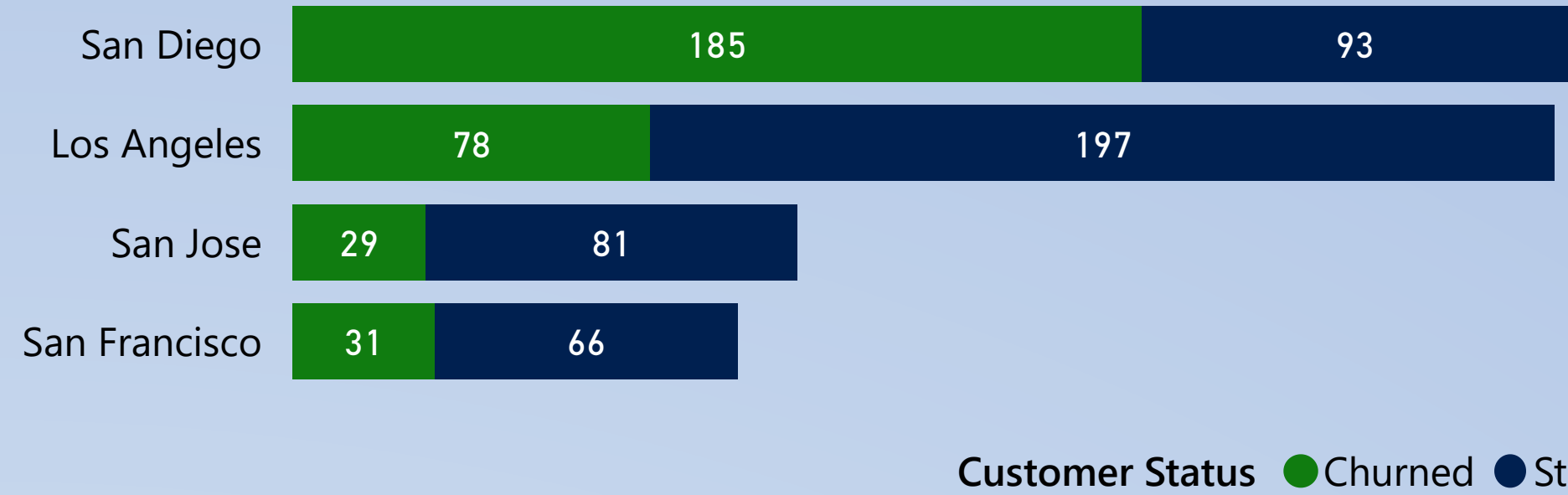
%Churned Revenue

26.5%

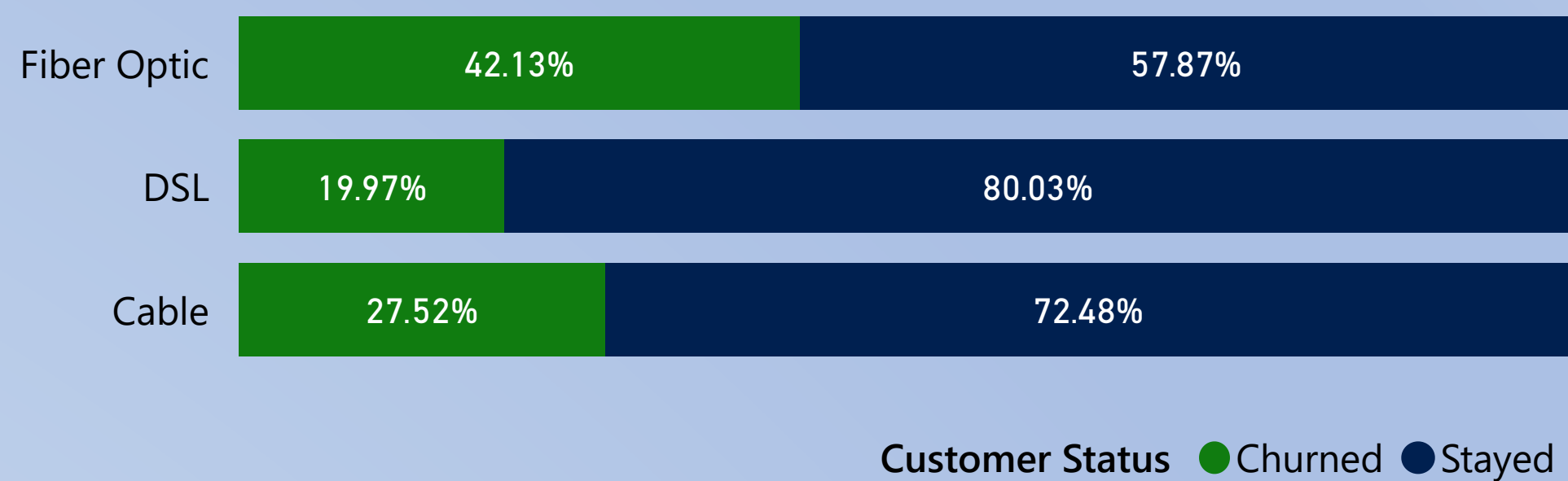
Churn Rate

Average Revenue grouped▲	Total Revenue	Average revenue	Average Monthly Charge	Average Tenure (Months)	Churned Customers	Churn Rate
High Value Customers	16,766,429.64	6,070.39	82.34	56	446	16.1%
Low Value Customers	4,604,702.05	1,075.61	51.50	17	1423	33.2%
