

Telco Customer Churn Analysis for 2Q2022 (1/2)

7043

Customers

1869

Churned Customers

\$21.37M

Total Revenue

\$3.68M

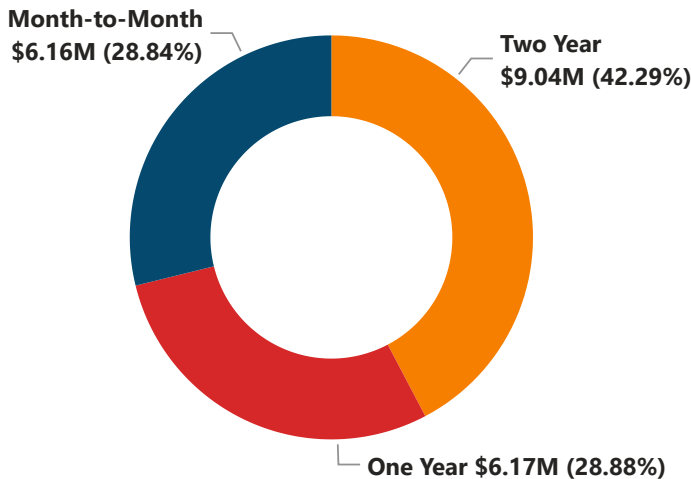
Churned Revenue

32.39

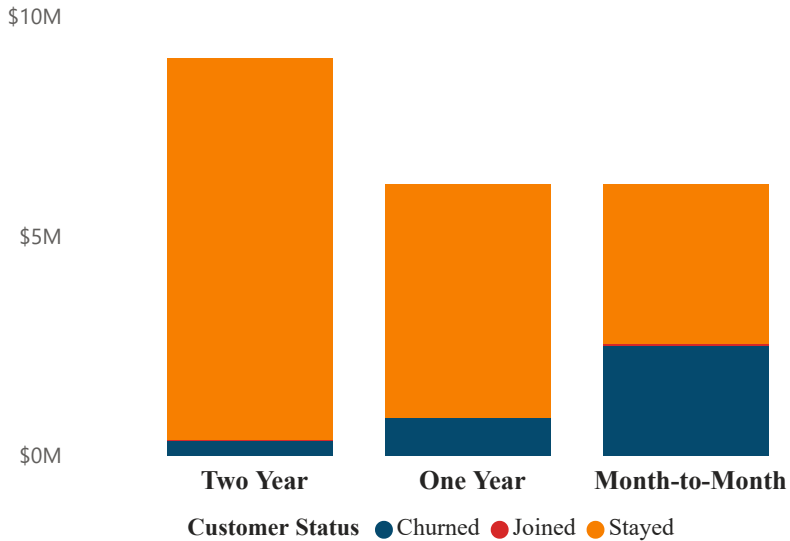
Average of Tenure (Months)

Which customers bring us more money?

