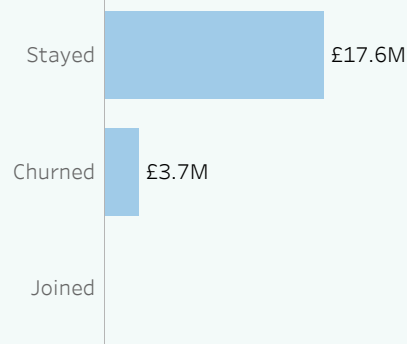


Maven Telecom

CUSTOMER CHURN ANALYSIS

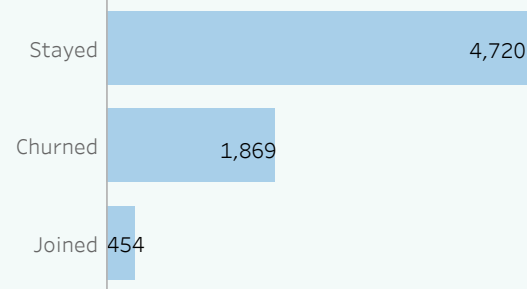
| CHURNED REVENUE

Maven lost **\$3.7M** to churned customers



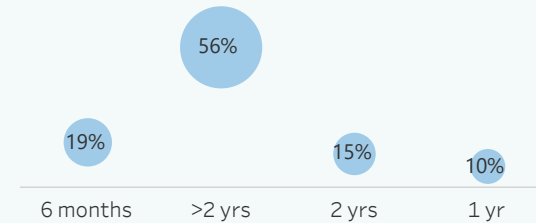
| CHURNED CUSTOMERS

1869 customers left Maven Telecom, and **20%** of them were high-value customers



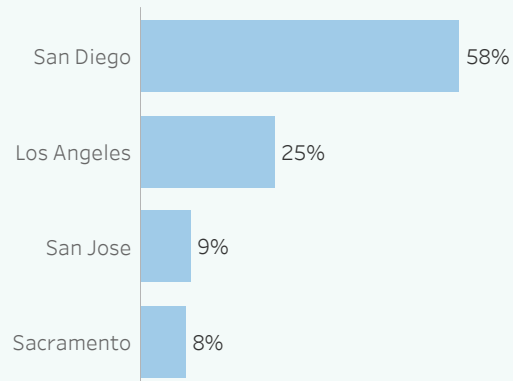
| CHURNED TENURE

56% of churners only stayed for **6 months** or less



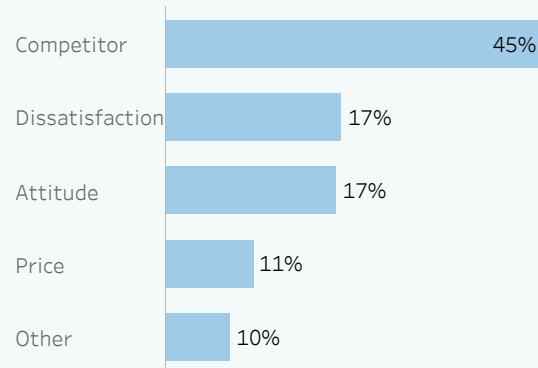
| IMPACTED CITY

San Diego has the highest churn rate at **58%**



| CHURNED REASONS

Competitors' service and **Attitude** of Support staff were the top reasons for churn



| MORE CHURN REASONS

70% of churners who left for Competitors used **Fiber Optic**

