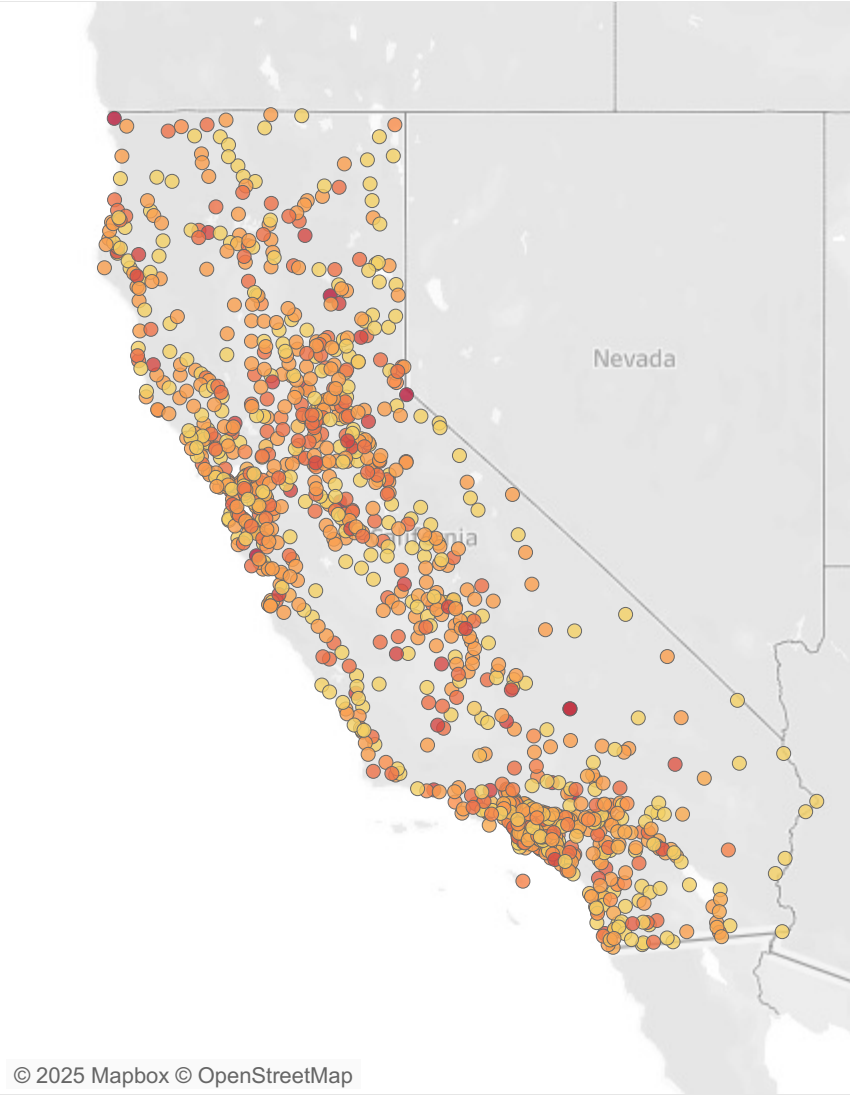


Telecom Customer Churn Insights

Analyzing churn drivers to improve retention — based on 7,043 customers over 5 years

