

Executive Insights

Telecommunication Customer Churn

Payment Meth...

All

Contract Type

All

Age Group

All

Service Type

All



Total Revenue

21.37M

Total Service Charges

16.06M

Total Subscribers

7043

Average Penetration Of
Service Users

0.46%

Churned Rate

26.54%

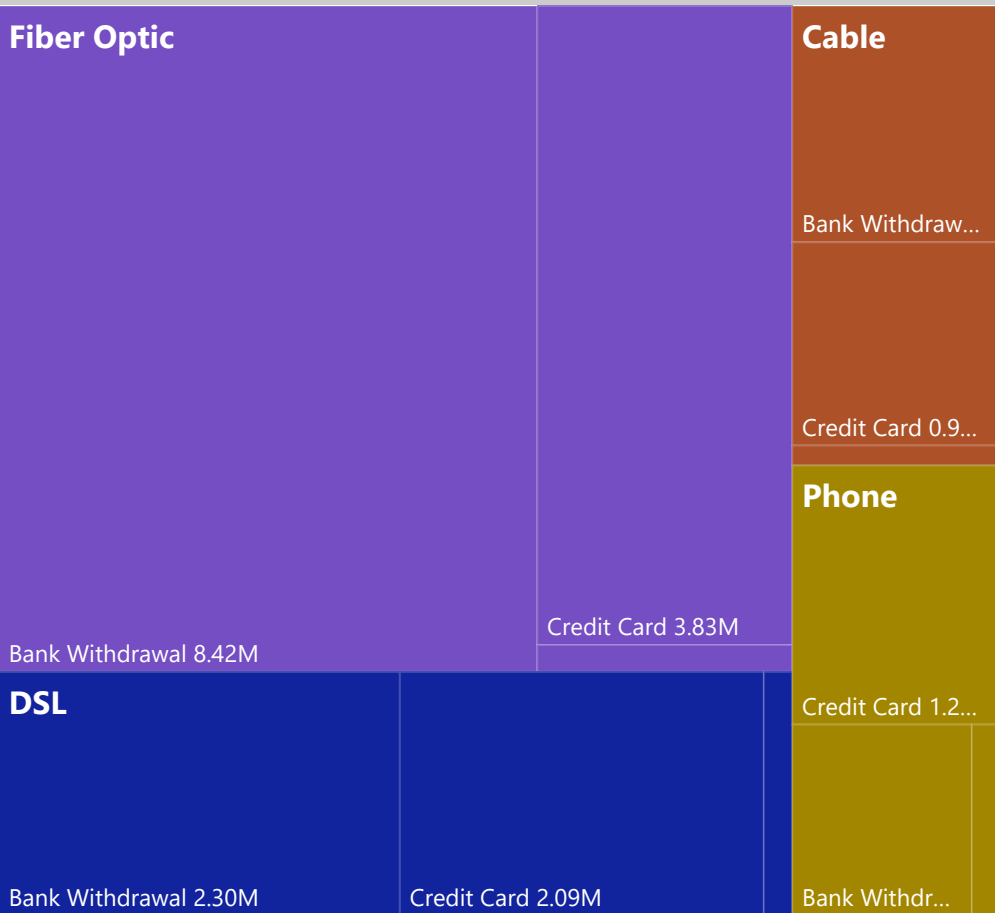
Total Refund

13.82K

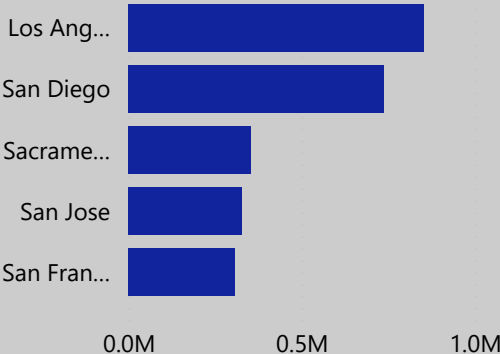
Total Revenue Loss

3.68M

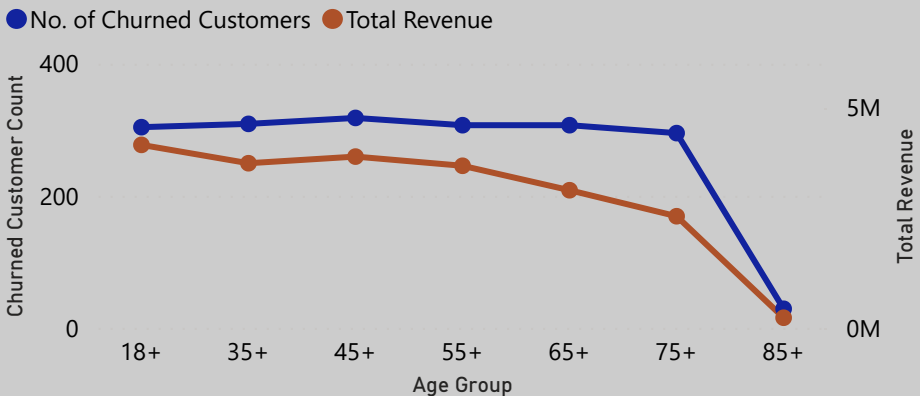
Revenue By Service Type And Payment Method



