

Fiber and Low Add-On Customers drive disproportionate Churn

Add Ons

All

26.54%

Current Churn rate

7K

Number of Customers

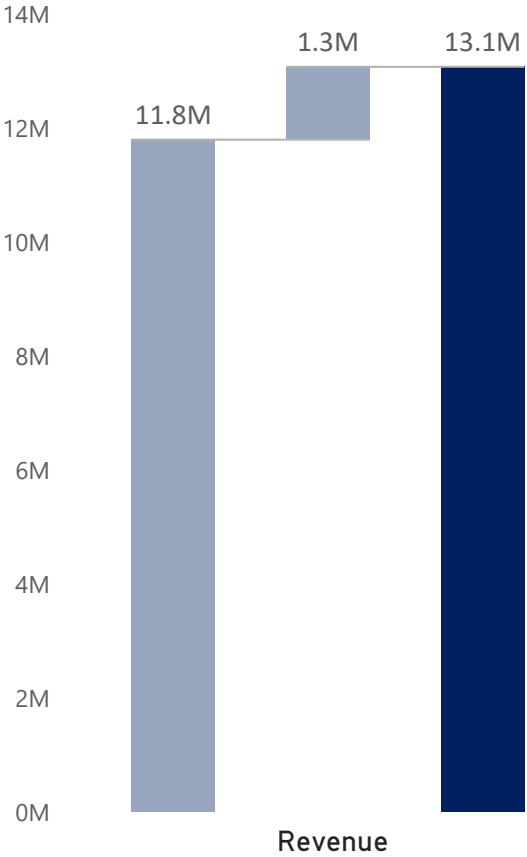
11.80M

Revenue at Current Churn Rate

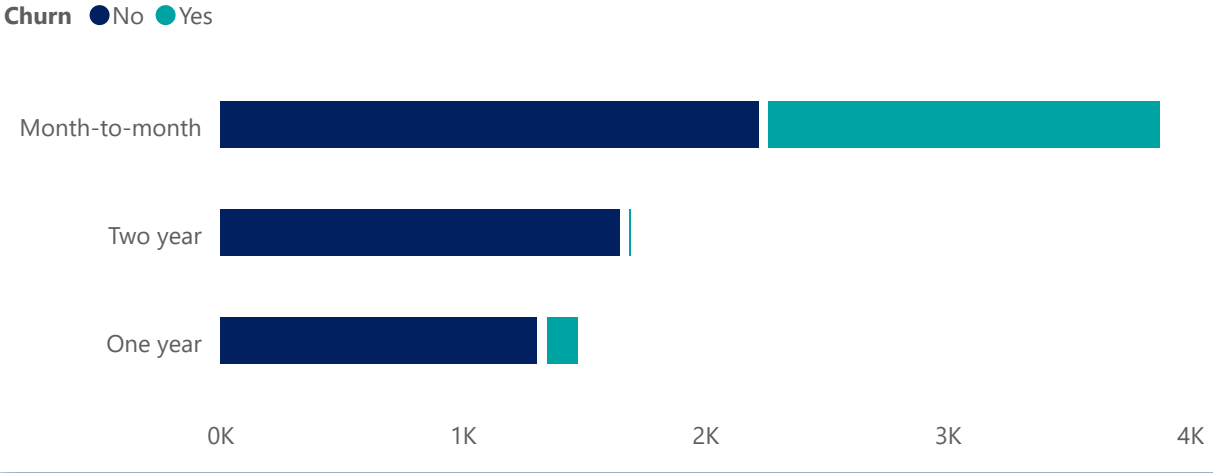
13.07M

Revenue at 30% reduced Churn rate

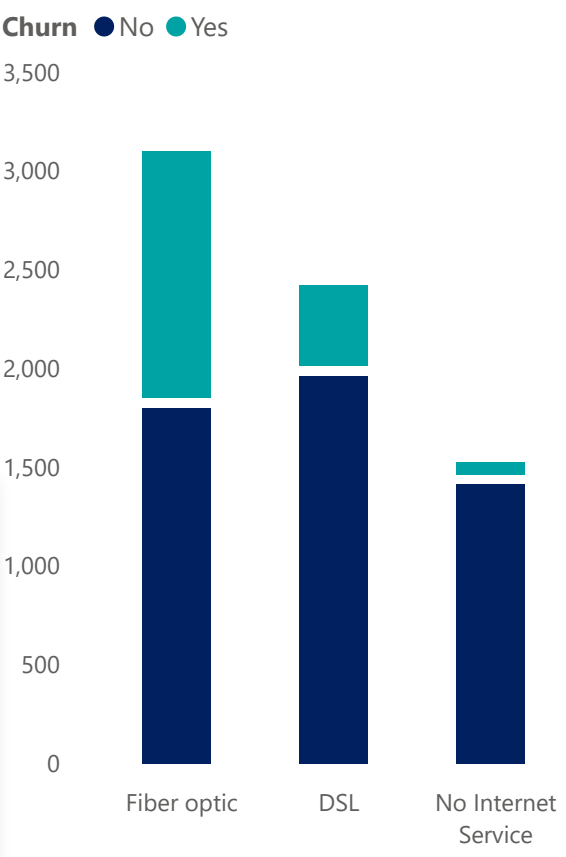
Revenue Uplift achieved by reducing the Churn rate BY 30%



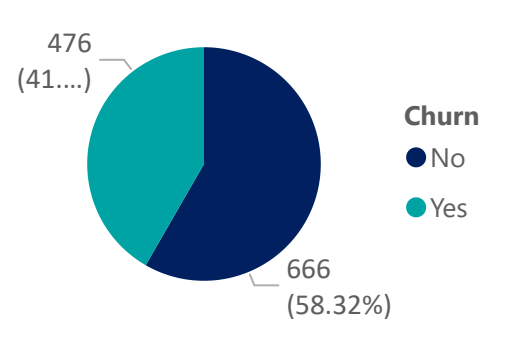
Customers using month-to-month Plan Churn the highest



Customers Using Fiber Optics Churn 2x more than DSL Customers



41% of Senior Citizens Churn



23% of Non Senior Citizens Churn

