

Customer NO.
6.69K

customer Churn Analysis

Customer Churned
1.796K

Rate Churend
26.9%

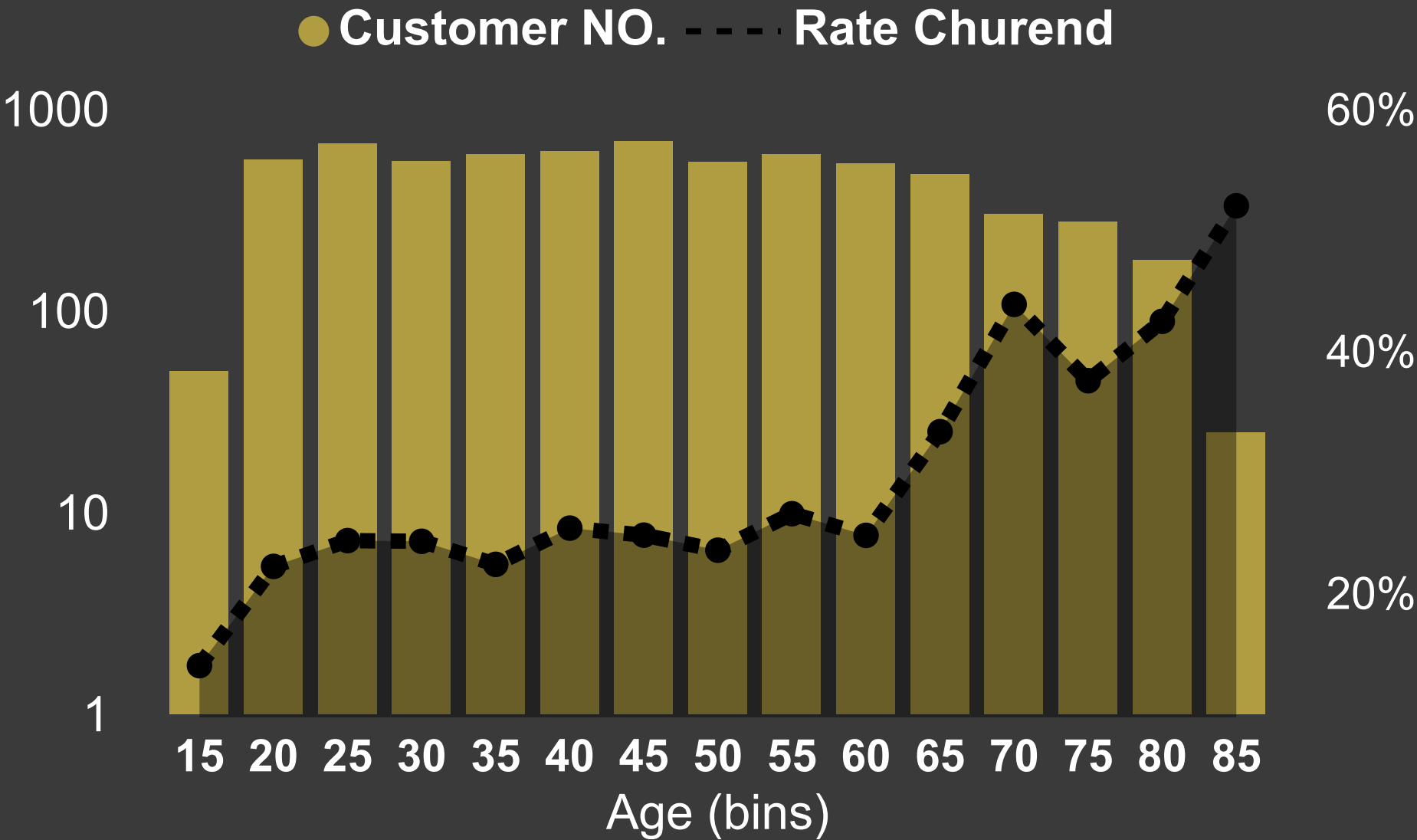
Avg Invoice
\$31

Total Charge
\$7.247M

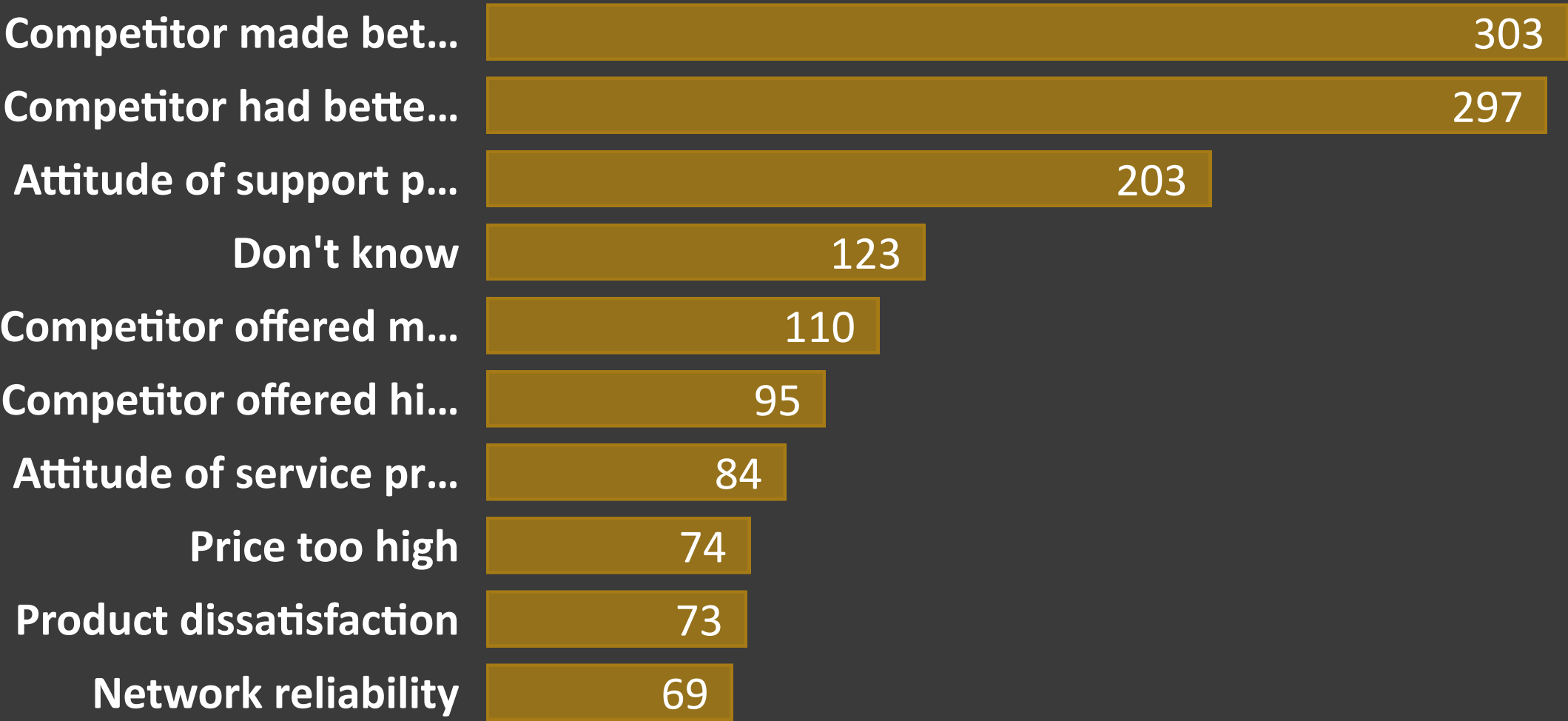
ARPU
\$1.084K

KPI	Percent	Status	Priority
Competitor	47%	High	Critical Action Needed
Dissatisfaction	15%	Medium	Service Quality Review
Attitude	15%	Medium	Staff Training Focus
Price	12%	Medium-Low	Evaluate Pricing Strategy
Other	11%	Low	Monitor Trends

