

Telco Executive Overview

Customers

7043

Total Revenue

\$21.37M

Churn Rate %

26.54%

Revenue Lost

\$3.68M

Revenue at Risk %

17.24%

Average of CLTV

4.40K

City

All

Contract

All

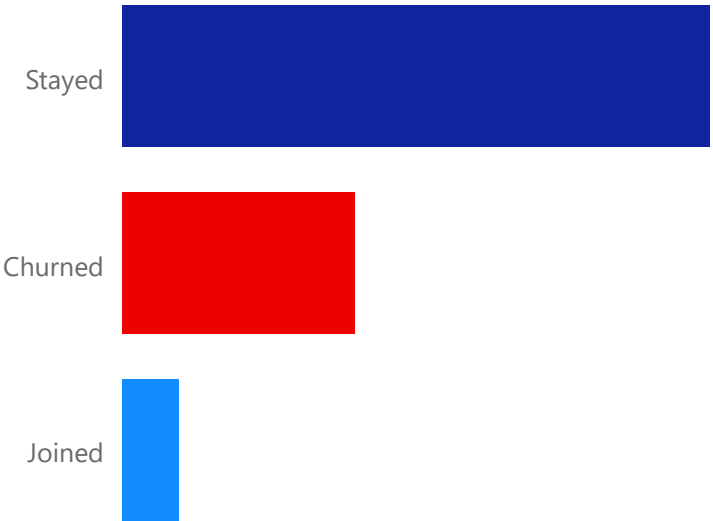
Internet Type

All

