

California TELCO Churn Analysis

Month-on-Month contracts driving the churn, highest in San Diego due to poor customer service and competitor offers.

Total # of Customers

7043

Churn Rate %

26.5

Retention Rate %

73.5

Average CLTV

4400

Total Revenue \$

\$21.4M

Age_group

All

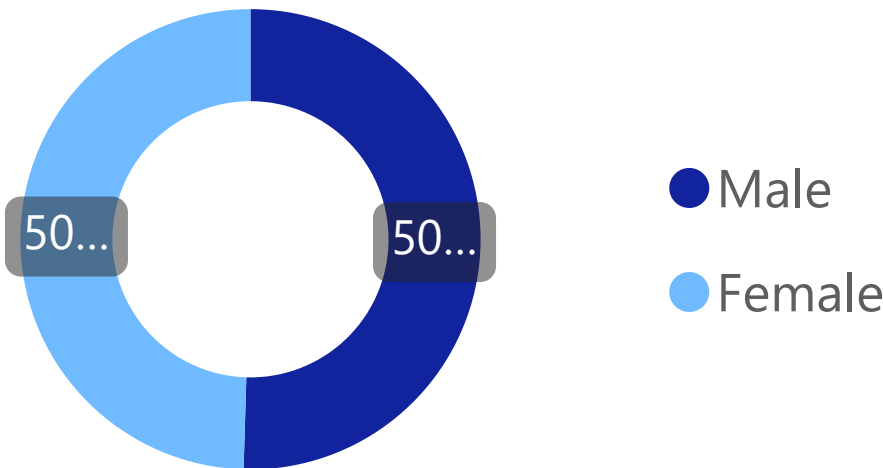
Customer Value

All

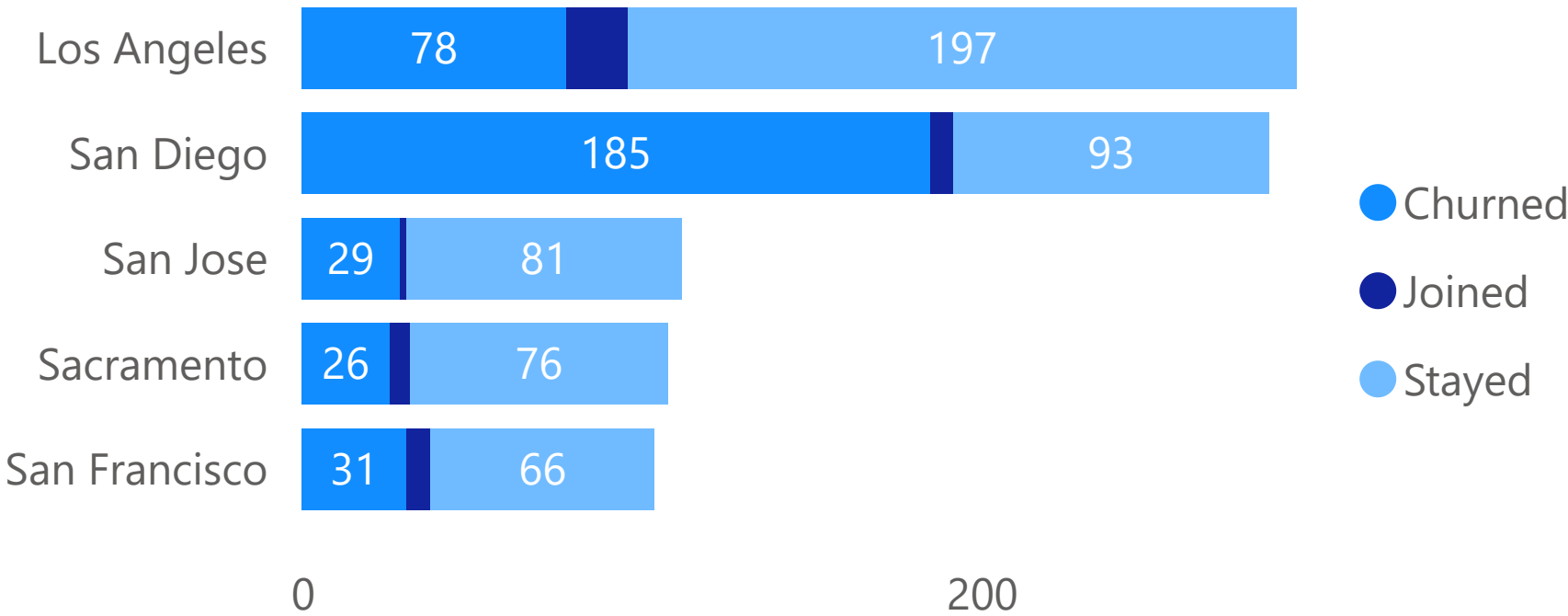
contract

All

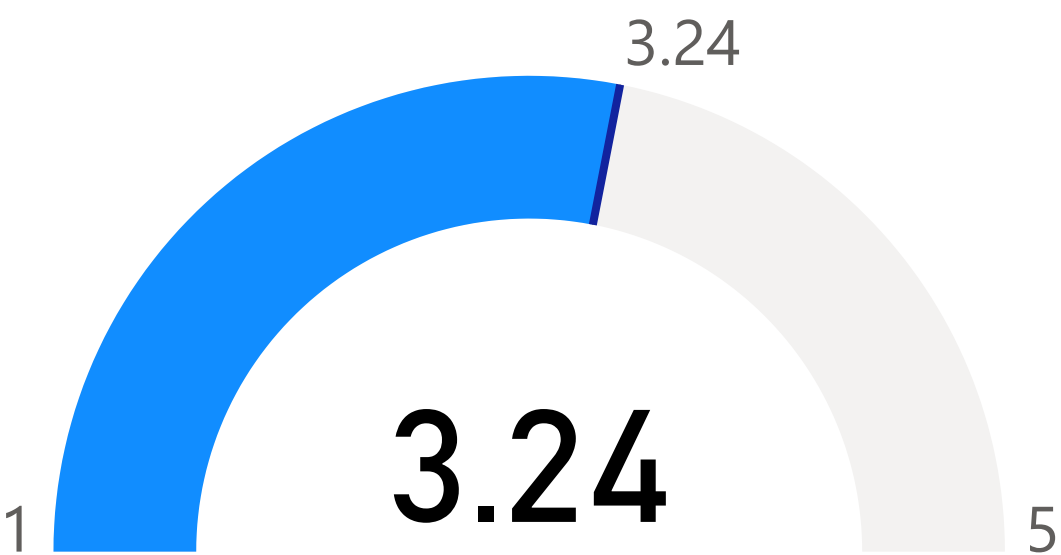
Gender Split



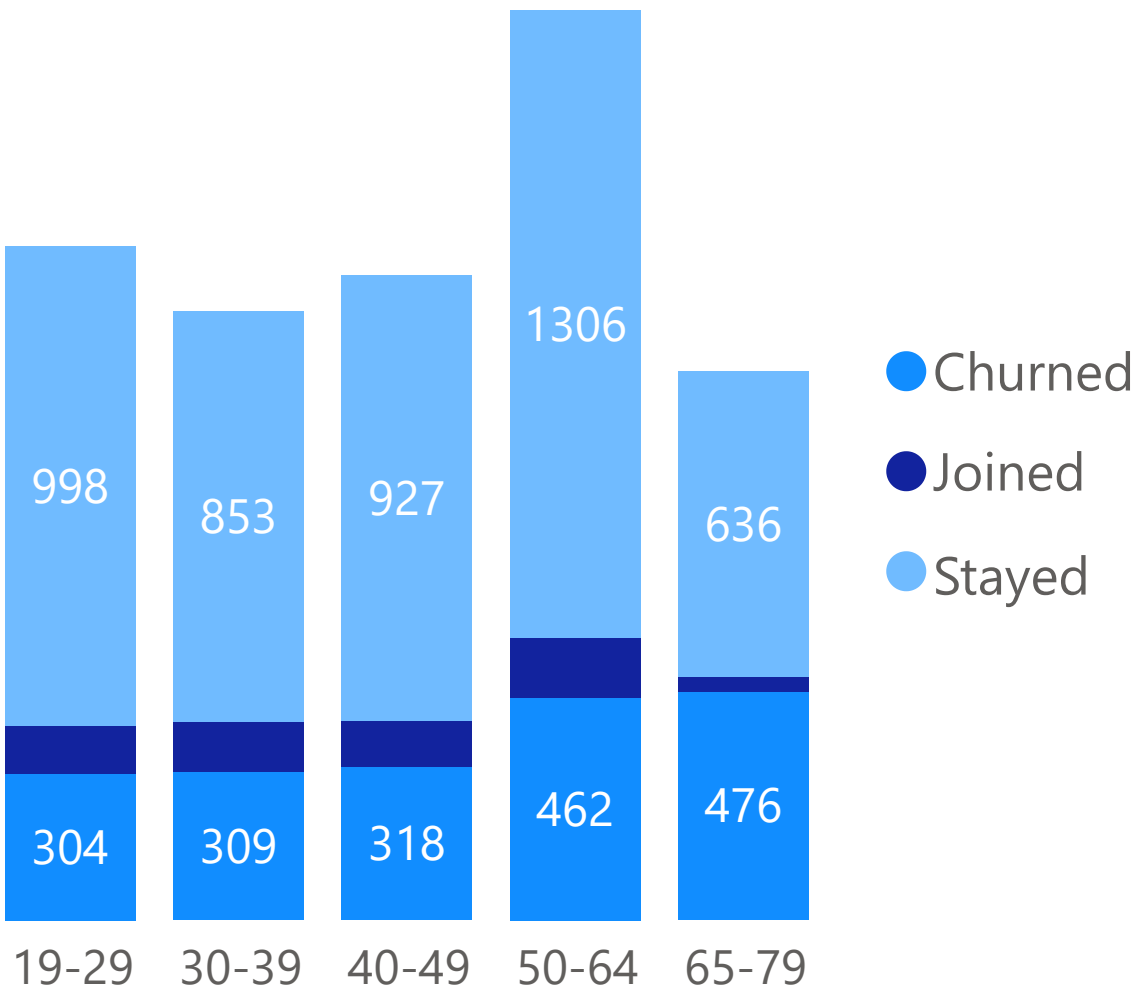
