

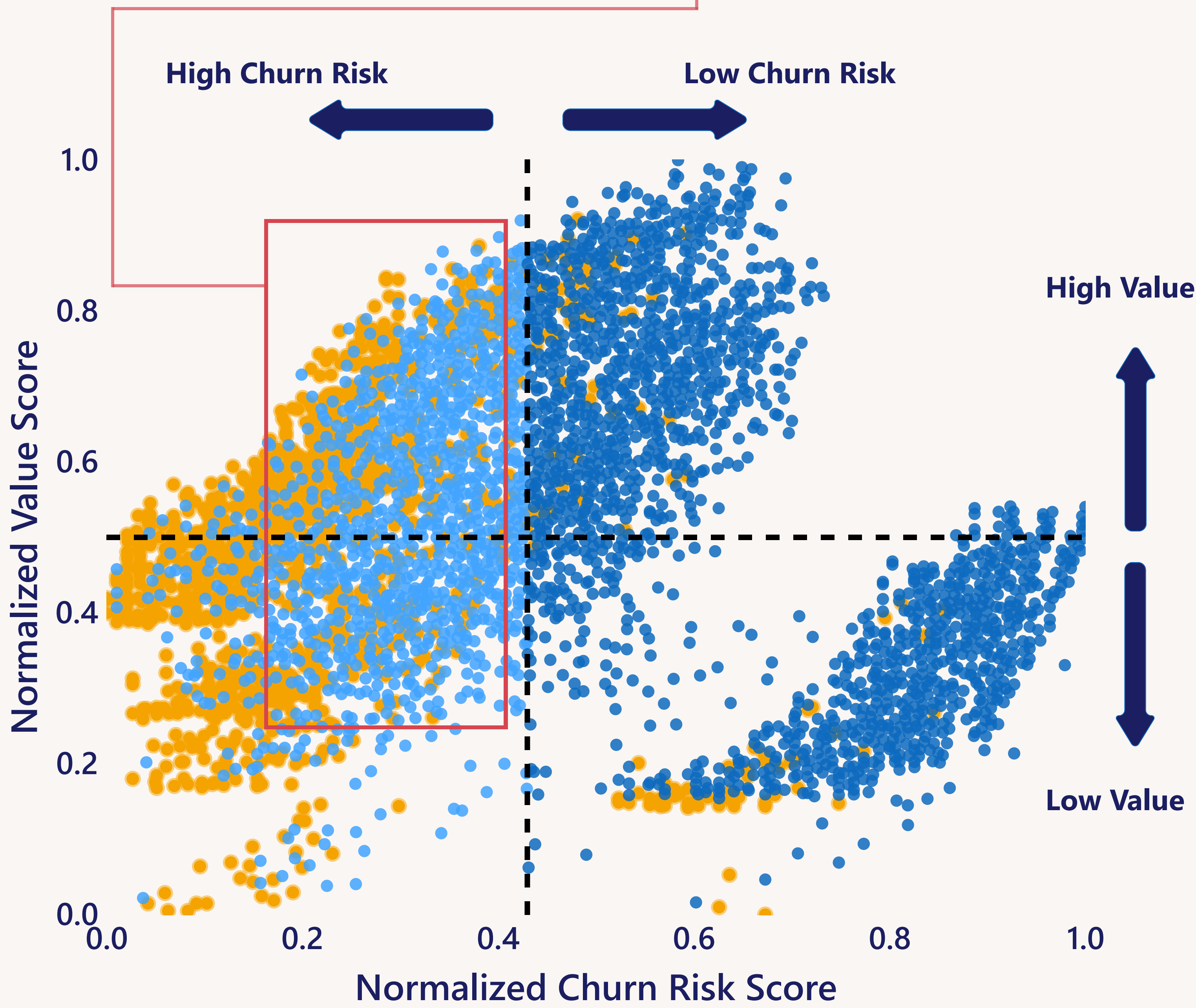
Stayed & Churned Customers

Monthly Charge Summary

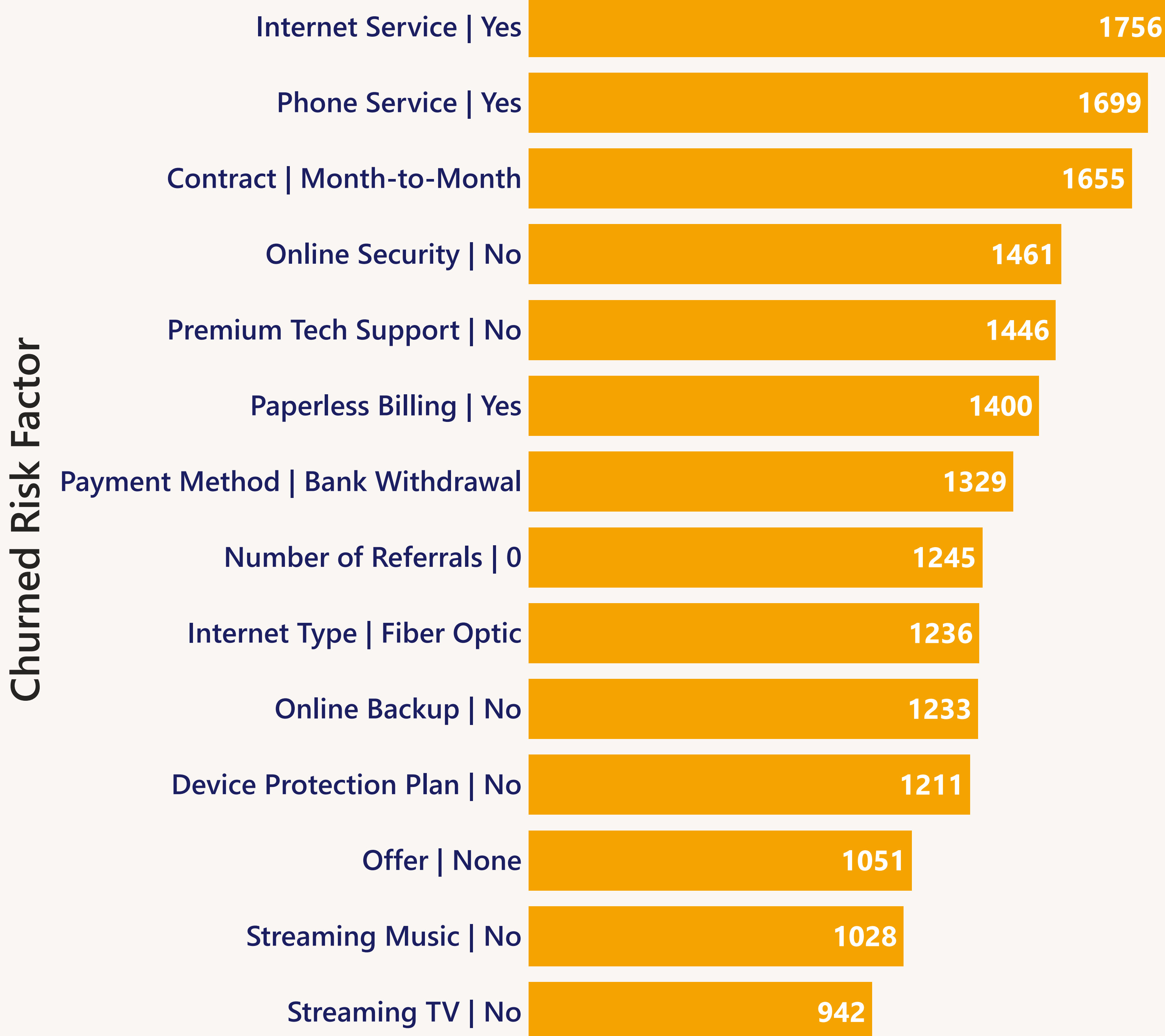
	High Value	Low Value
Totals	Total Charge \$281K (66 %) Avg.Charge \$88.5 Accounts 3,178 (48 %)	Total Charge \$147K (34 %) Avg.Charge \$43.2 Accounts 3,411 (52 %)
Churned	Total Charge \$72K (17 %) Avg.Charge \$94.1 Accounts 766 (12 %)	Total Charge \$65K (15 %) Avg.Charge 58.96 Accounts 1,103 (17 %)
Stayed @ Risk	Total Charge \$88K (20 %) Avg.Charge \$89.0 Accounts 987 (15 %)	Total Charge \$49K (11 %) Avg.Charge \$54.2 Accounts 902 (14 %)
Stayed Safe	Total Charge \$121K (28 %) Avg.Charge \$85.1 Accounts 1,425 (22 %)	Total Charge \$33K (8 %) Avg.Charge \$23.8 Accounts 1,406 (21 %)

Churned accounts' average monthly charge for both high and low value customers are much higher than stayed accounts

A notable portion of stayed customers share similar churn risk profiles, especially among high-value accounts, suggesting latent churn potential. These customers should be prioritized for retention before behavioral risk translates into actual churn.



The top 14 churn customer profile characteristics are shown below, These strongly influence the lower values of the normalized churn risk factor

