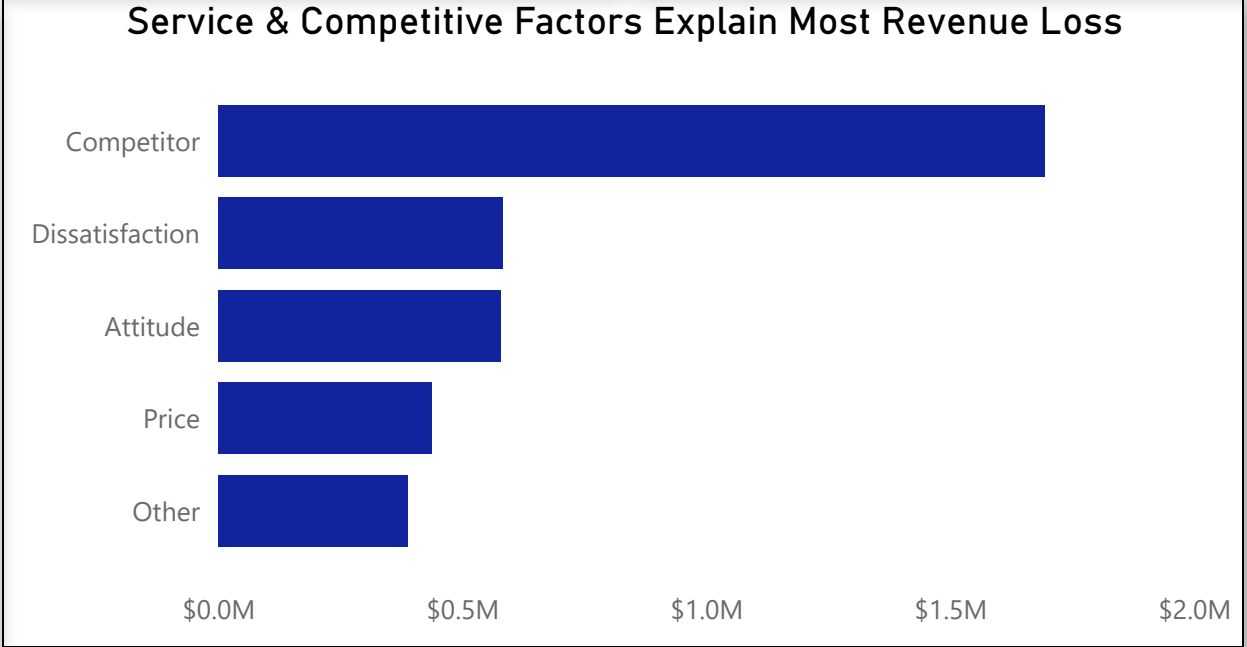
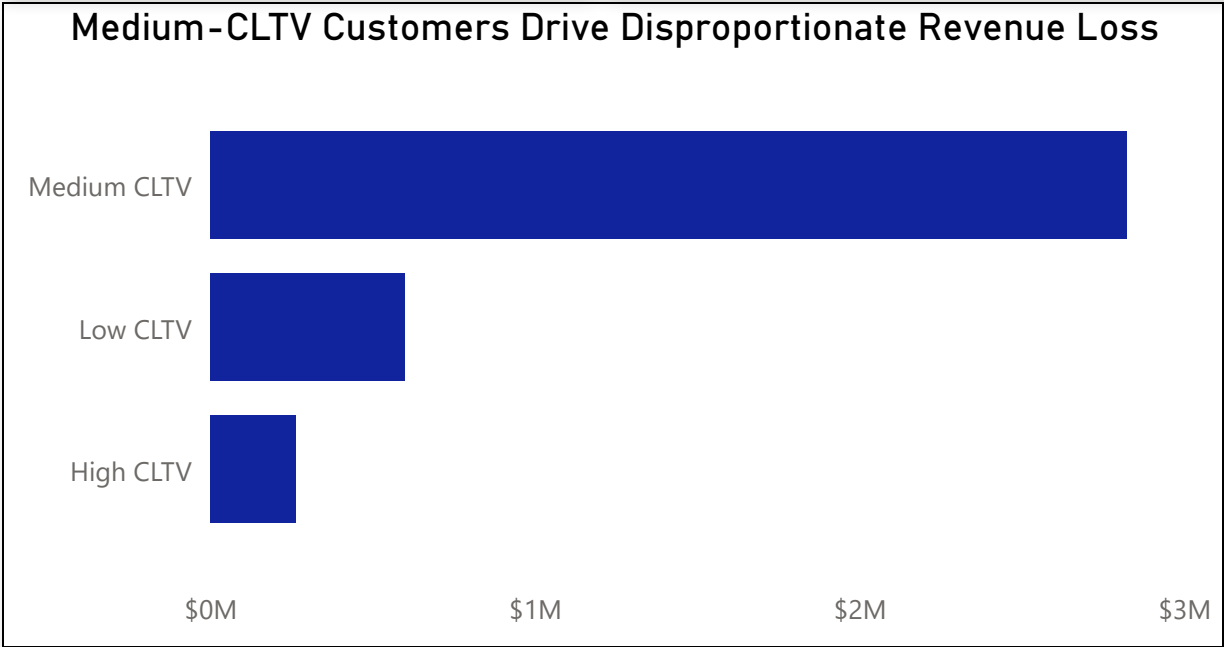


