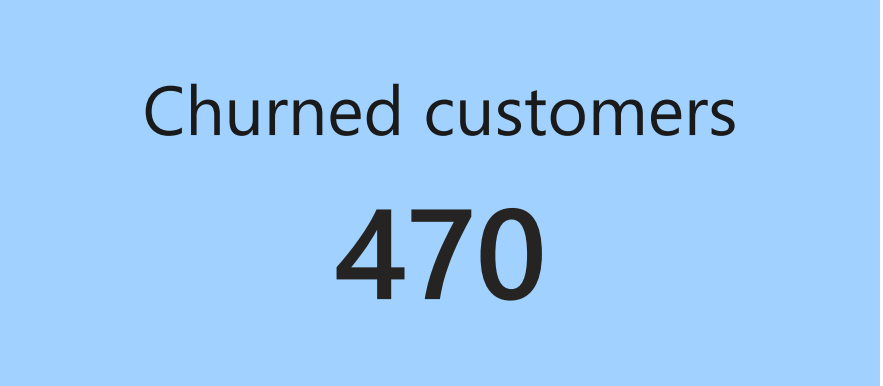
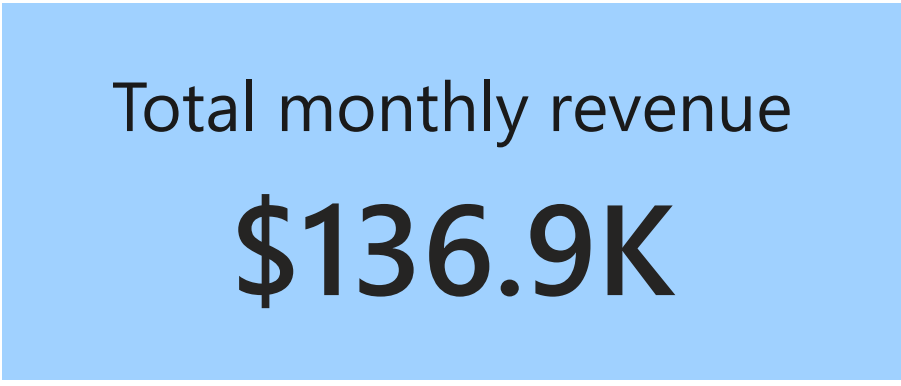
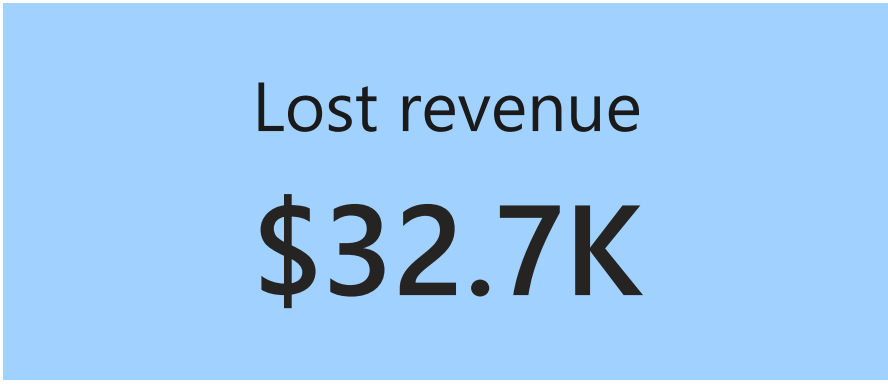