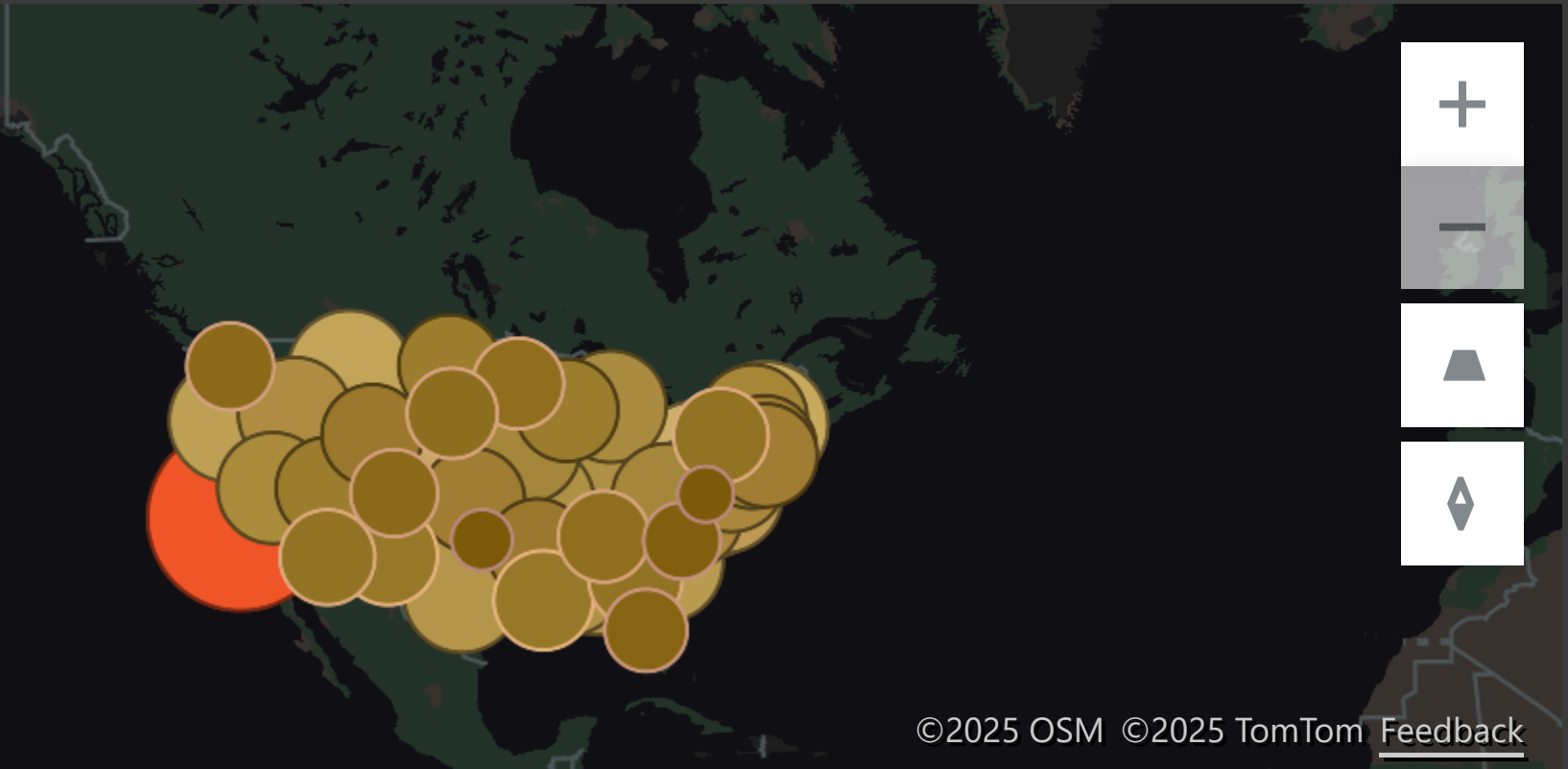
Rate Churend by Age (bins)