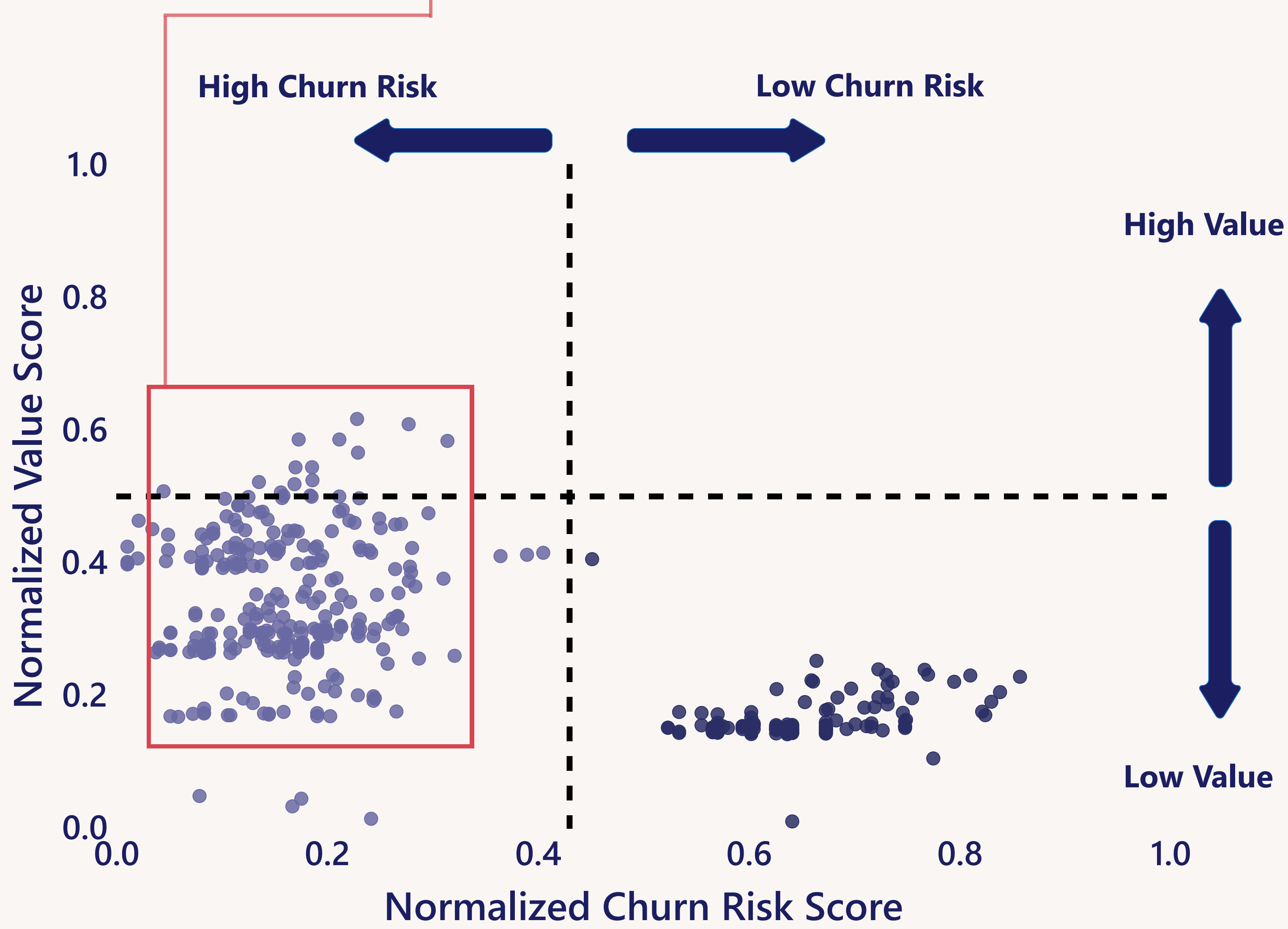


Newly Joined Customers

Monthly Charge Summary

	High Value	Low Value
Totals	Total Charge \$968 (5 %) Avg.Charge \$96.8 Accounts 10 (2 %)	Total Charge \$18K (95 %) Avg.Charge \$41.6 Accounts 444 (98 %)
Joined @ Risk	Total Charge \$968 (5 %) Avg.Charge \$96.8 Accounts 10 (2 %)	Total Charge \$15K (76 %) Avg.Charge \$56.6 Accounts 261 (57 %)
Joined Safe	Total Charge \$0 (0 %) Avg.Charge \$0.0 Accounts 0 (0 %)	Total Charge \$4K (19 %) Avg.Charge \$20.2 Accounts 183 (40 %)

Most newly joined customers fall into the high churn risk, low value quadrant, the same characteristics as previously churned accounts. This indicates that a large portion of new acquisitions may already be at risk, with minimal contribution to revenue, emphasizing the need for early engagement or qualification strategies.



Key Recommendation

The churn customer profile is characterized by a reliance on core services—namely **Internet and Phone**—without engagement in value-added offerings. These customers typically operate on month-to-month contracts, use paperless billing, and prefer bank withdrawals for payment, suggesting **transactional relationships** rather than **long-term loyalty**. A lack of referrals and minimal adoption of security features, support services, and entertainment bundles (e.g., streaming, backup) further indicates **limited integration** into the ecosystem. Notably, **churn** is also concentrated among users of high-speed fiber optic connections, hinting at potential dissatisfaction despite premium infrastructure which is true as the **churn customers** have the **highest Average Charge** amongst others

Strategic Focus:

Retention efforts should prioritize converting these vulnerable profiles—especially low-engagement, no-offer, core-only users—into longer-tenured, more embedded customers through bundling, targeted promotions, and improved onboarding experiences.