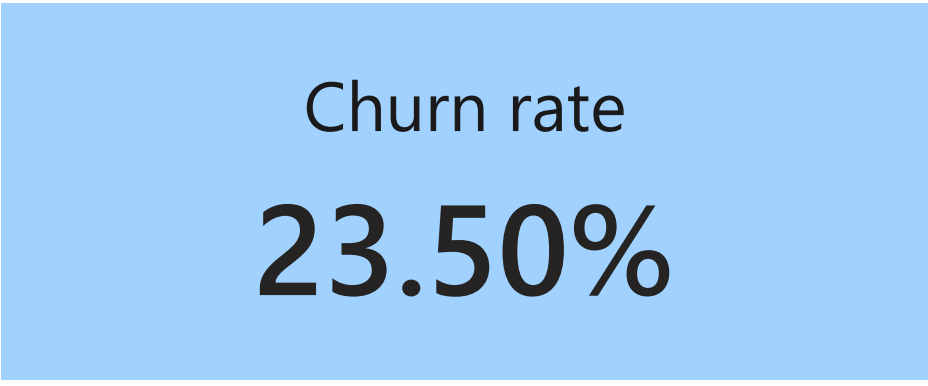
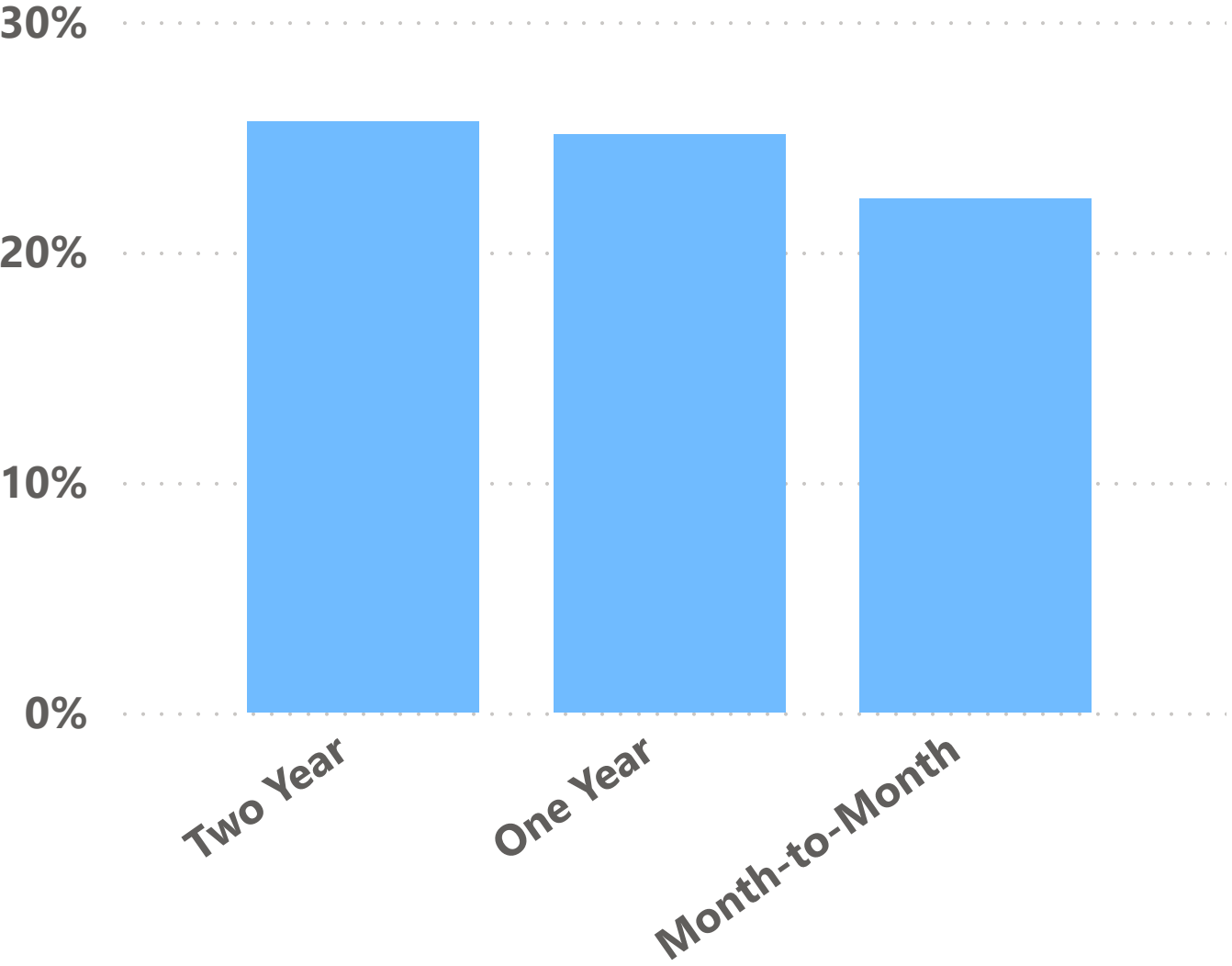


