

Total Customers

6687

Churned Customers

1796

Revenue

\$7.25M

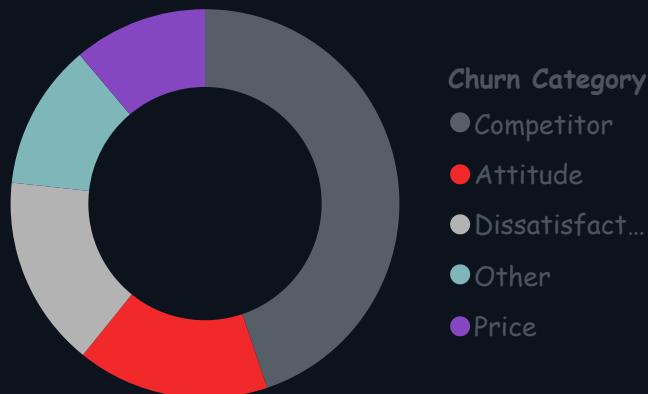
Loss

\$1.37M

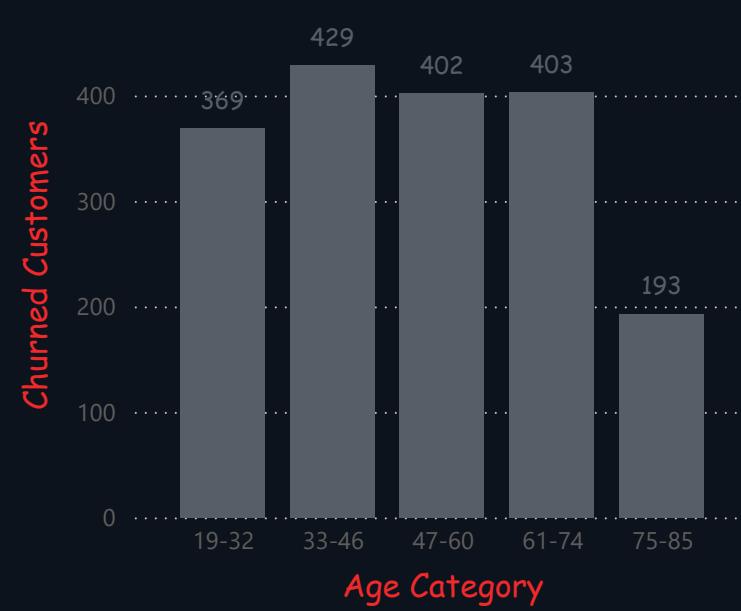
Churn Rate

26.86%

Churned Customers by Churn Category



Churned Customers by Age Category



