

## Customer Churn Analysis

Total customer  
**2K**

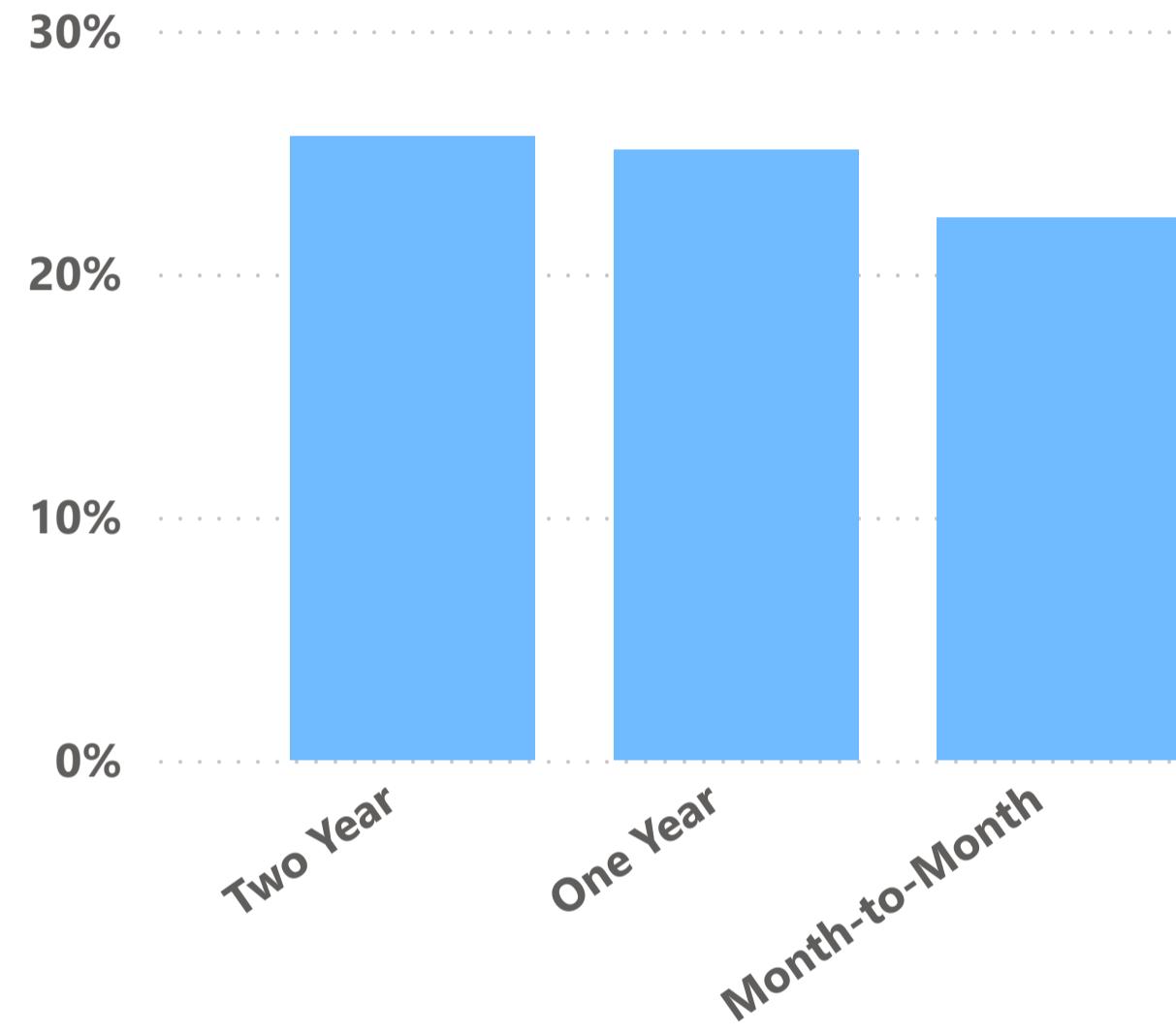
Churn rate  
**23.50%**

Lost revenue  
**\$32.7K**

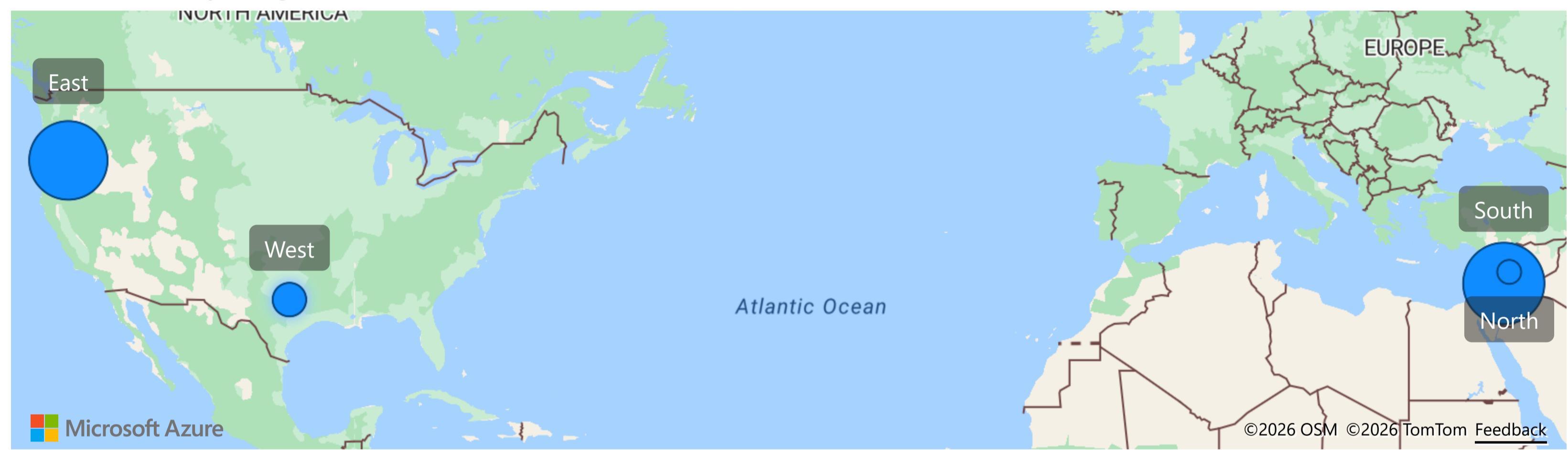
