

Executive Overview

7043

Total Customers

26.54%

Churn Rate (%)

\$21.37M

Total Revenue

\$3.68M

Revenue Lost (Churned)

\$63.60

Avg Monthly Charge

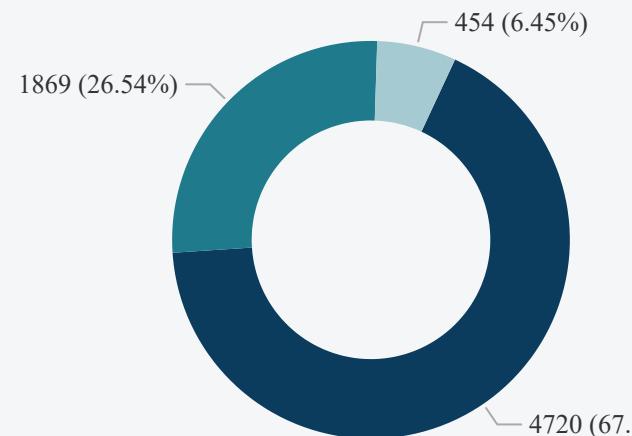
32.39

Avg Tenure

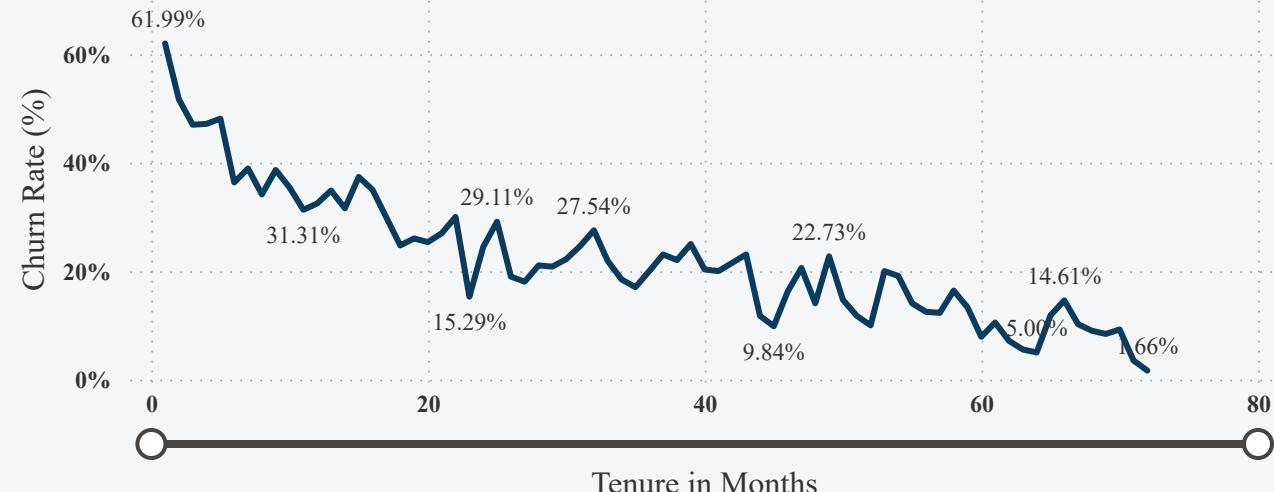
Customer Status (Stayed vs Churned)

