

Telecom churn analysis

at fiscal end Q2 of 2022

Active user

5.174K

Total revenue in Q2

21.37M

Average Monthly GB Download

144.49K

Loss in Q2

3.68M

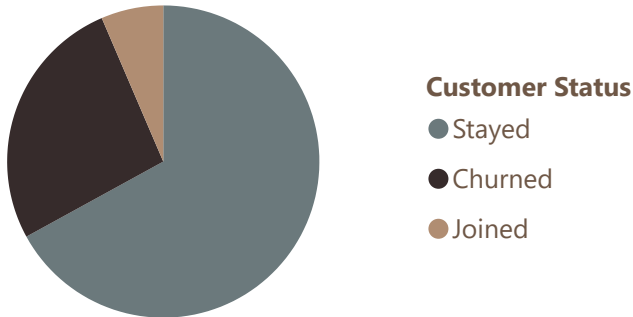
Churn rate

27%

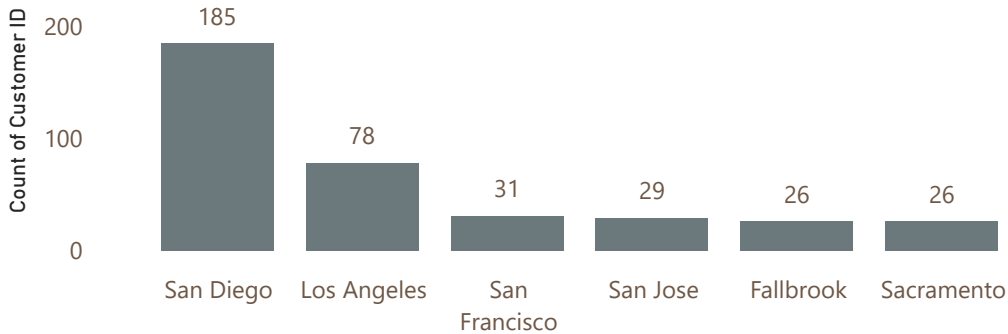
Lowest tenure in months

1

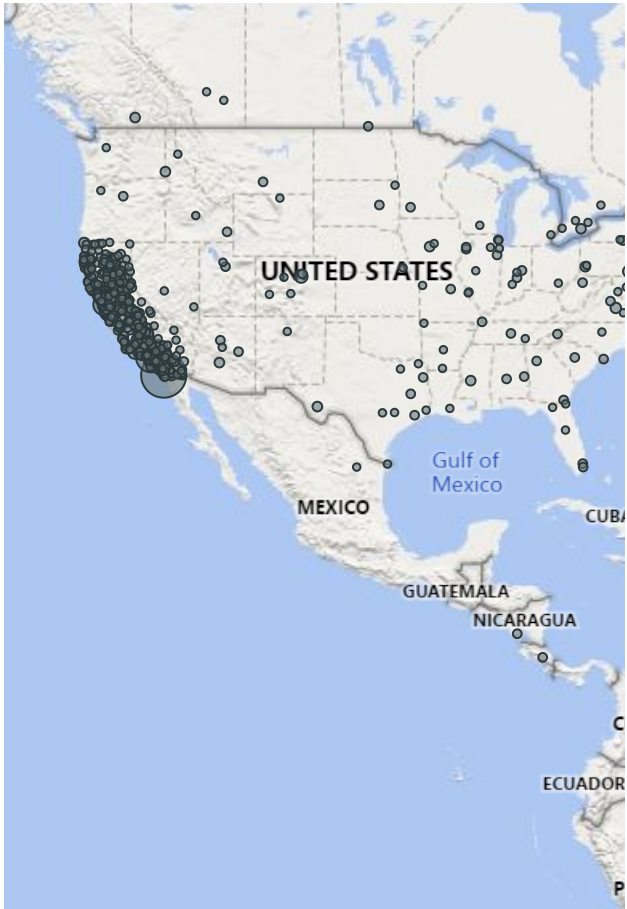
Customer's status



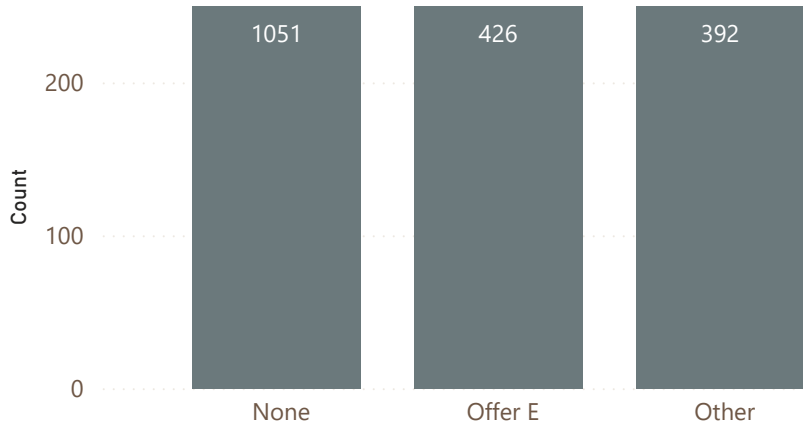
Top 5 highest churn city



The highest churn area



Total churned customer categorized by offer



Churn category and reason

