

7032

Total Customers

1869

Total Churned

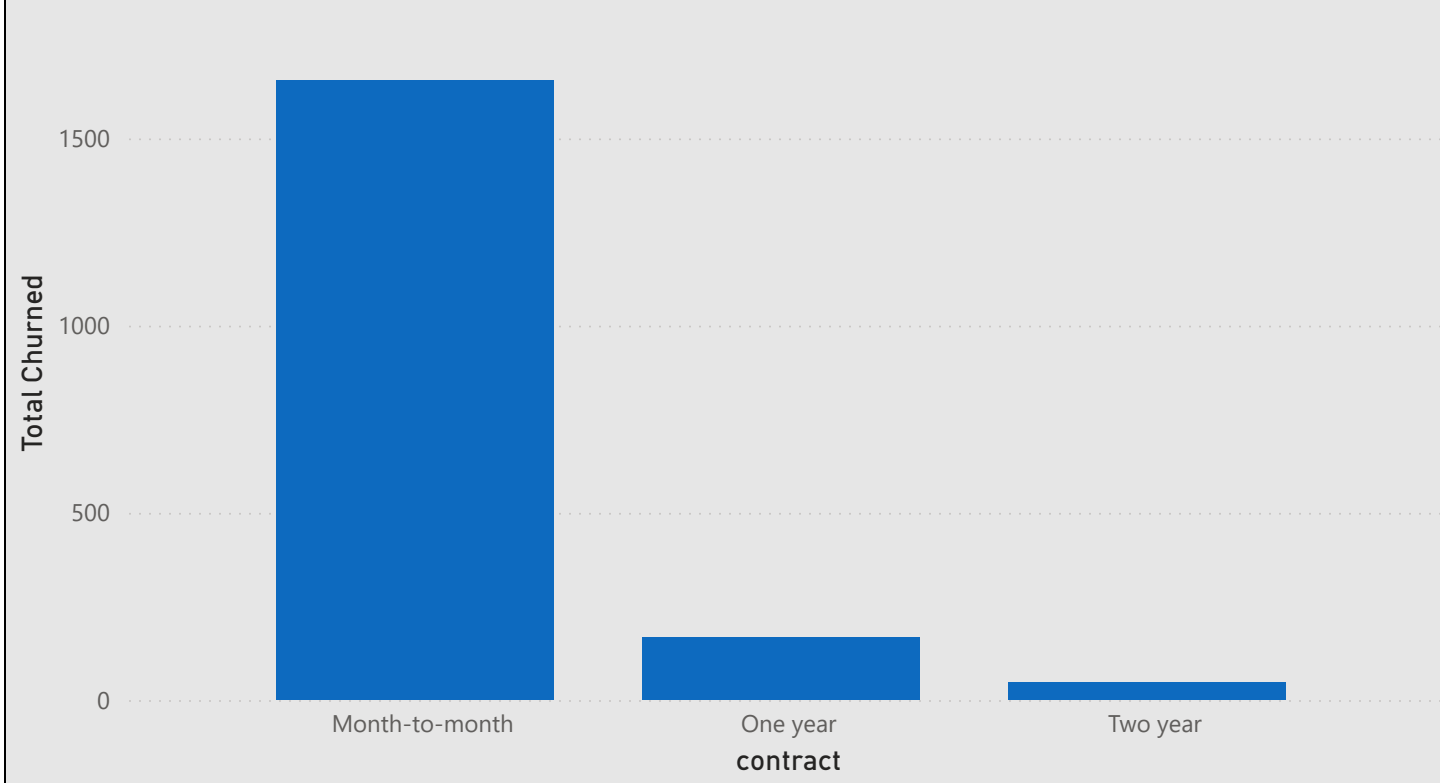
26.58%

Churn Rate %

139.13K

Revenue at Risk

