

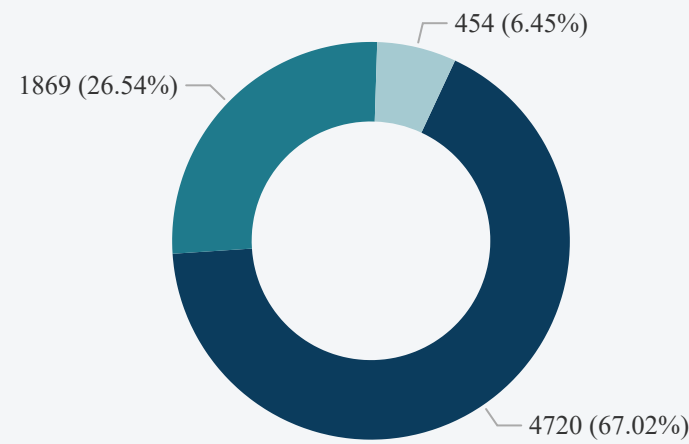
Executive Overview



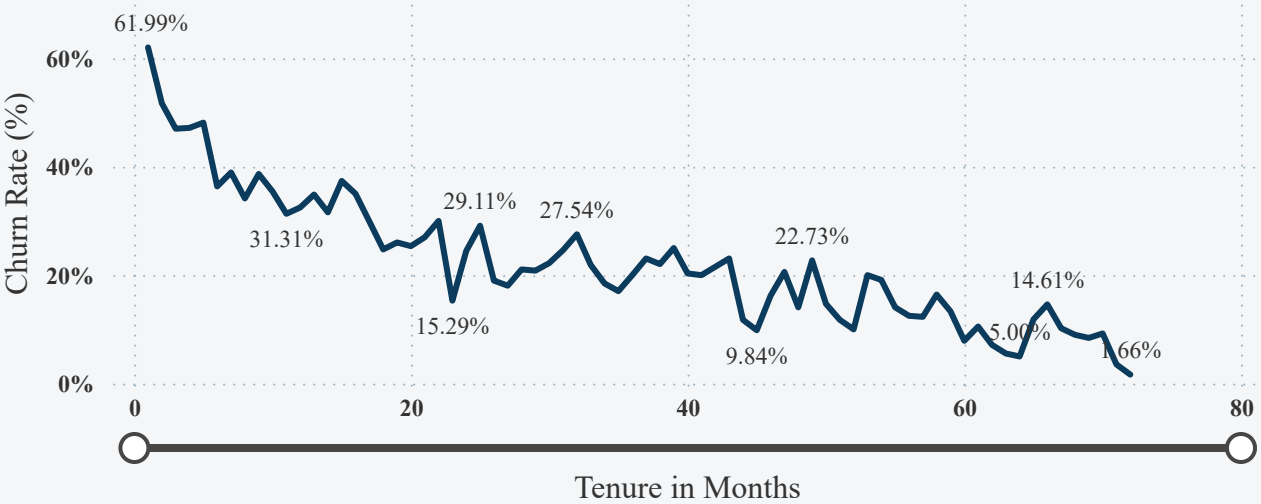
Customer Status (Stayed vs Churned)