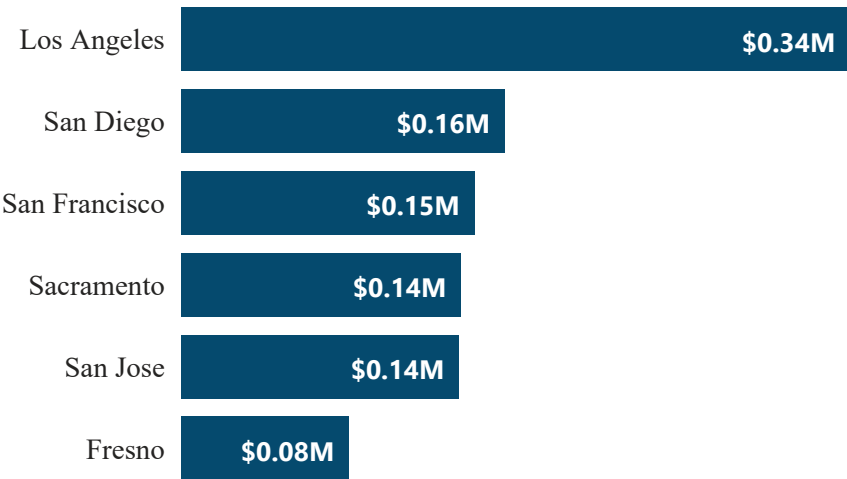
Total Revenue by Contract



Total Revenue by Contract and Customer Status

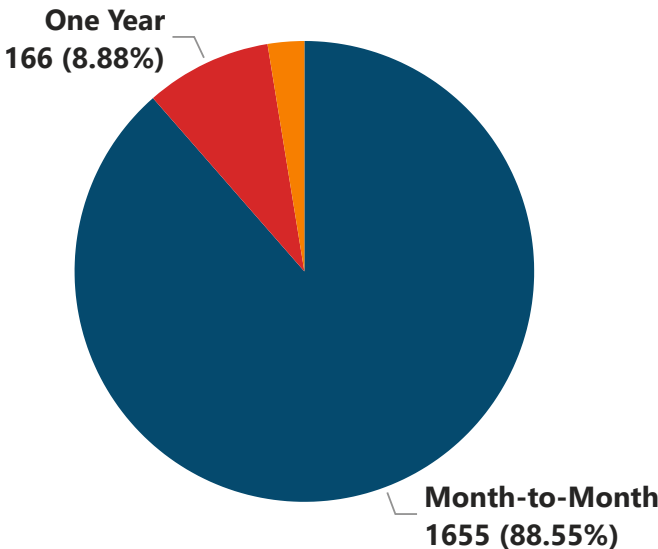


Two-Year Contract Revenue Contributions in Top 6 Cities