Total monthly revenue  
**\$136.9K**

Churned customers  
**470**

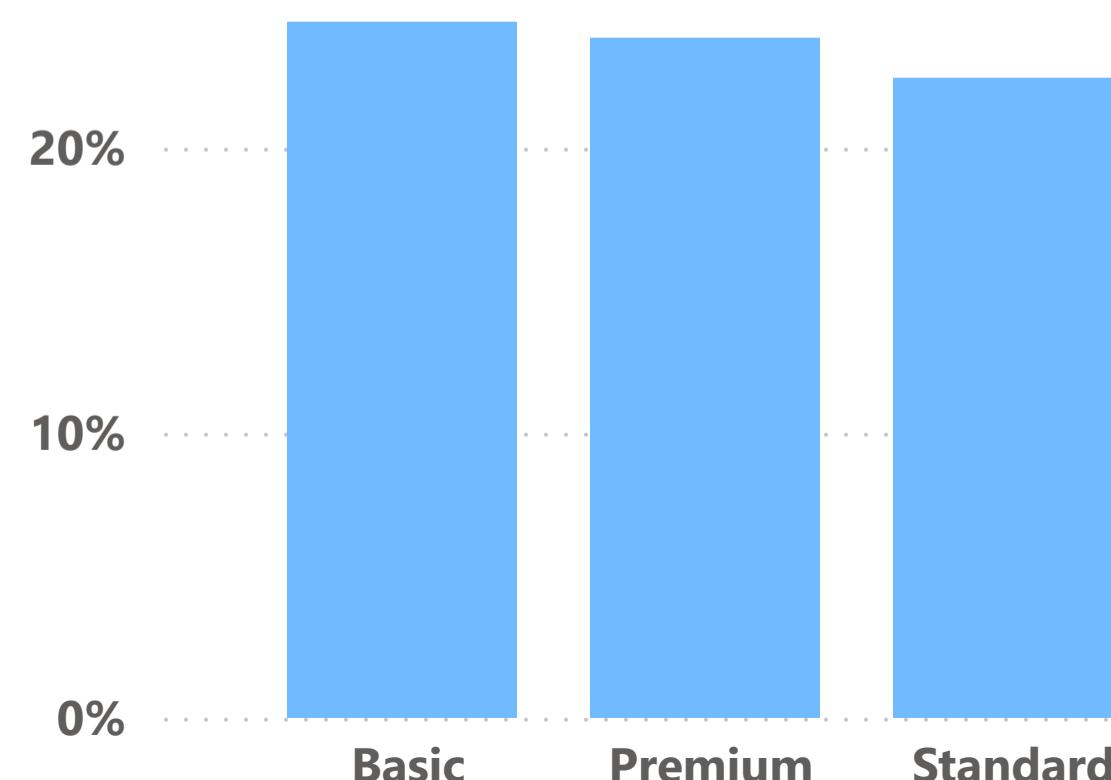
Churn rate by ContractType



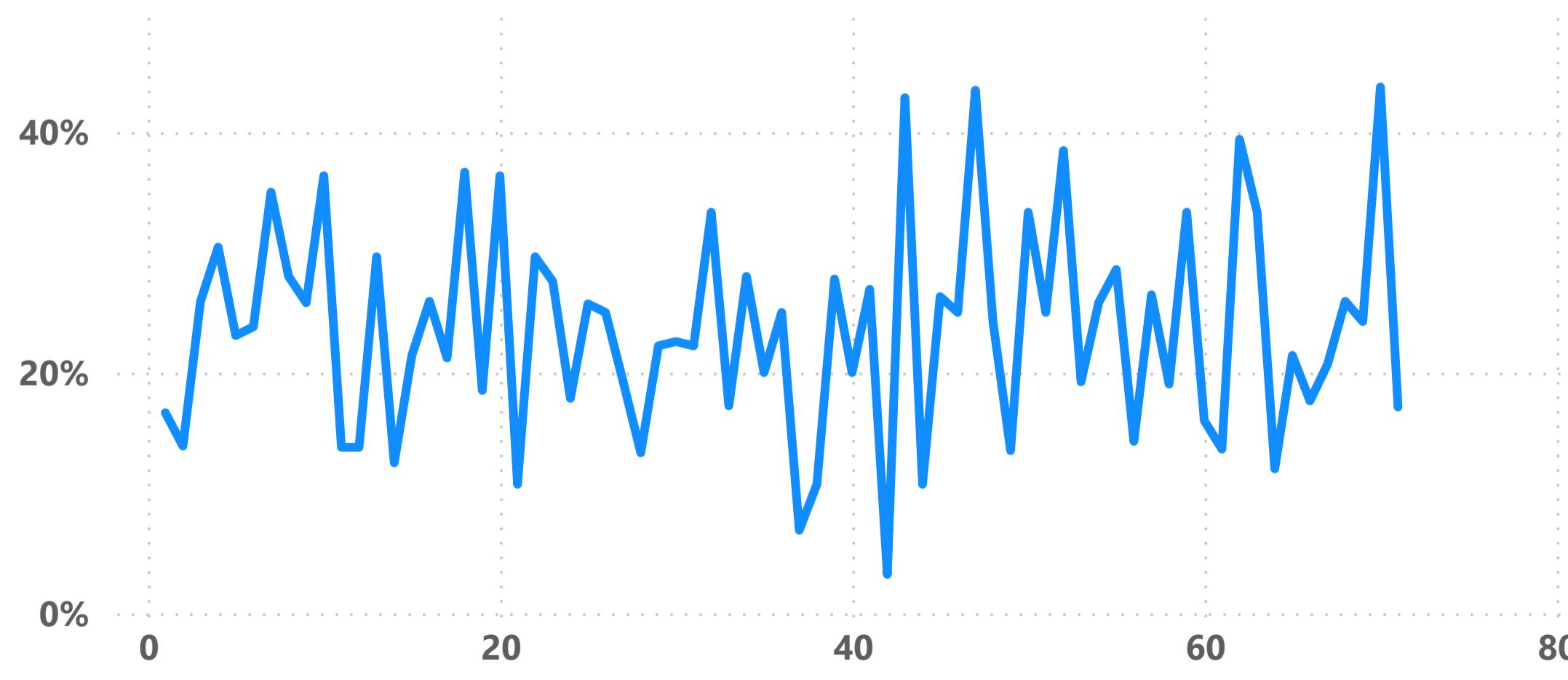
Churn rate by Region