Telco Executive Overview

Customers	Total Revenue	Average CLTV	Churn Rate %	Revenue Lost	Revenue at Risk %
7043	\$21.37M	4.40K	26.54%	\$3.68M	17.24%

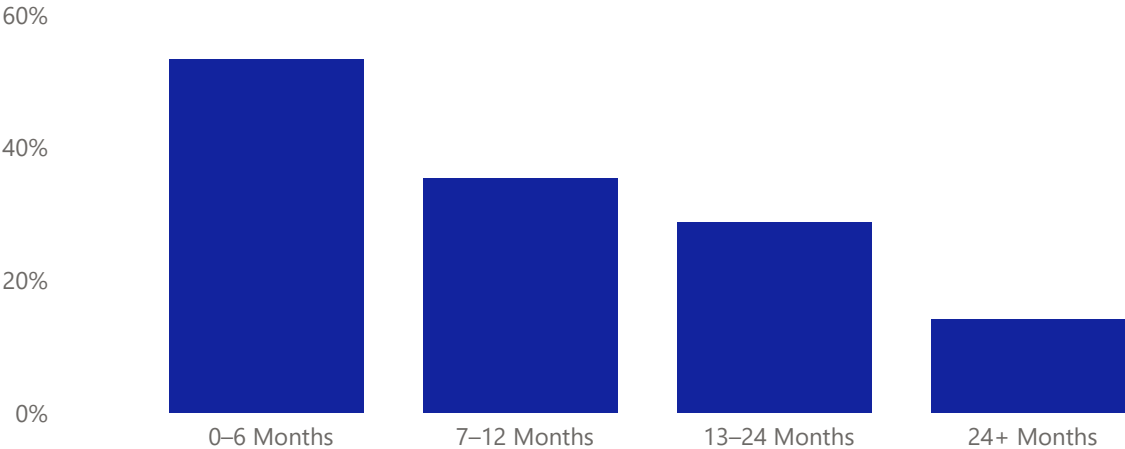
City	Contract	Internet Type	CLTV Segment
All	All	All	All



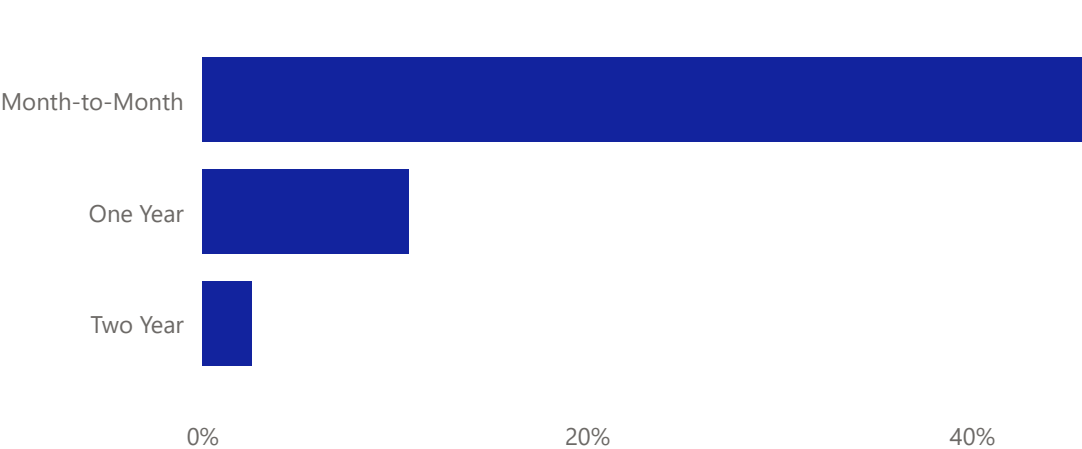
Medium-CLTV customers account for the highest revenue loss, driven primarily by service dissatisfaction and competitive switching rather than pricing.

