

7032

Total Customers

1869

Total Churned

26.58%

Churn Rate %

139.13K

Revenue at Risk

Total Churned by contract

1500

1000

500

0

Month-to-month

One year
contract

Two year

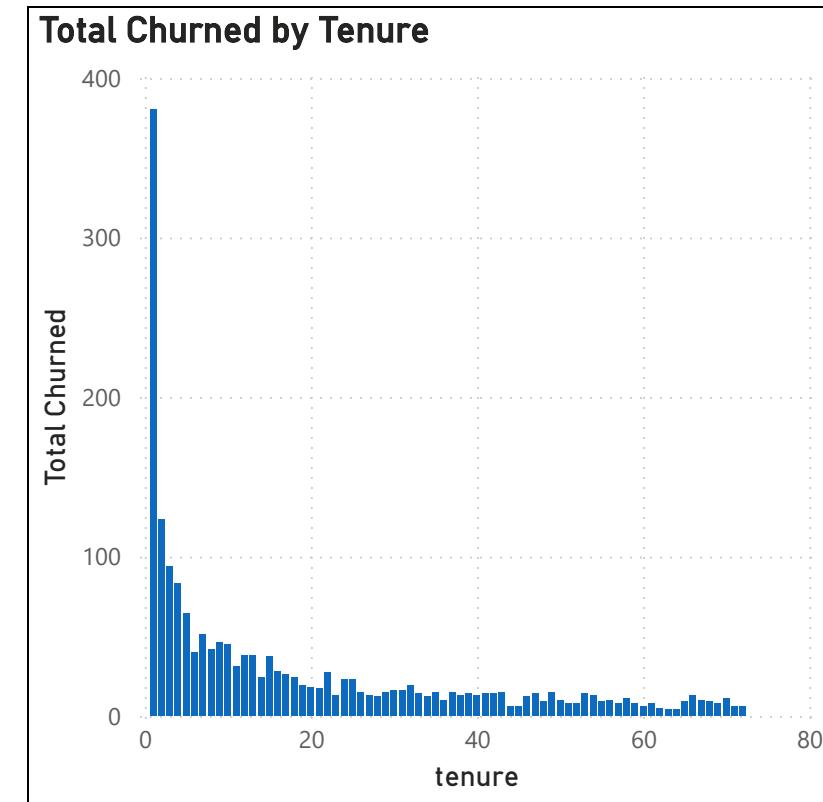
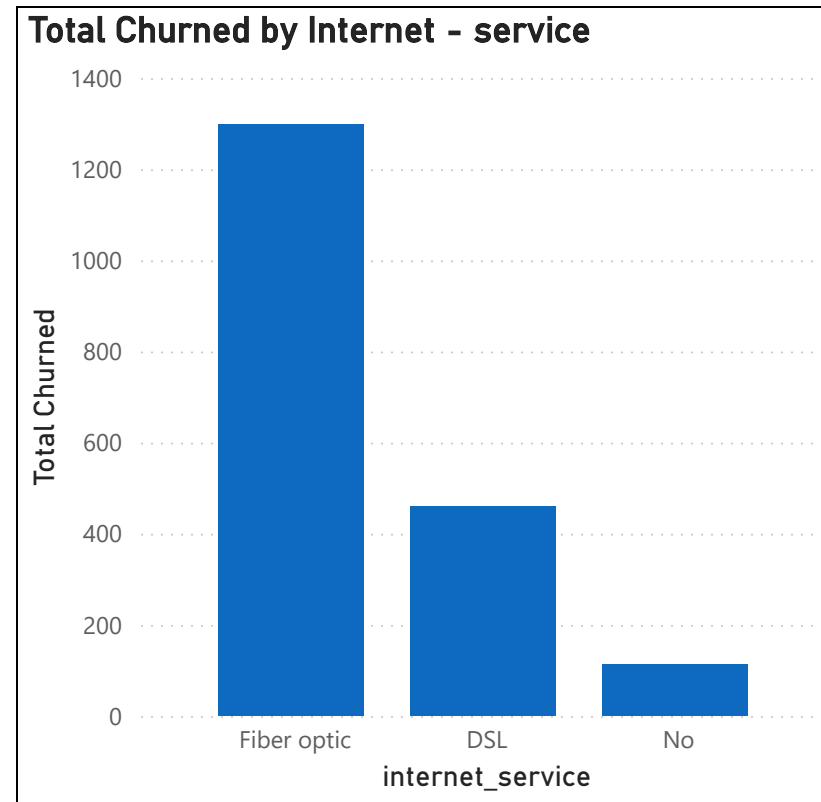
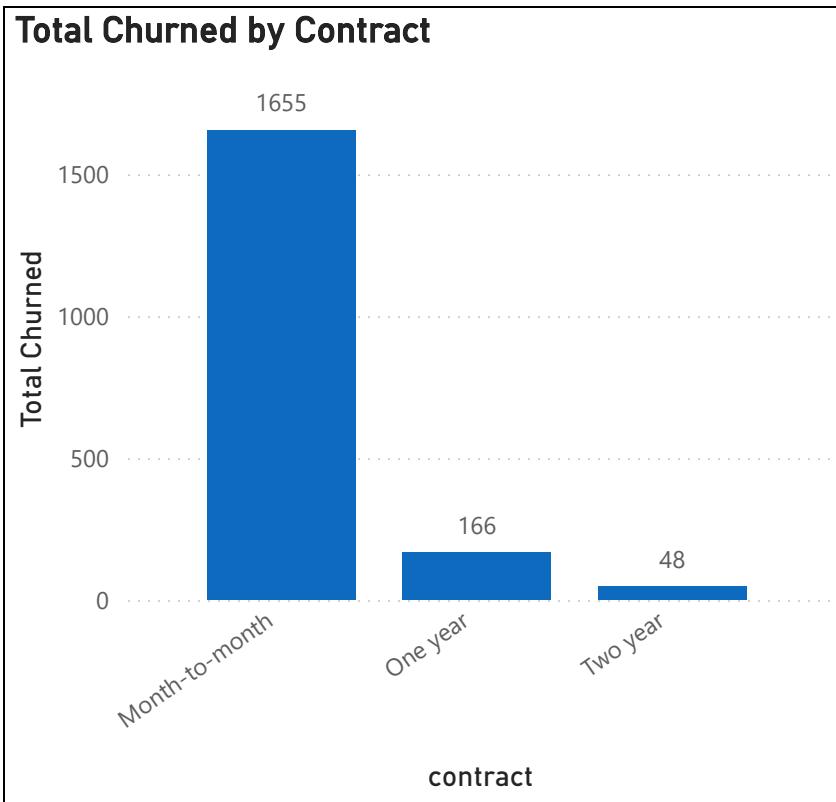
Contract

