

Who our customer?

Total User

7,043

Total Revenue

21.37M

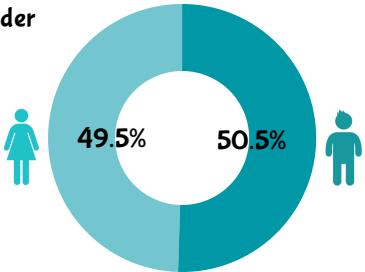
Customer Churn

1,869

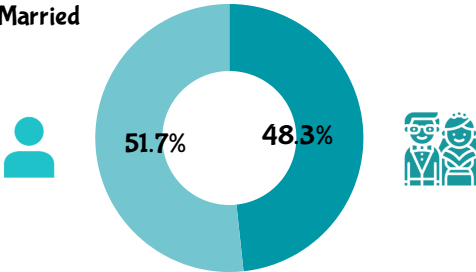
Revenue Lost

3.68M

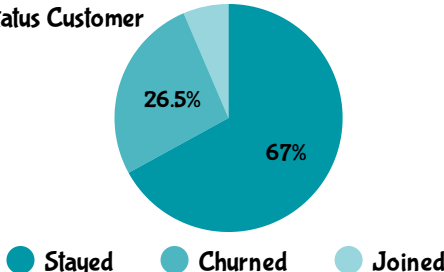
Gender



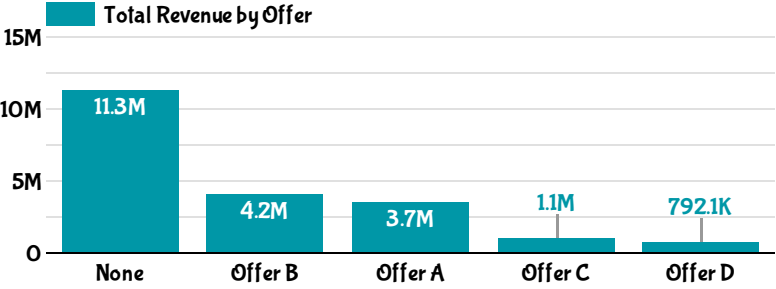
Married



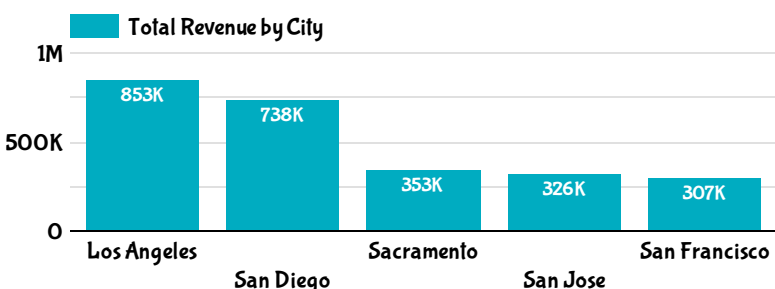
Status Customer



Total Revenue by Offer

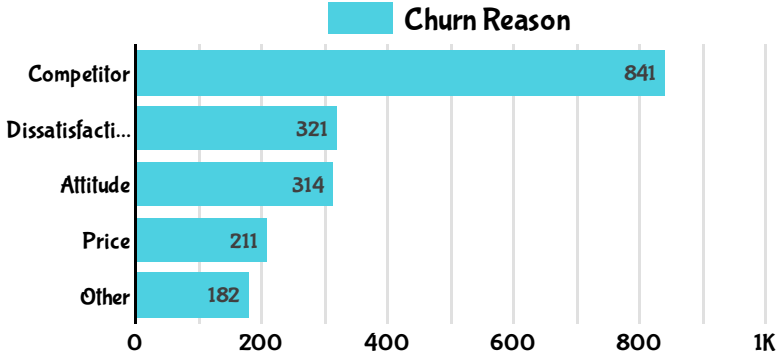


Total Revenue by City

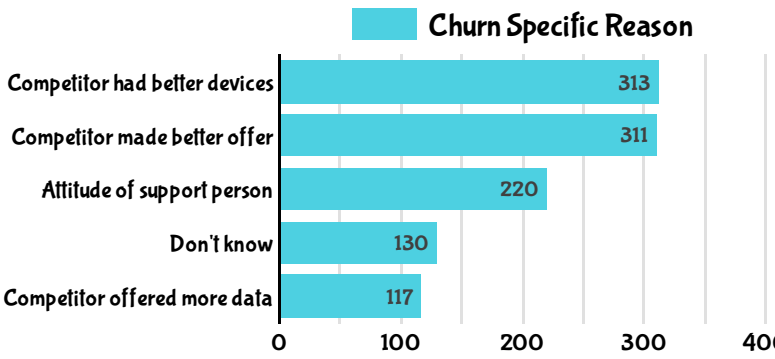


Why did it happen?

