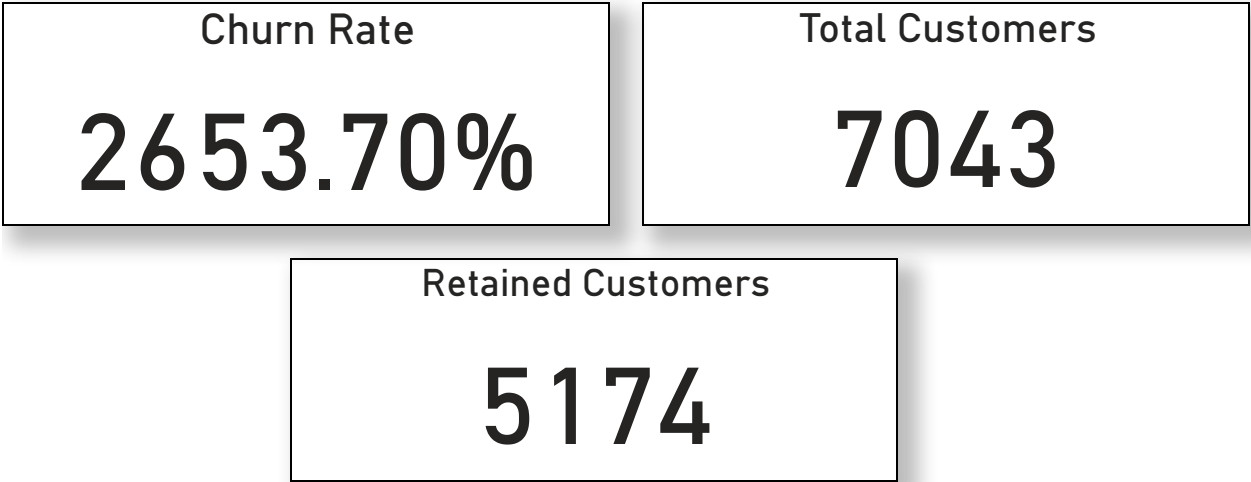
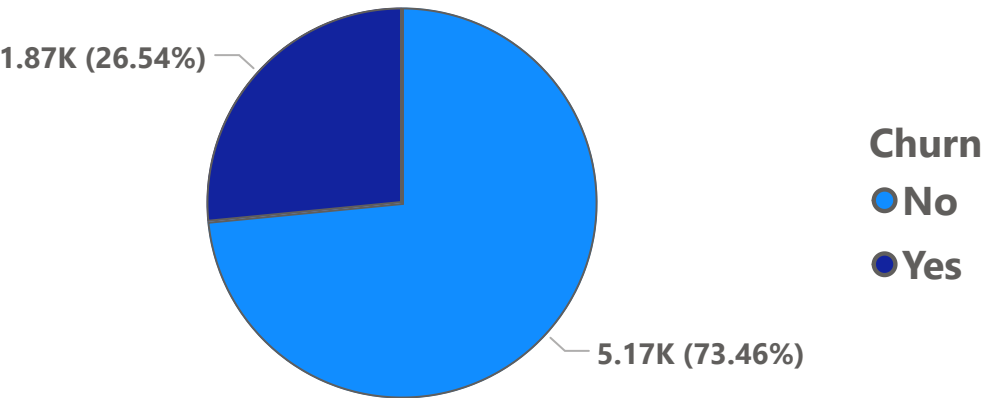