Total Churned by contract



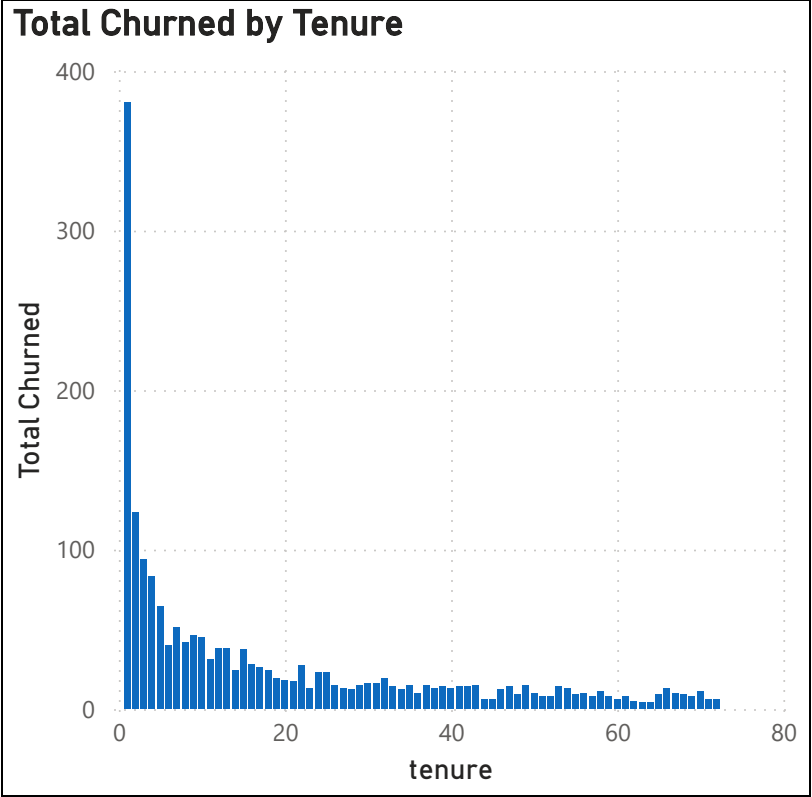
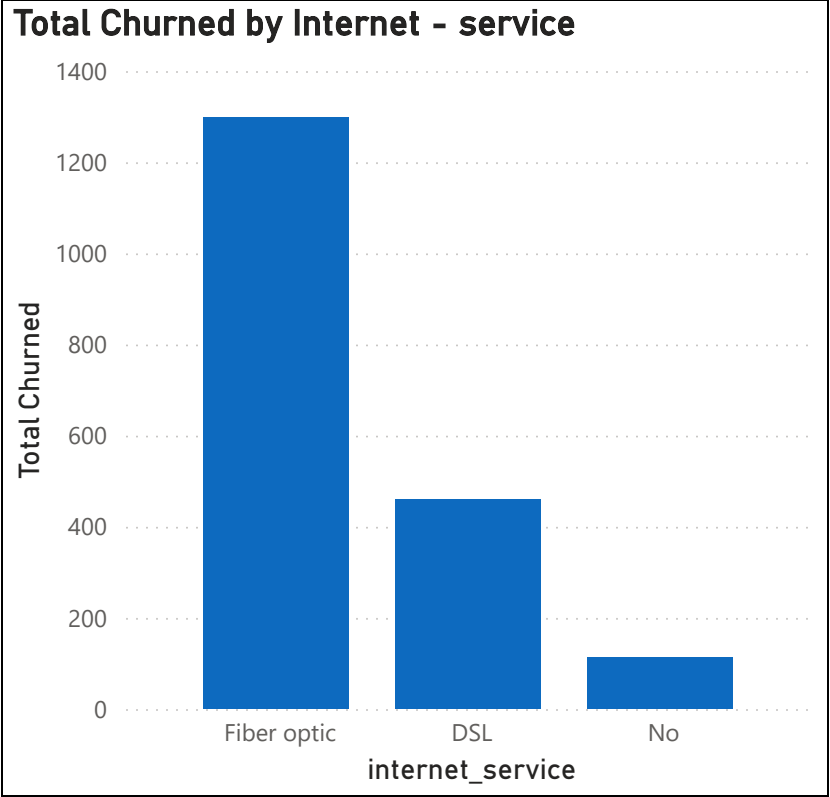
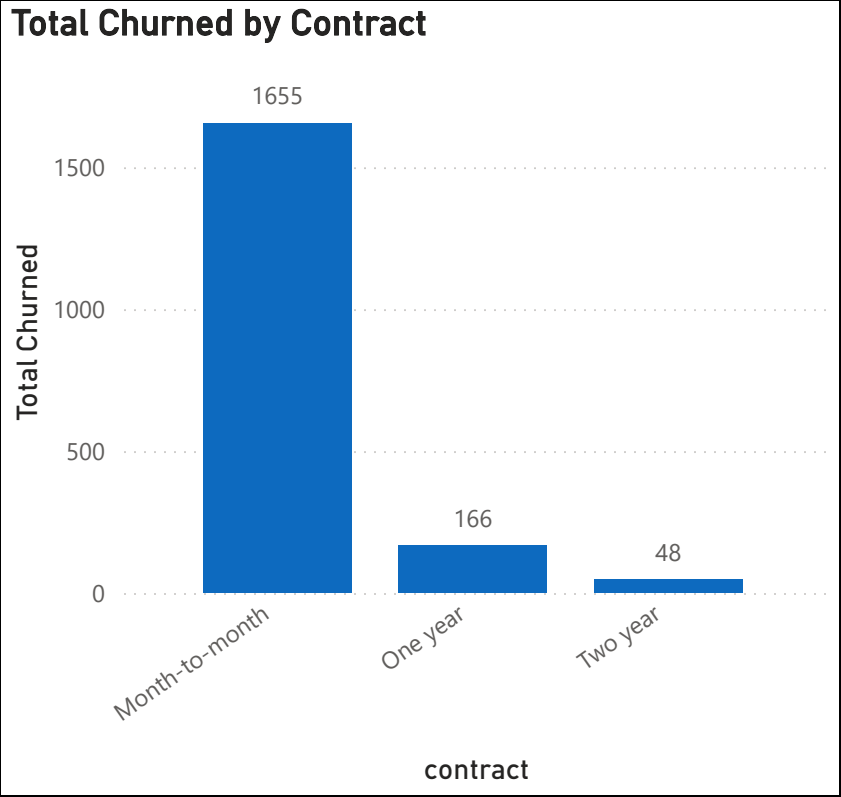
Contract