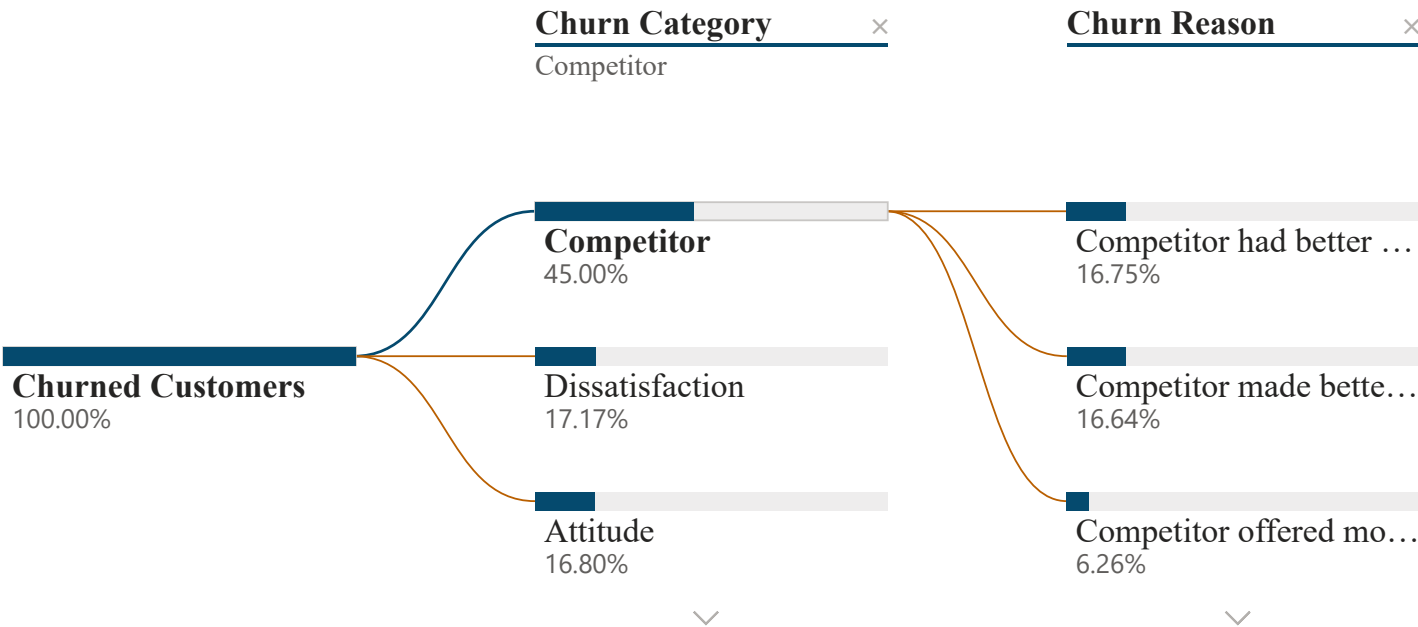


Quick Churn Analysis

Most Churned Contract Category

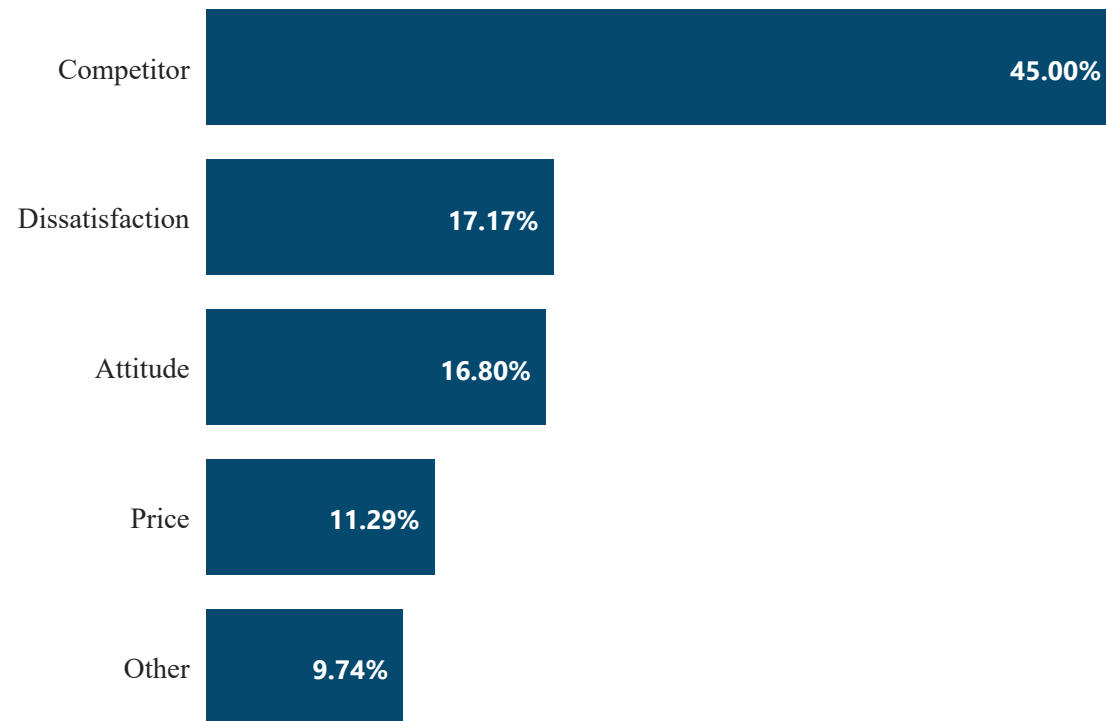


Why are most customers leaving?