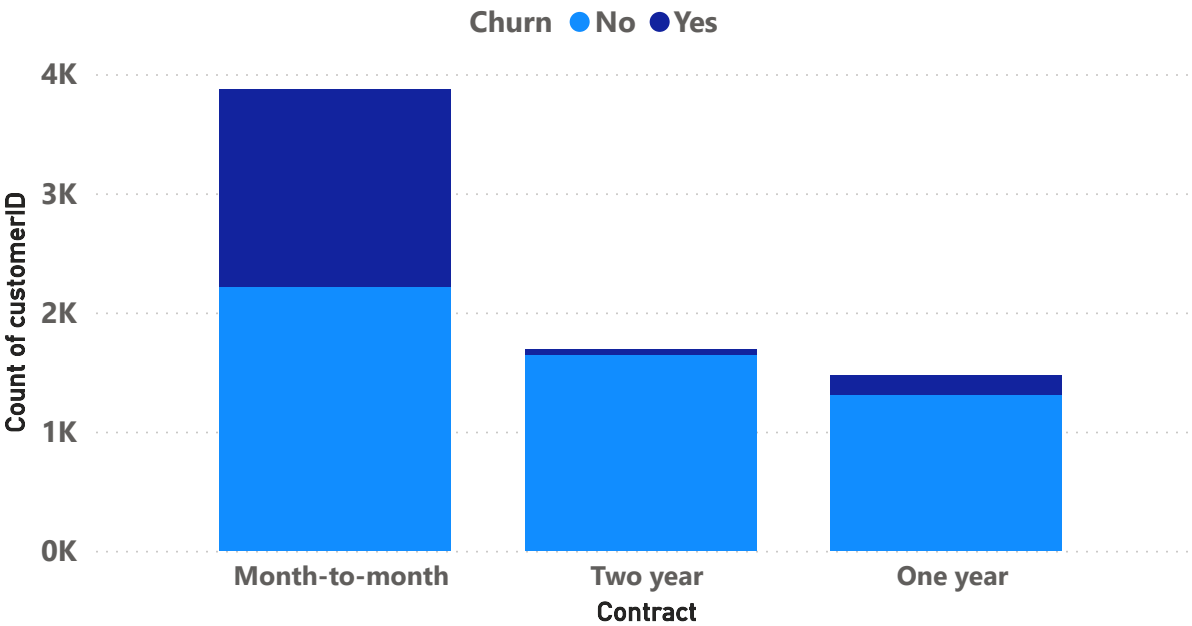
Customer Churn Overview



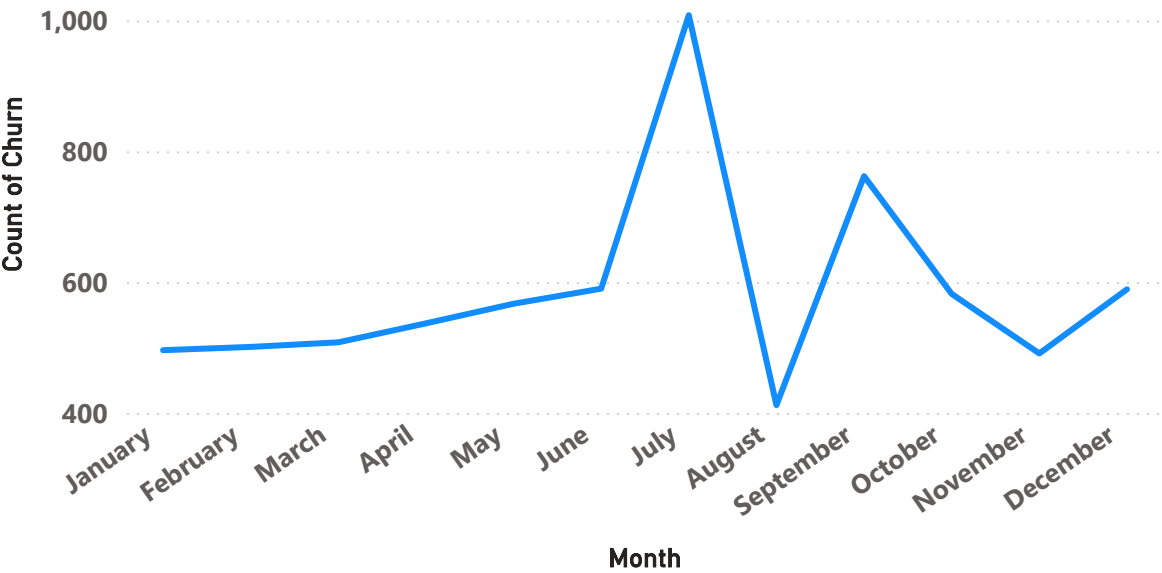