CLTV Segment

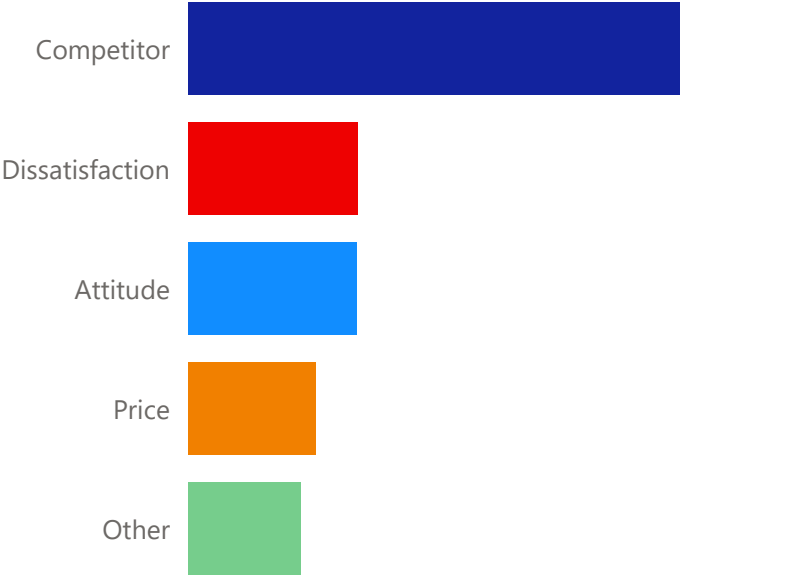
All

Customer Status Breakdown



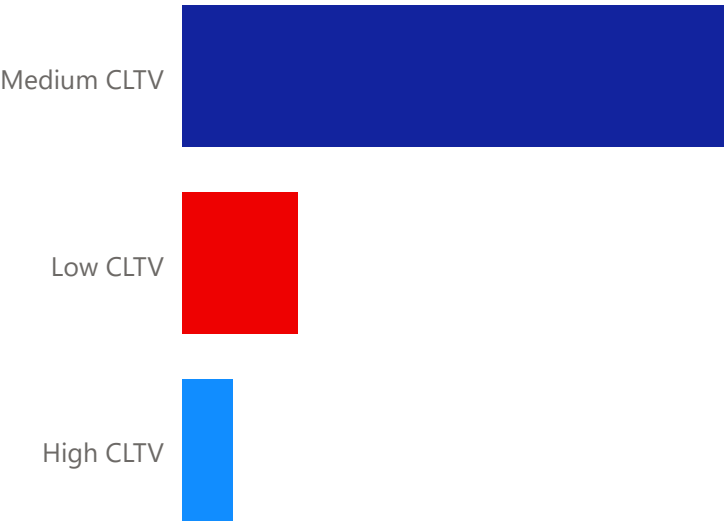
0K 2K 4K

Revenue Lost by Churn_Category



\$0M \$1M \$2M

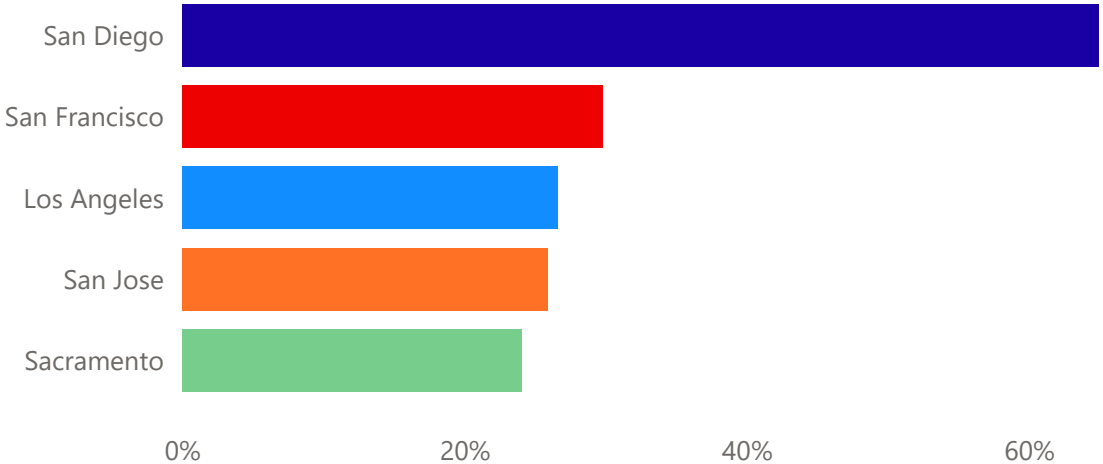
Revenue Lost by CLTV Segment