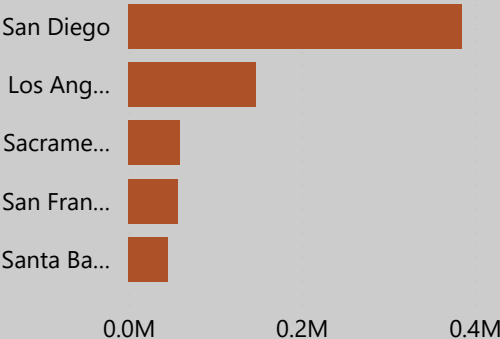
Top 5 Cities by Revenue



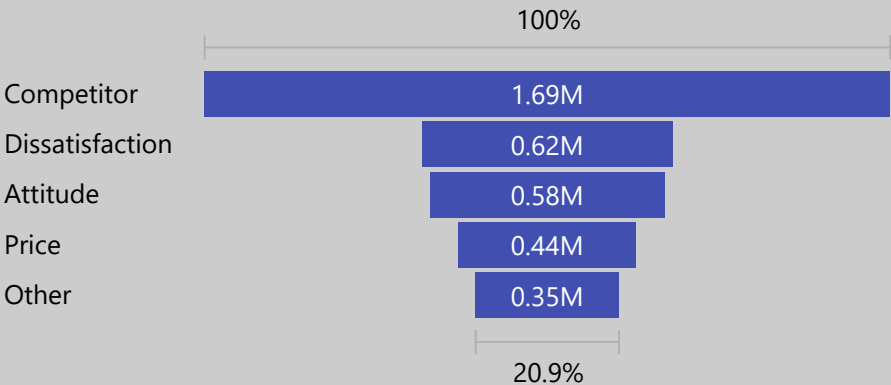
Revenue Of Churned Customers By Age



Top 5 Cities by Revenue Loss



Revenue Loss By Churn Category





Revenue Streams

Online Backup



No



Yes

Online Securi...



