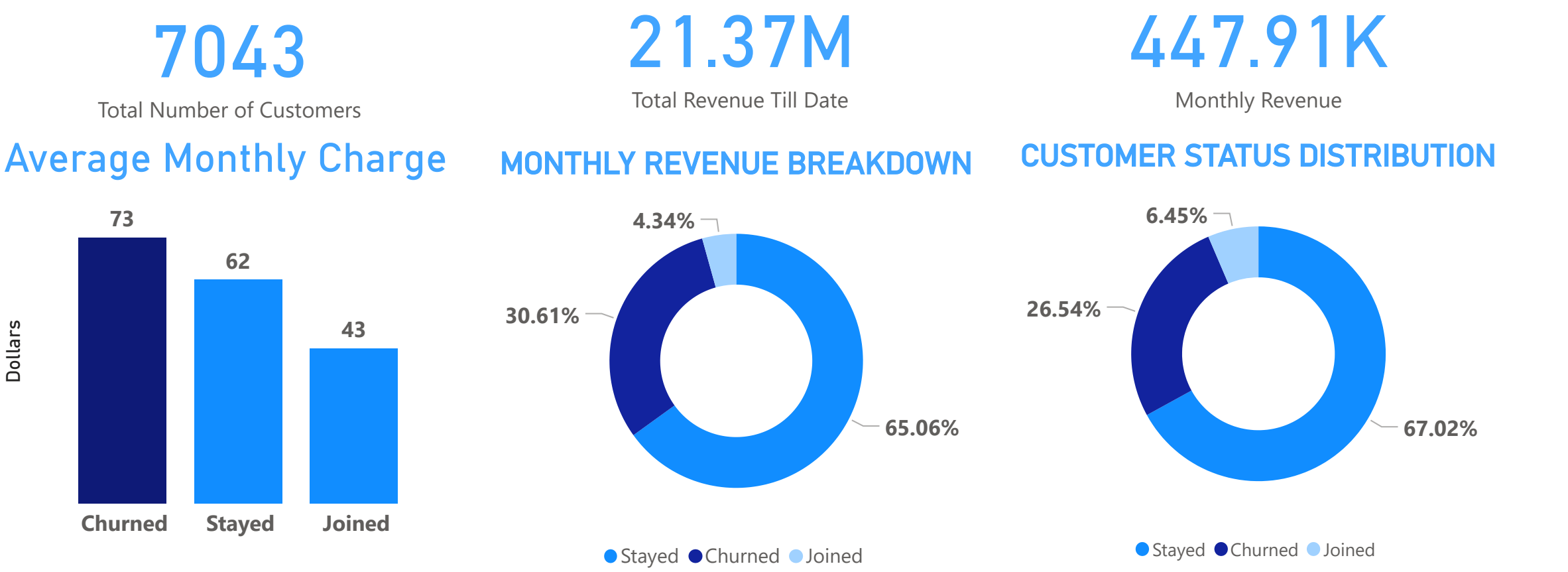


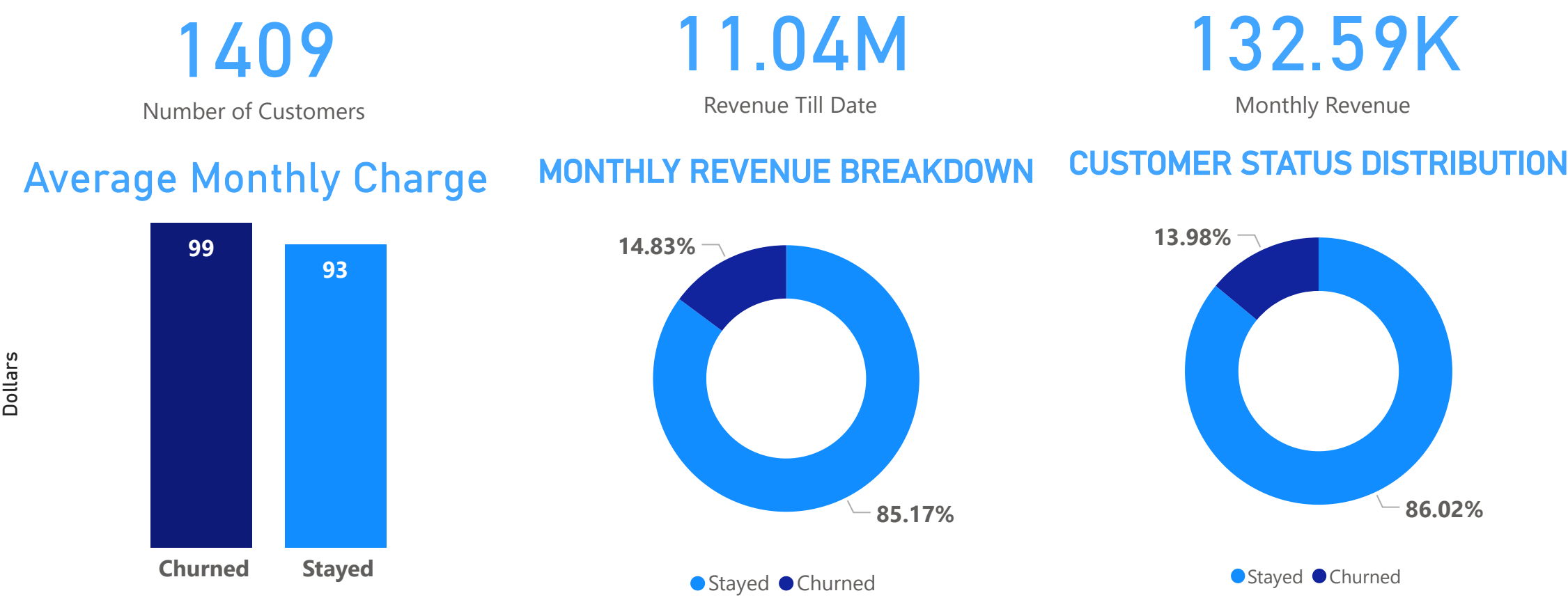
TELECOM HIGH VALUE CUSTOMER CHURN ANALYSIS