Customer Churn Analysis



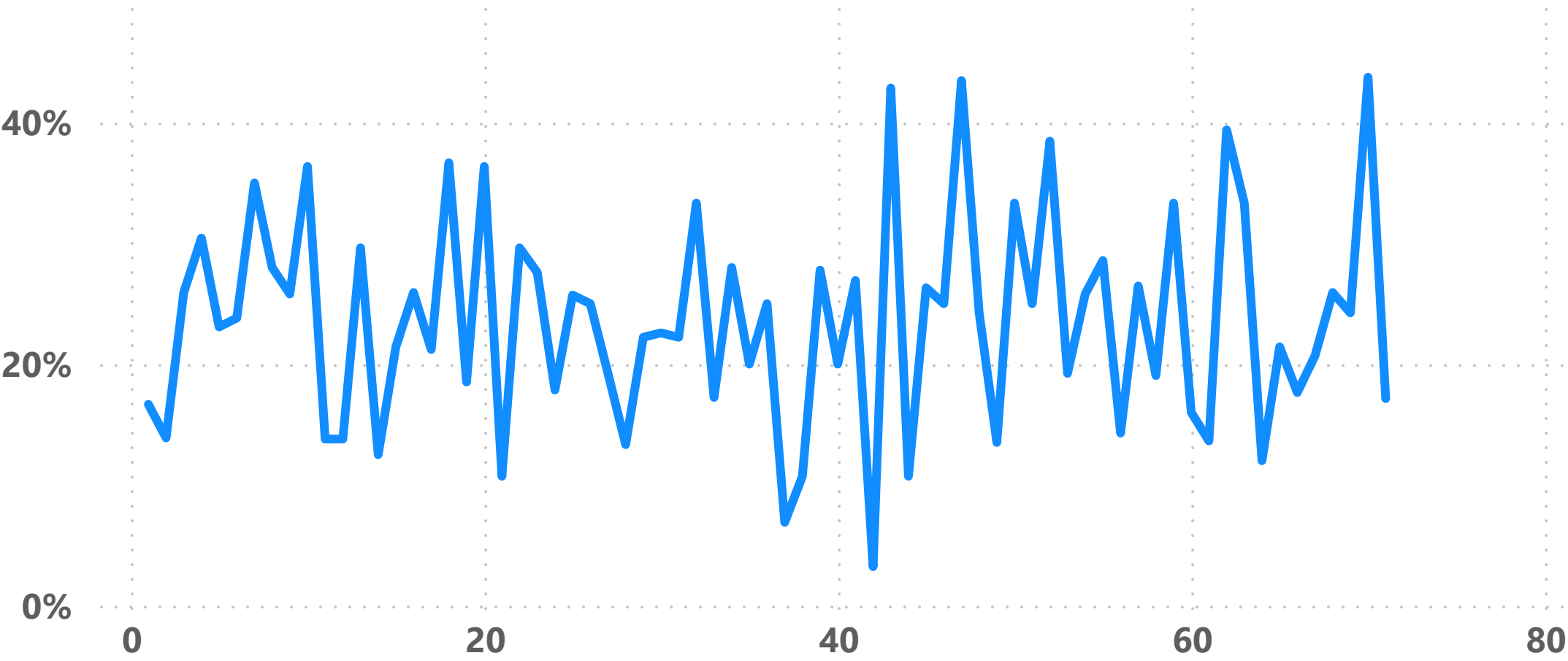
Churn rate by ContractType



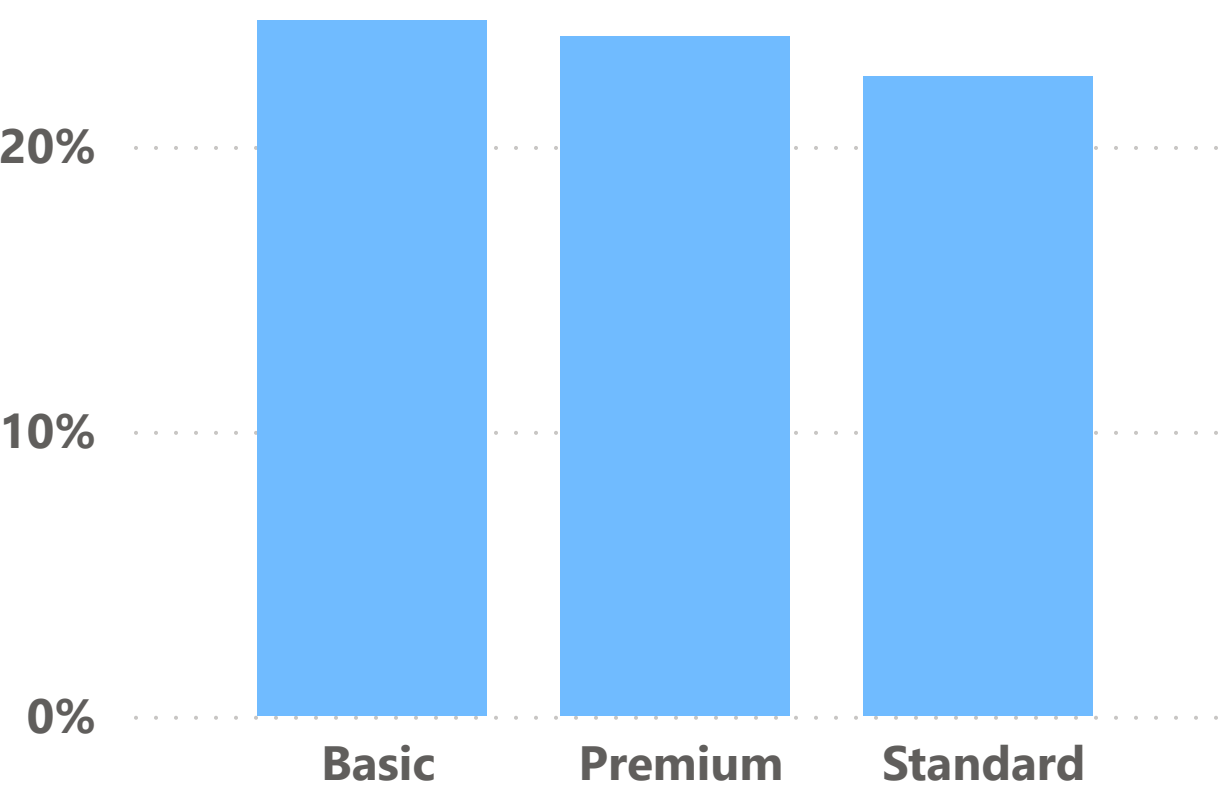
Churn rate by Region



Churn rate by Tenure Months



Churn rate by SubscriptionType



Insight

Churn is concentrated in Basic plans and key regions, driving a 23.50% churn rate and \$ \$32,704.5 in losses.

Two year contracts are currently seeing highest exit rates upon expiration. Customers are fulfilling their commitment but not renewing, suggesting lack of engagement during final 6 months of contract.

