

← Total customers

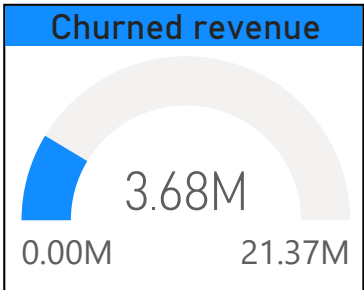
7043

Churned customers

1869

Churn rate

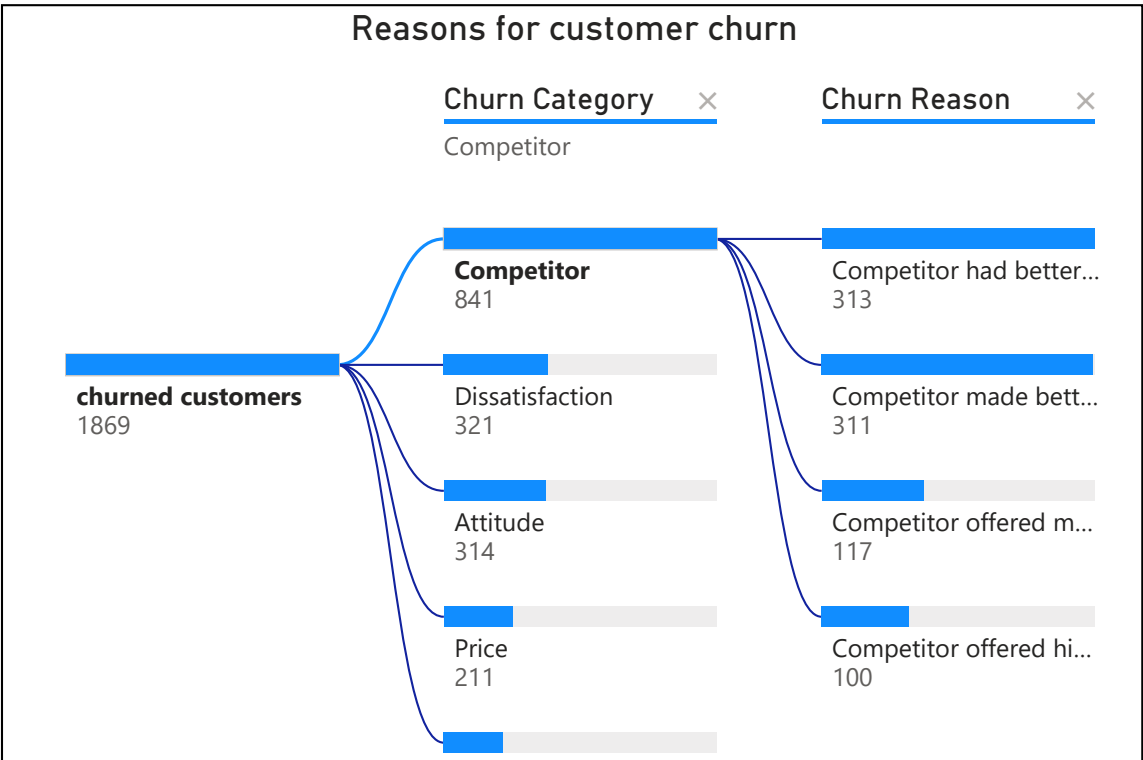
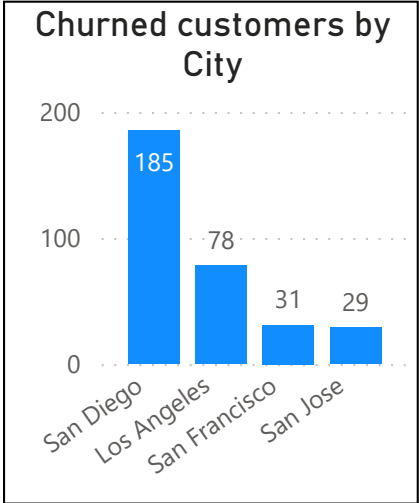
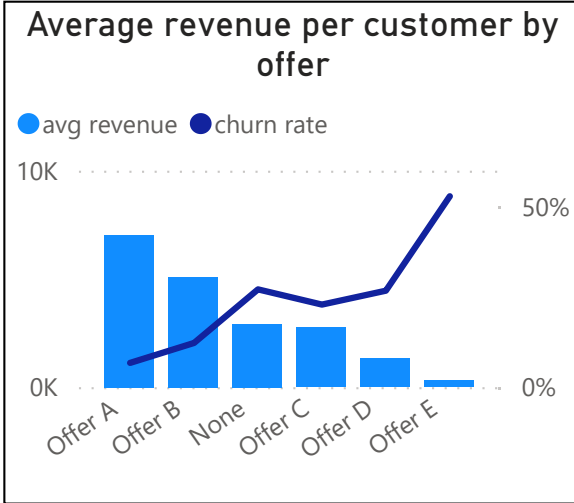
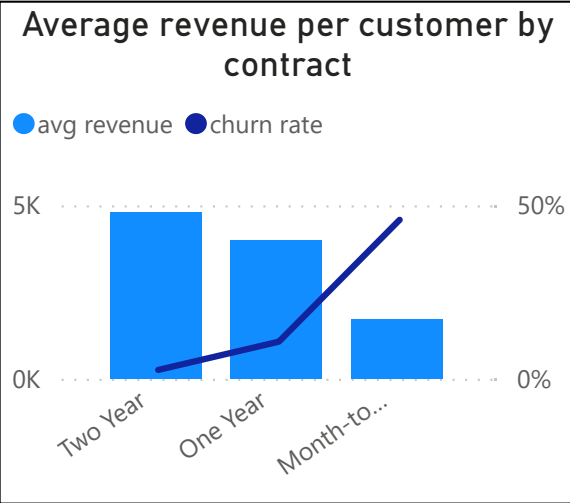
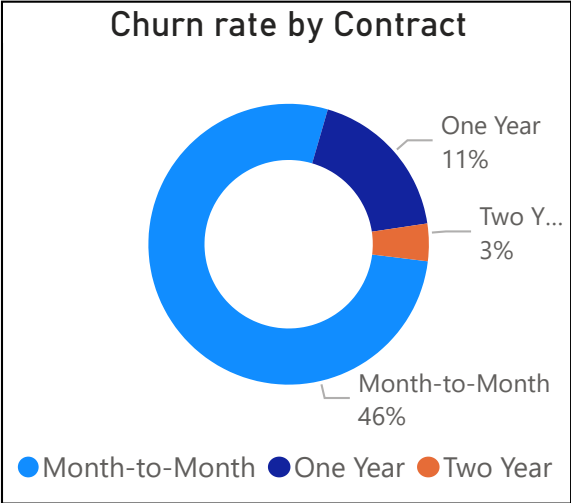
27%



Churned revenue percentage

17.24%

MAVEN TELECOMMUNICATION



Key insights and recommendations

- Month-to-Month contracts which contributes to ~30% of total revenue had highest churn rate of ~46%. Leading to total revenue loss of 2.5 mils (12%)
- Churn rate can be reduced by providing better devices, attractive offers and best in class customer support