

# Telco Customer Churn & Revenue Overview

7K  
Total Customers

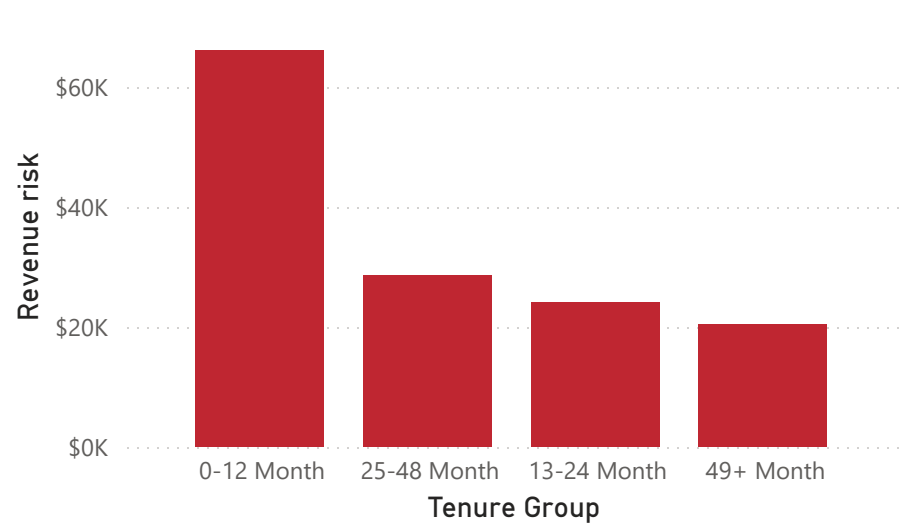
26.54%  
Churn Rate

73.46%  
Retention Rate

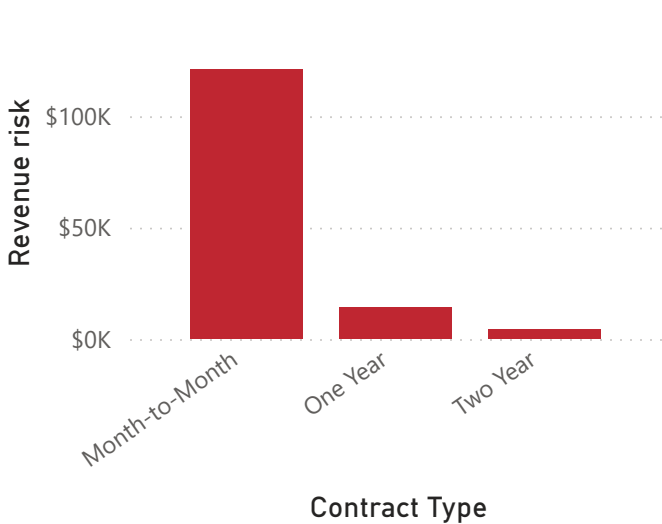
\$64.76  
ARPU

\$139.13K  
Revenue risk

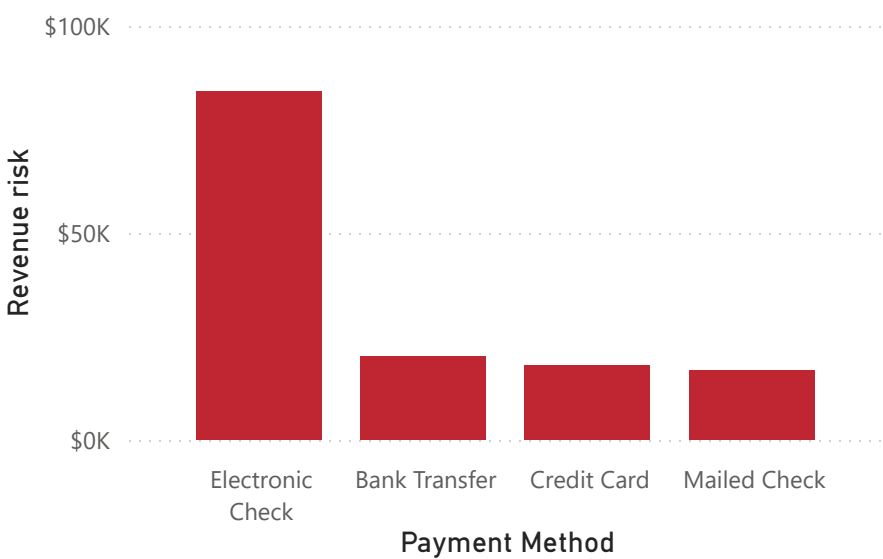
Revenue risk by Tenure Group



Revenue risk by Contract Type



Revenue risk by Payment Method



Contract Type	Churn Rate	ARPU	Retention Rate	Total Customers	Revenue risk	CLTV avg	Average Monthly Charges
Month-to-Month	42.71%	\$66.40	57.29%	3875	\$120,847.10	114.18	\$66.40
One Year	11.27%	\$65.05	88.73%	1473	\$14,118.45	252.49	\$65.05
Two Year	2.83%	\$60.77	97.17%	1695	\$4,165.30	308.90	\$60.77
Total	26.54%	\$64.76	73.46%	7043	\$139,130.85	189.97	\$64.76