Churned Customers by Churn Category &amp; Reason



Total Customers

6687

Churned Customers

1796

Revenue

\$7.25M

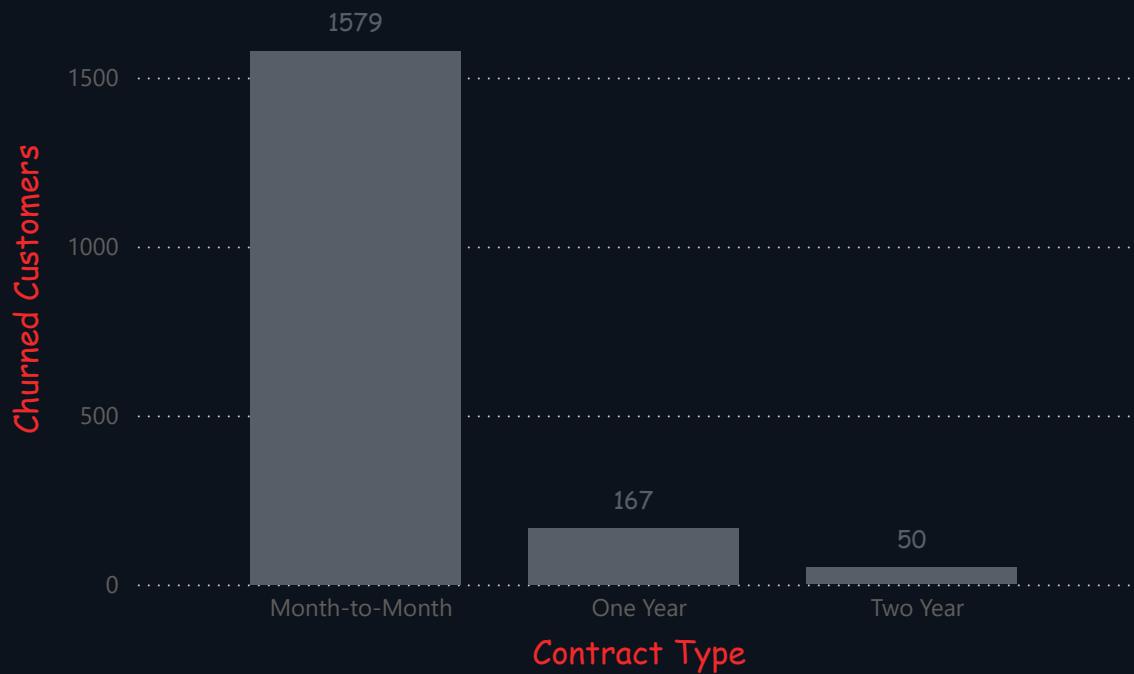
Loss

\$1.37M

Churn Rate

26.86%

Churned Customers by Contract Type



Churn Rate by State



Total Customers

