69
Total Customers

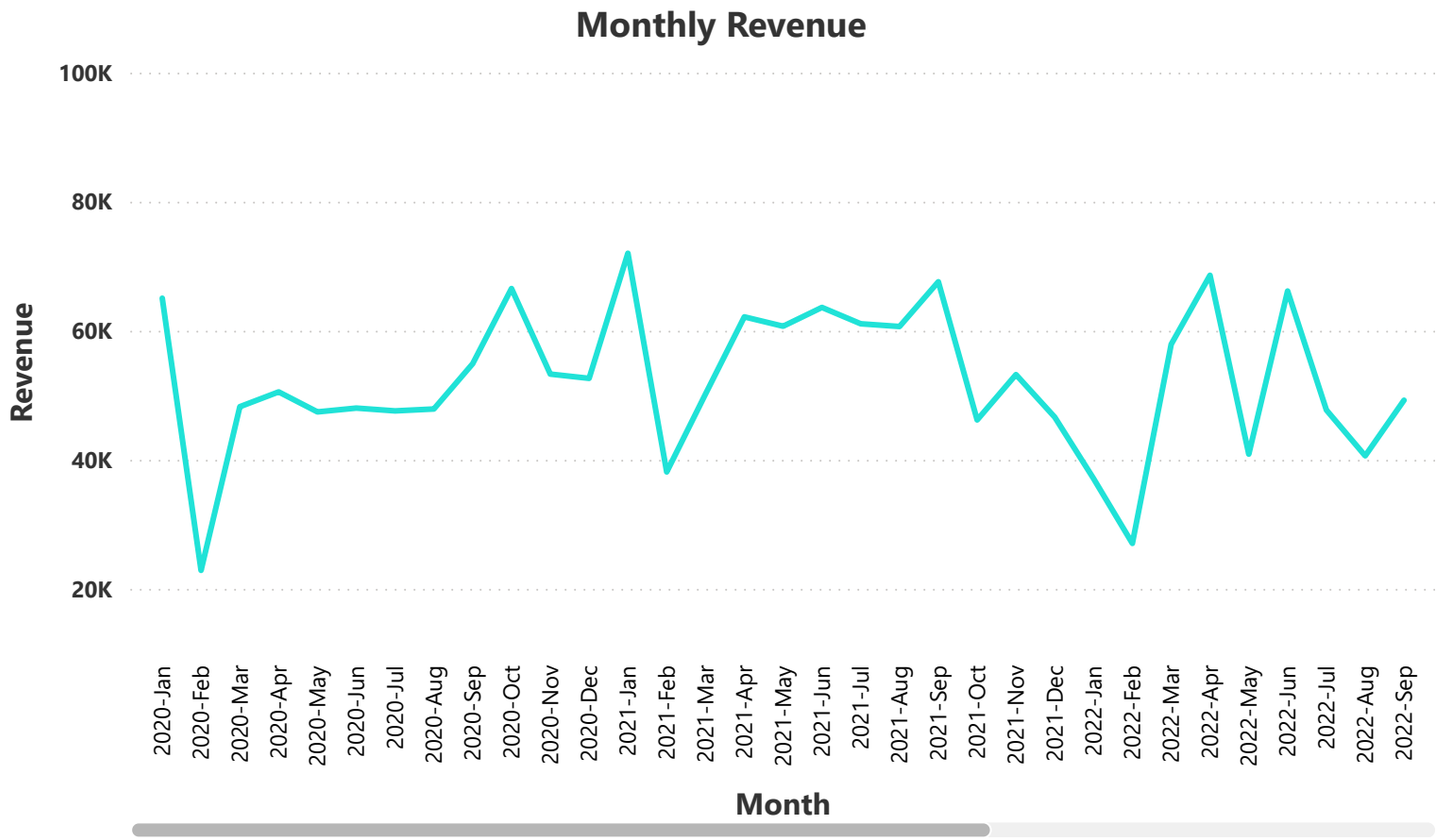
23%
Churn Rate %

Churn Rate is 30% That is very High

3M
Total Revenue

37.22K
ARPU

Average Revenue Per



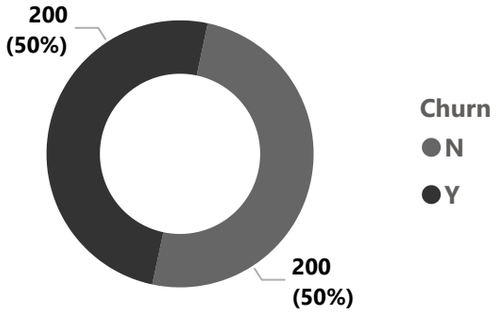
Contract Type
- ○ Annual
- ○ Monthly
- ○ Quarterly