Churn rate by SubscriptionType



Churn rate by Tenure Months



## Insight

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

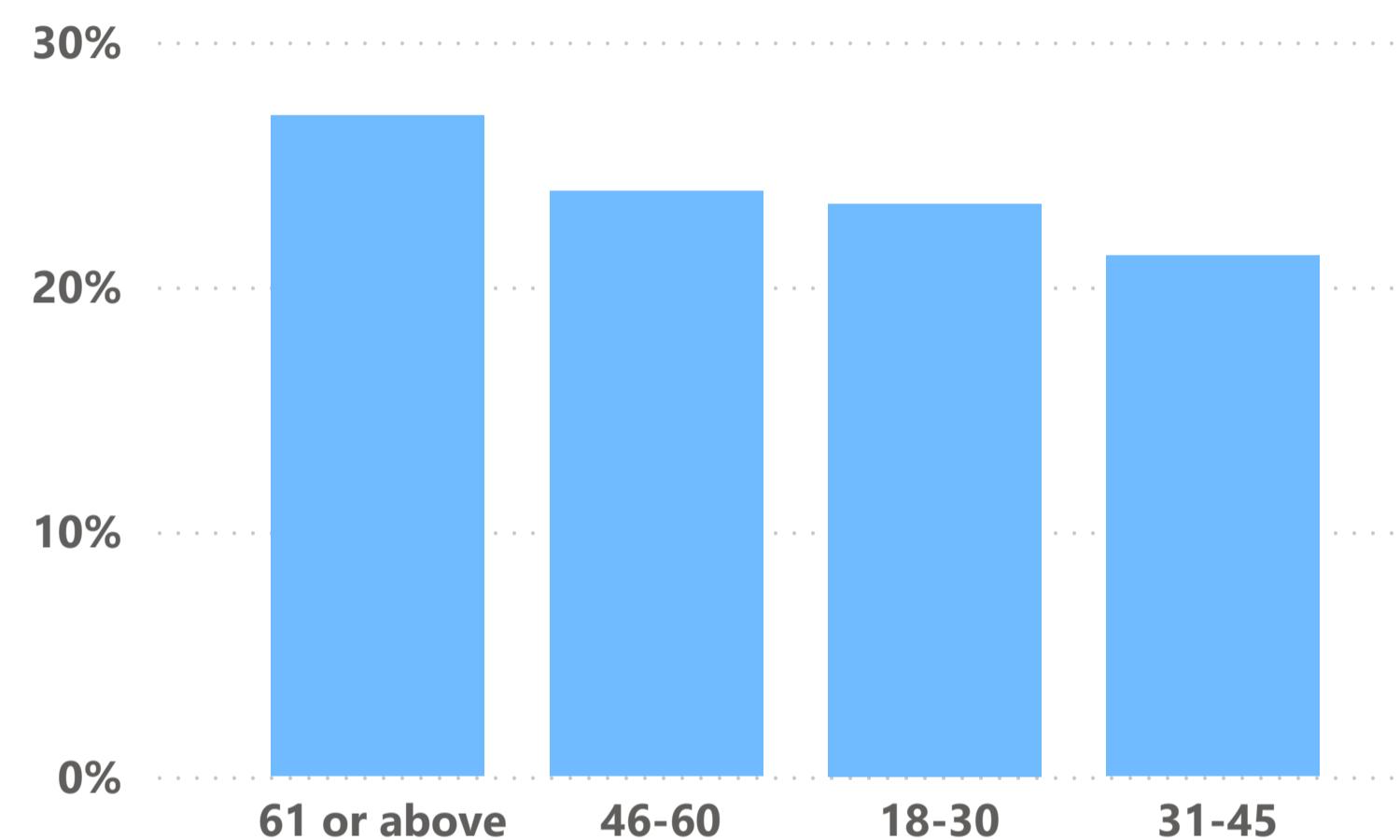
**Two year** contracts are currently seeing highest exit rates upon expiration. Customers are fulfilling their commitment but not renewing, suggesting lack of engagement during final 6 months of contract.