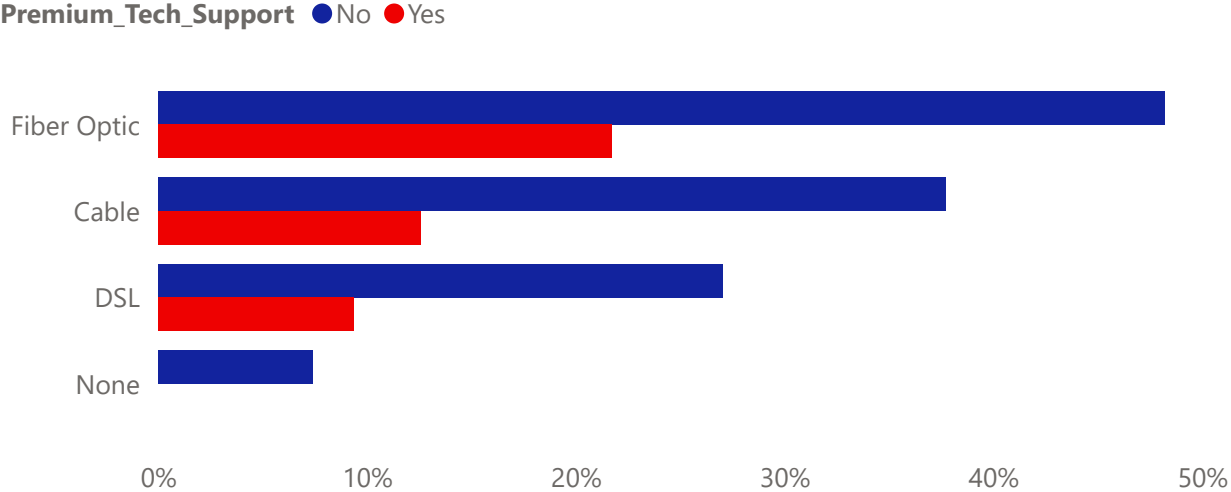
\$0M \$2M

Churn Deep-Dive Analysis

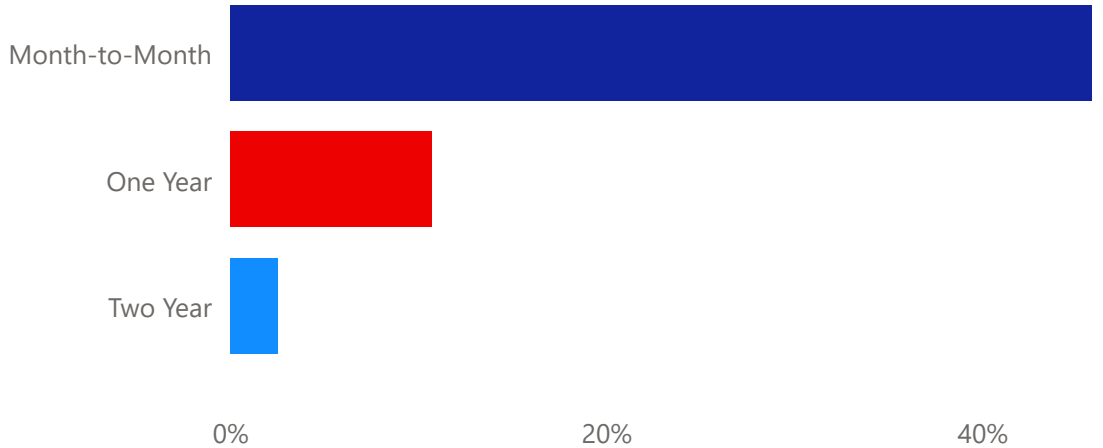
Churn Rate % by City



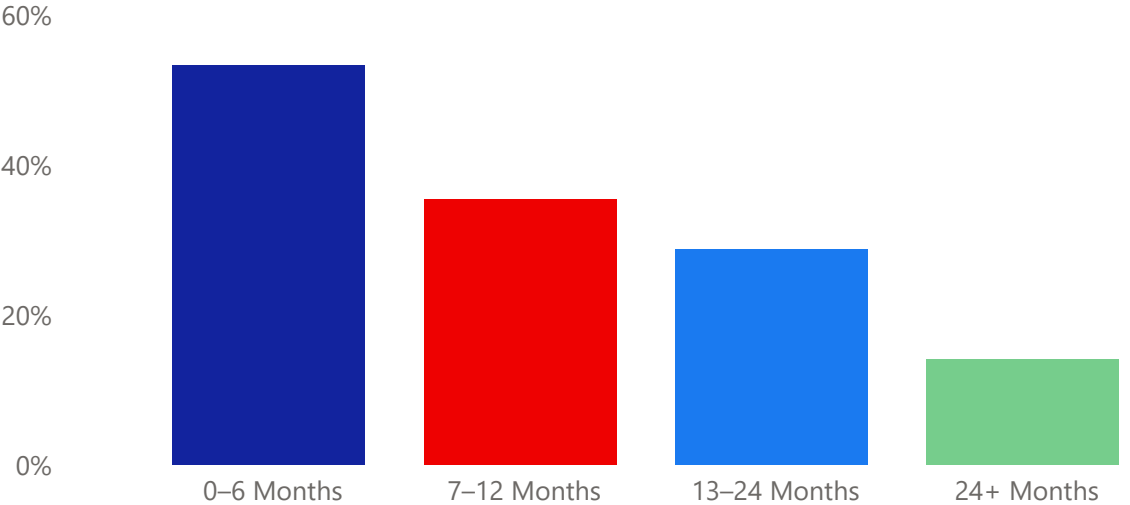
Churn Rate % by Internet Type and Premium Tech Support



