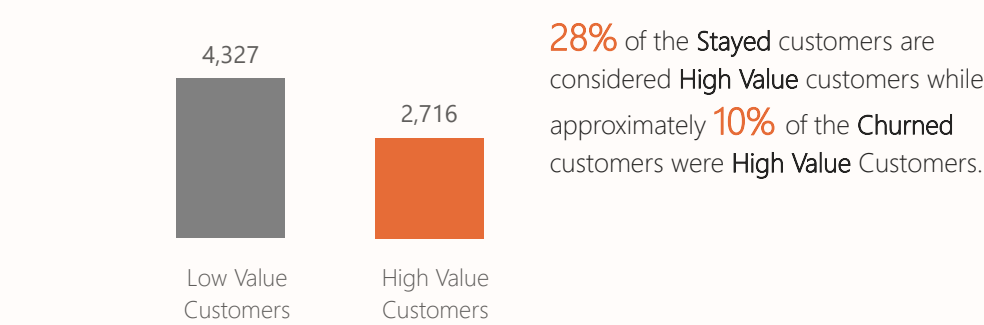


This scope of this report is to identify the customer attrition profile, the reasons and category for cancelling the services and who is the high value customers at risk.

Telecom High Value Customers

Telecom Customers distribution goes as follow **4,720** customers are still using company services, at the end of Q2 **454** joined , bringing **\$54.28K**.

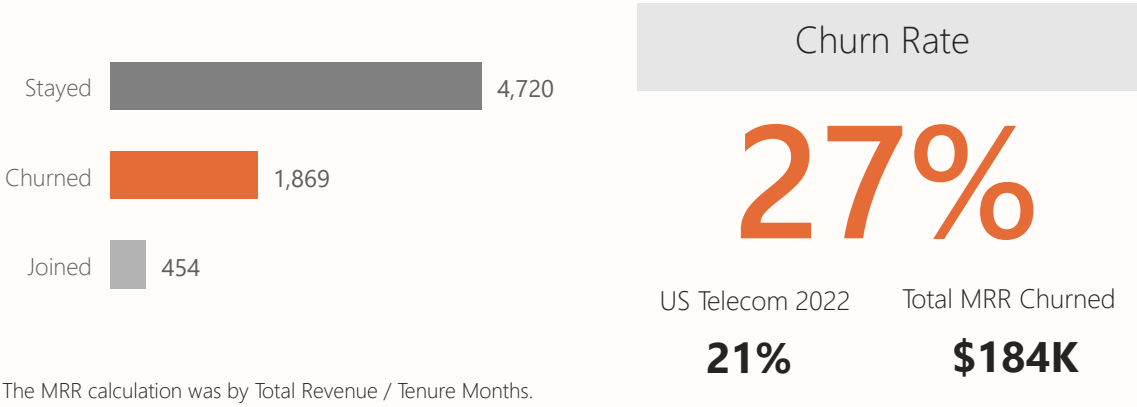


A High Value Customer was determined by how long he/she being using the services (tenure) and the amount of monthly charges.  
High Value Customers = tenure > 12 months & monthly charge > \$70.