No



Yes

Premium Tech Support



No



Yes

Device Protection Plan



No



Yes



Phone Service
Revenue

2.19M

Internet Service
Revenue

19.19M

Extra Data Charge
Revenue

48K

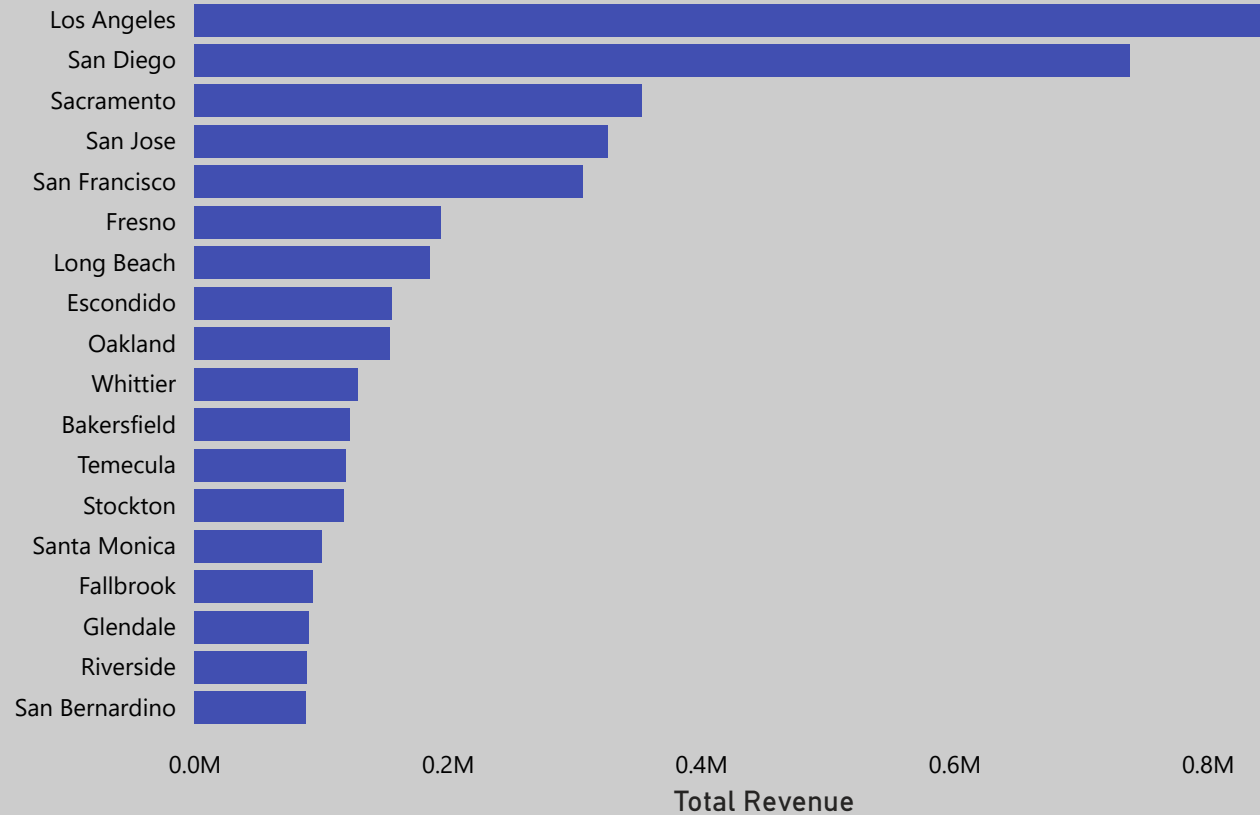
Long Distance Charge
Revenue

5.28M

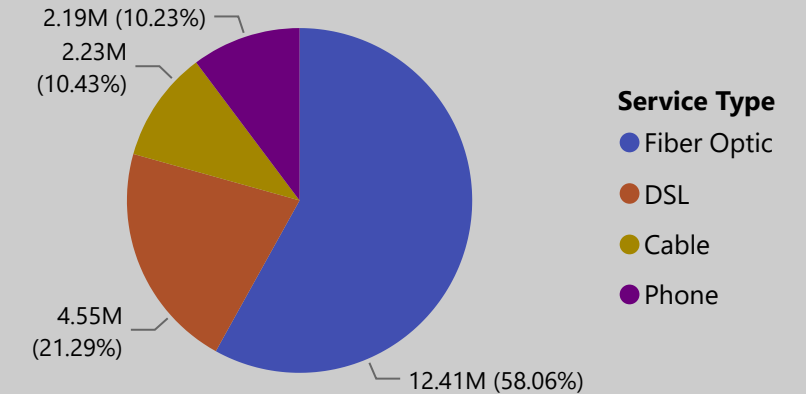
Revenue Loss

3.68M

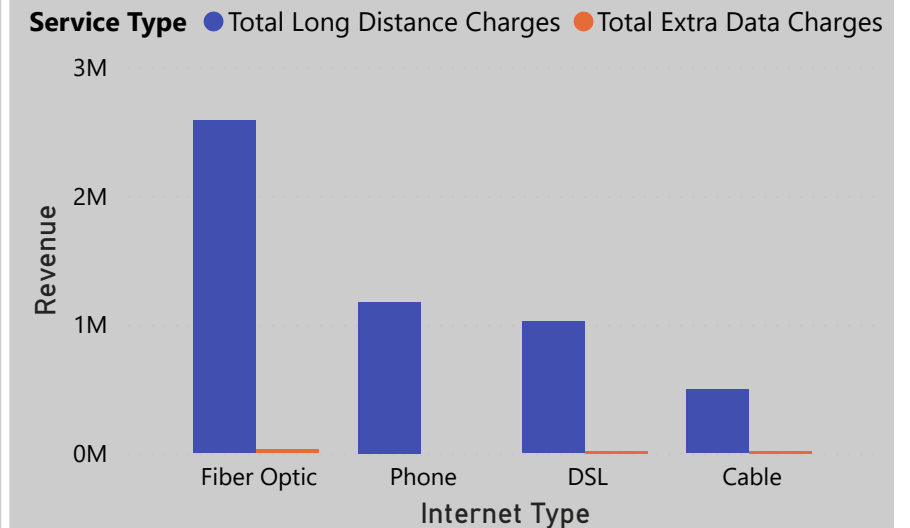
Total Revenue By City



Revenue Gain By Service Type



Revenue Gain By Extra Charges





Customers

Streaming Movies

☐ No
☐ Yes

Streaming TV

☐ No
☐ Yes

Streaming Music

☐ No
☐ Yes

Gender

☐ Female
☐ Male

Married

☐ No
☐ Yes

Customers

7043

Service Users

10K

Customer
Density

0.031%

Churned
Customers

1869

