🥱 Maven Telecom

Customer Churn Analysis

Total Customers

7,043

Churn Rate

26.5%

ARPU

\$88

Average Teunre in Moths

32

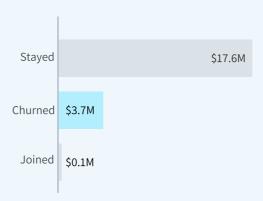
CHURNED CUSTOMERS

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



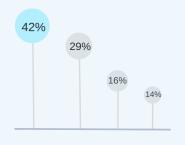
CHURNED REVENUE

Maven lost \$3.7M to churned customers



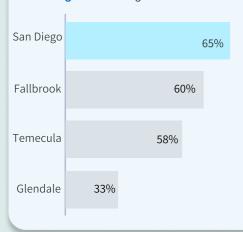
CHURNED TENURE

42% of churners only stayed for 6 months or less



IMPACTED CITIES

San Diego has the highest churn rate at 65%



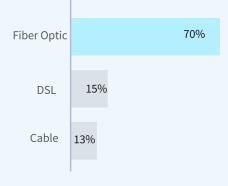
CHURN REASONS

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



KEY CHUEN DRIVERS



89% of churned customers were on the Month-to-Month contract



77% of churned customers did not have **Premium tech** support



66% of churned customers used Fiber Optic



56% of churned customers did not have promotional offers

HIGH-VALUE CUSTOMERS

Based on the key churn drivers, 77% of high-value customers are at high risk of churning. Their value is measured in terms of Tenure, Monthly Charge and Referrals





Churn Profile



Female | 60 years | Single

City: San Diego

Contract: Month to Month

Service: Fiber Optic

Refererral: 0

Offer: None

Extra Subscriptions: None