Total Revenue	Avg. Monthly Charge	Avg. Tenure
\$21.37M	\$63.60	32.39

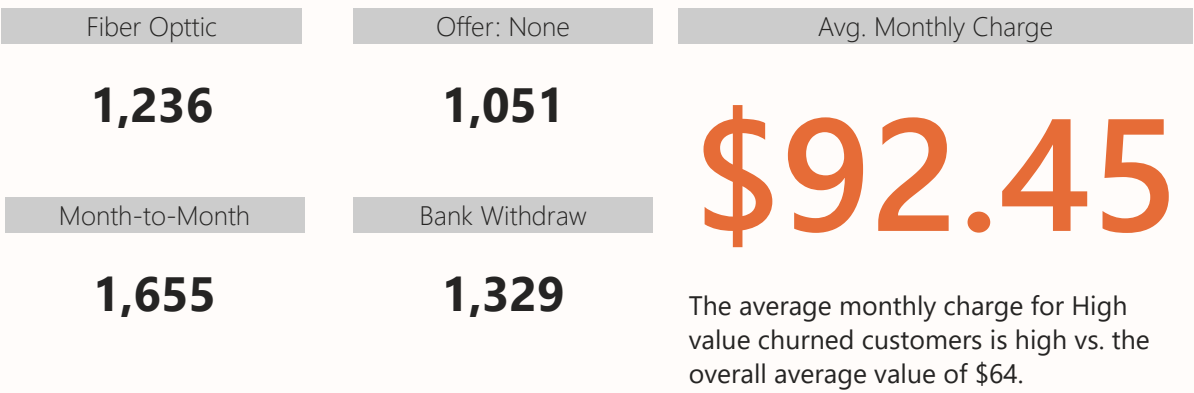
What is the customer attrition?

Churn Rate for the Telecom Customers is **27%** higher than US Telecom 2022 that is 21% as per TechSeeme. The MRR value is approximately **\$184K**.

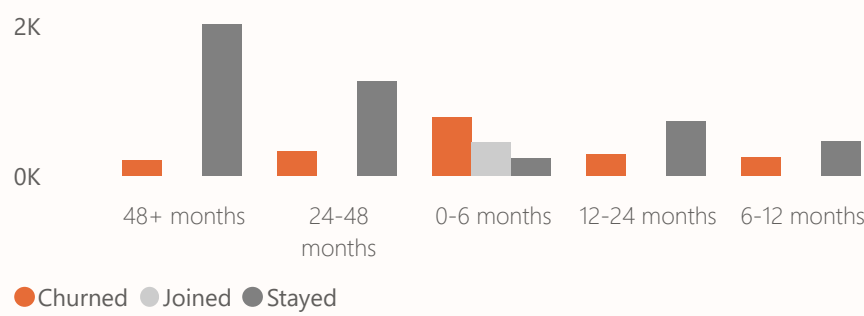


Why the customers churned?

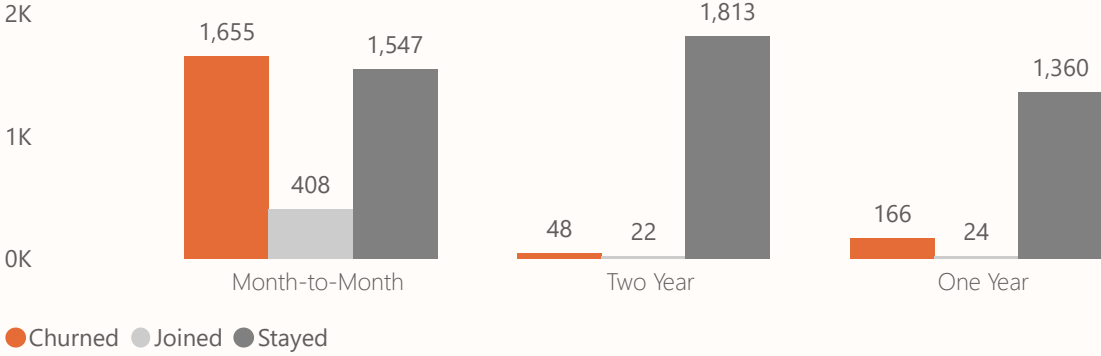
Looking at the features and connecting them to the churned customers. The churned customers opted for Internet Type: Fiber Optic, Payment Method: Bank Withdraw & Offer: None. **23%** of the customer that churned were under a **monthly contract** and the 14% churned within 12 months.



