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| **FIGURE XXX: Revenue Impact Analysis of 20% Discount for All Active Customers with 20% Churn Risk or Higher** | |
| **Mean Annual Individual Customer Value (Based on mean 12 month forecast revenue for active customers)** | $2,986.21 |
| **Active Customers (Non-Churn)** | 13,187 |
| **Active Customer Forecasted Value** | $39,379,161.40 |
| **Total Customers At Risk** | 12464 |
| **Customers moved below 20% at risk threshold AFTER 20% discount.** | 235 |
| **Active Customers that remain at risk AFTER 20% discount** | 12229 |
| **Mitigated Churn Risk (Percentage) AFTER 20% discount.** | 1.92% |
| **Loss Avoidance for Customers who moved below the 20% churn risk AFTER 20%.** | $701,759.53 |
| **Loss Prevention Rate** | 1.78206% |
| **Value Created or Lost after applying the 20% discount to ALL at-risk customers.** | ($7,444,026.20) |
| **Return on Investment** | **-1060.77%** |