Customer Status

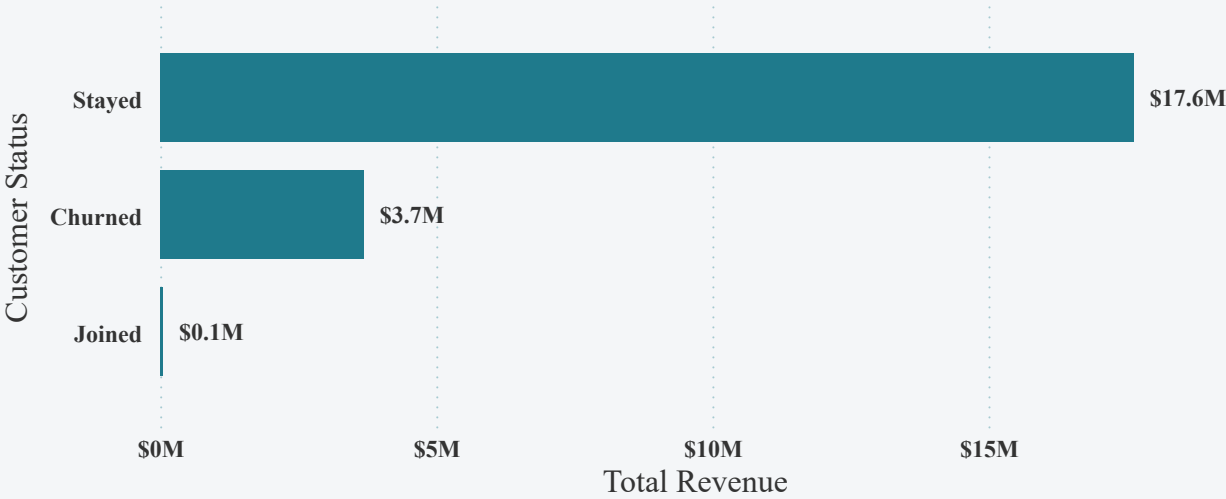
- Stayed
- Churned
- Joined



Churn Rate (%) by Tenure (Months)



Total Revenue by Customer Status



Competitor had better devices

Top Churn Reason

Churn Analysis (Why Customers Leave)

7043

Total Customers

26.54%

Churn Rate (%)

\$21.37M

Total Revenue

\$3.68M

Revenue Lost (Churned)

\$63.60

Avg Monthly Charge

32.39

Avg Tenure

Customer Status

Churned

Joined

Stayed

Gender

Female

Male

Internet Type

Cable

DSL

Fiber Optic

Churn Category

Competitor

Dissatisfaction

Attitude

Price

Other

Churned Customers by Churn Category

0

200

400

600

800

Churned Customers

841

321

314

211

182

Churn Rate (%) by Contract

Month-to-Month

One Year

Two Year

0%

20%

40%

Churn Rate (%)

45.84%

10.71%

2.55%

Total Customers by Payment Method

Total Customers

4K

3K

2K

1K

0K

Bank
Withdrawal

Credit Card

Mailed Check

Payment Method

3.9K

2.7K

0.4K

Churn Reason

Competitor had better devices

313

Competitor made better offer

311

Attitude of support p...

220

Don't know

130

Competitor offered m...

117

Compet...

100

Attitud...

94

Price...

78

Prod...

77

Network reliabi...

Long distance c...

Service dissatis...

Mo...

46

Poor ex...

Lack of ...

Ex...

39

Lack ...

P...

Li...

37

Churned Customers by Internet Type

Churned Customers

1000

500

0

Fiber Optic

DSL

Cable

Internet Type

1349

307

213

Revenue & Pricing Analysis

7043

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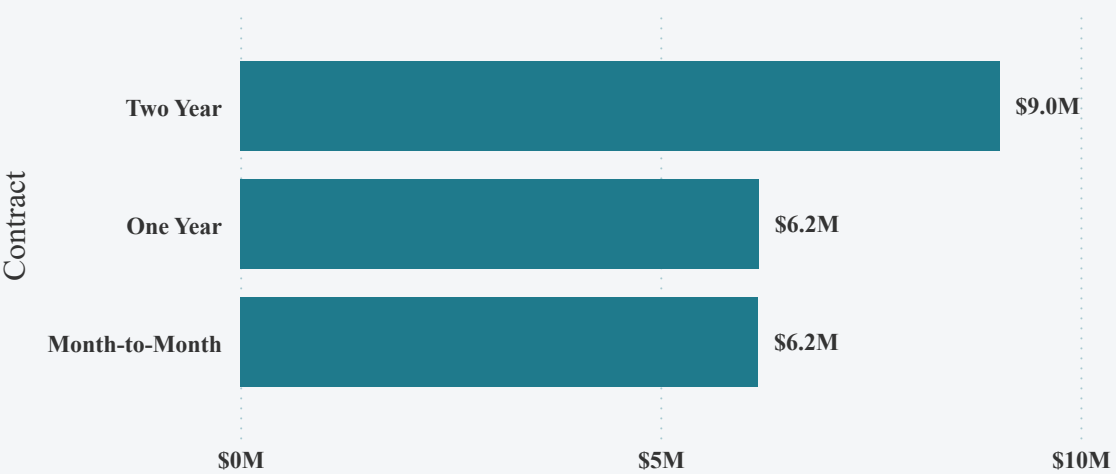
Internet Type