Customer Status

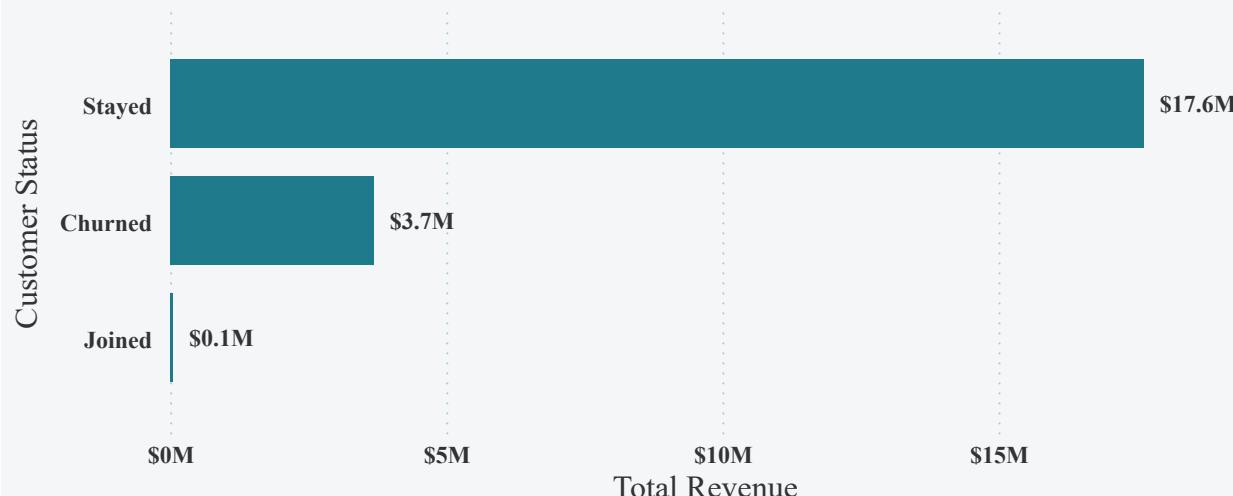
- Stayed
- Churned
- Joined



Churn Rate (%) by Tenure (Months)



Total Revenue by Customer Status



Competitor had better devices

Top Churn Reason

Churn Analysis (Why Customers Leave)