6687

Churned Customers

1796

Revenue

\$7.25M

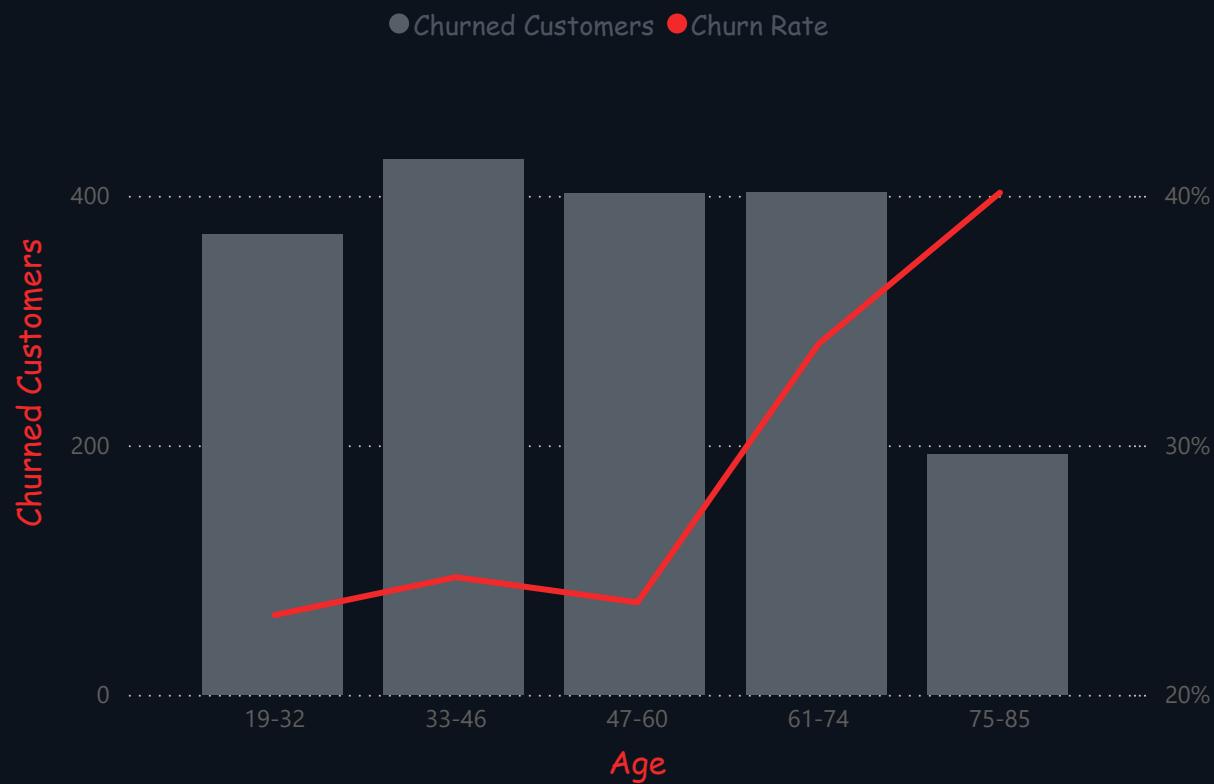
Loss

\$1.37M

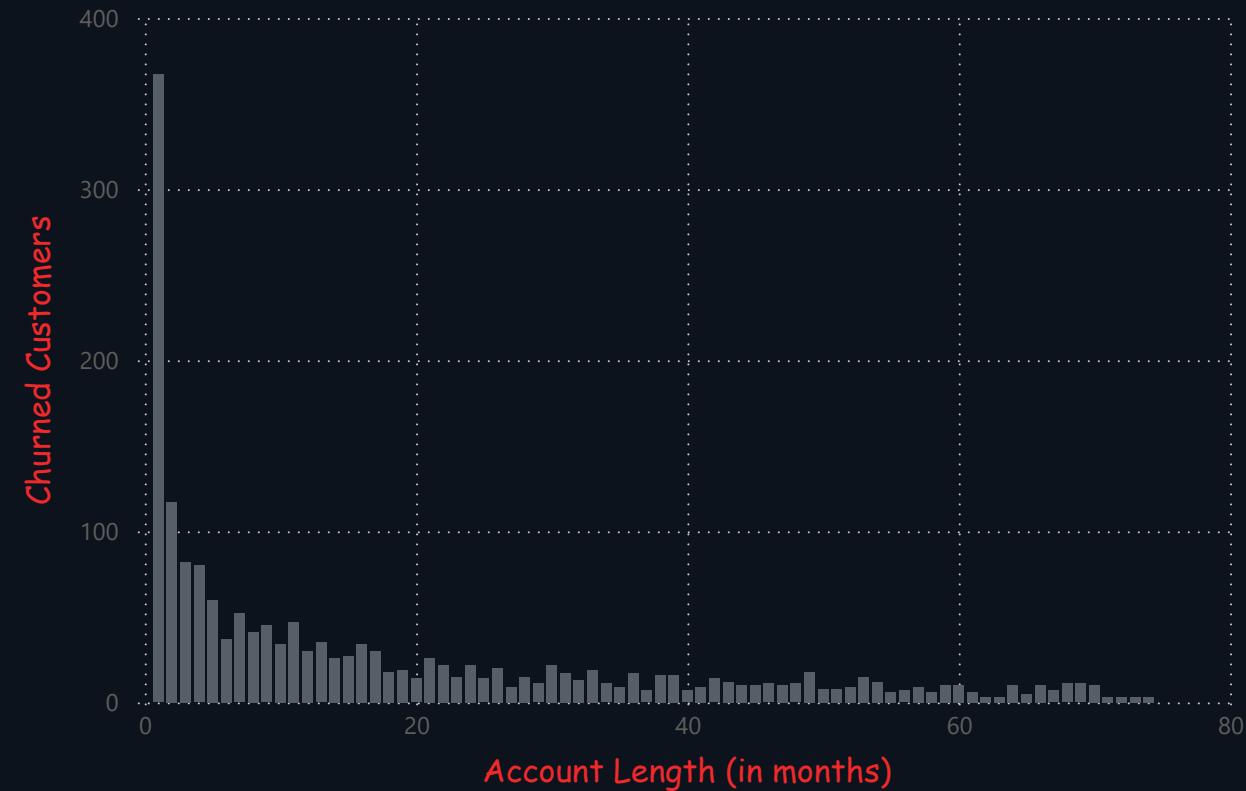
Churn Rate

26.86%

Churned Customers and Churn Rate by Age



Churned Customers by Account Length (in months)



