26.54%
Churned Customers

58% customers rake in 75% of the company's monthly recurring revenue from customers

36% customers rake in 75% of the company's revenue from customers till Q2

\$3034

Average total revenue from a customer

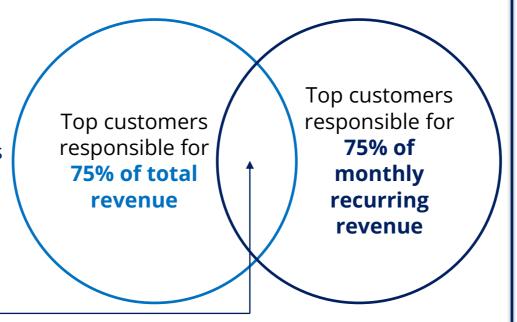
\$88

Average monthly recurring revenue from a customer

31% of customers are High Value Customers

- **4.7 times** more valuable than other customers in terms of average total revenue

- **1.6 times** more valuable than other customers in terms of average monthly recurring revenue



Profile of High Value Customers



48yrs
Average age



66% married

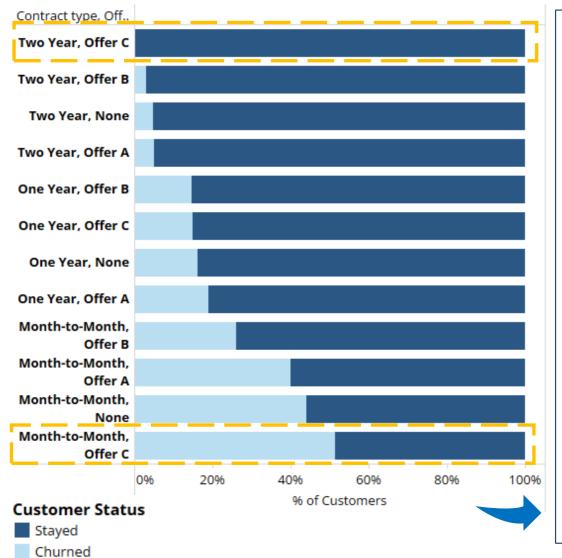
100%
Subscribes to internet service



16%
Of the High Value customers churned

4.6yrs average tenure

When is churn risk the highest for High Value Customers?



High Value customers have the highest probability to be retained when they are on **Two Year** contract and using Offer C. Likelihood of retention reduces as duration of contract falls. Probability of churn is highest for High Value customers when they are on Month-to-**Month** contract and using Offer C. High Value customers do not subscribe to Offers D and E at all.

Identifying churn risk factors

Services	Correlation between service and churned/stayed customers
HomePhoneService	0.0333
MultipleLines	0.0227
InternetService	0.4834
OnlineSecurity	-0.3585
OnlineBackup	-0.1833
DeviceProtectionPla n	-0.161
PremiumTechSuppo rt	-0.3444
StreamingTV	0.0691
StreamingMovies	0.0654
StreamingMusic	0.0438
UnlimitedData	0.2974
Unmarried	0.302

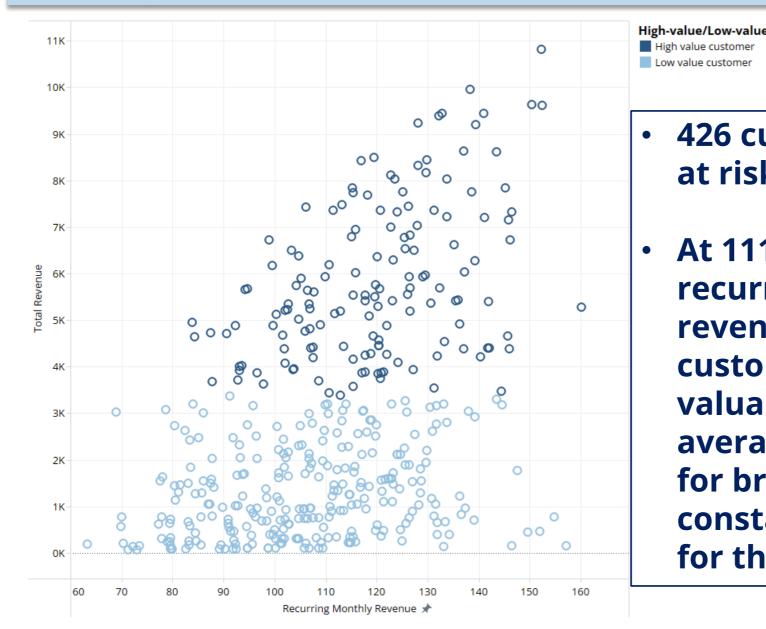
Correlation analysis shows that opting for Internet Service is decently correlated to churning of customers. Unlimited Data service is also positively correlated. However, opting for Online Security and Premium Tech Support services can increase chances of retaining a customer. 66% of churned customers opted for Fiber Optic internet type.

Being **Unmarried** also has a correlation to increased churning of customers.

Major churn risks:

- Choosing fiber optic internet service
- Not choosing premium tech support
- Not choosing online security
- Unmarried customer

Remaining Customers at risk of churn



- 426 customers still at risk of churning
- At 111 average recurring monthly revenue, these customers are more valuable than the average customers for bringing in constant cashflow for the company

Recommendations

- Most newly joined customers are on **Month-to-Month contract.** These customers should receive proper incentives to adopt longer contracts, since longer contracts have a better High Value customer retention rate.
- Although offer E brings in highest number of customer among the offers, it has the worst churn rate. This means the offer is lucrative, but services are falling short.
- Correlation analysis shows that customers usually opt for Streaming Music and Streaming Movies together. Such services may be bundled together.
- It is crucial to mitigate the churn risks for the remaining customers. Service needs to be improved in terms of **premium tech support** and **online security**.
- Network reliability must be improved. Majority of churned customers cite competitors' services as the reason for churn. Maven Telecom must ensure better services at competitive pricing to mitigate this risk.