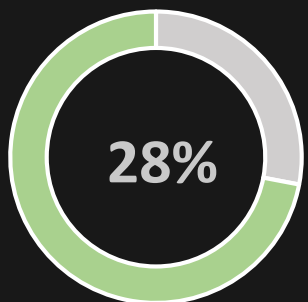
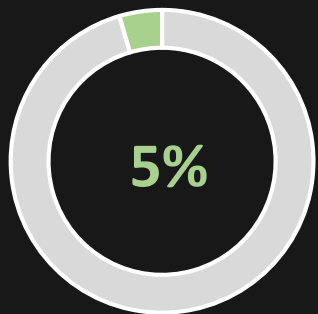


Customers Segmentation Analysis

Churn Rate

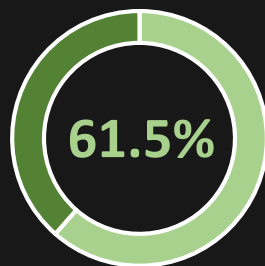


Rate of Making Referrals

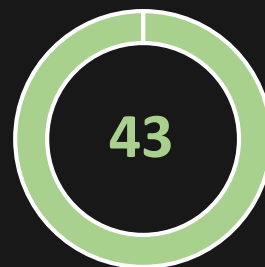


35.97 THOUSAND
CUSTOMERS INFO

Income Group
Beyond Level
5



Avg. Age Of
Customers



Customers make avg 1.6 customer
care calls

88% customers experienced
dropped & blocked calls

3% customers got the retention
calls.



Customers use
cricket for avg.
19.5 months

MONTHLY



Customers call
avg. 483 mins



Customers pay
avg. \$56.5
for cricket