Region
- ○ East
- ○ North
- ○ South
- ○ West

Segment
- ○ Consumer
- ◉ Corporate
- ○ SMB

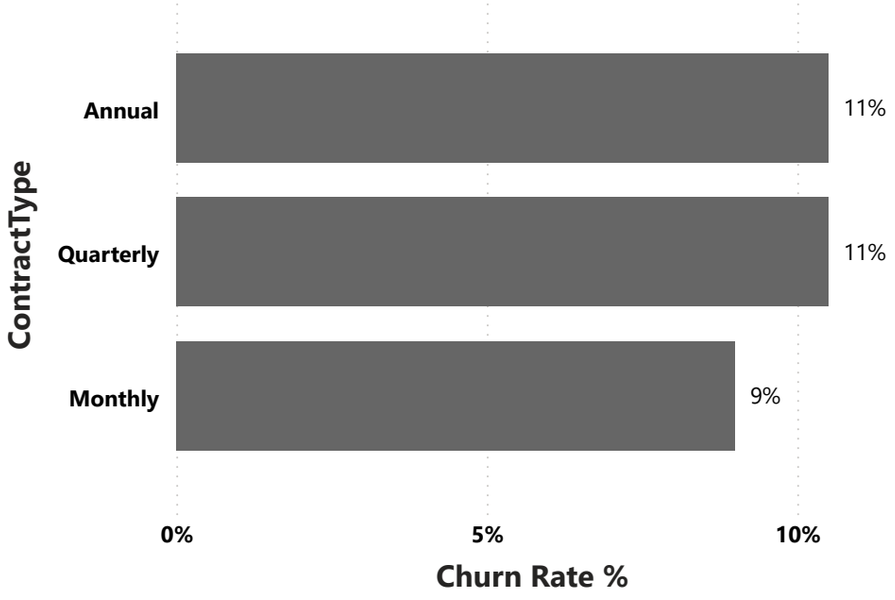
51.36K
Avg Monthly Revenue

% churned vs active

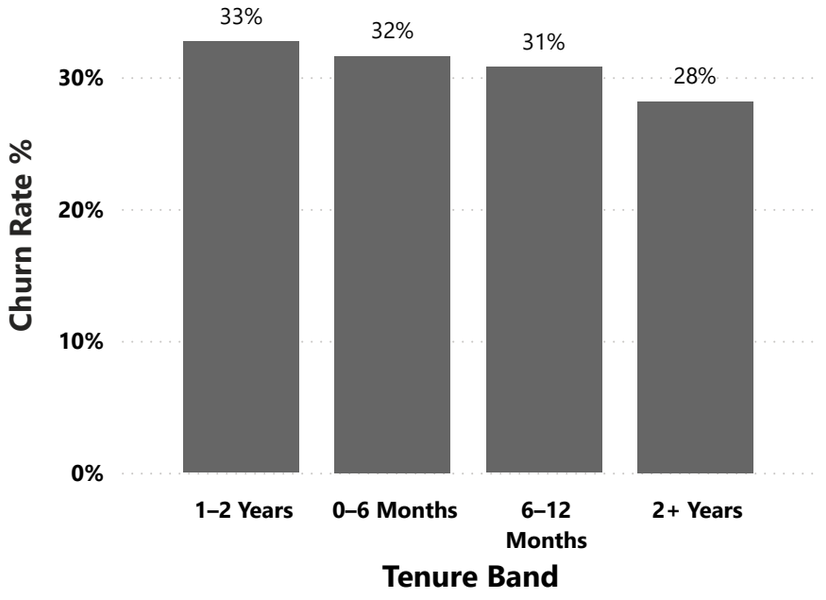


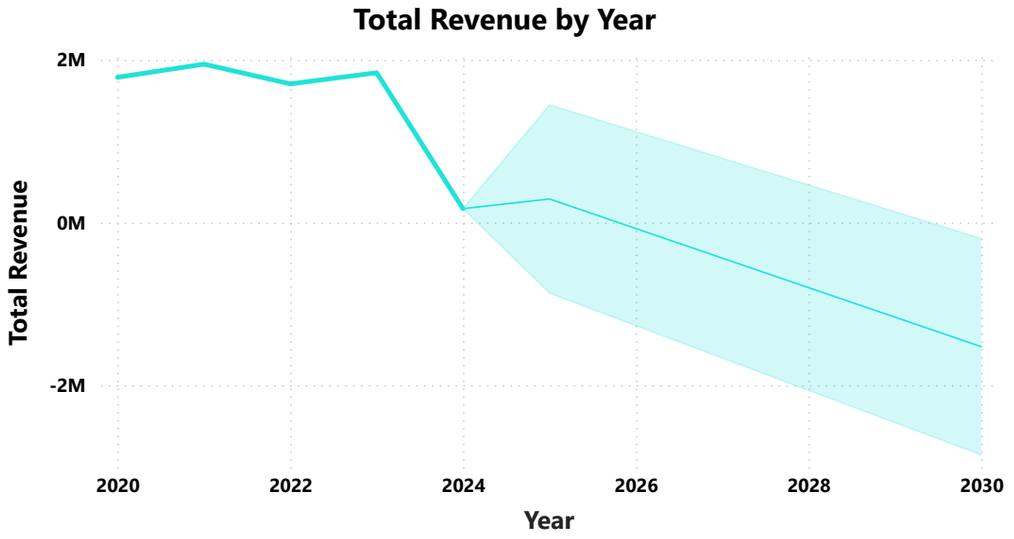
CustomerID	Segment	Sum of TenureMonths	Churn	Total Revenue
1003	Consumer	47	N	17614
1026	Consumer	47	N	70670
1098	SMB	47	Y	50798
1150	Corporate	47	N	25136
1165	SMB	47	N	59987
1092	Consumer	46	N	9324
1116	SMB	46	N	13678
1128	Corporate	46	N	52310
1140	Corporate	46	N	71553
1024	Consumer	45	N	21787
Total		4779		7443258