GENERAL METRICS OVERVIEW

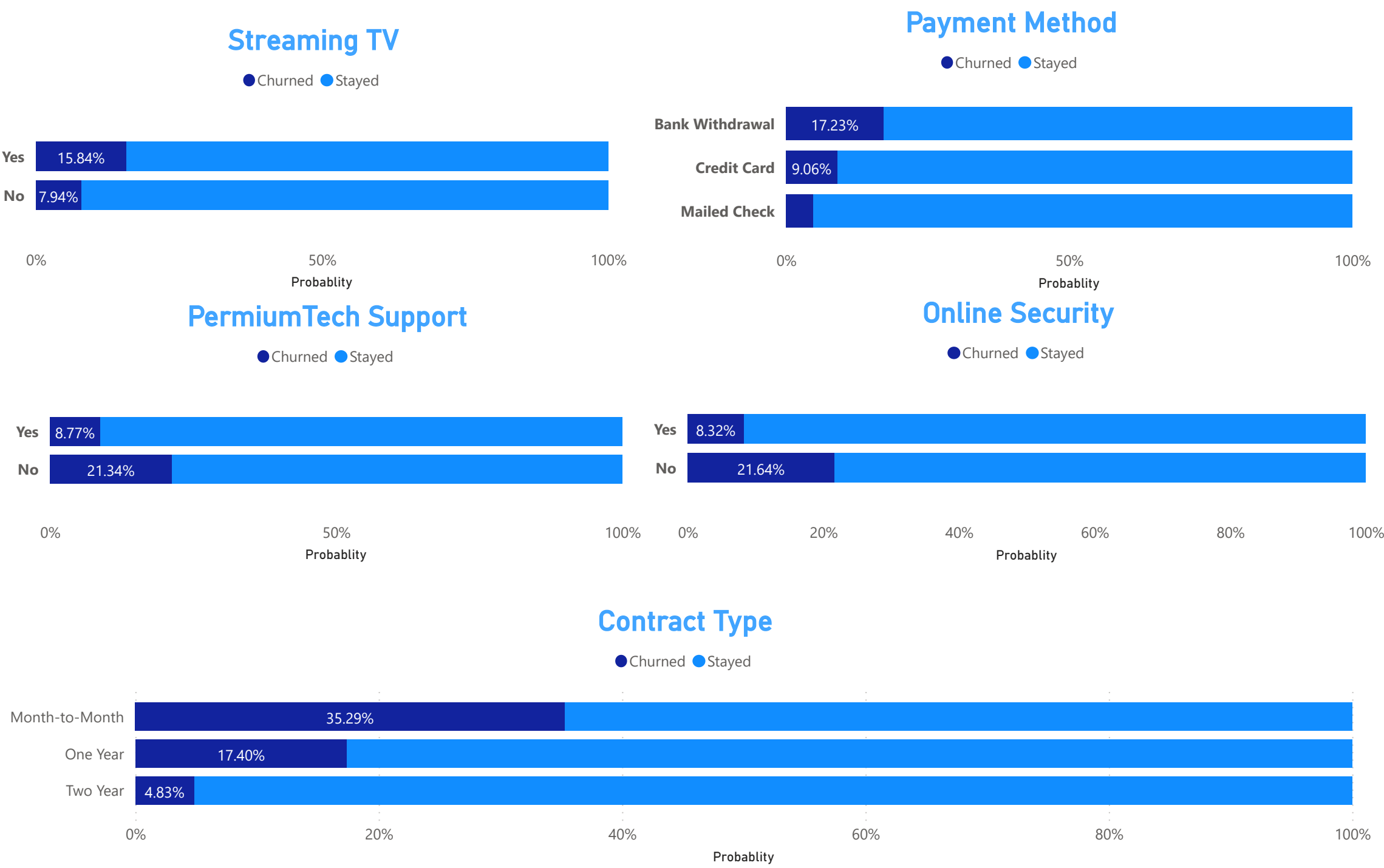


HIGH VALUE METRICS OVERVIEW

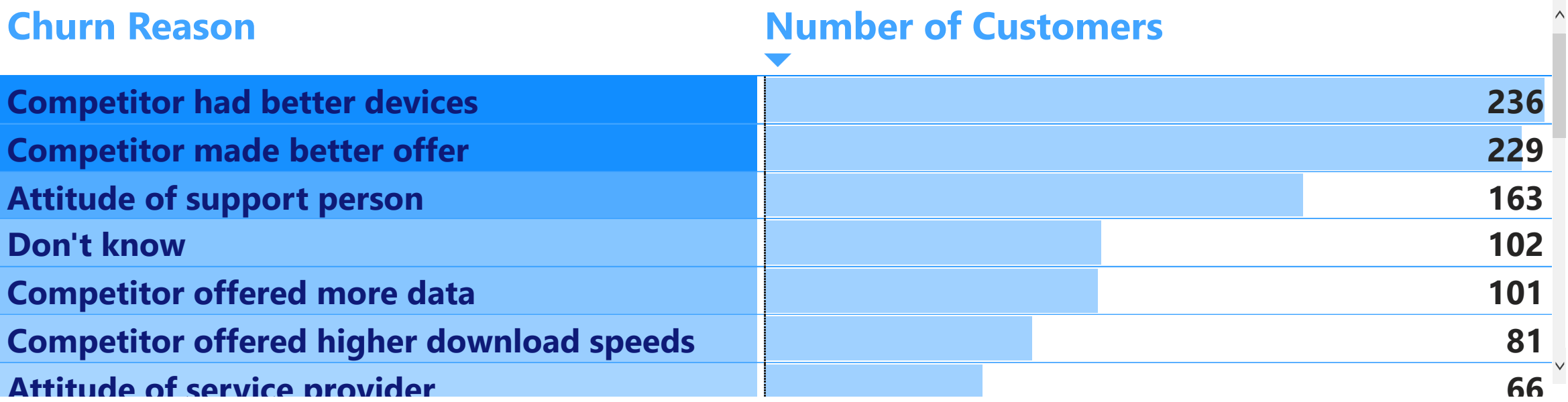
*High value customers are Identified here as the top 20% contributors to the company's all time revenue.



HIGH VALUE CUSTOMER CHURN RISK PROBABILITY



REASONS FOR HIGH VALUE CUSTOMER CHURN



RECOMMENDATIONS:

1. Offer Premium Tech Support and Online Security to those who don't have
2. Improve offers to people with withdrawal payment method
3. Better service from support team
4. Carry out Extensive Competitor analysis to understand exactly what they are doing better
- 5 Ensure that customers understand the benefits of long contracts over monthly payments.