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Avg Monthly Charge

32.39

Avg Tenure

Customer Status

Churned

Joined

Stayed

Gender

Female

Male

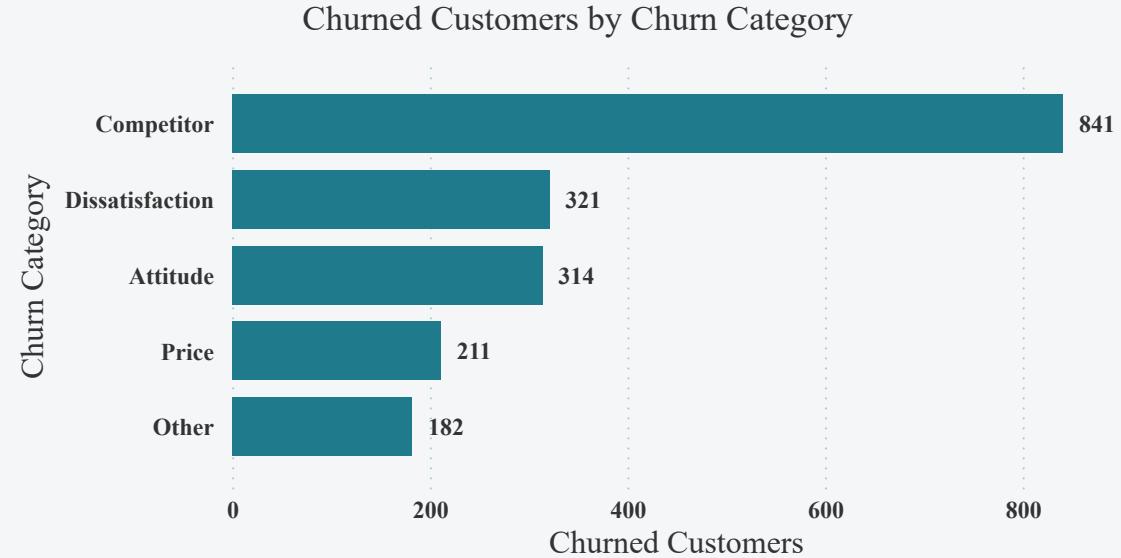
Internet Type

Cable

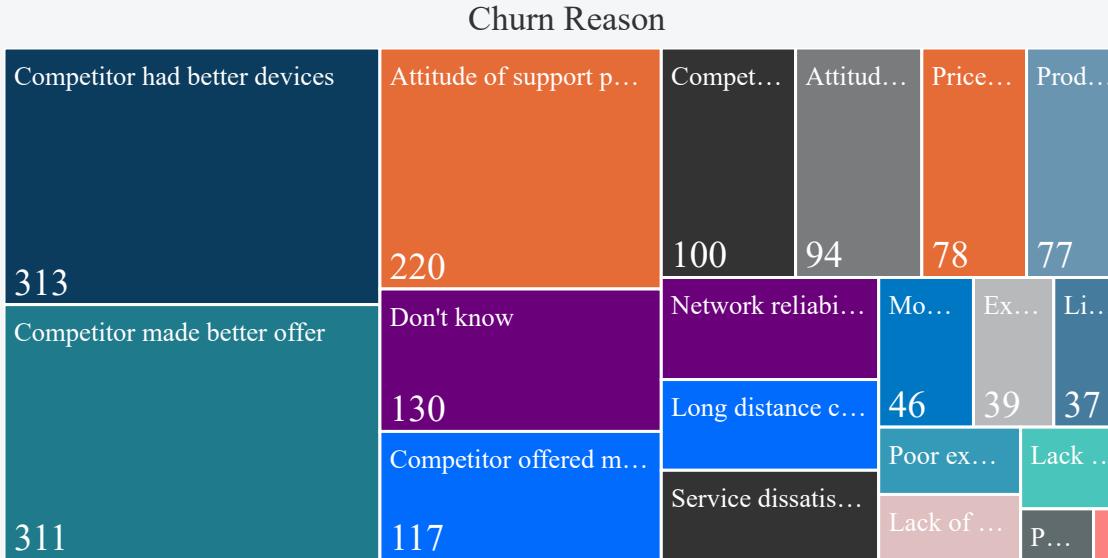
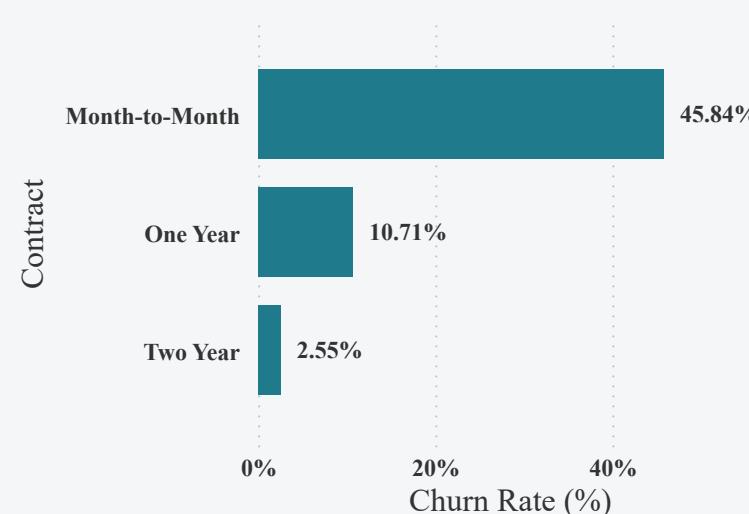
DSL

