

Veritly Market Intelligence Report

Telecom Customer Churn Analysis

Generated: 2026-01-28 05:27

Executive Summary

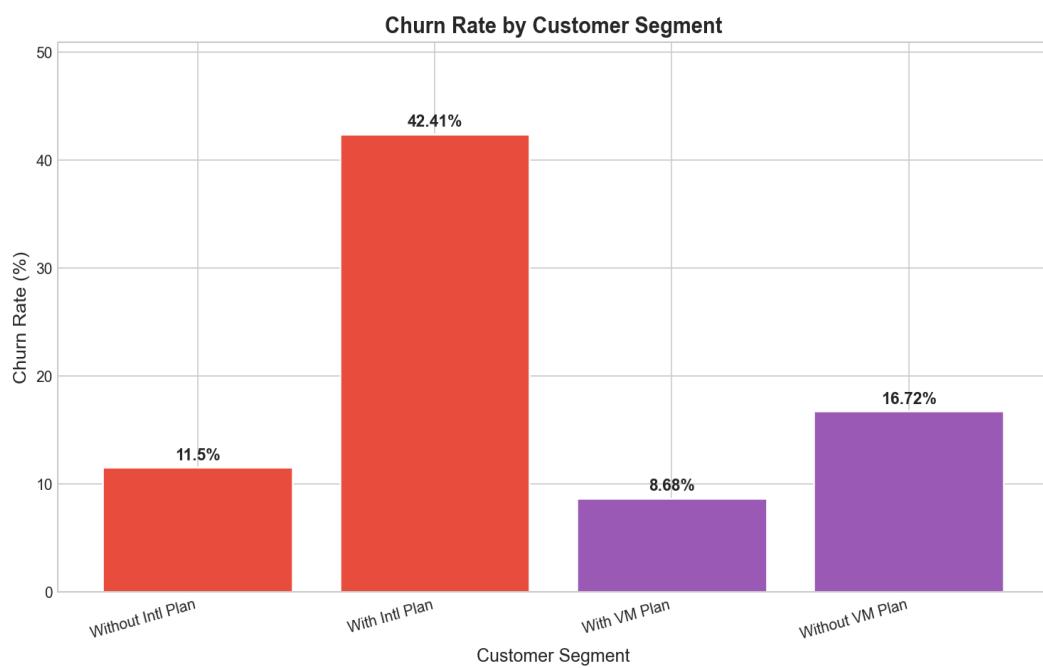
Analysis of **3,333** telecom customers reveals a churn rate of **14.49%**, representing **483** customers lost. Key findings indicate that international plan customers and those with high service call volumes are at elevated risk of churning.

Key Metrics

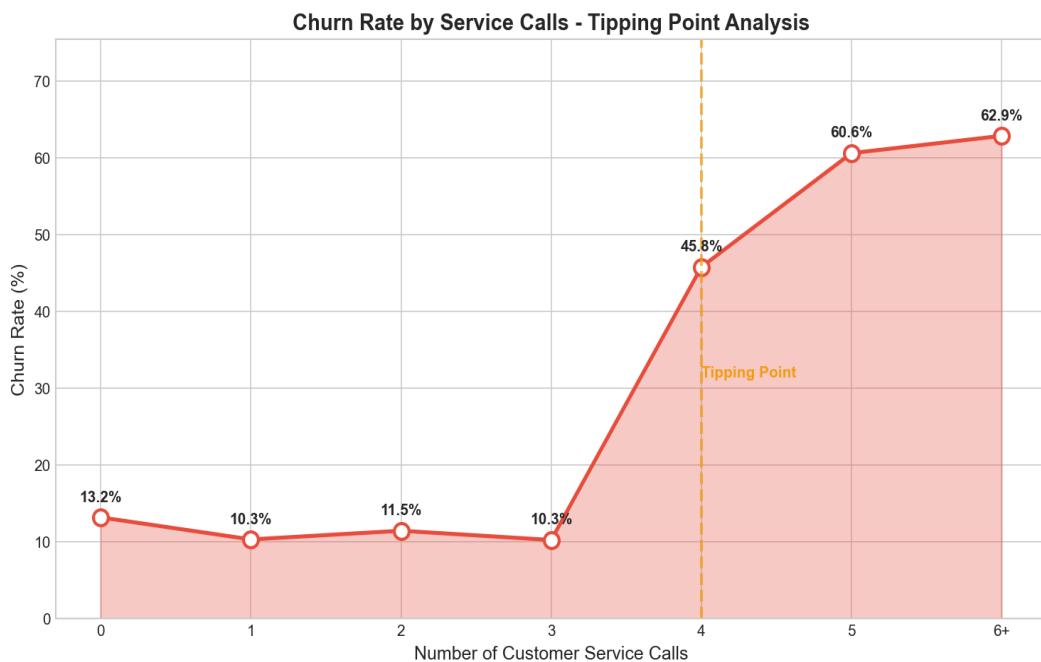
Metric	Value
Total Customers	3,333
Churned Customers	483
Churn Rate	14.49%
Model Accuracy	86.38%
High Risk Customers	181