- Month-to-month
- One year
- Two year

Internet - service

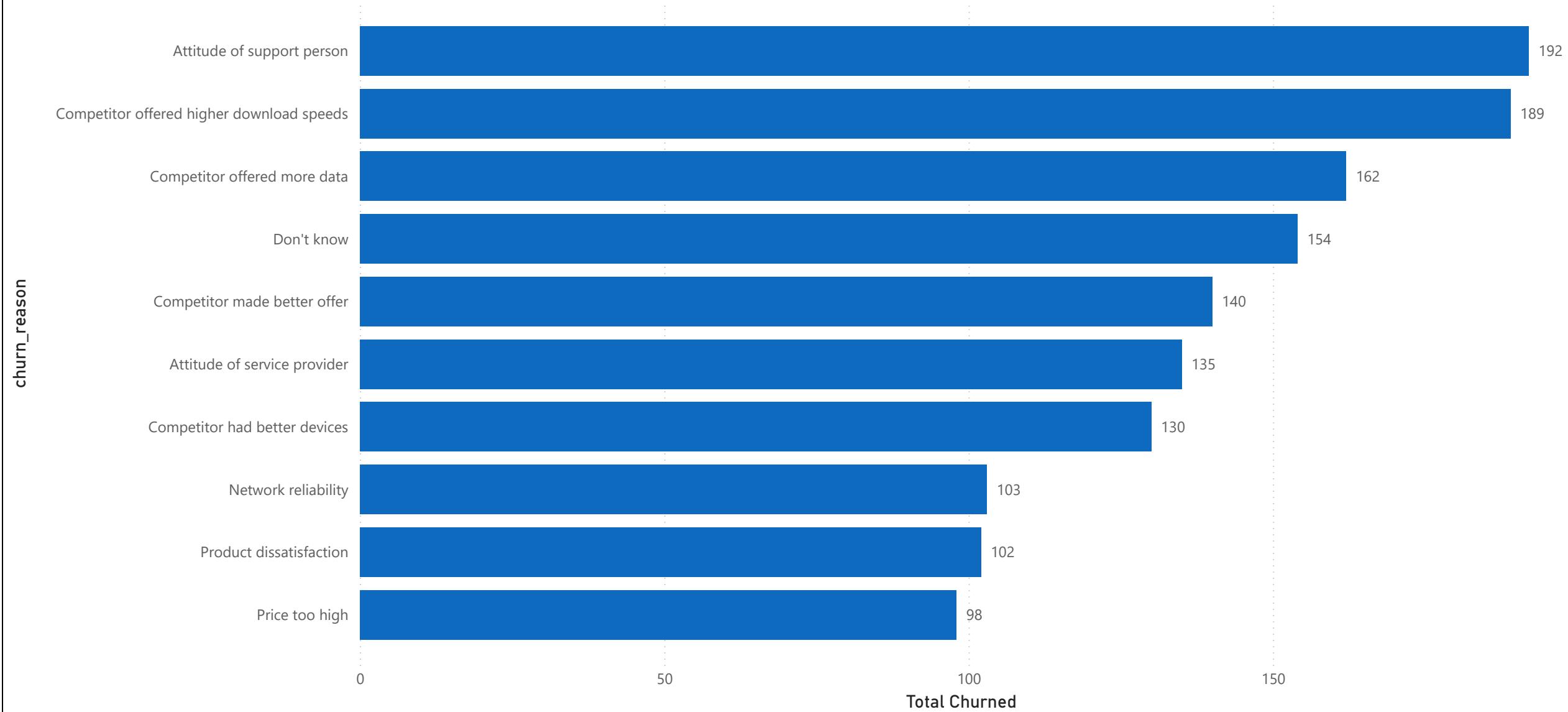
- DSL
- Fiber optic
- No

Overall churn rate is 26.58%, with the majority of churn concentrated in Month to month contracts. Revenue exposure is significantly driven by short-term customers.



Churn is highest among Fiber optic customers within their first year and on Month-to-month contracts, indicating pricing sensitivity and lack of contractual retention.

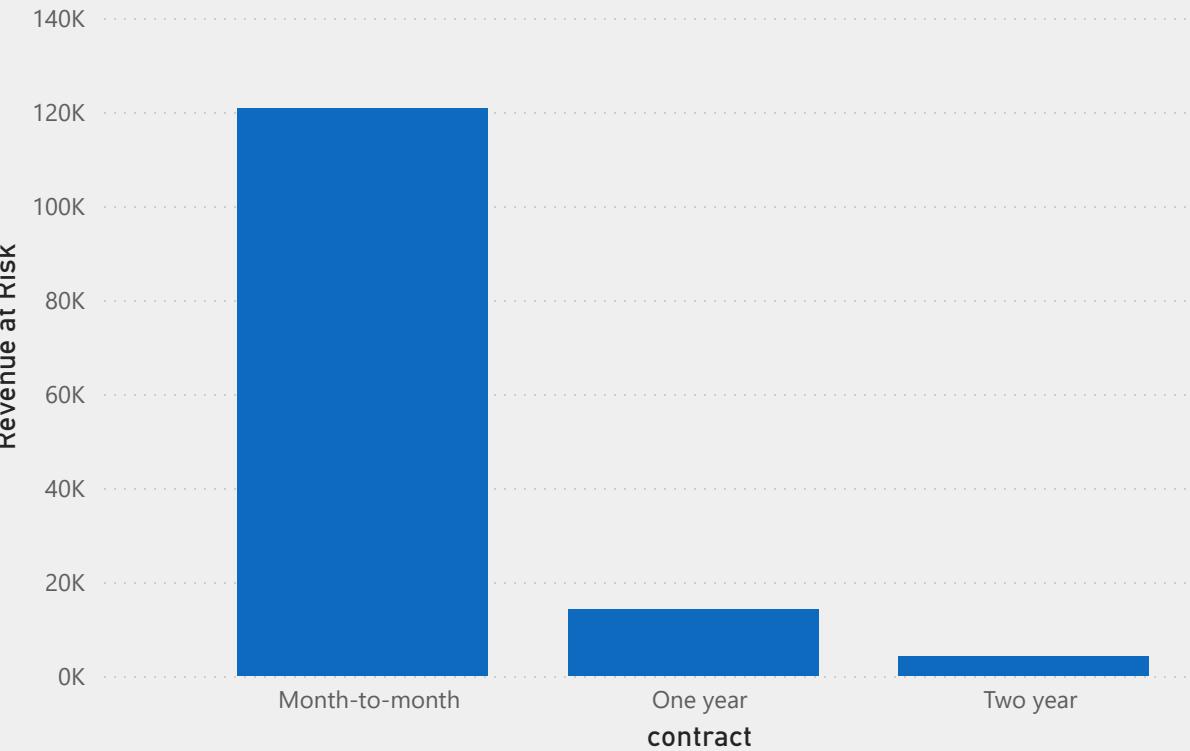
Total Churned by churn - reason



Primary churn drivers include support attitude issues and competitive offers related to download speed and data limits, indicating service experience and market competition as key churn triggers.

contract	Revenue at Risk	Revenue Risk %
Month-to-month	1,20,847.10	86.86%
One year	14,118.45	10.15%
Two year	4,165.30	2.99%
Total	1,39,130.85	100.00%

Revenue at Risk by Contract



Revenue Concentration Risk:

Month-to-month contracts account for approximately 87% of total revenue at risk. The majority of financial exposure is concentrated within short-term customers, particularly those subscribed to Fiber optic services. Transitioning high-risk segments to long-term contracts could significantly reduce revenue volatility.