

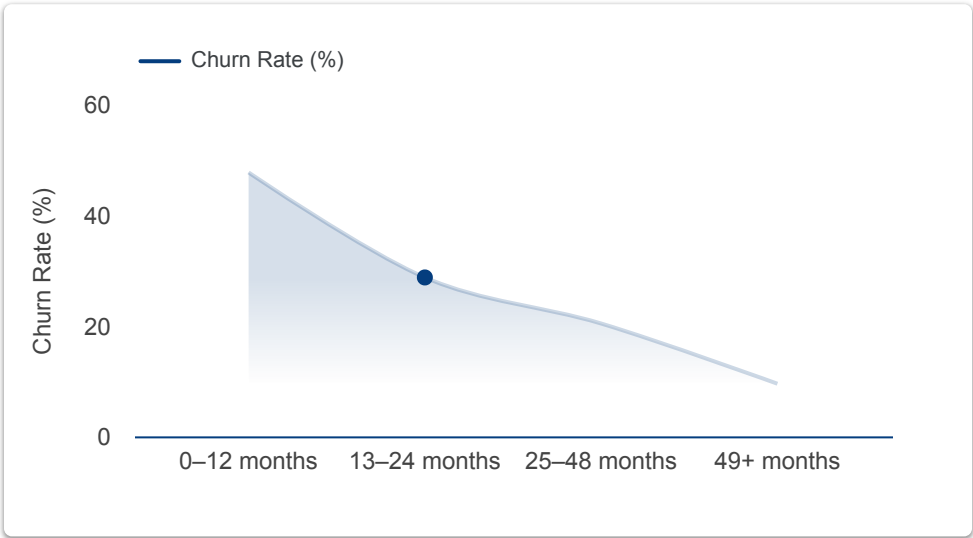
Overall Customer Churn Rate

28.71

Estimated Monthly Revenue Lost Due to Churn

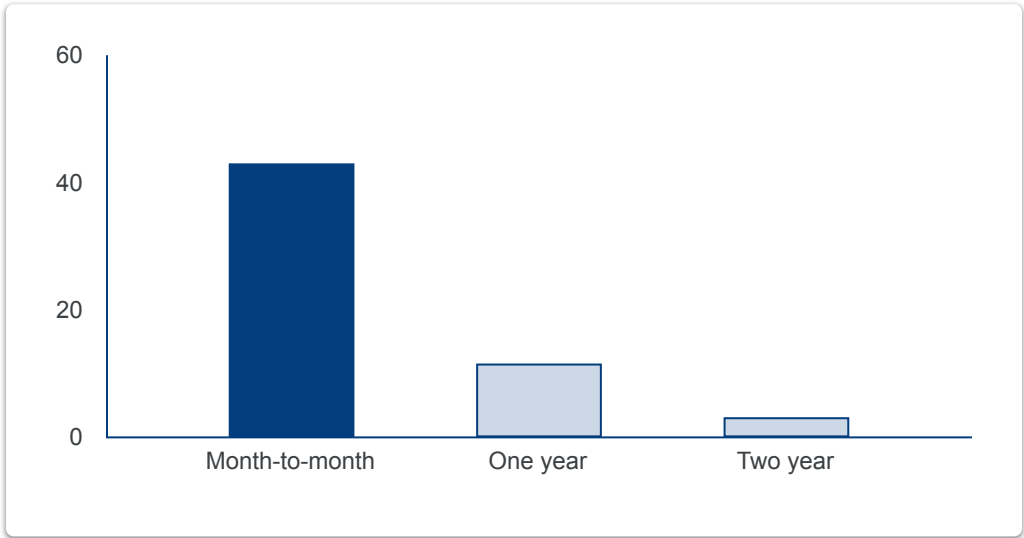
139.13k

Customer Churn Is Highest in the First Year



Customers are most likely to churn within the first 12 months, highlighting onboarding as a critical retention phase.

Month-to-Month Contracts Are the Primary Driver of Churn



Manual Payment Methods Are Associated With Higher Churn

Payment Method	Churn Rate (%)
Electronic check	45.29
Mailed check	19.20
Bank transfer (automatic)	16.73
Credit card (automatic)	15.25

Key Retention Opportunities:

- Strengthen onboarding in the first 12 months
- Encourage migration from month-to-month to long-term contracts
- Promote auto-pay options to reduce payment friction
- Target high-charge customers early with retention offers