Analysis Visualisations

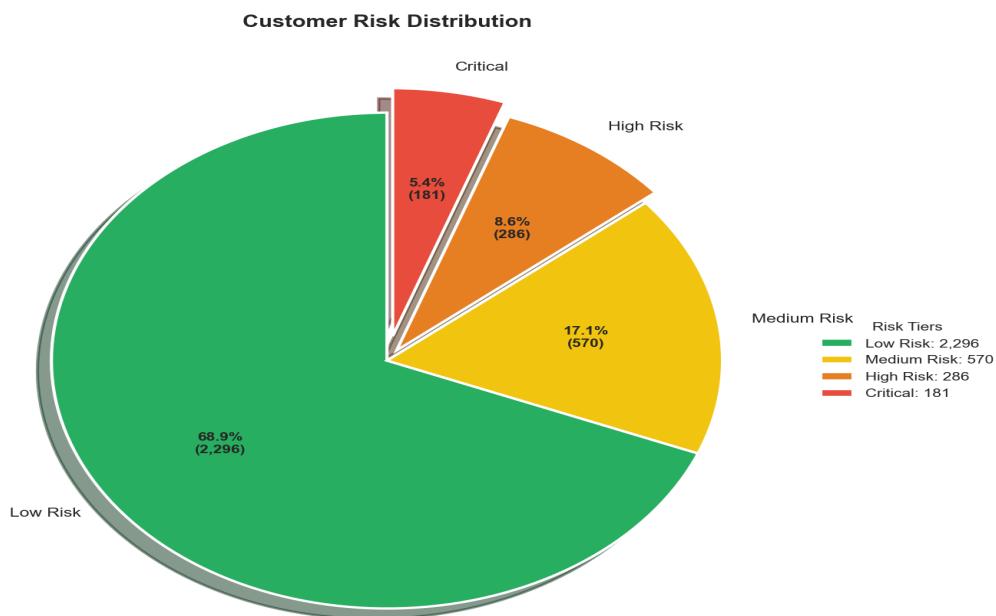
Churn By Segment



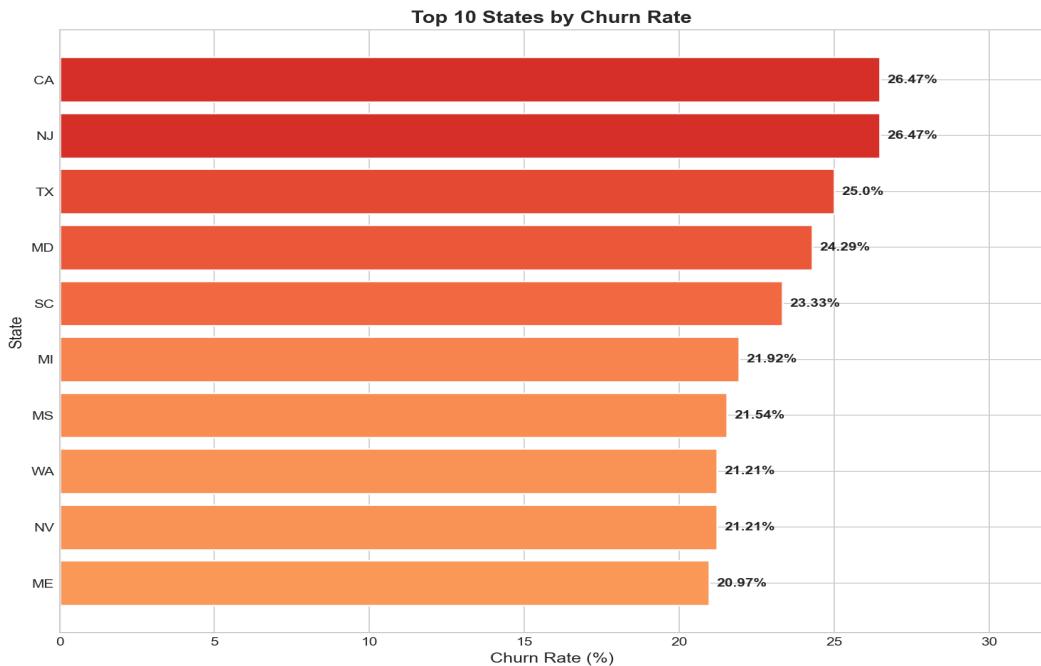
Service Calls Tipping Point



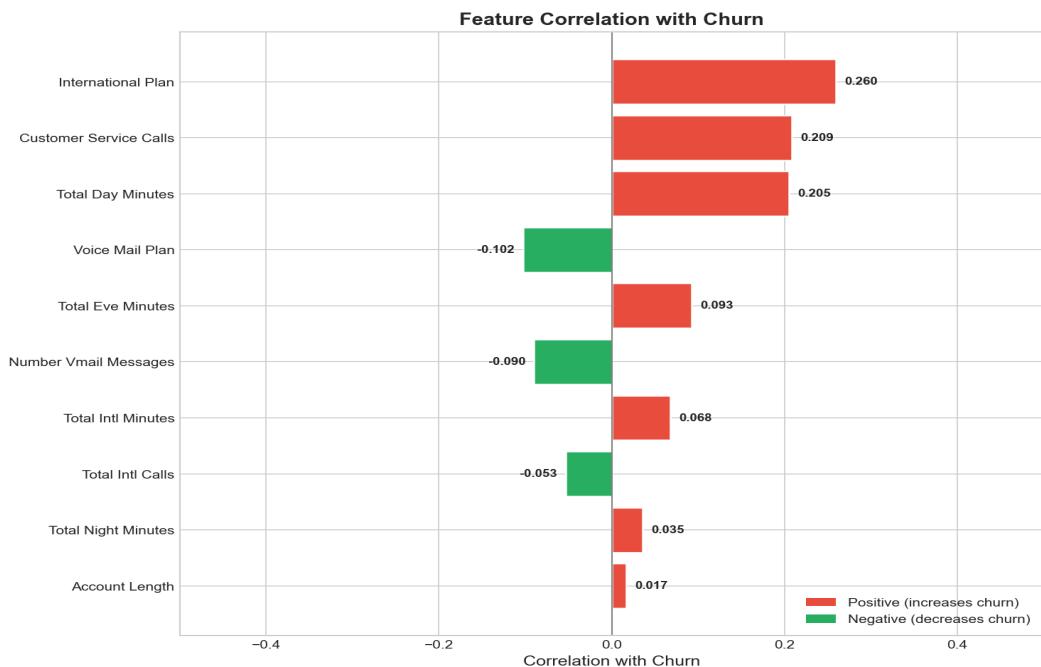
Risk Distribution



Top States Churn



Feature Correlation



Risk Tier Distribution

Risk Tier	Count	Probability Range
Low	2,296	0% - 15%
Medium	570	15% - 30%
High	286	30% - 50%
Critical	181	50% - 100%

Generated by Veritly AI Market Intelligence Platform