Customer Distribution by Churn Status

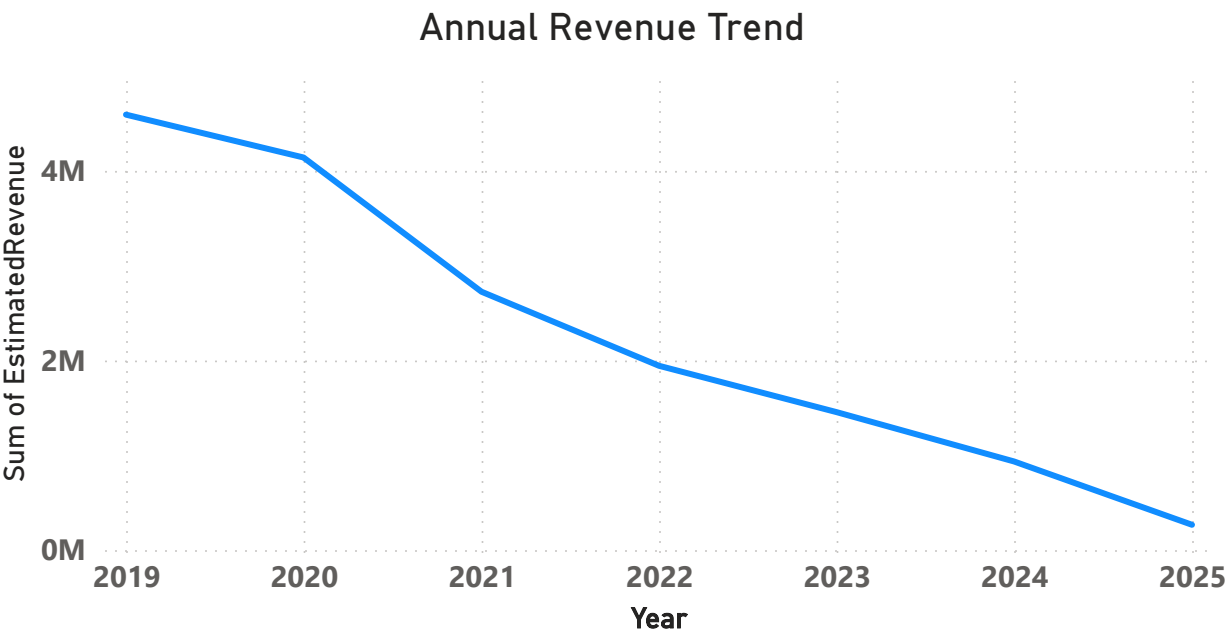


Churn by Contract Type



Churn Trend Over Time (Monthly)