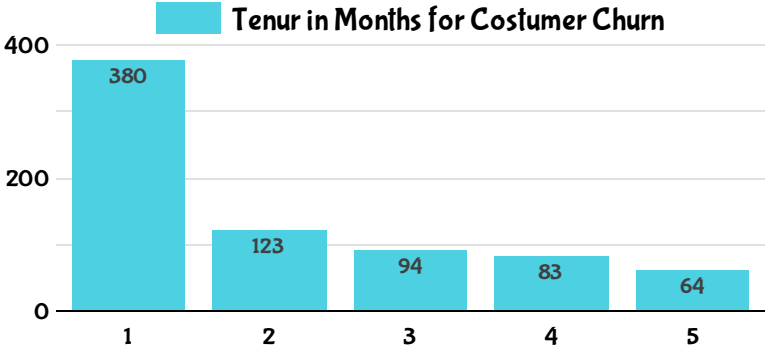
Churn Reason



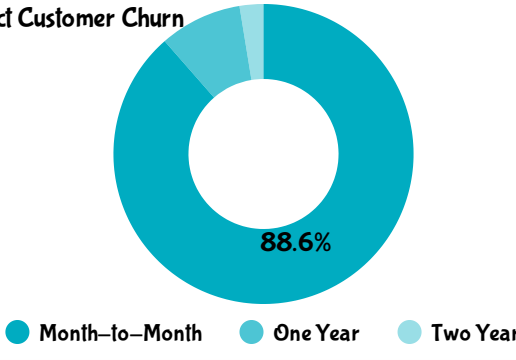
Churn Specific Reason



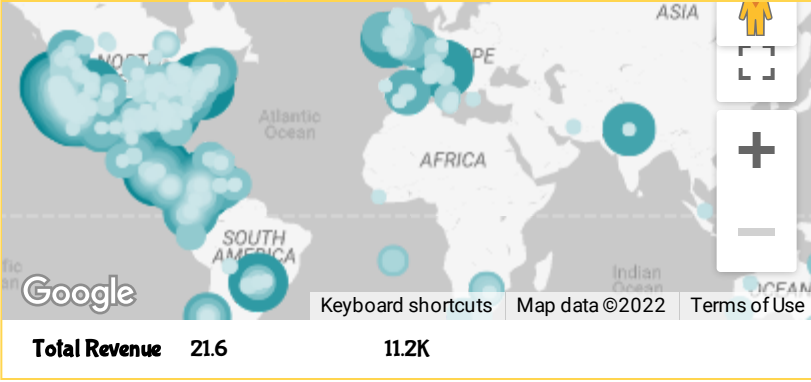
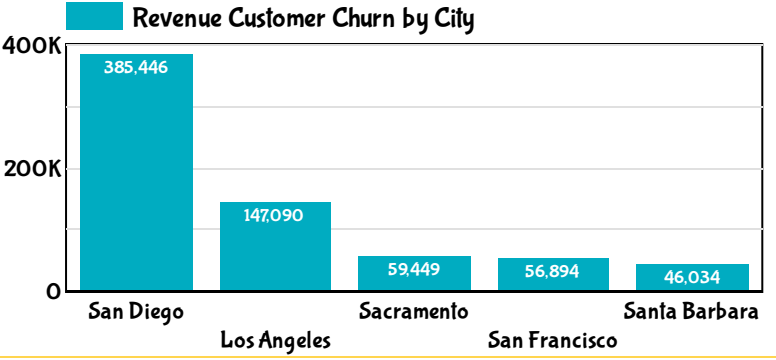
Tenur in Months for Costumer Churn



Type Contract Customer Churn



Revenue Customer Churn by City



Highlight:

1. Maven Communications has 7043 users with total revenue of \$21.37 million;
2. Revenues for the top 3 cities came from Los Angeles (852K), San Diego (738K), and Sacramento (353K);
3. Unfortunately, they lost \$3.68 billion in revenue or 26.5% of total customers;
4. From customer churned data we see many customers cancel the subscriptions after one month of use;
5. The reasons why customers churned because competitor had better device (313), competitor made better offers (311), attitude of support person (220), and competitor offered more data (117);
6. We lost revenue from the 3 biggest cities are San Diego (52.2%), Los Angeles (17.25%), and Sacramento (16.82%).

Recommendation:

1. Creating new strategies to get new customer like improving device quality, providing extra data, and training support person how to handle customers with a good attitude;
2. Companies should create more types of contracts with a one-year and two-year subscription to increase revenue and provide big discounts.
3. We must pay more attention to the 3 largest city (San Diego, Los Angeles, Sacramento) because those cities are the biggest revenue that we received;
4. Marketing should offer the best price package to increase the revenue.