When Does Churn Hurt the Most?

Churn Rate % by Tenure Bucket



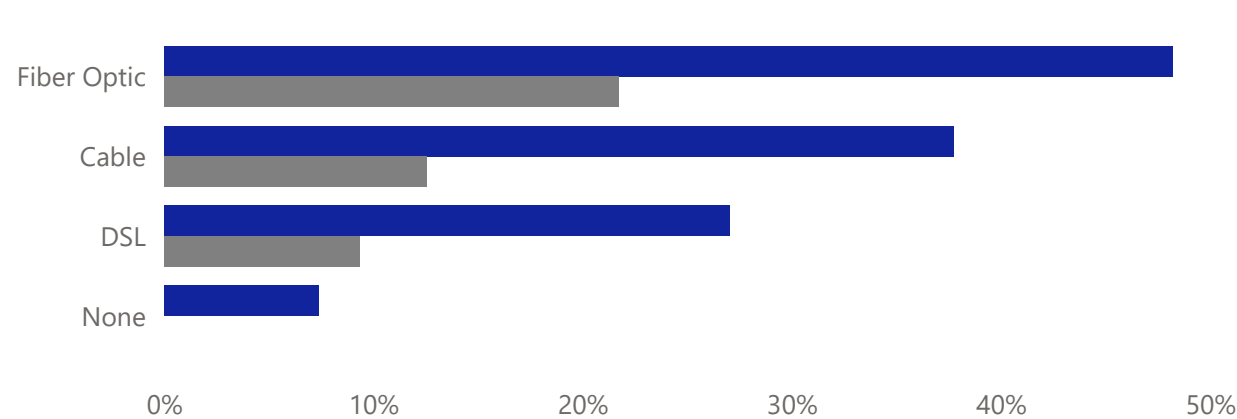
Churn Rate % by Contract



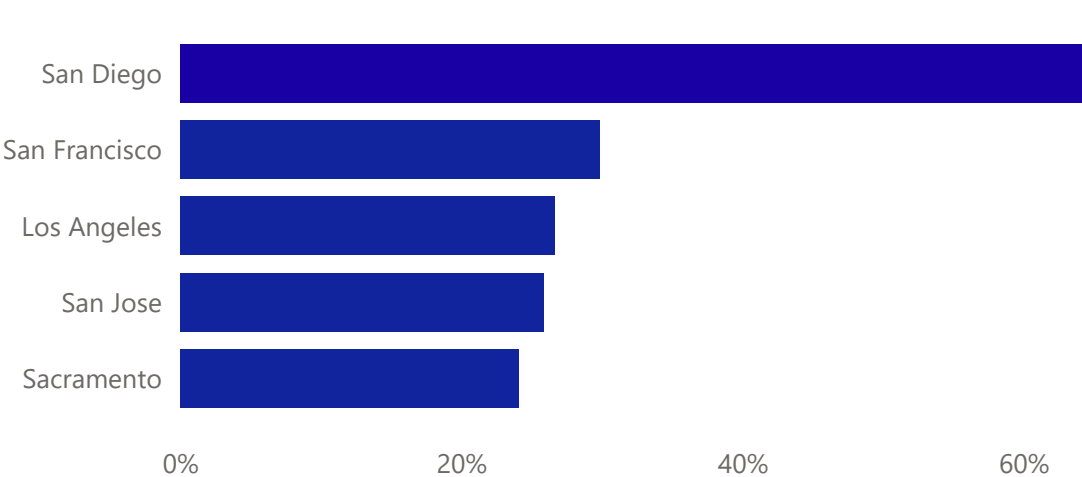
Churn peaks in the first 6 months, indicating onboarding and early experience gaps rather than long-term dissatisfaction.