Total Customers

6687

Churned Customers

1796

Revenue

\$7.25M

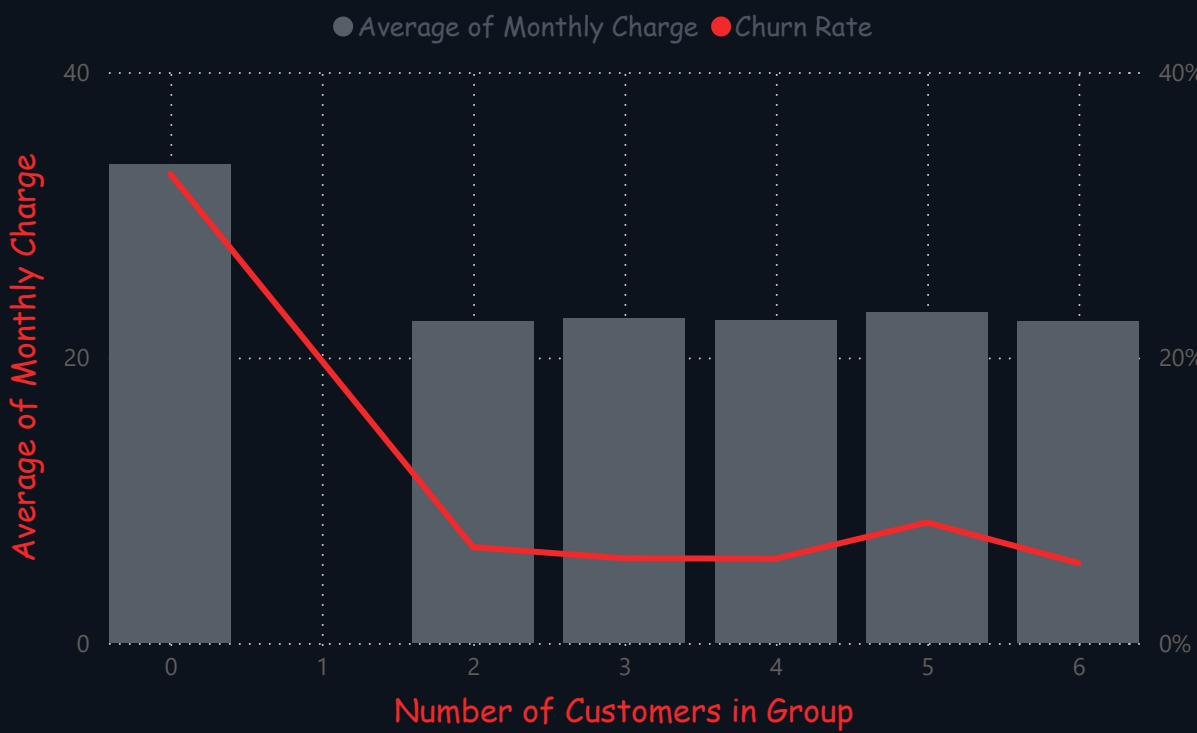
Loss

\$1.37M

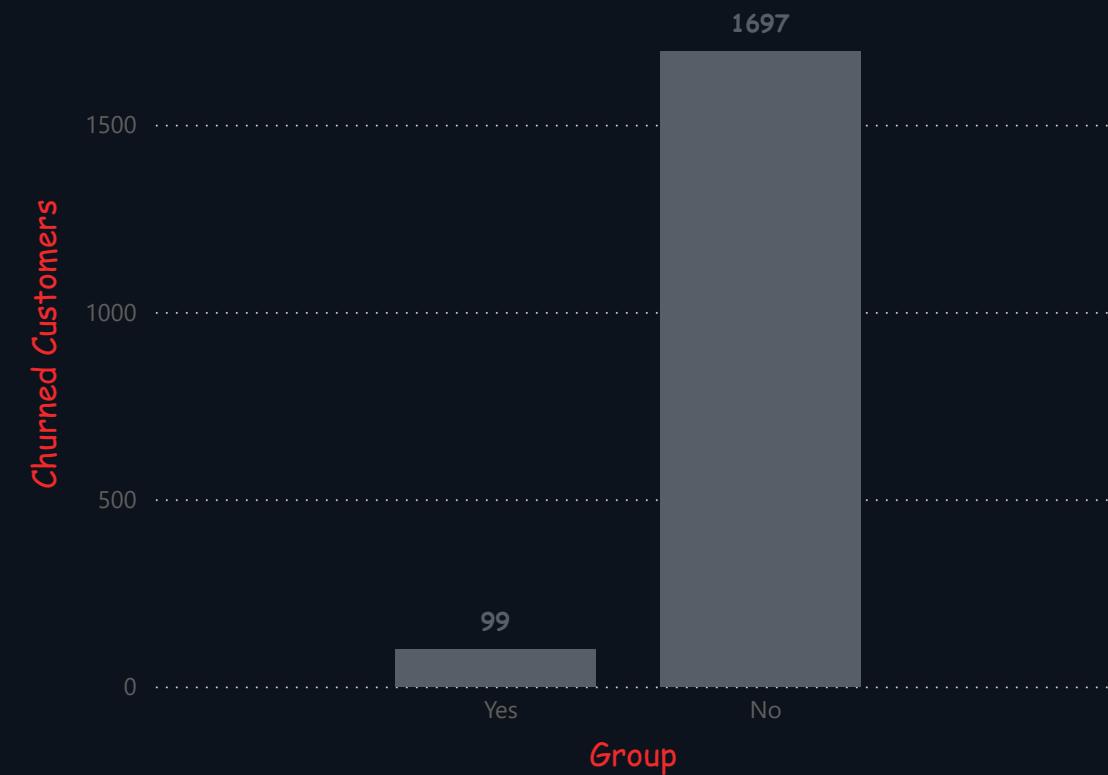
Churn Rate

26.86%

Average of Monthly Charge and Churn Rate