



MAVEN TELECOMM. 2ND QTR CUSTOMER STATUS ANALYTICS

14K

Number of Referrals

16.06M

Total Charges

21.37M

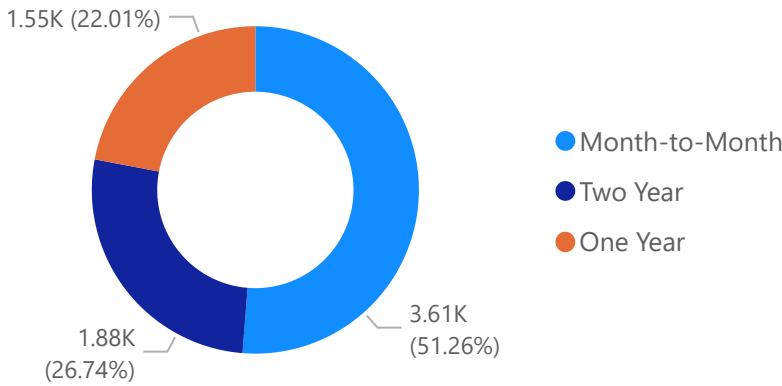
Total Revenue

Customer ID

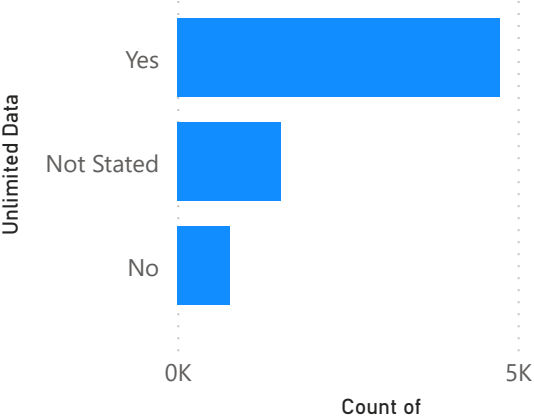
All

Churned

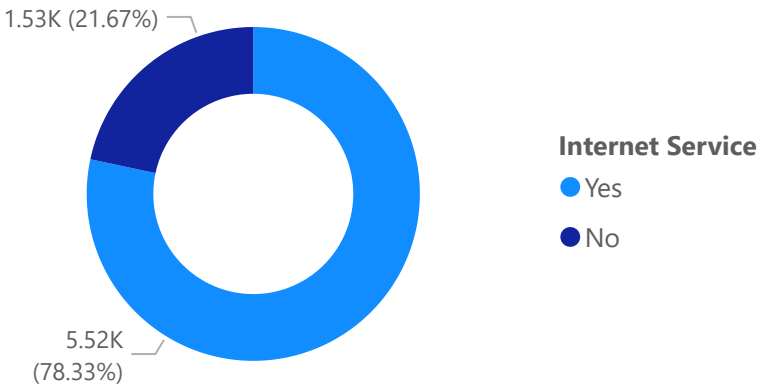
Type of Contract



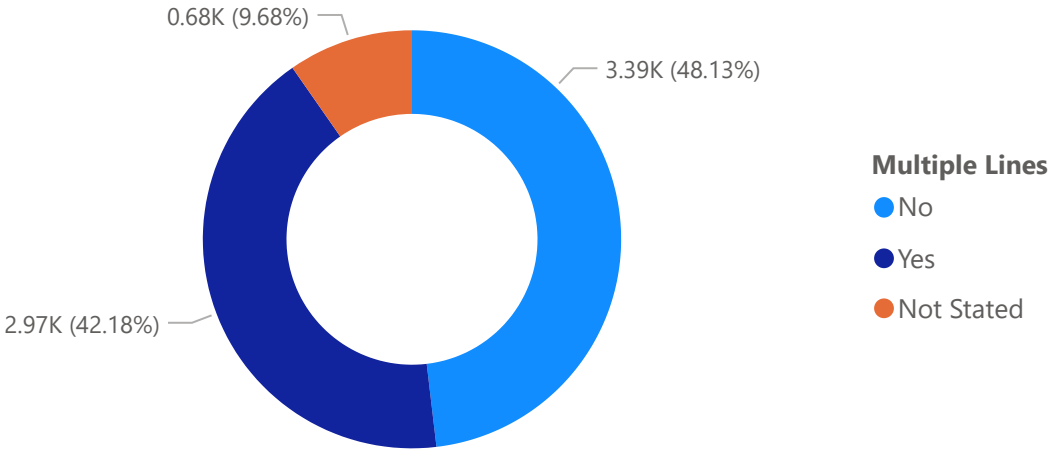
Unlimited Data



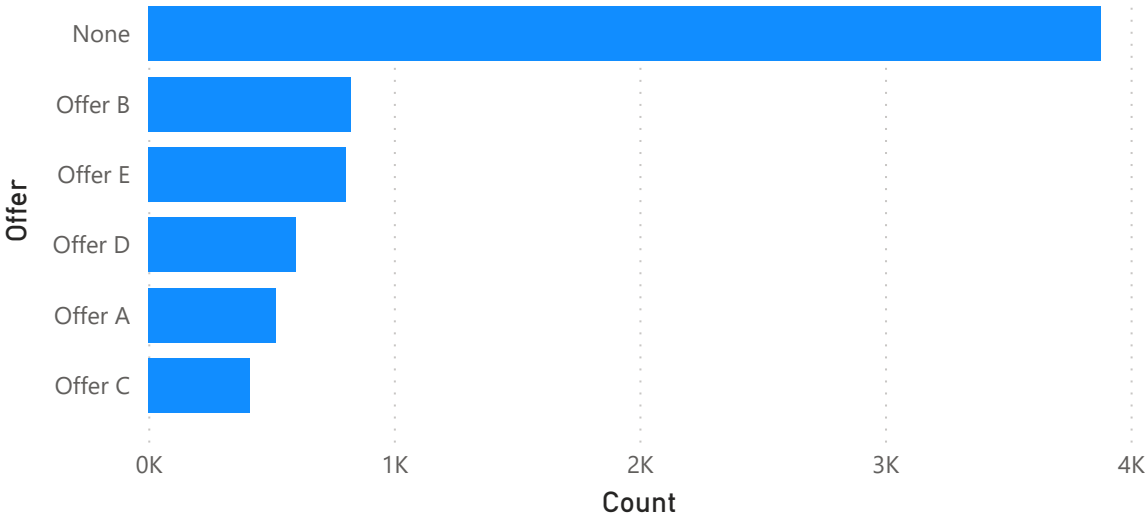
Internet Service



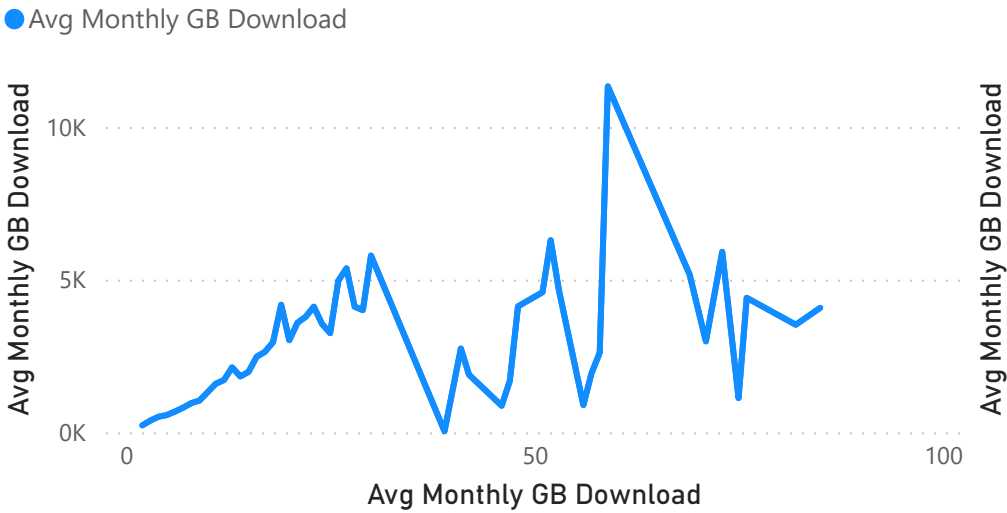
Customer using Multiple line?



Offer Type Picked by Customers



Avg Monthly GB Download



Churn Category



DETAILS OF TOP CUSTOMERS WITH OVER A REVENUE OF \$5,000 AND ABOVE FROM LAST QUATER THAT ARE CHURNED

Customer ID	Customer Status	Gender	City	Total Revenue	Churn Reason	Latitude	Longitude
2889-FPWRM	Churned	Male	Mckinleyville	11,195.44	Competitor offered higher download speeds	40.97	-124.02
3259-FDWOY	Churned	Male	Elk Grove	11,084.84	Competitor offered higher download speeds	38.35	-121.44
2834-JRTUA	Churned	Male	Martinez	11,040.97	Competitor had better devices	38.01	-122.12
1984-FCOWB	Churned	Female	Templeton	10,756.15	Attitude of service provider	35.54	-120.74
5287-QWLKY	Churned	Male	Big Pine	10,718.96	Attitude of support person	37.25	-118.06
9835-ZIITK	Churned	Male	Campbell	10,717.17	Competitor made better offer	37.28	-121.95
5440-FLBQG	Churned	Male	Santa Barbara	10,690.92	Attitude of service provider	34.44	-119.77
9090-SGQXL	Churned	Male	Ben Lomond	10,507.21	Competitor offered more data	37.08	-122.09
0979-PHULV	Churned	Male	San Diego	10,374.80	Competitor made better offer	32.86	-117.21
3886-CERTZ	Churned	Female	Fullerton	10,351.16	Competitor had better devices	33.88	-117.90
0748-RDGGM	Churned	Male	Tarzana	10,308.75	Long distance charges	34.16	-118.55
2632-UCGVD	Churned	Male	Fairfield	10,162.00	Extra data charges	38.29	-122.03
0052-17FKV	Churned	Male	Redway	10,022.26	Don't know	40.14	-122.95
Total				1,781,854.73			