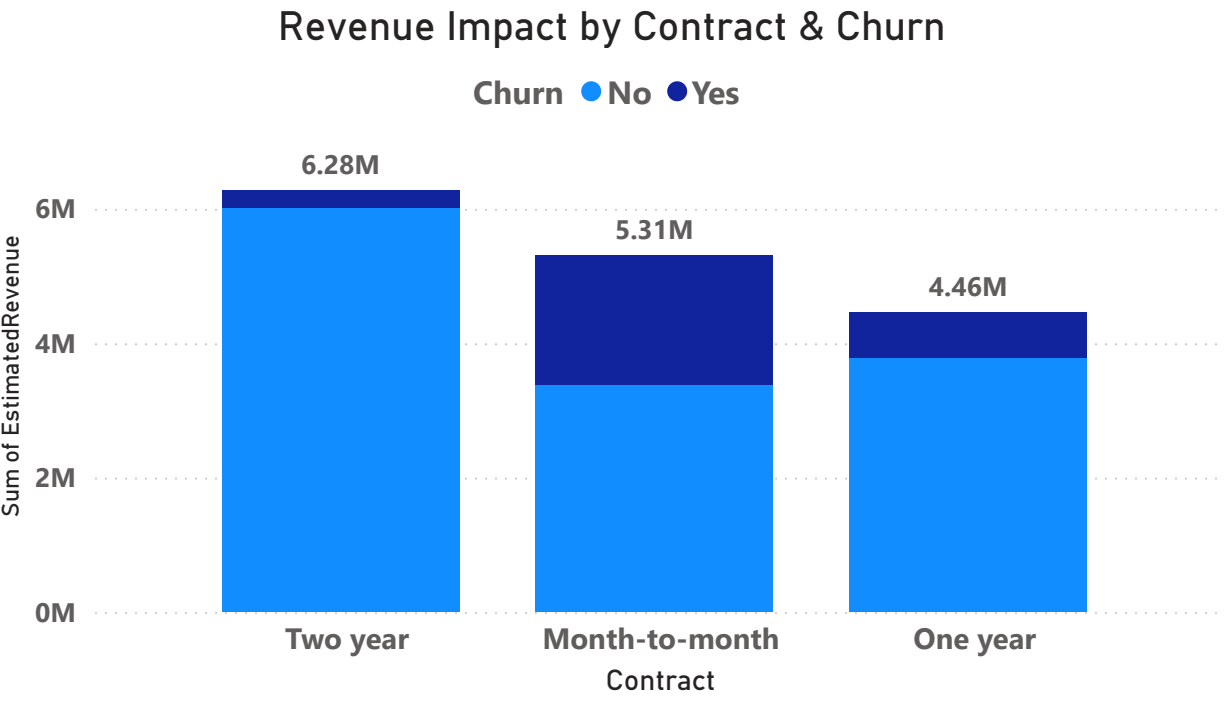




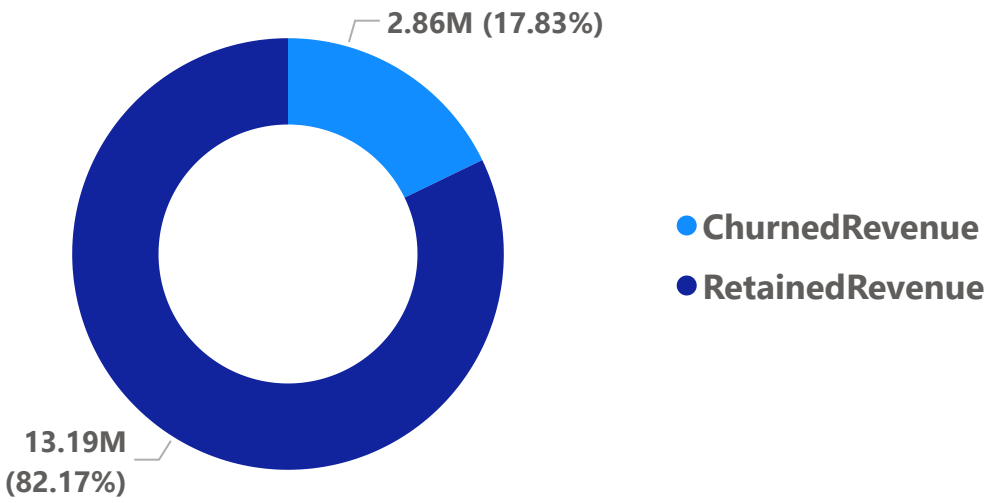
Revenue Impact of Churn

Revenue Contribution by Segment & Contract

CustomerSegment	Month-to-month	One year	Two year
High Value	2,718,488.30	3,459,197.80	5,374,545.45
Mid Value	1,898,885.55	811,877.95	751,008.25
Low Value	691,821.90	191,862.30	157,403.95



