

Telecom Customer Churn – Executive Overview

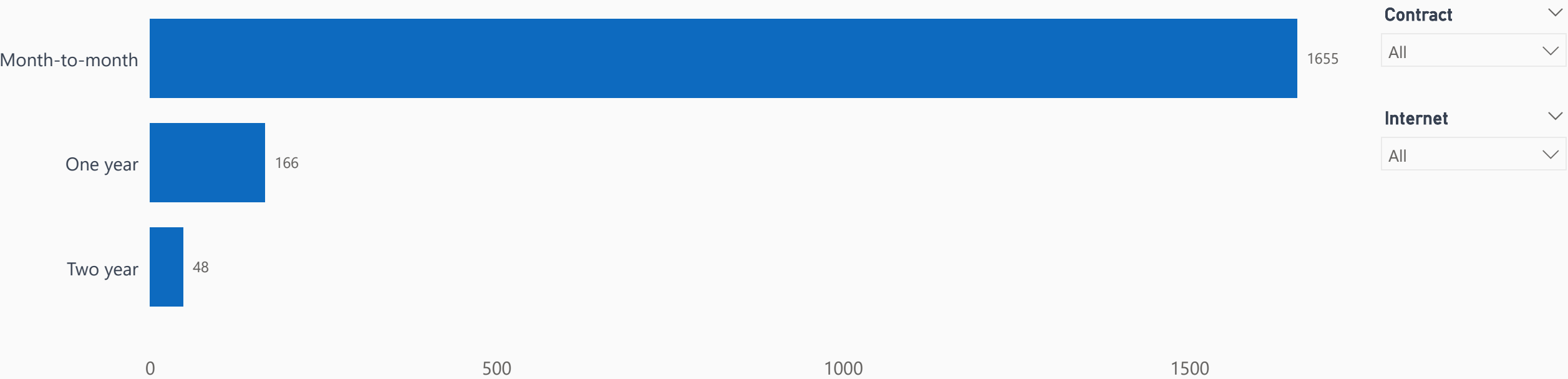
7032
Total Customers

1869
Total Churned

26.58%
Churn Rate %

139.13K
Revenue at Risk

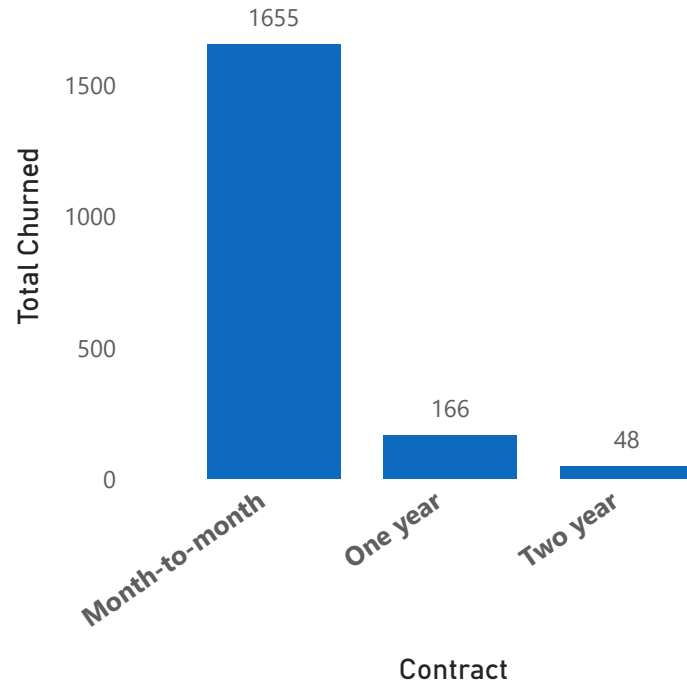
Churn by Contract Type



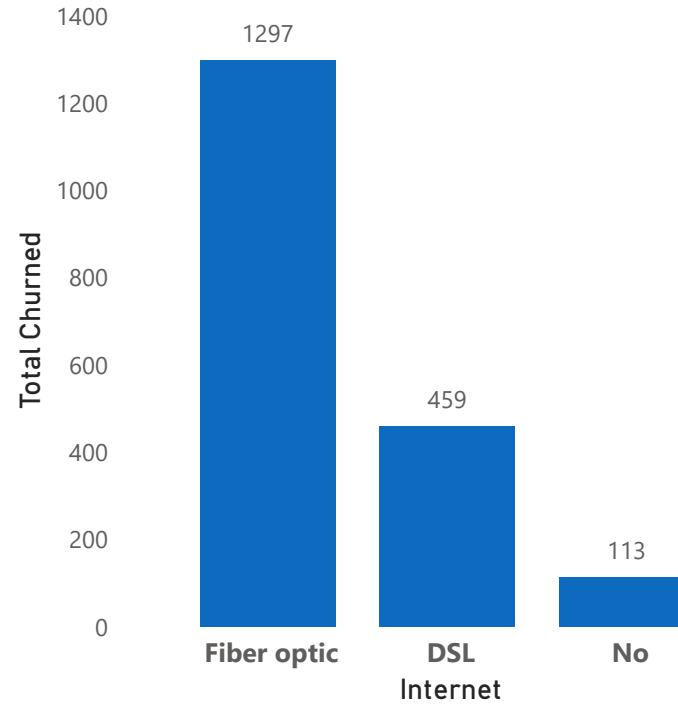
Key Insight

- 88% of revenue at risk comes from month to month customers
- Short term contracts drive revenue volatility
- Contract migration strategy can significantly reduce exposure