Total	21,371,131.69	3,034.38	63.60	32	1869	26.5%

Customer Churn by City



Customer Churn by Internet Type



Contract

Month-to-Month

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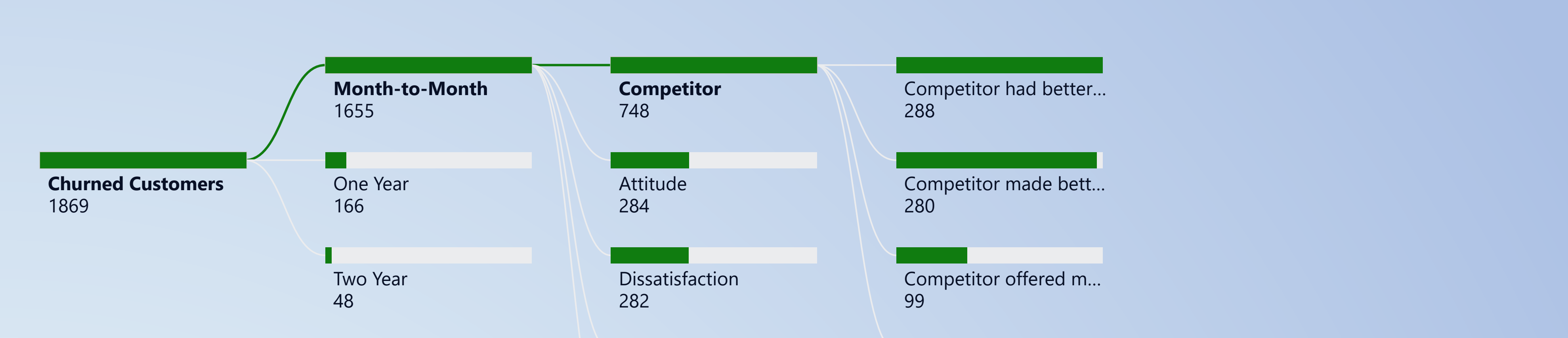
Churn Category

Competitor

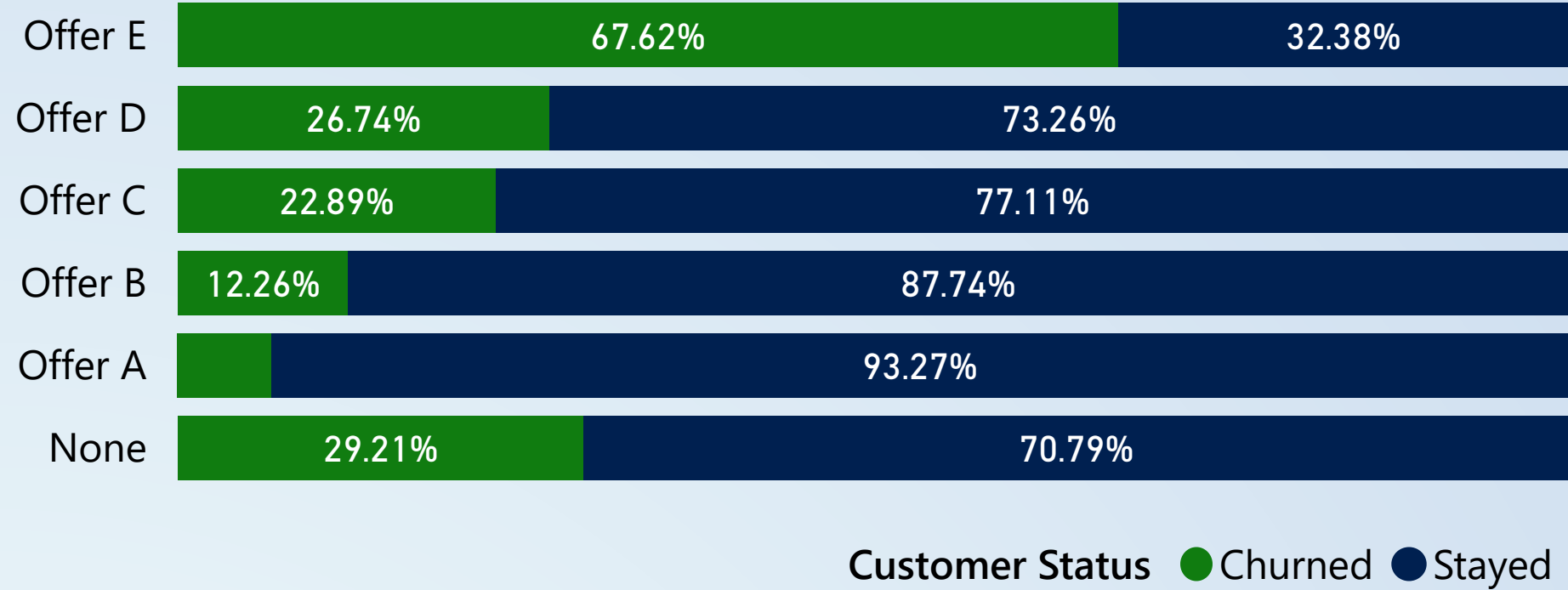
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Churn Reason