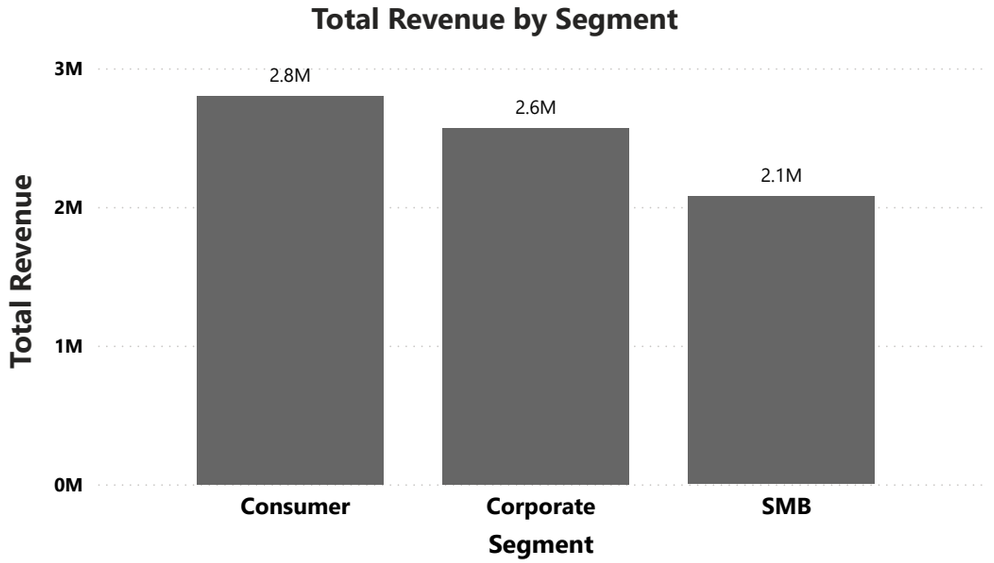
Churn Rate % by ContractType

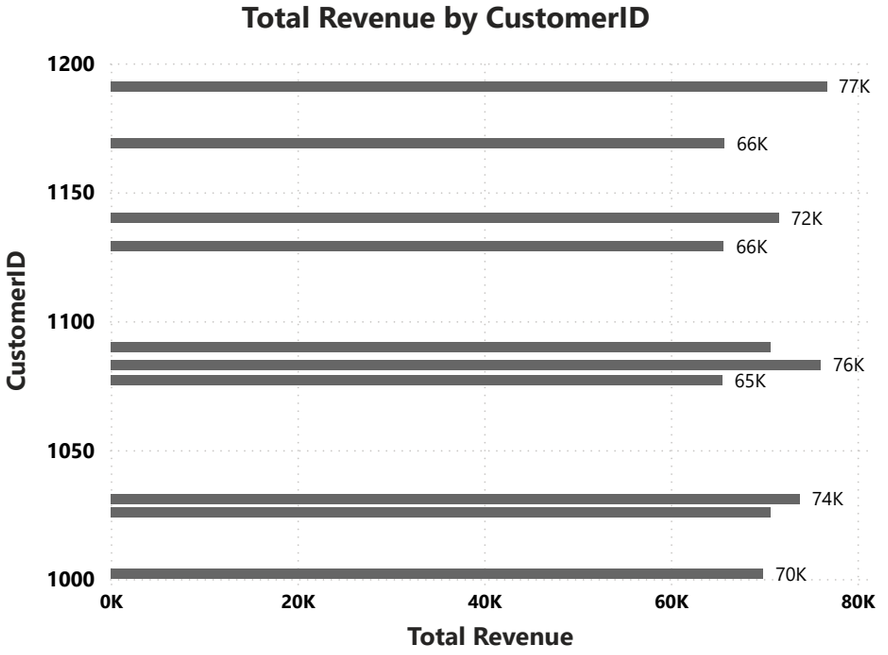


Churn Rate by Tenure Band




Total Revenue by Year
2M
0M
-2M
Total Revenue
2020
2022
2024
2026
2028
2030
Year


Total Revenue by Segment
3M
2M
1M
0M
Total Revenue
2.8M
2.6M
2.1M
Consumer
Corporate
SMB
Segment


Total Revenue by CustomerID
1200
1150
1100
1050
1000
CustomerID
77K
66K
72K
66K
76K
65K
74K
70K
0K
20K
40K
60K
80K
Total Revenue