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

Internet - service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

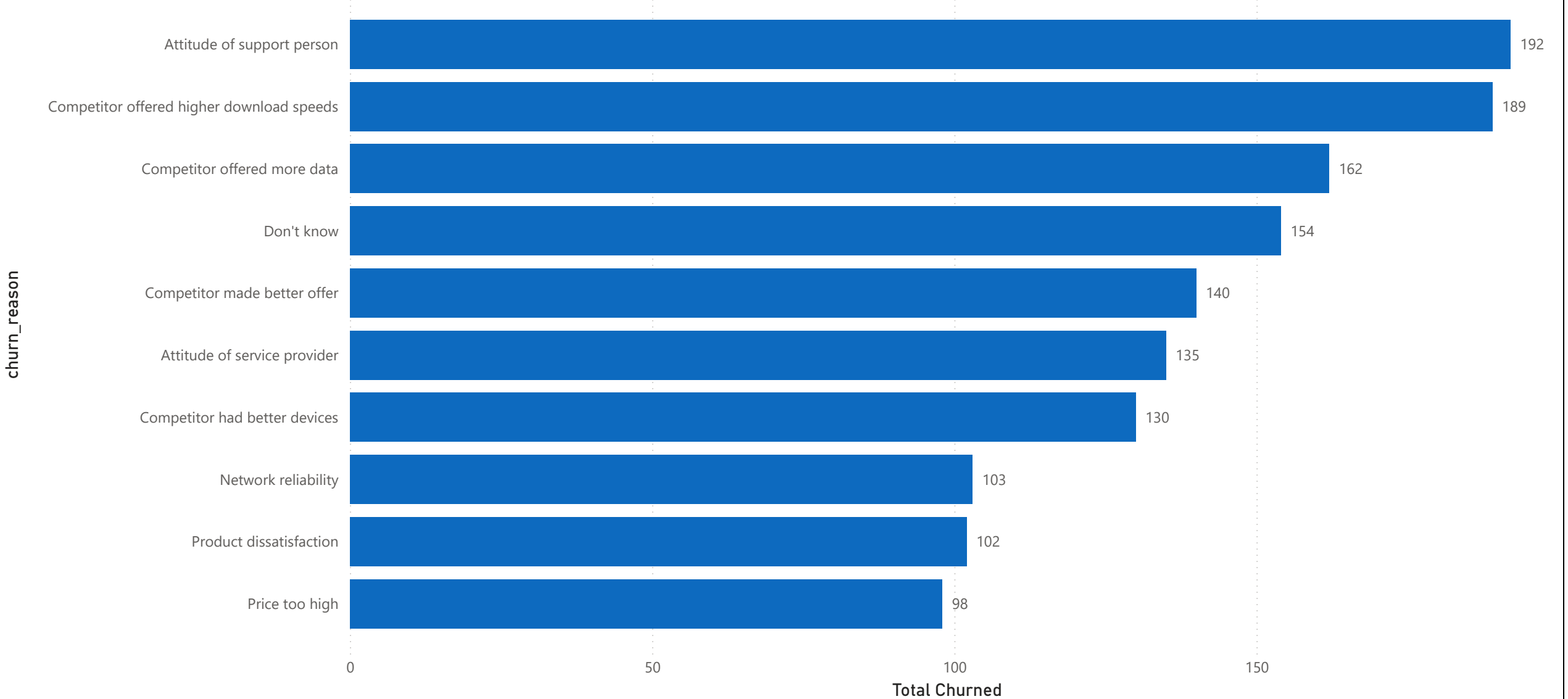
Overall churn rate is 26.58%, with the majority of churn concentrated in Month to month contracts. Revenue exposure is significantly driven by short-term customers.