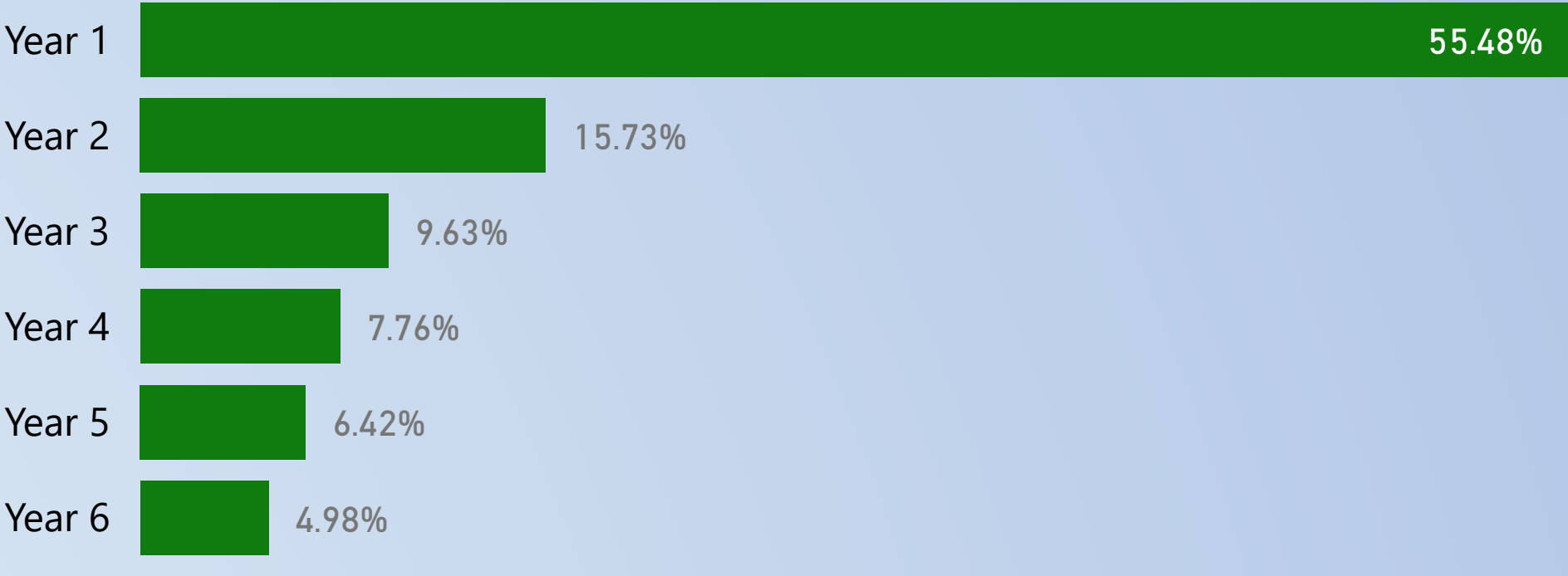
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Customer Churn by Offer



Customer Churn by Tenure (Years)



Key Findings & Recommendations

- 67.62% & 42.13% out of total customers churned for Offer E and Fiber Optics respectively. Investigate these or remove them altogether.
- 55.48% of customer churn is within year 1, an indicator of poor customer onboarding.
- High value customers are those contributing a quarterly revenue above the average. out of these, 16.1% churned.
- Investigate month-to-month contract type and consider lowering price for this to attract customer retention since >50% of customers under this contract type are lost.
- Benchmark or research on the competitors services, especially in San Diego & Los Angeles as most churned customers allude to competition offering better services and having better devices hence dissatisfaction with Maven Telecoms.
- Investigate customer service as churned customers allude to poor attitude of support service and Maven Telecoms as a whole.