Churn and Retention by City



Customer Satisfaction Score

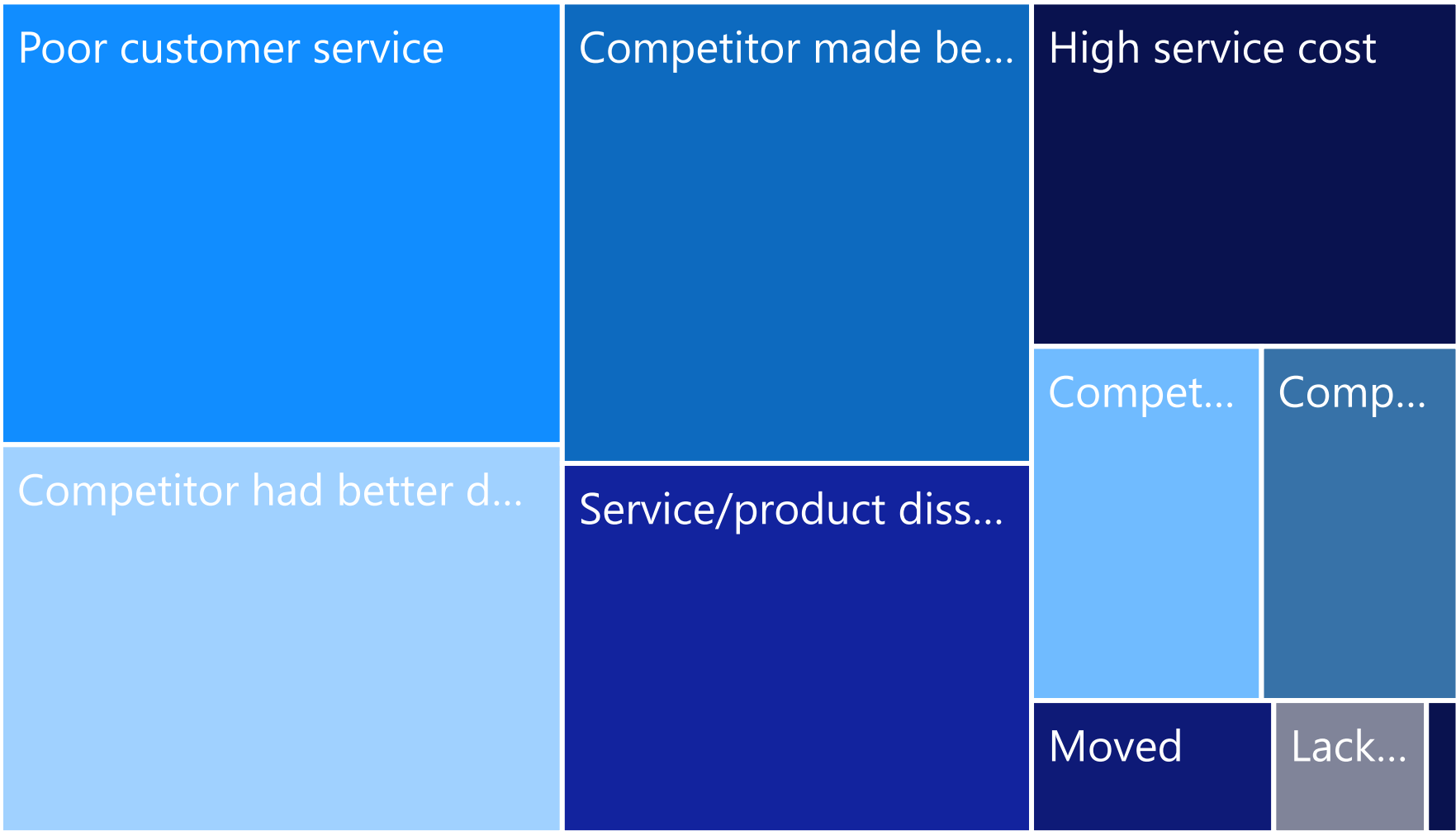


Churn and Retention by Age Group



Key Drivers for Churn:

Poor customer service and Superior competitive offerings



Revenue by City