by Number of Customers in Group



Churned Customers by Group



Total Churned Customers  
Service Calls

4303

Average Churned  
Customer Service Calls

2

Revenue

\$7.25M

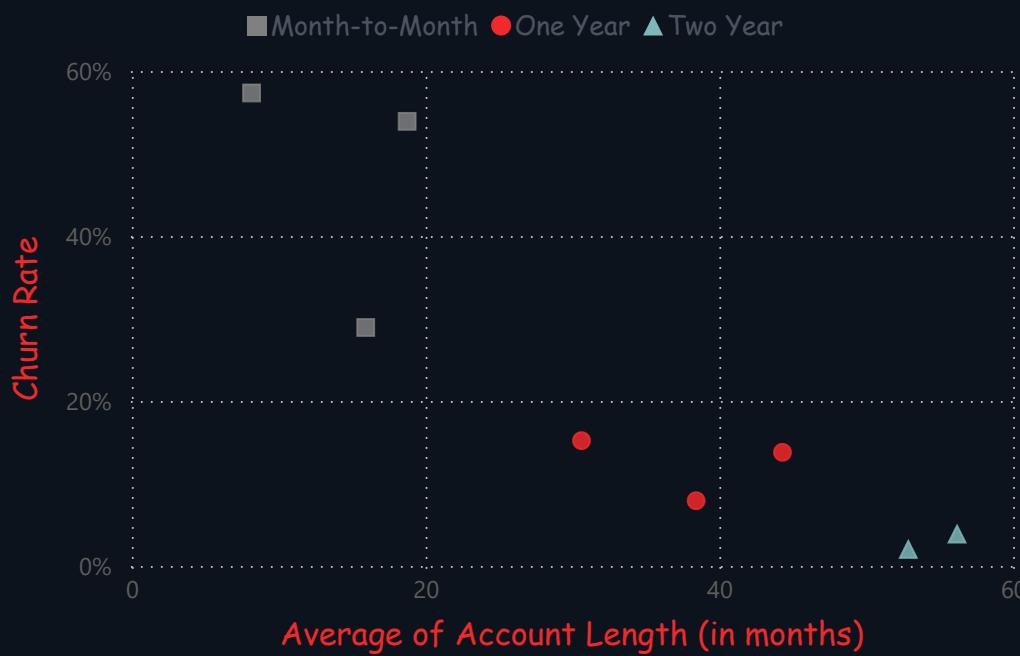
Loss