Customer Segmentation

\$2.5K

Average of CLV

Region

All

PaymentMethod

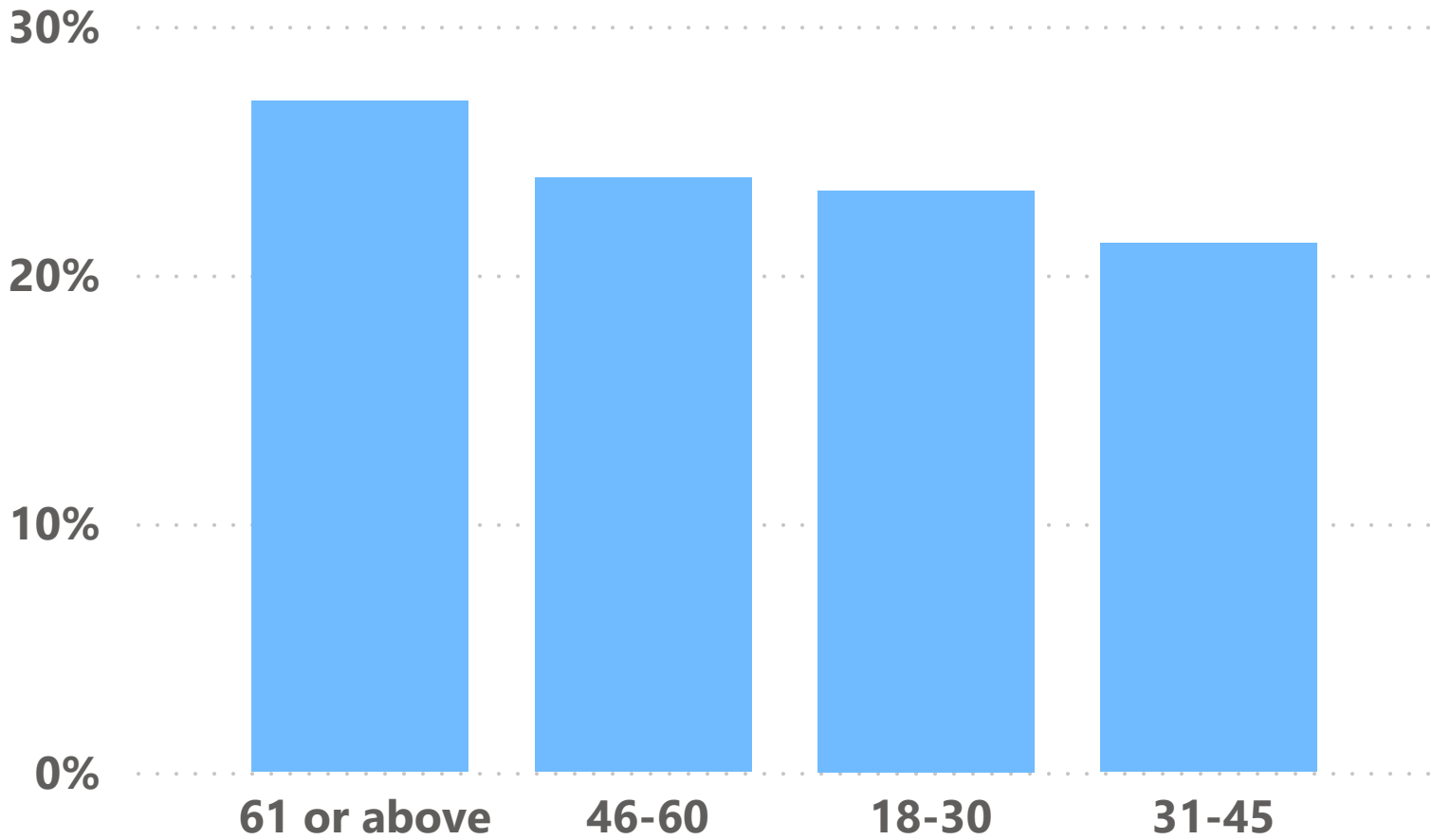
All

TenureMonths

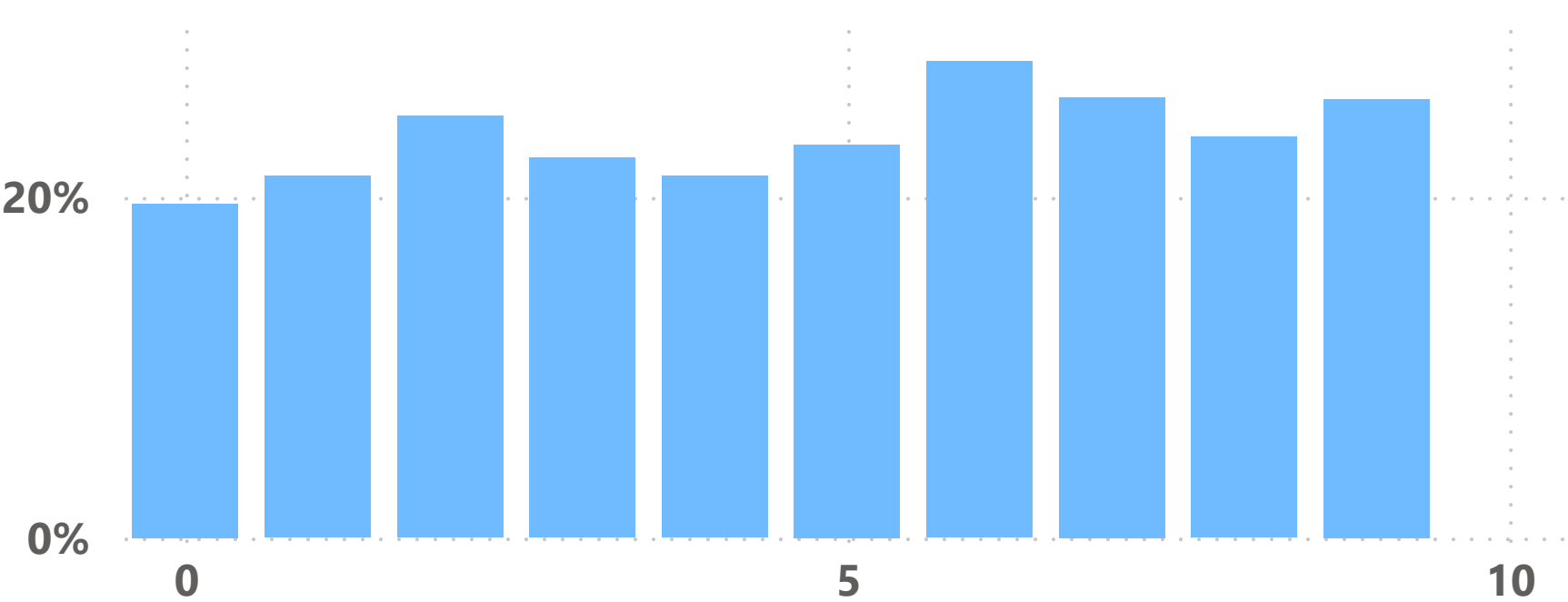
All

Revenue Stability & Loyalty:
Retention Ceiling : The ecosystem supports a maximum retention of **71 months**, indicating a highly stable "mature" customer base that anchors the total revenue.