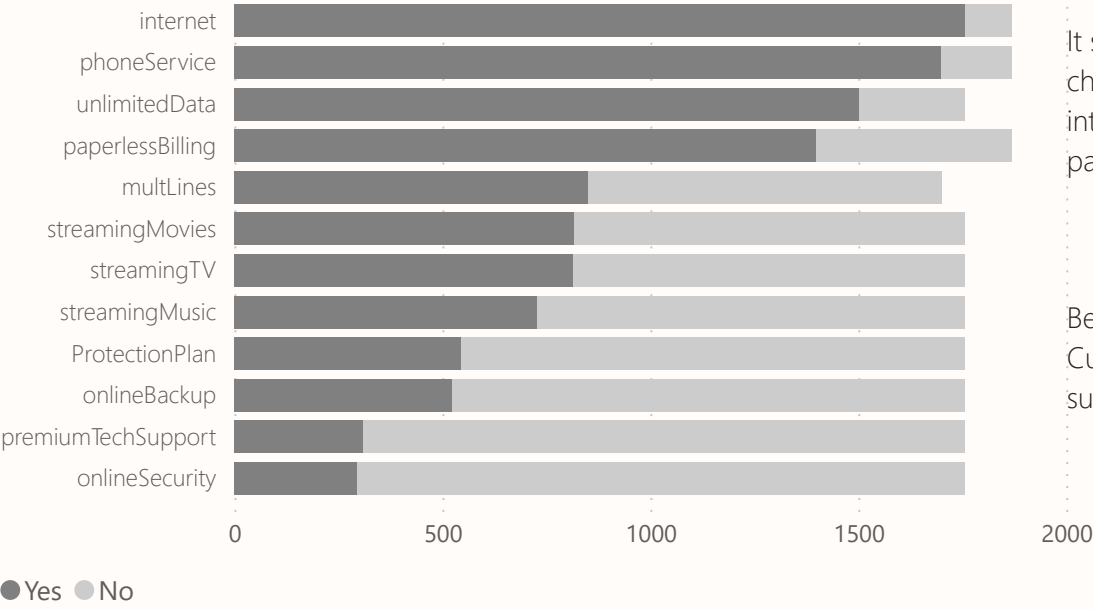
Customer Status - Tenure



Customer Status - Contract



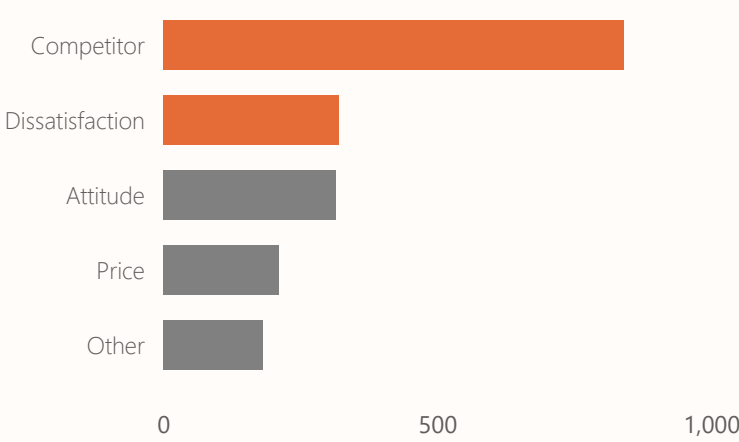
Services offered



It shows that customers that churned were subscribed internet, phone service and paperless Billing.

Between the **12% to 21%** of Customers churned did not subscribe of 8 out 12 services.

Customer churned Category



Most of the customer churned decided to leave Maven Telecom because of competition and due dissatisfaction.

KEY FINDINGS:

After performing a exploratory data analysis (EDA) concluded that customer churn biggest drivers are: monthly subscription, fiber optic, no offer and as payment method, bank withdraw.

It shows that churned customers included in their subscription the minimal services: internet, paperless bill, phone service and unlimited Data.

It shows that high tenure as the strongest factor for customers remained with Telecom.

RECOMMEDATIONS:

- **Contract offering:** Besides give the freedom of monthly contract without penalty, offer a yearly contract with a discount.
- **Offering:** other services as packages starting with the most popular ones or those offering by the competitors. Including devices.
- **Product service:** Optimized the Fiber Optic and technical support when shutdowns occurred.