Churn Rate % by Contract

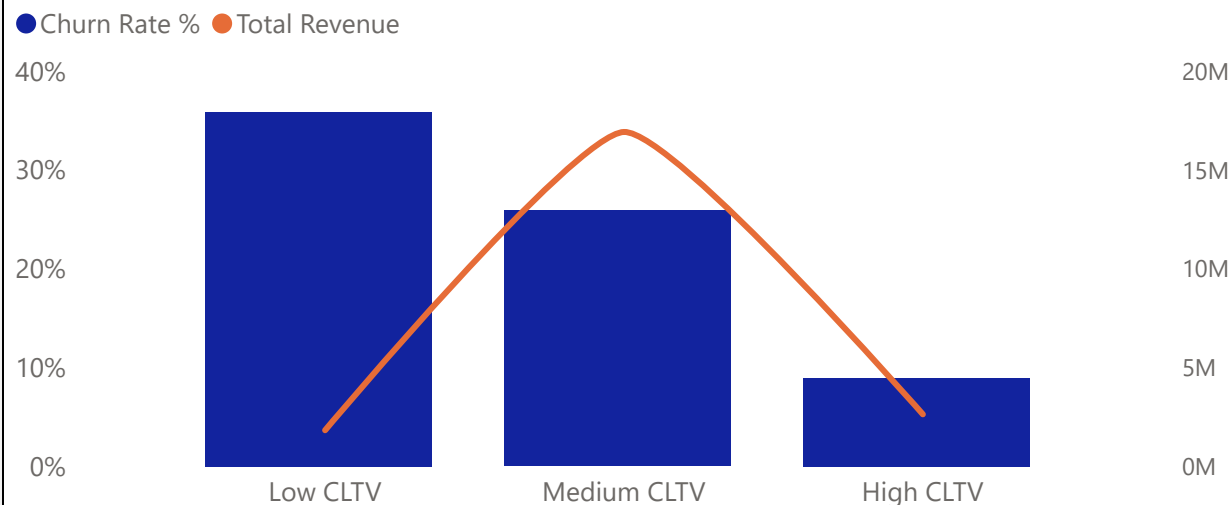


Churn Rate % by Tenure Bucket

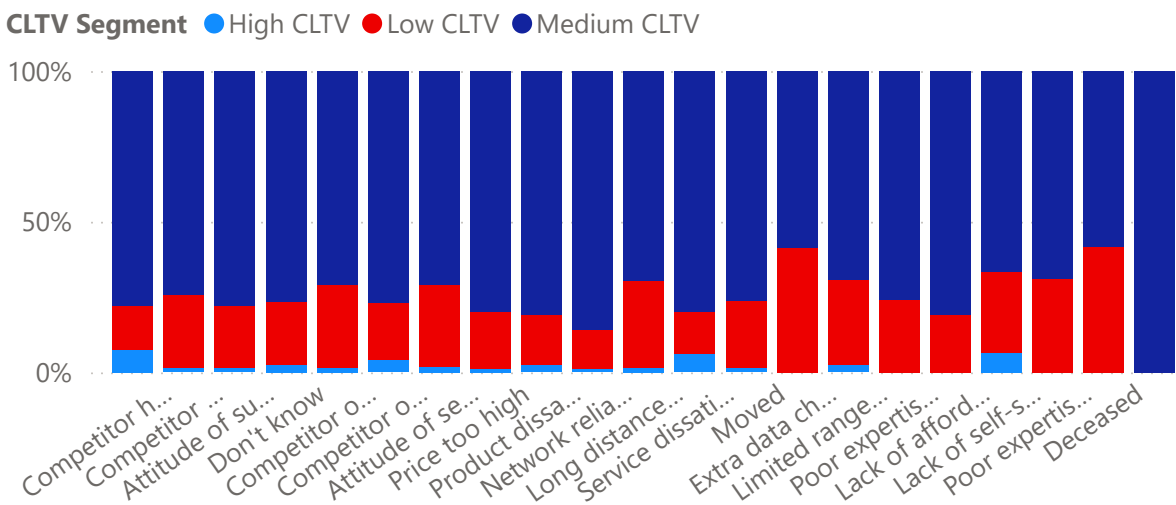


Revenue and Retention

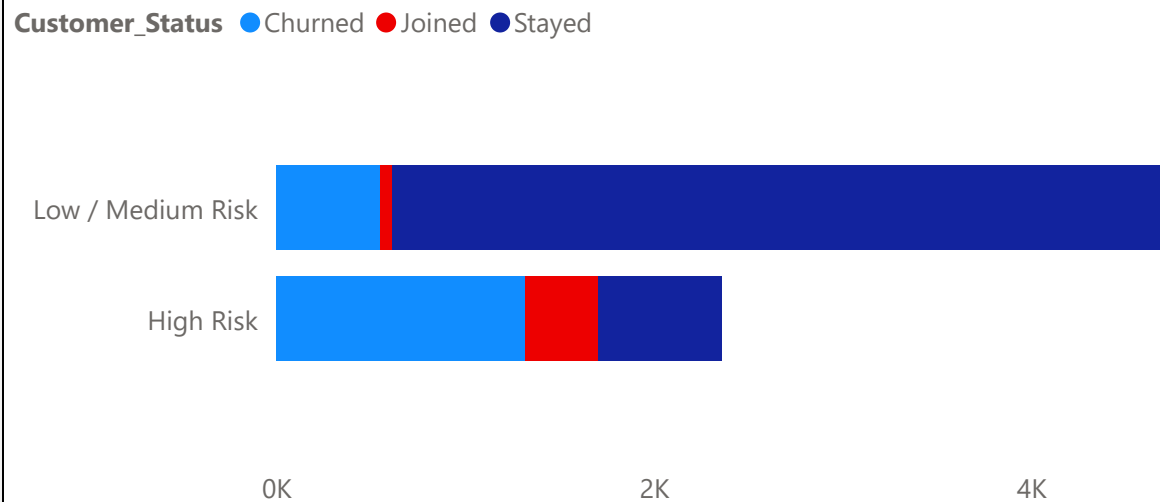
Churn Rate % and Total Revenue by CLTV Segment