# Customer Segmentation

**\$2.5K**

Average of CLV

Churn rate by Age bin



Region

All

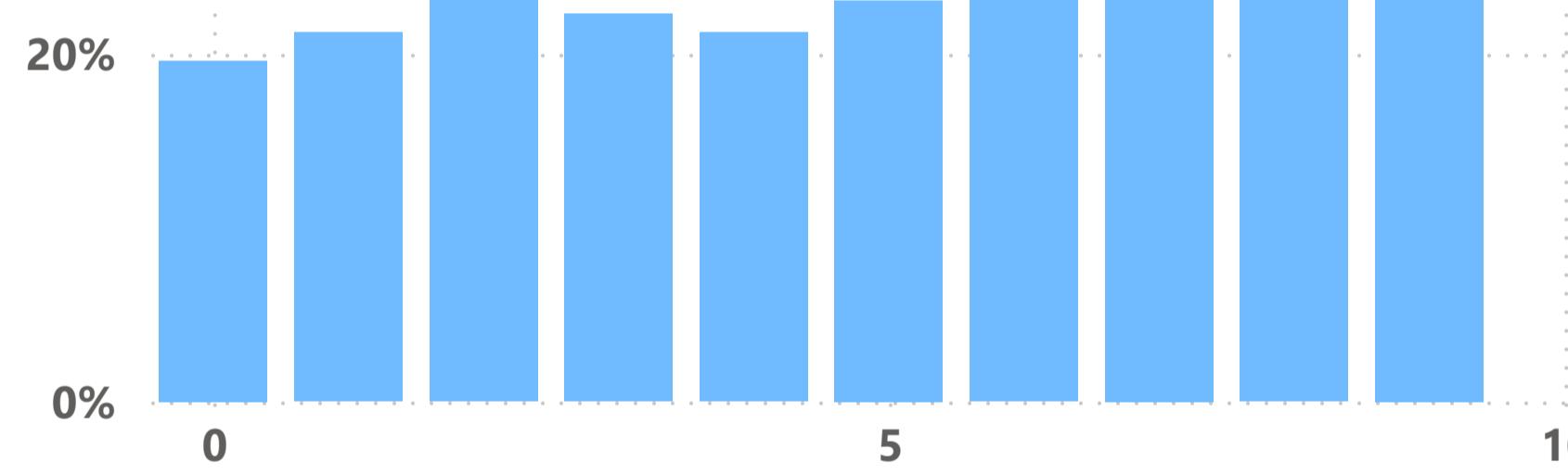
TenureMonths

All

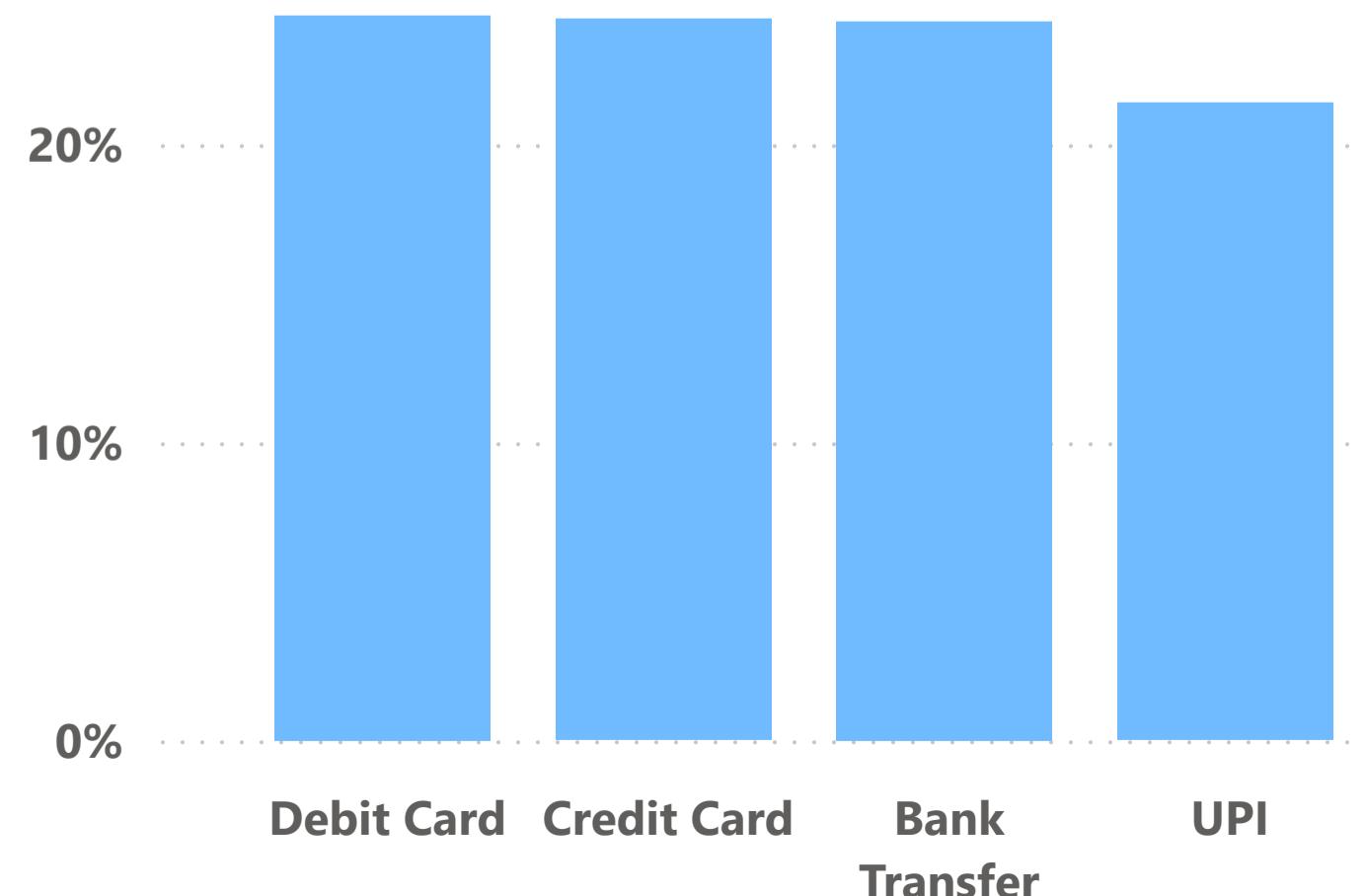
PaymentMethod

All

Churn rate by SupportTickets



Churn rate by PaymentMethod



Risk score by segment

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

## 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.

Top Customer ID by CLV