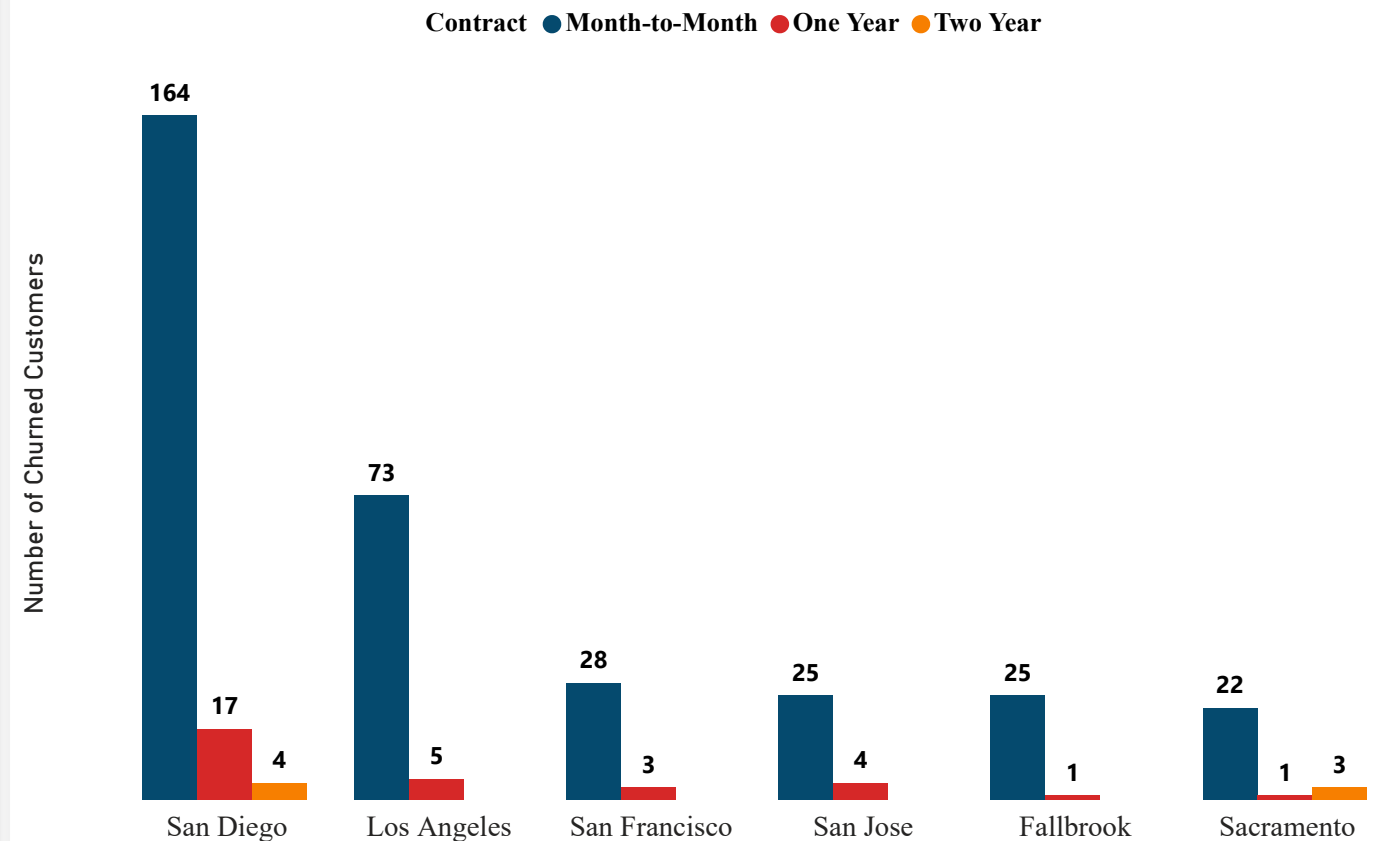


Telco Customer Churn Analysis for 2Q2022 (2/2)

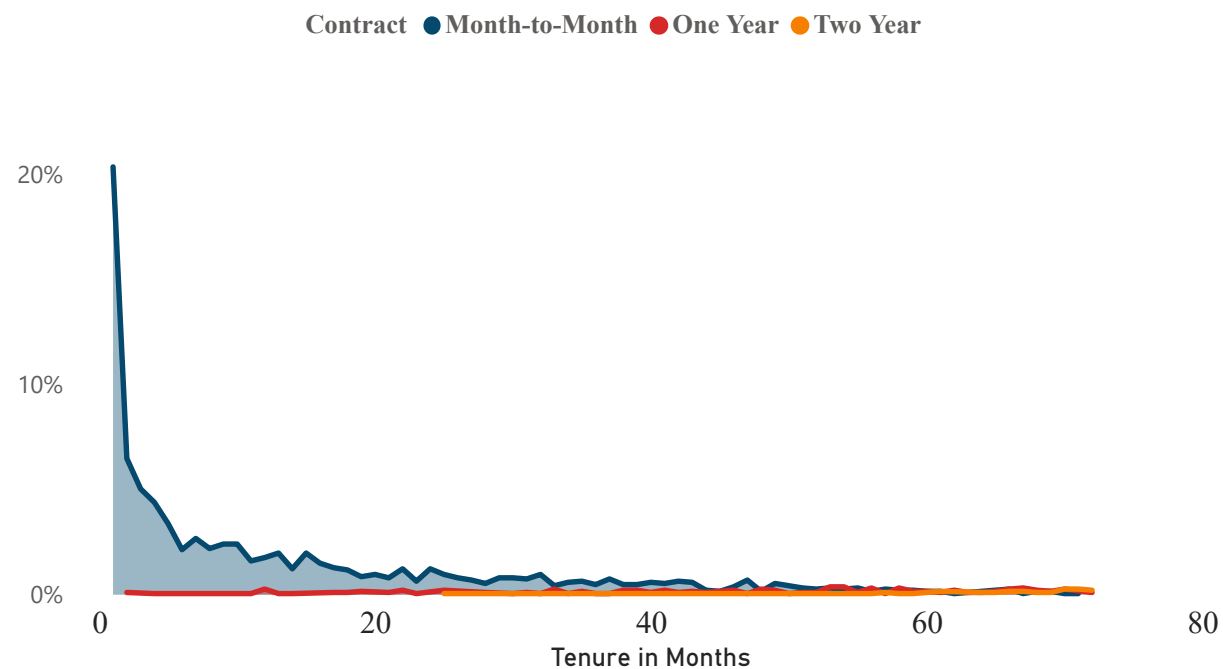
Reasons Customers are leaving by Churn Category



Top 6 cities where our churned customers came from



Churned Customers by Tenure and Contract-Type



Churned Customers by Offer Type