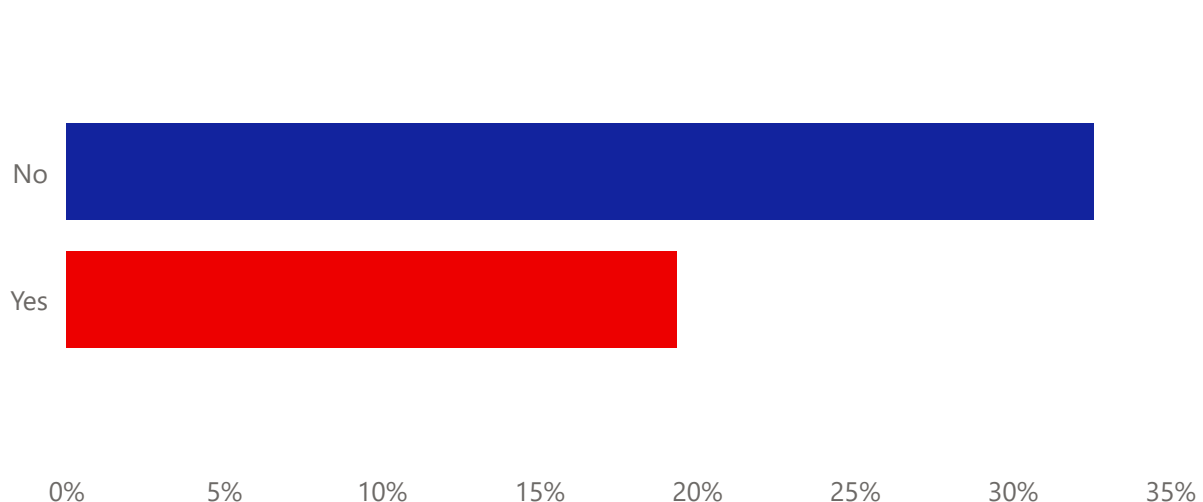
CLTV Segment by Churn Reason



Customer by Risk Segment and Status



Churn Rate % and Total Revenue by Referred



What-If Analysis & Revenue Impact

Churn Reduction %

8.00%



Overall Churn Rate %

26.54%

Adjusted Churn Rate %

24.41%

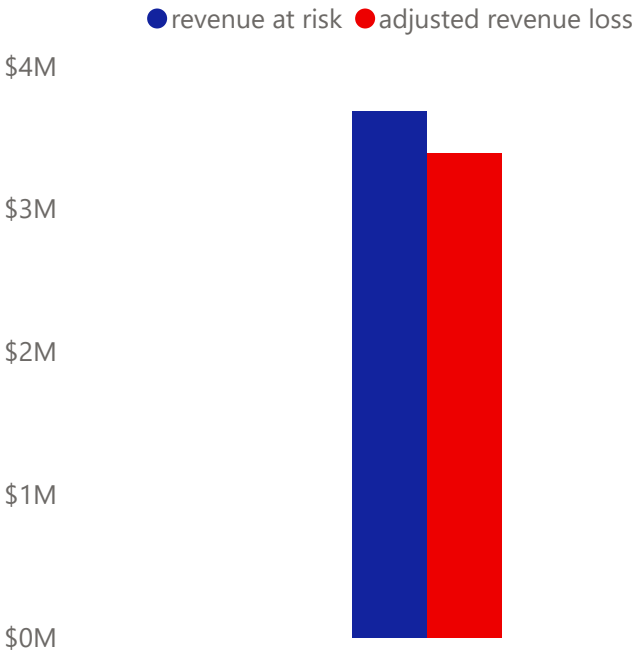
Revenue Saved

\$294.76K