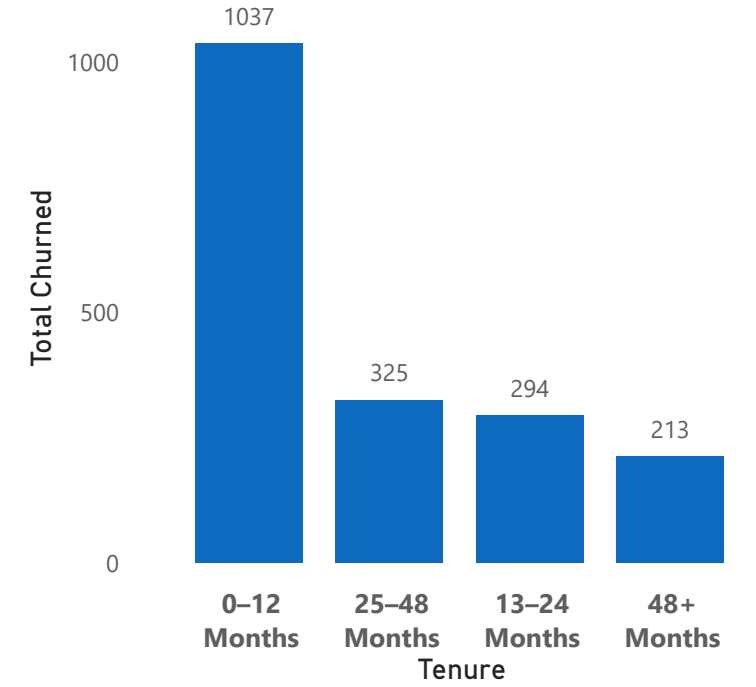
Churn by Contract Type



Churn by Internet Service



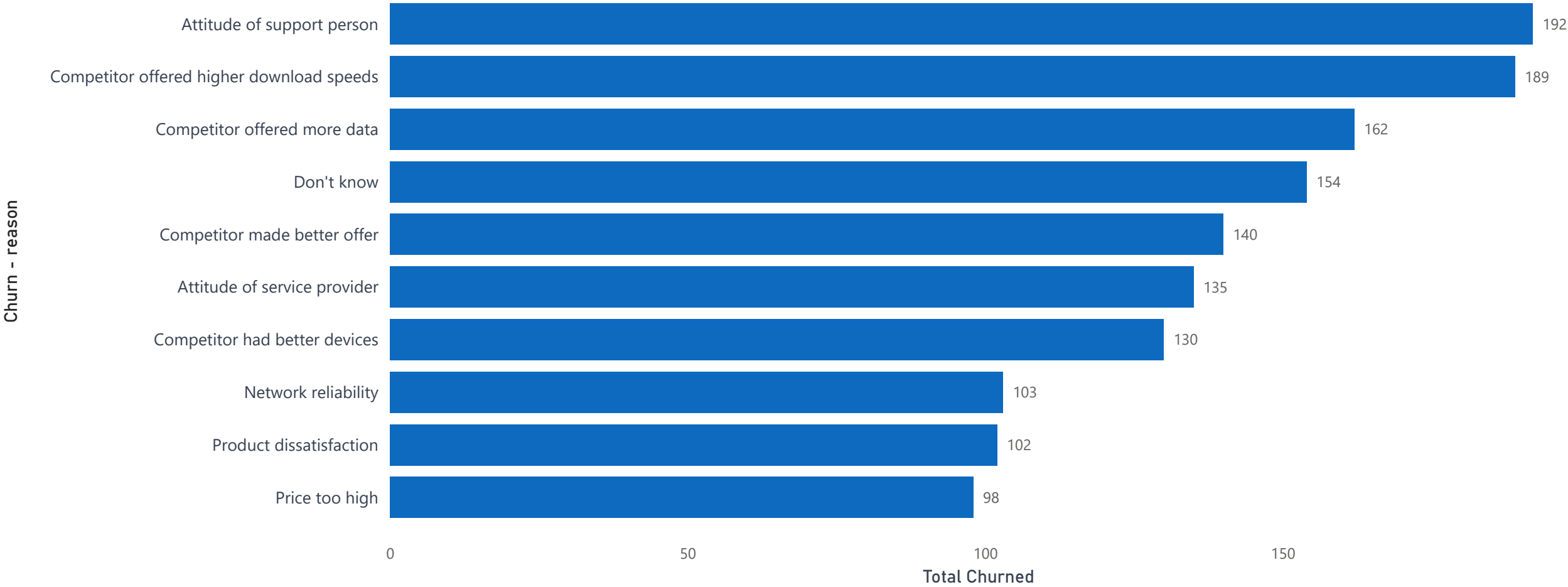
Churn Distribution by Tenure



Key Insights

- Highest churn concentration: Fiber optic + Month to month
- Risk peaks within first 12 months
- Early lifecycle retention is critical

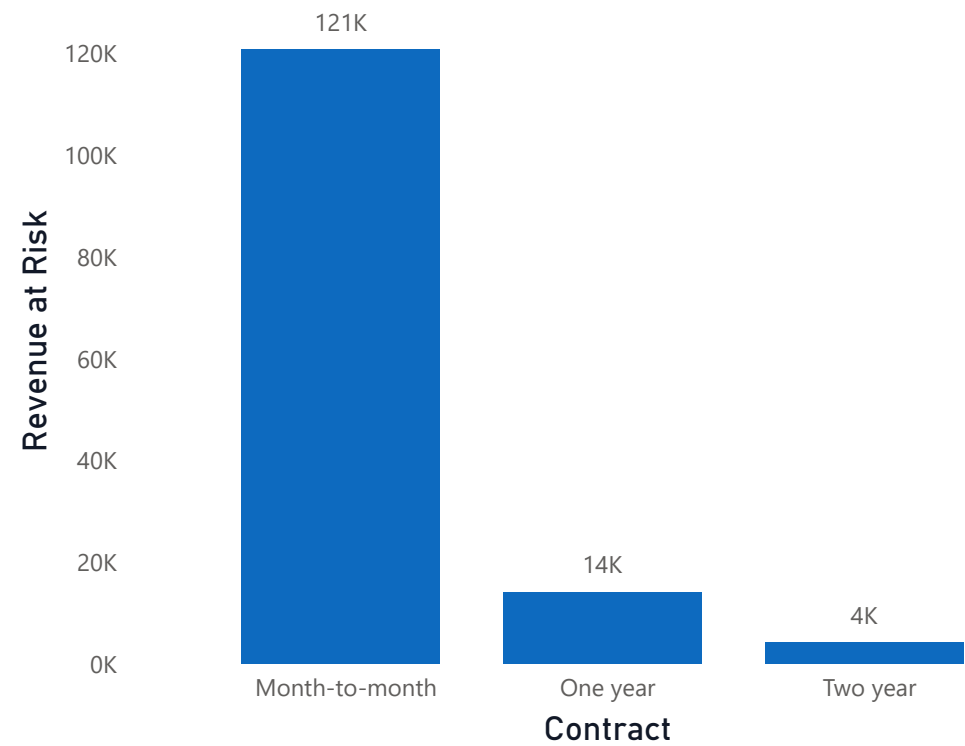
Primary Churn Drivers (Top 10)



Key Insight

- Competitive offers account for majority of churn drivers
- Service attitude issues represent the top dissatisfaction factor
- Pricing sensitivity remains secondary but material

Revenue at Risk by Contract Type



Revenue at Risk: ₹139,130

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 Exposure Risk Assessment

- 87% of revenue exposure concentrated in short-term contracts
- Fiber optic segment contributes higher ARPU and churn risk
- Contract migration strategy can reduce revenue volatility