\$1.37M

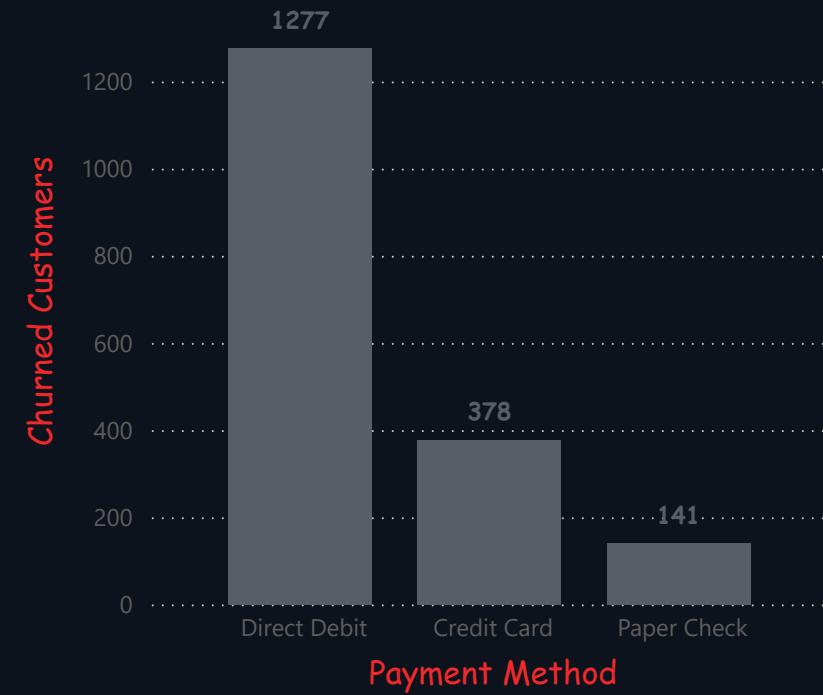
Churn Rate

26.86%

### Average of Account Length and Churn Rate by Payment Method and Contract Category



### Churned Customers by Payment Method



Payment Method, Cont...