Churned Rate

26.54%

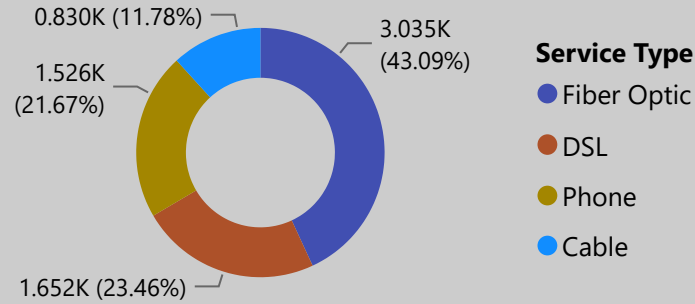
Referrals

14K

Avg. Monthly Internet
Consumption [GB]

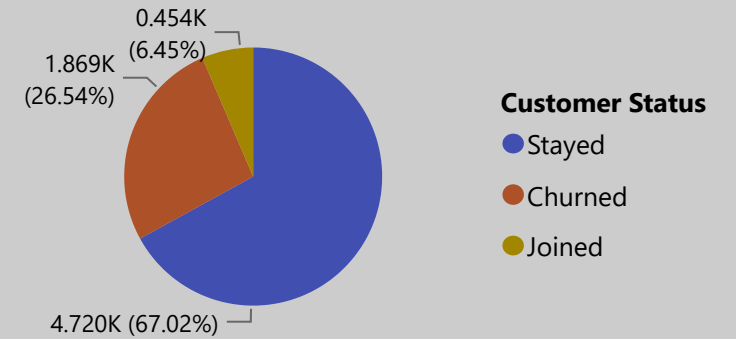
144K

Subscribers By Service Type

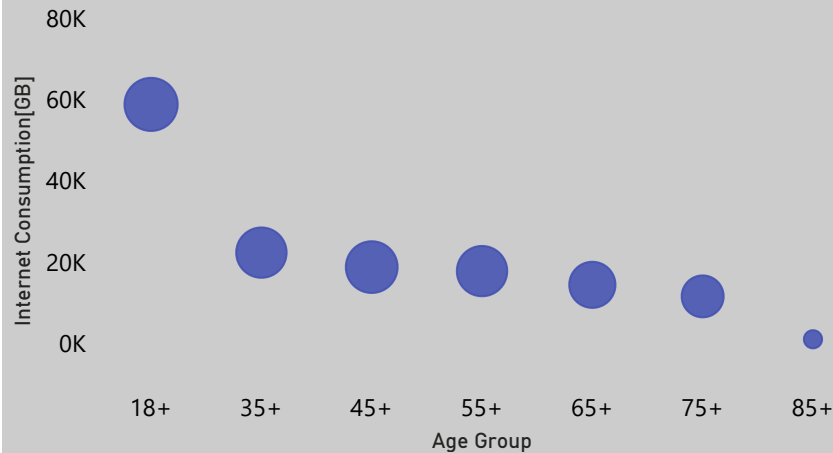


City	Service User Density	Avg. Monthly [GB] Download	Total Revenue
Escondido	0.08%	952	1,21,684.46
Fallbrook	0.10%	938	93,409.28
San Diego	0.04%	883	77,047.67
San Diego	0.07%	941	79,483.33
Temecula	0.06%	727	70,604.44

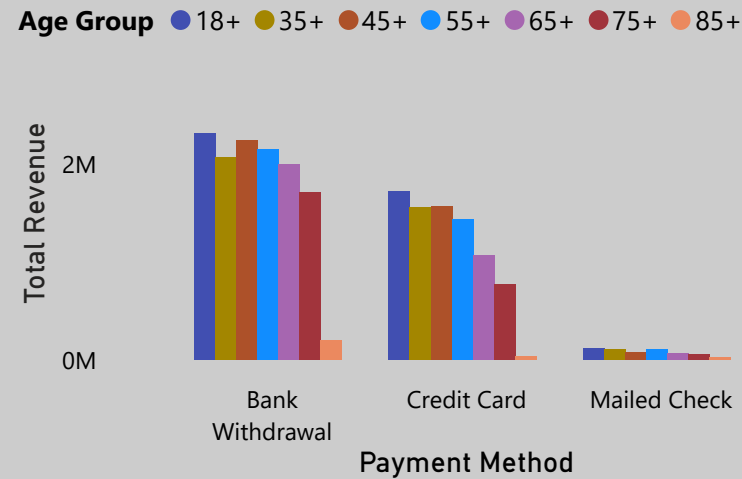
Subscribers By Customer Status



Monthly Internet Consumption[GB] And Phone Charges
Revenue By Age Group



Revenue By Payment Method And Age Group



Revenue By Age Group And Contract Type