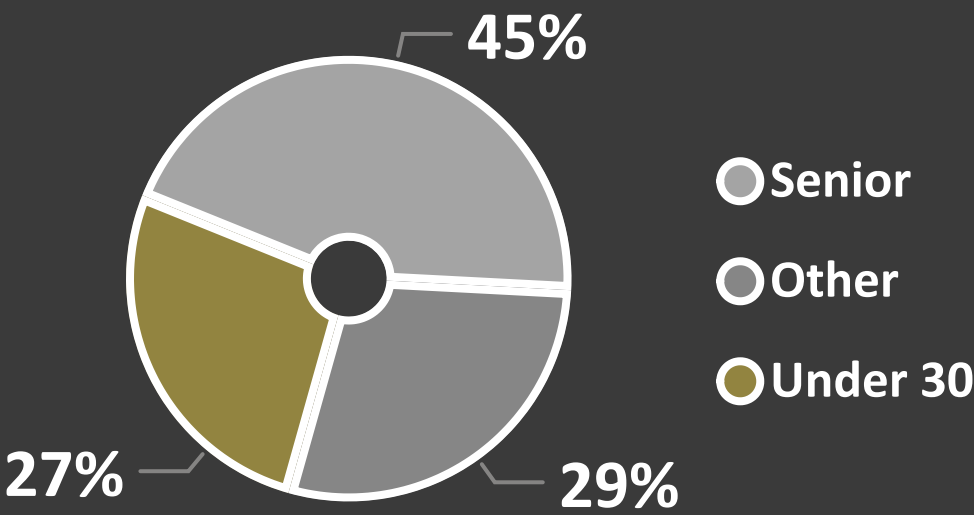
Churn Reason



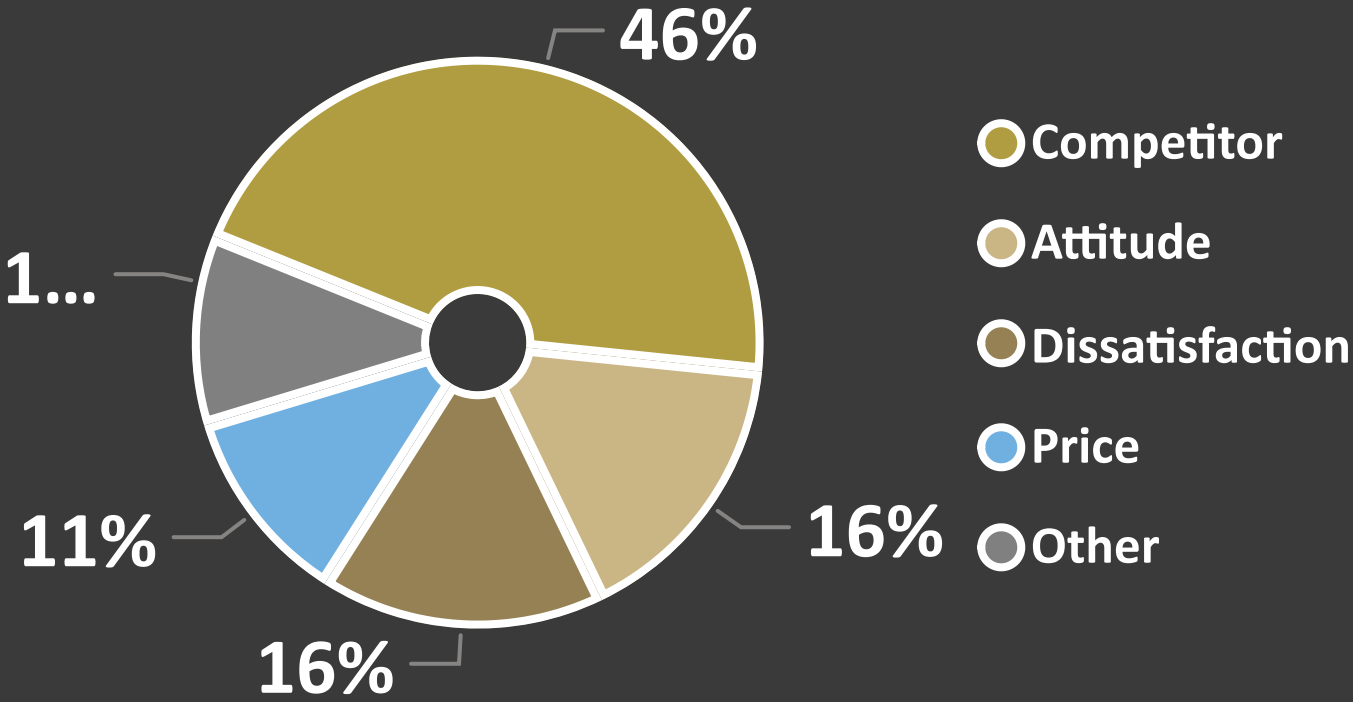
Churend by State



Churend by Demogrphics



Customer Churn Category



Payment Method			Contract Type		
Credit Card	Direct Debit	Paper Check	Month-to-Month	One Year	Two Year