- ✓  Credit Card
- ✓  Direct Debit
- ✓  Paper Check



897



897

Avg Extra International Charges for Churned Customers

\$31.15

Avg Extra Data Charges for Churned Customers

\$3.48

Revenue

\$7.25M

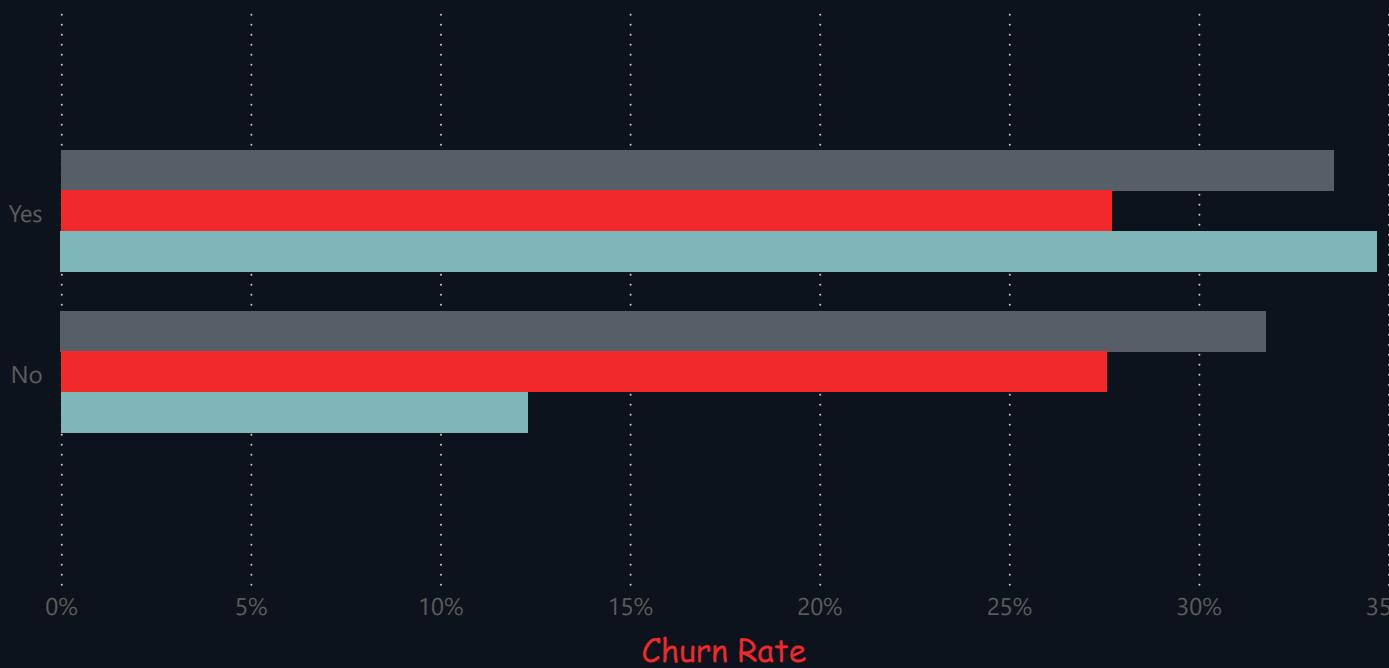
Loss

\$1.37M

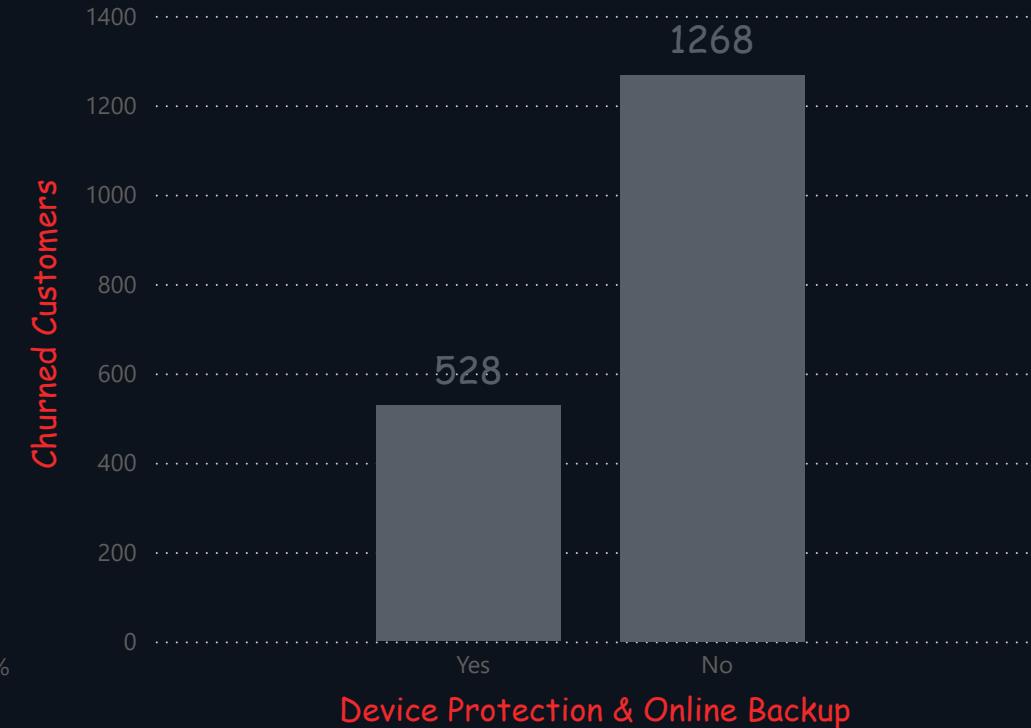
### Churn Rate by Unlimited Data Plan and Grouped Consumption