Churn Rate	Avg Monthly Charges	Avg CLTV	Avg Tenure
0.2654	\$64.76	4,400	32.39

Geographic Churn Map



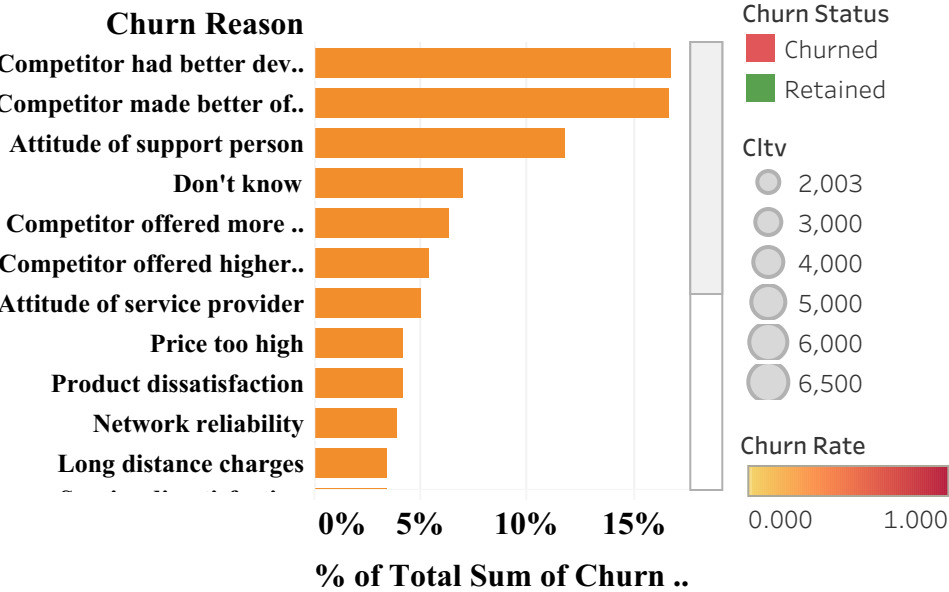
"Churn is heavily concentrated in California’s urban centers, particularly Los Angeles and the Bay Area. High-density clusters highlight regions where competition and service dissatisfaction may be driving customer losses. Targeted retention strategies in these markets could yield the highest ROI."

CLTV vs Risk Analysis



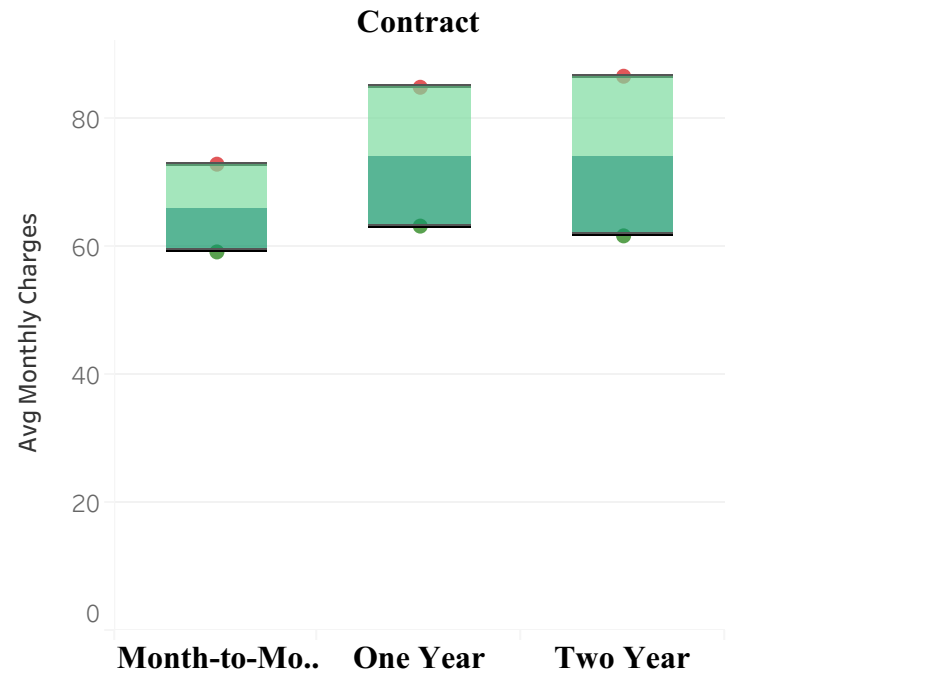
"Customers with higher monthly charges show greater churn risk, even among those with higher CLTV. This indicates that pricing sensitivity and perceived value are major churn drivers. Retaining high-value customers requires proactive engagement and personalized offers to reduce attrition."

Churn Reasons



Top Churn Reason's are that the Competitor had better dvice's, Competitors offered better of deal, & Attitude of support person.

Contract Type



Month-to-Month customers have higher churn, while Two Year contract holders are more stable abd have lower churn