Fiber Optic

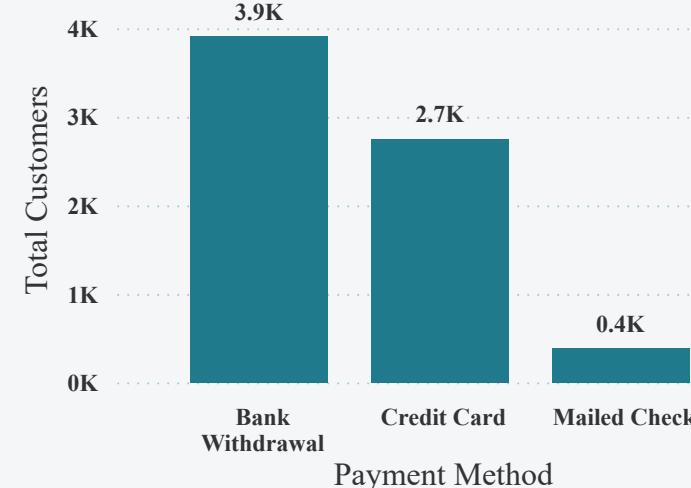
Churned Customers by Churn Category



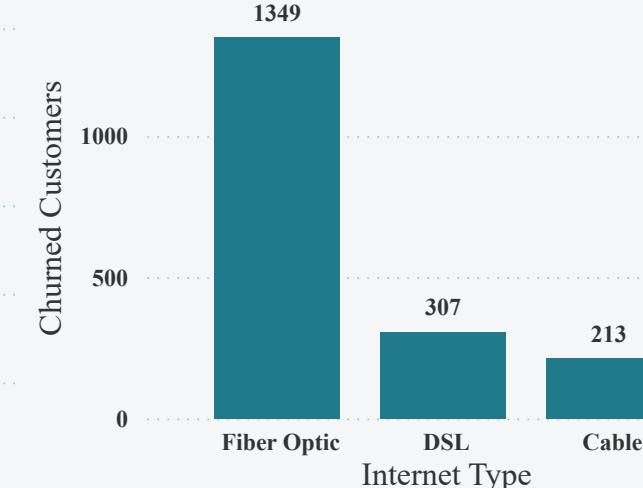
Churn Rate (%) by Contract



Total Customers by Payment Method



Churned Customers by Internet Type



Revenue & Pricing Analysis

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Avg Tenure

Customer Status

Churned

Joined

Stayed

Gender

Female

Male

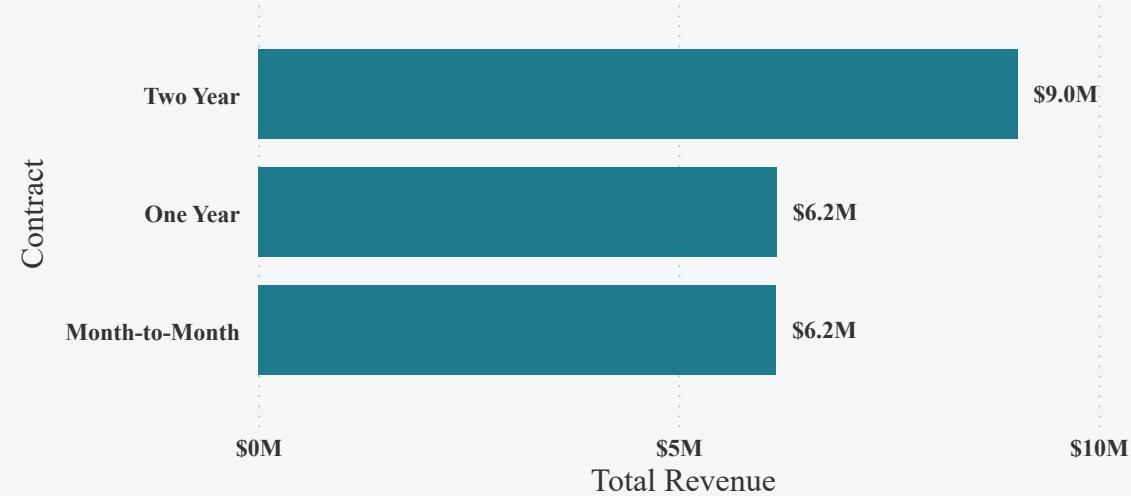
Internet Type

Cable

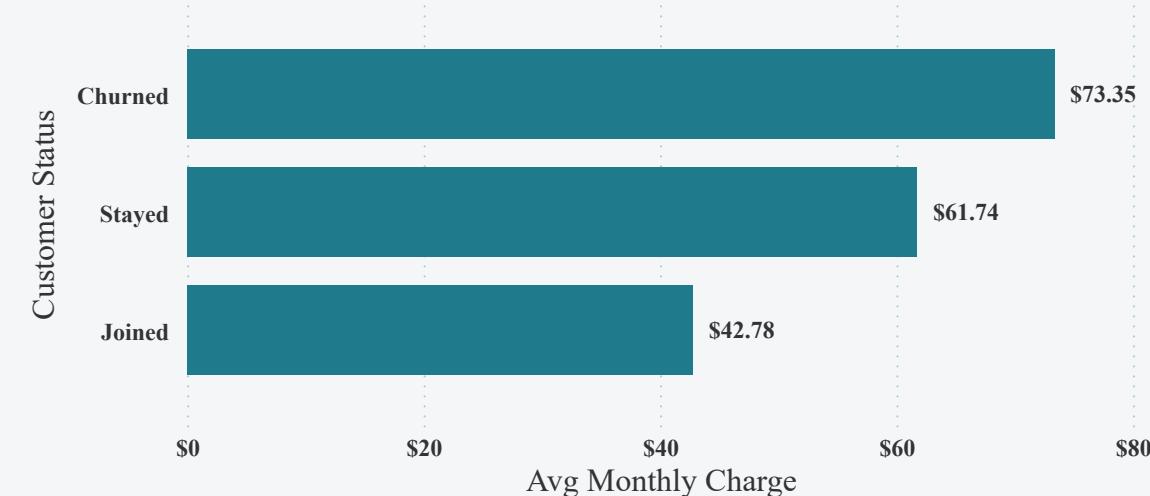
DSL

Fiber Optic

Total Revenue by Contract



Avg Monthly Charge by Customer Status



Revenue by Tenure (Months)