Grouped Consumption ● Between 5 GB and 10 GB ● Greater than 10 GB ● Less than 5 GB

Unlimited Data Plan



### Churned Customers by Device Protection & Online Backup



Total Customers

6687

Churned Customers

1796

Revenue

\$7.25M

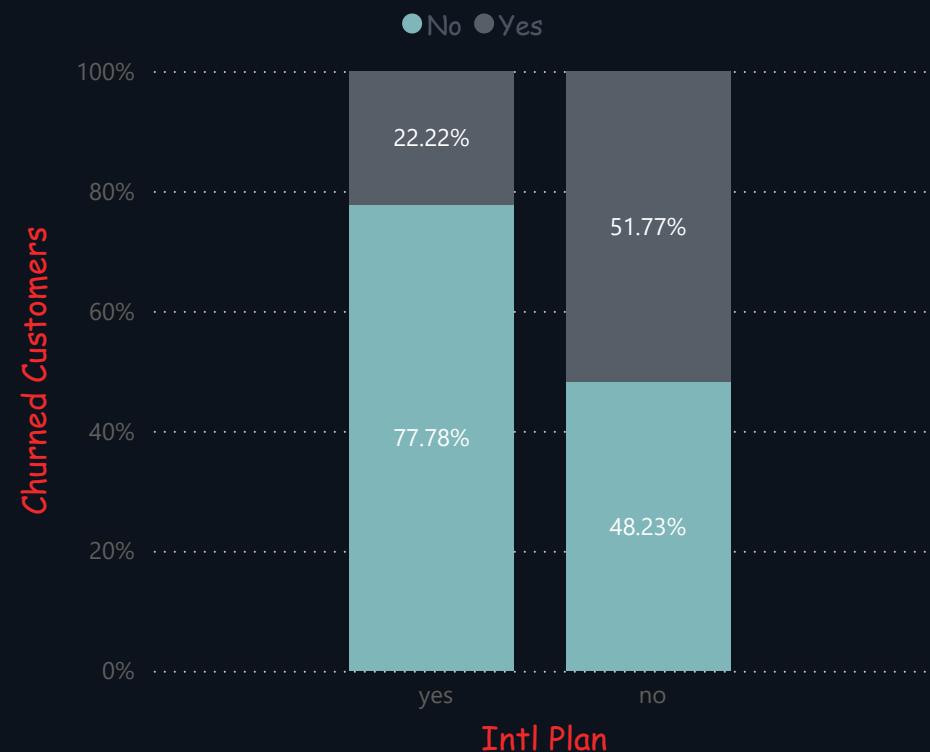
Loss

\$1.37M

Churn Rate

26.86%

*Churned Customers by Intl Plan and Intl Active*



*Extra International Charges by State*