Cable

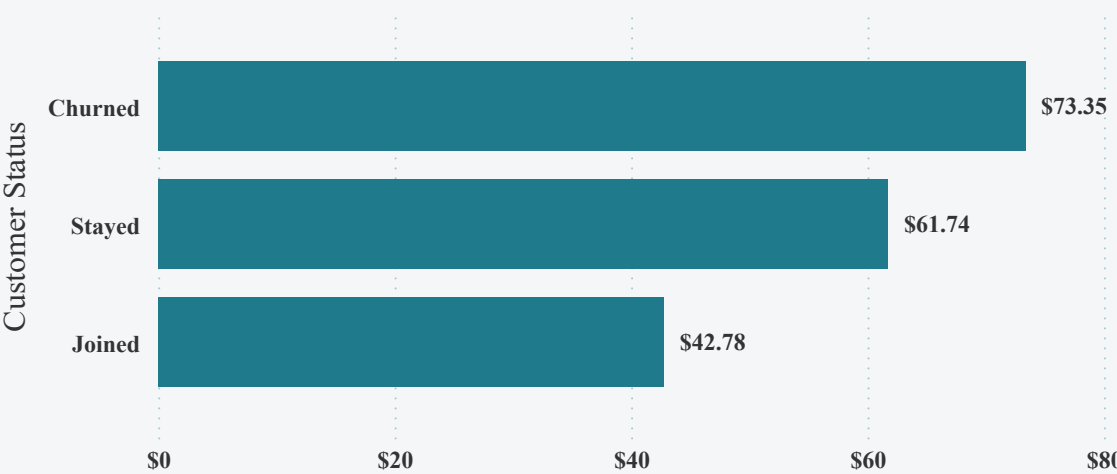
DSL

Fiber Optic

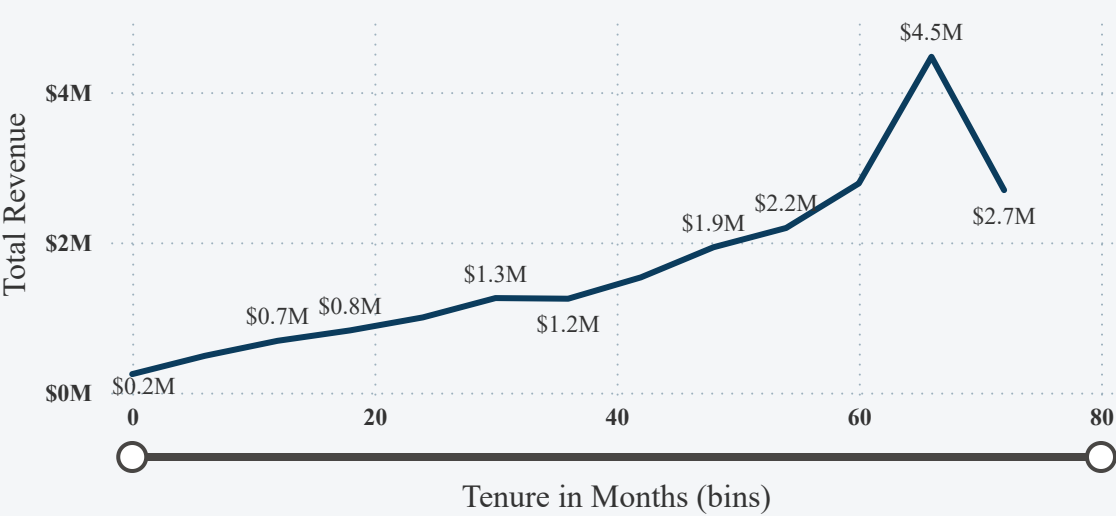
Total Revenue by Contract



Avg Monthly Charge by Customer Status



Revenue by Tenure (Months)



Monthly Charge Distribution