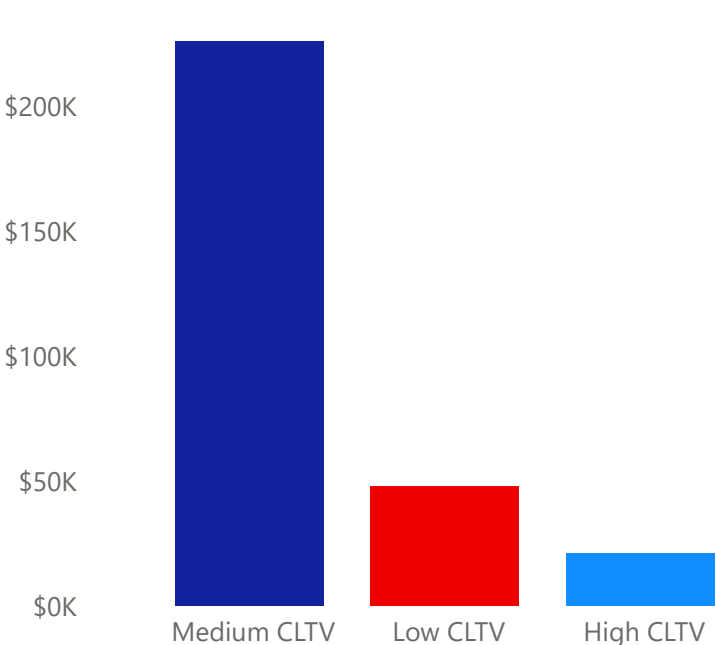
Adjusted Revenue Loss

\$3.39M

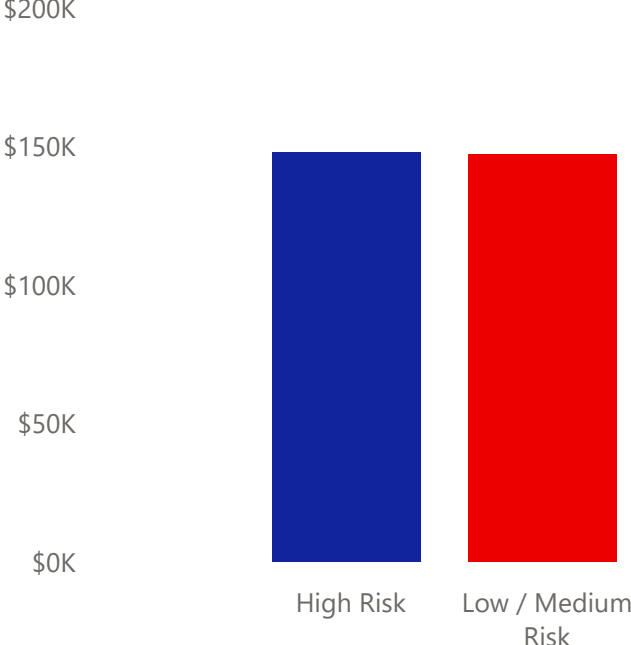
Revenue at Risk and Revenue Loss



Revenue Saved by CLTV Segment



Revenue Saved by Risk Segment



Even a modest 5–10% churn reduction delivers six-figure revenue protection.
Medium-CLTV and High-Risk segments provide the highest ROI for retention initiatives.