# Customer Churn & Revenue Drivers

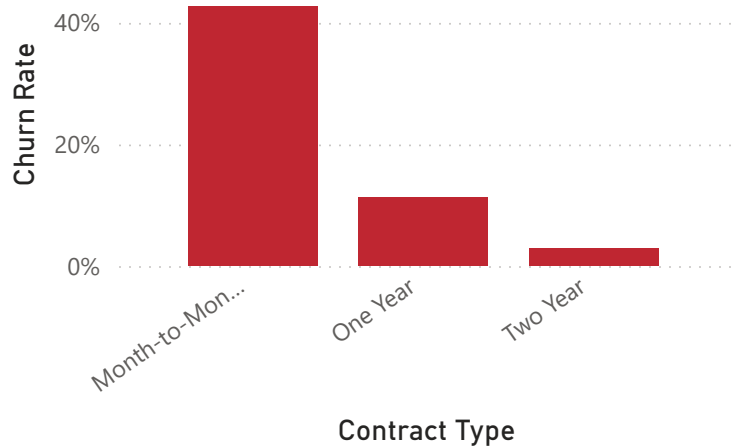
Service Count

All

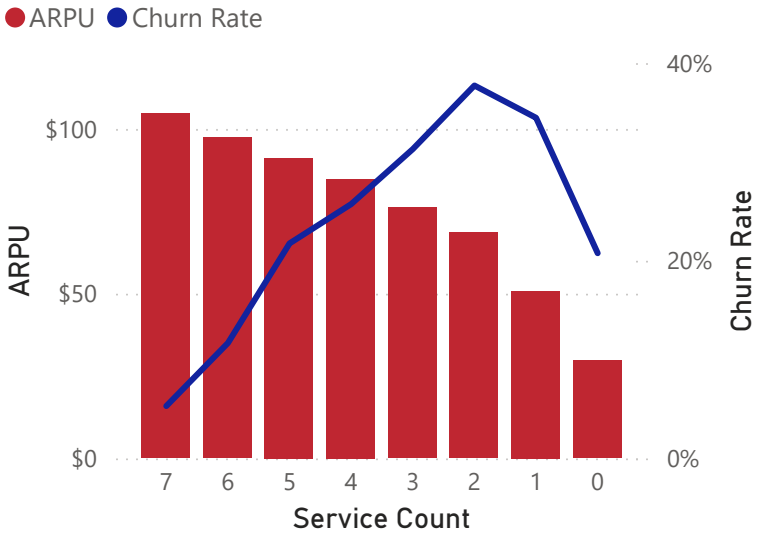
Contract Type

All

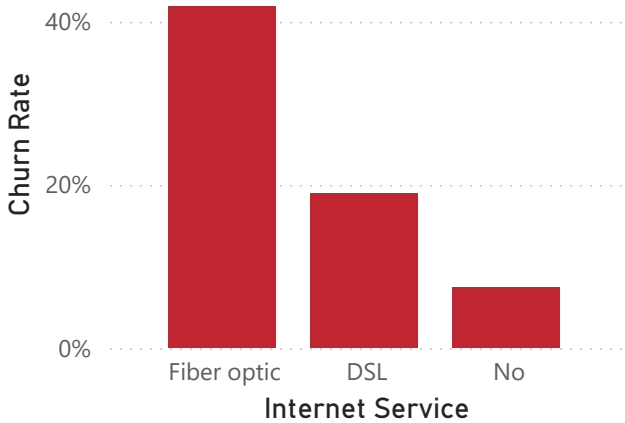
Churn Rate by Contract Type



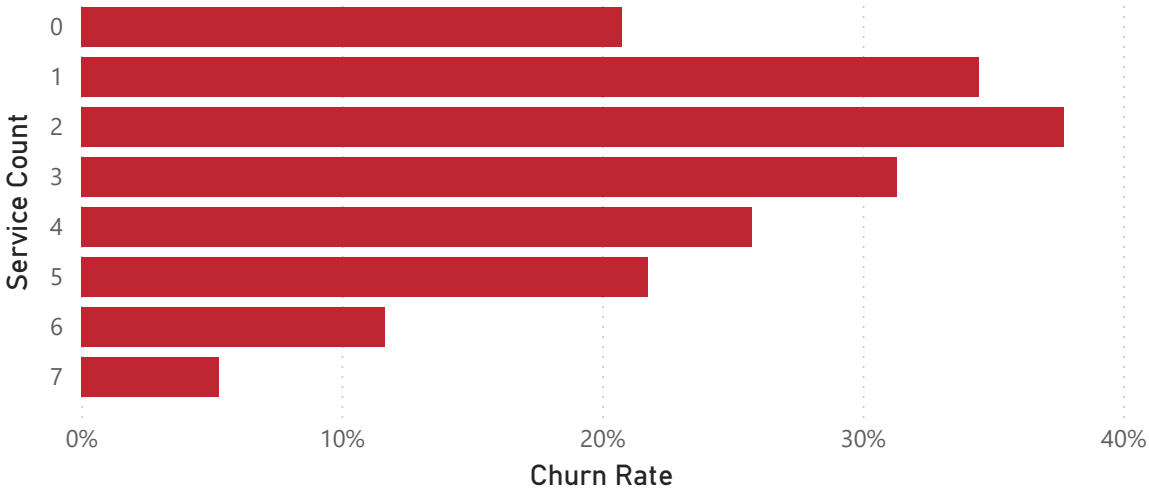
ARPU and Churn Rate by Service Count



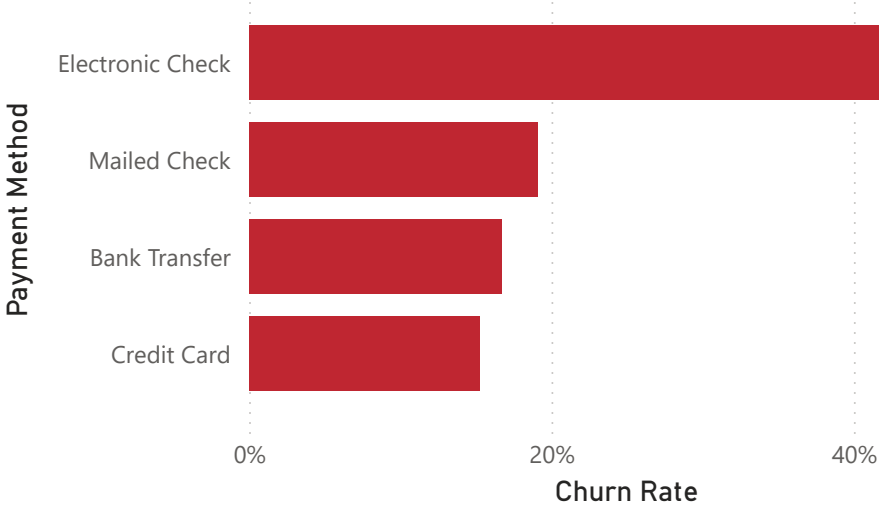
Churn Rate by Internet Service



Churn Rate by Service Count



Churn Rate by Payment Method



# Revenue & CLTV Analysis

Payment Method	Tenure Group	Churn Rate	Revenue risk	Total Customers
Electronic Check	0-12 Month	63.06%	\$42,532.75	934
Electronic Check	25-48 Month	34.56%	\$16,715.35	544
Electronic Check	13-24 Month	48.21%	\$15,253.55	390
Mailed Check	0-12 Month	32.83%	\$11,766.30	725
Electronic Check	49+ Month	21.33%	\$9,787.10	497
Bank Transfer	0-12 Month	46.27%	\$6,398.20	201
Bank Transfer	49+ Month	7.42%	\$5,379.80	782
Credit Card	0-12 Month	37.80%	\$5,325.05	209
Credit Card	25-48 Month	16.71%	\$4,919.70	377
Total		26.54%	\$139,130.85	7043