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.

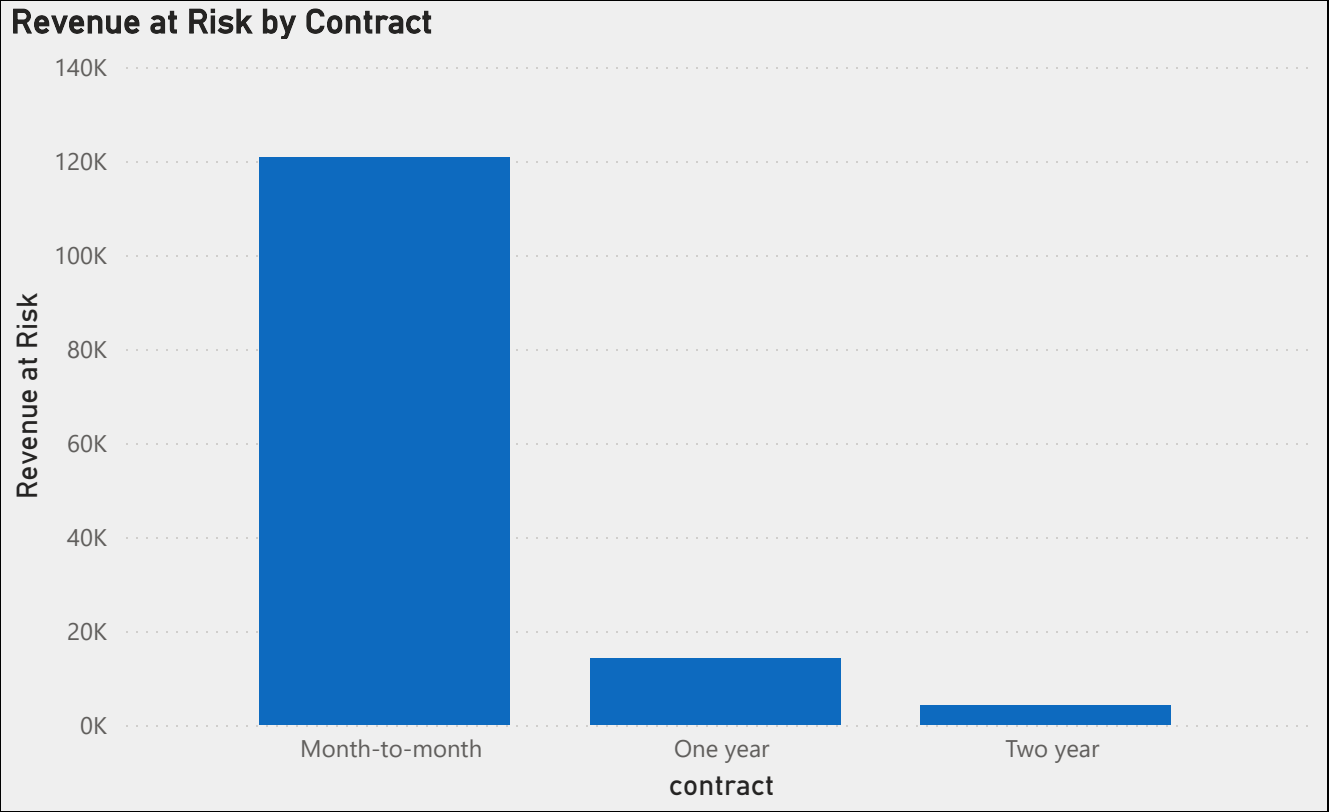
Total Churned by churn - reason

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 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.