

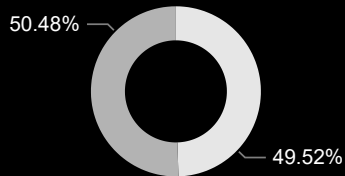
# CUSTOMER RISK ANALYSIS: WHO ARE MY CHURNERS

## CLIENT PROFILE

7043



### DEMOGRAPHICS



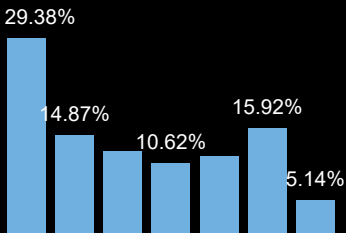
16%

Senior Citizen

48%

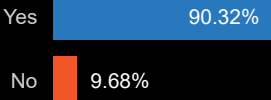
Total Partner

### Tenure bins



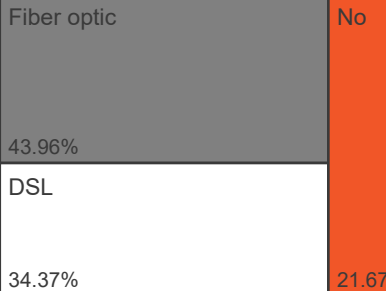
### PHONE SERVICE

Do they have Multiple Lines?

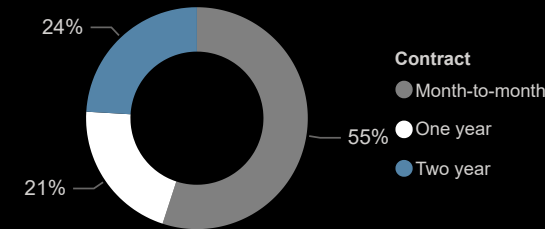


47%

53%



### CONTRACT TERMS

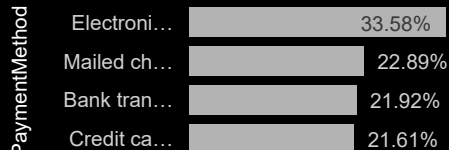


Contract

Month-to-month

One year

Two year



AVG Monthly Charge

\$65

AVG Total Charge

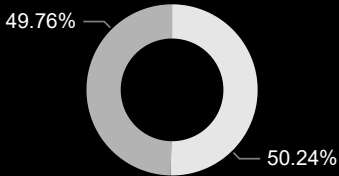
\$2.28K

## CHURNER PROFILE

1869



### DEMOGRAPHICS



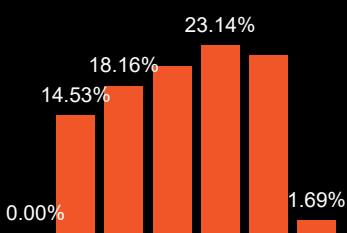
25%

Senior Citizen ...

36%

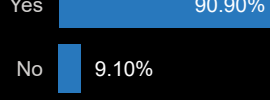
Partner Churned

### Tenure bins



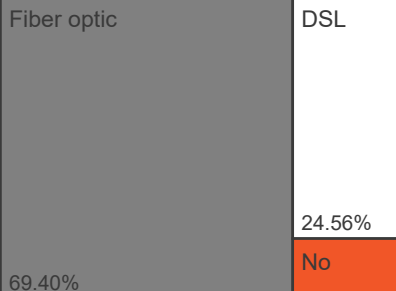
### PHONE SERVICE

Do they have Multiple Lines?

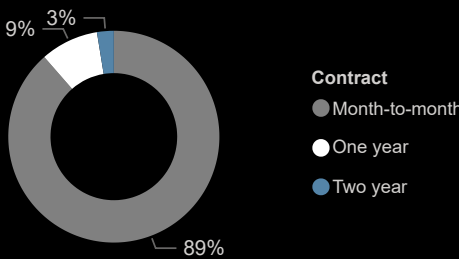


50%

50%



### CONTRACT TERMS

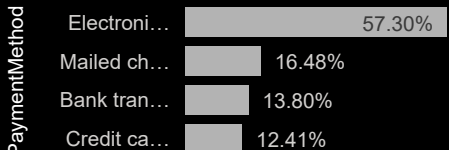


Contract

Month-to-month

One year

Two year



AVG Monthly Charge

\$74

AVG Total Charge

\$1.53K