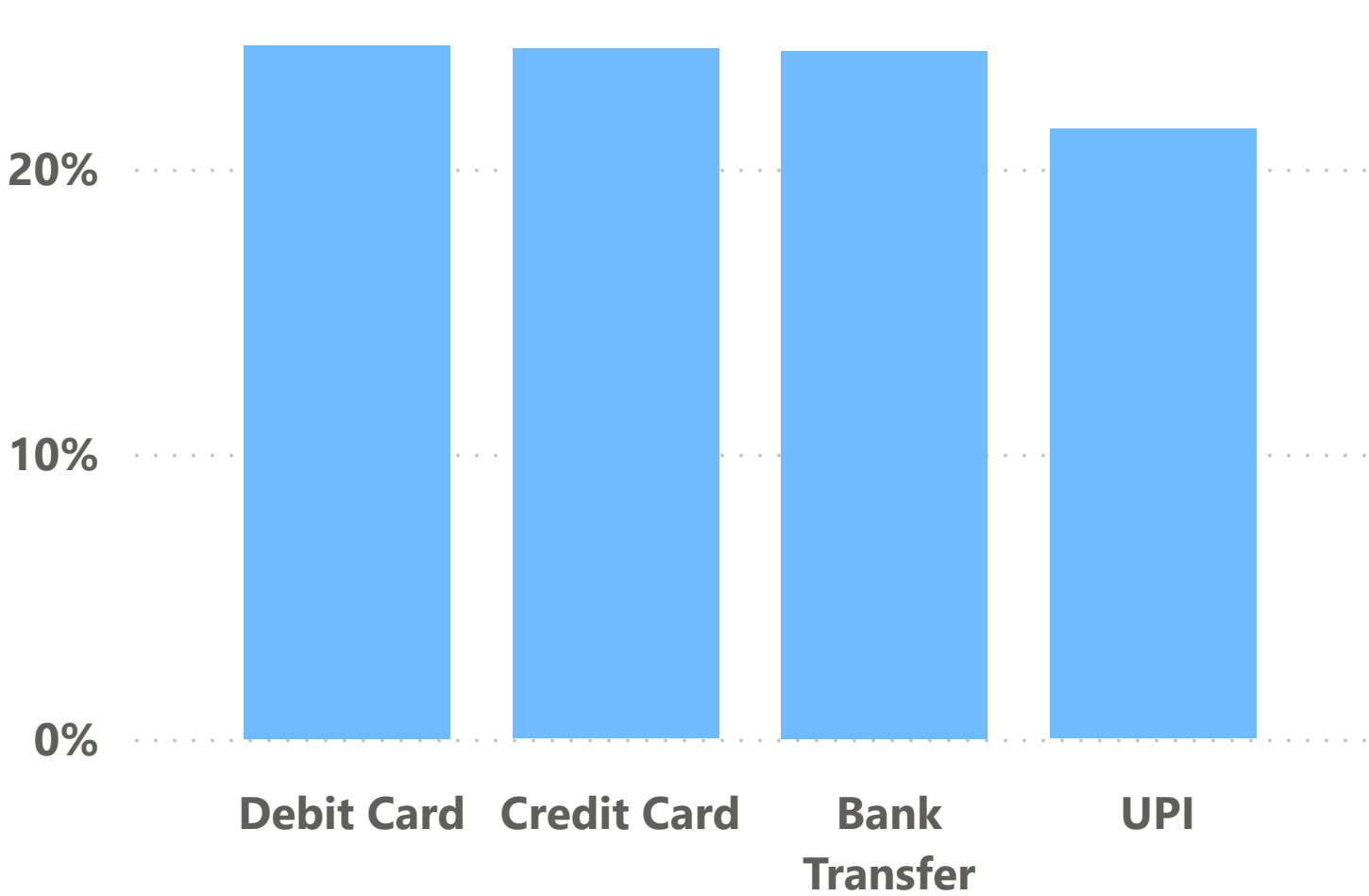
Churn rate by Age bin



Churn rate by SupportTickets



Churn rate by PaymentMethod



Risk score by segment

Region	Month-to-Month	One Year	Two Year
East	<div><div></div></div> 240	<div><div></div></div> 85	<div><div></div></div> 54
North	<div><div></div></div> 219	<div><div></div></div> 89	<div><div></div></div> 57
South	<div><div></div></div> 208	<div><div></div></div> 75	<div><div></div></div> 66
West	<div><div></div></div> 212	<div><div></div></div> 64	<div><div></div></div> 48

Top Customer ID by CLV