Revenue Distribution: Retained vs Churned



Customer Segmentation & Churn Insights

Contract

☐ Month-to-month

☐ One year

☐ Two year

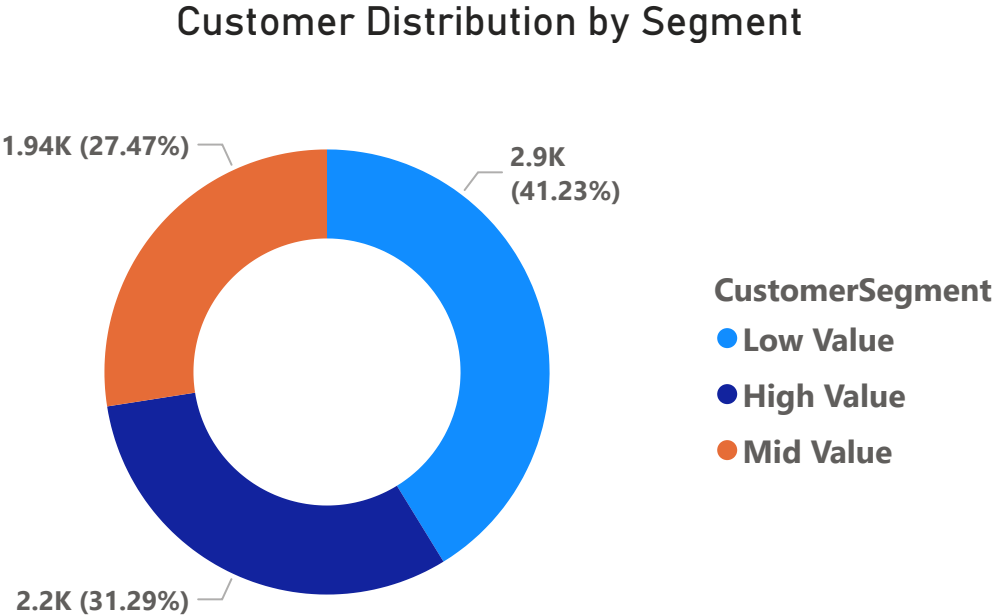
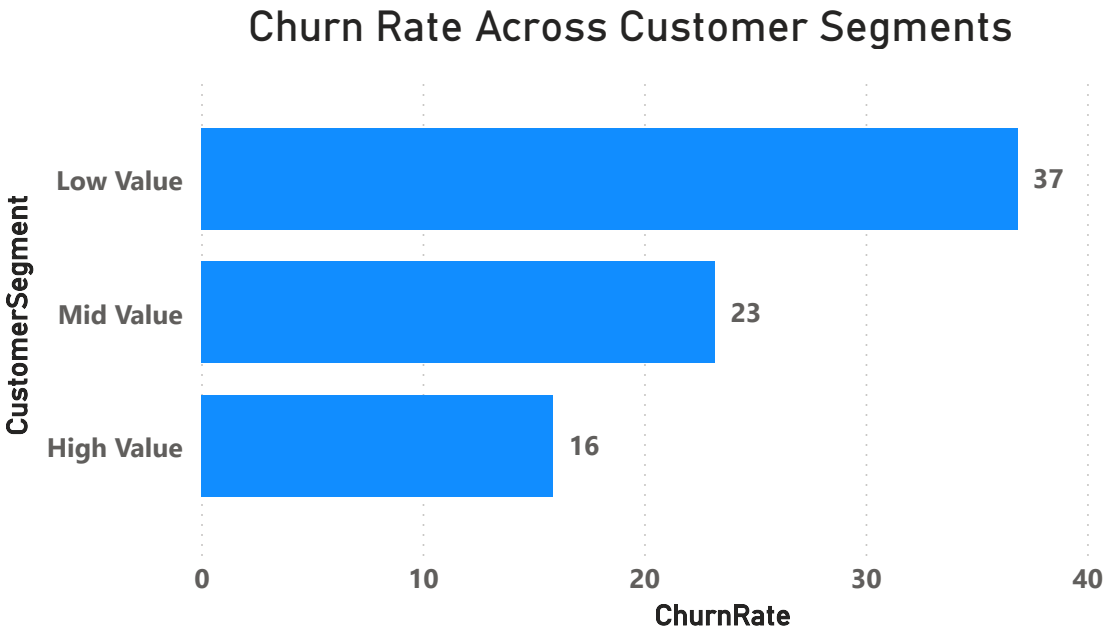
Payment Method

☐ Bank transfer (automatic)

☐ Credit card (automatic)

☐ Electronic check

☐ Mailed check



Internet Service

☐ DSL

☐ Fiber optic

☐ No

Customer Segment

☐ High Value

☐ Low Value

☐ Mid Value