Churn Rate % by Internet Type and Premium Tech Support

Premium_Tech_Support ● No ● Yes



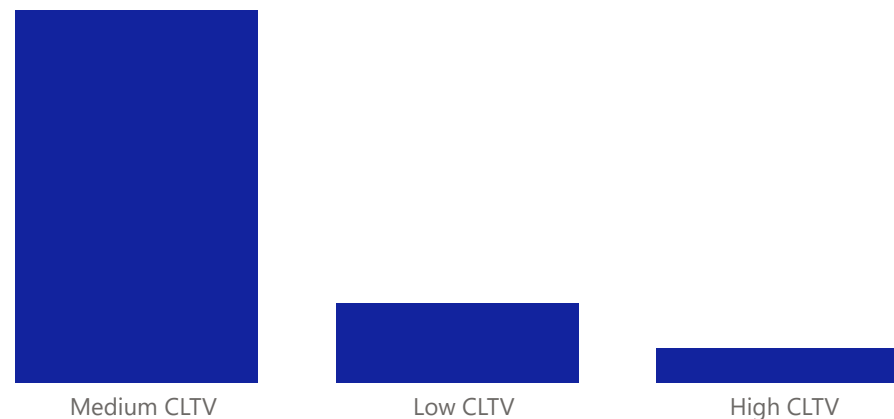
Churn Rate % by City



Revenue & Retention

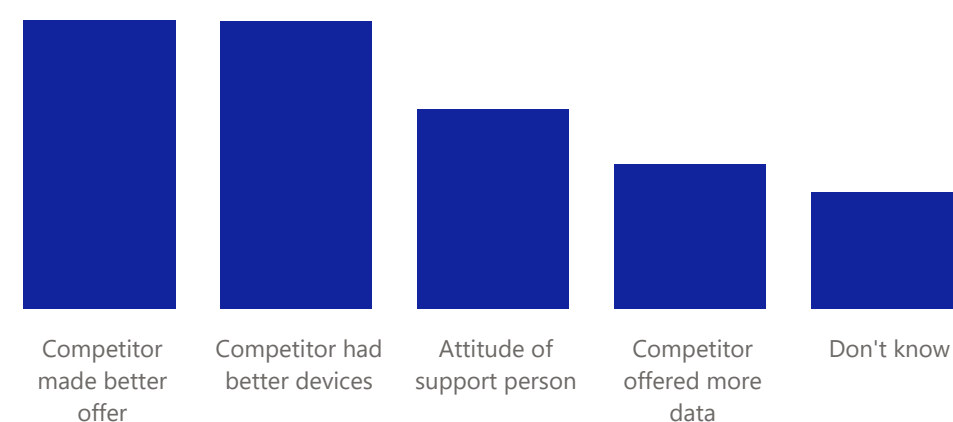
Revenue Lost by CLTV Segment

\$3M
\$2M
\$1M
\$0M



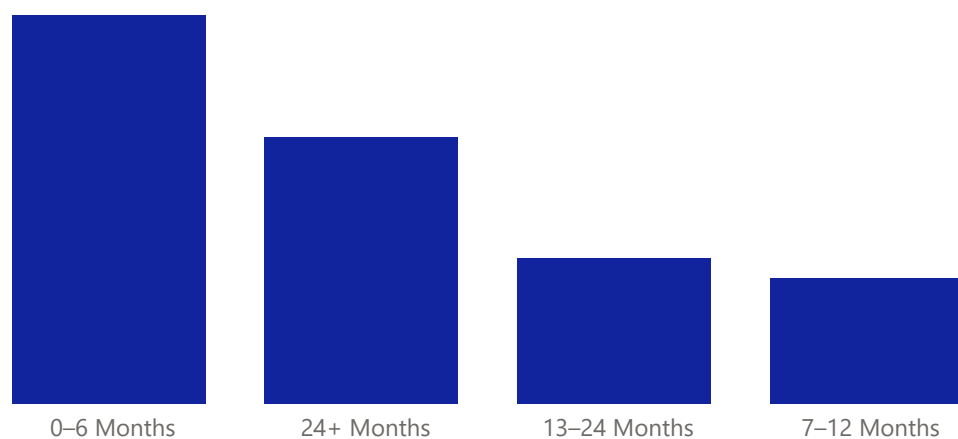
Revenue Loss by Churn Reason

\$0.4M
\$0.2M
\$0.0M



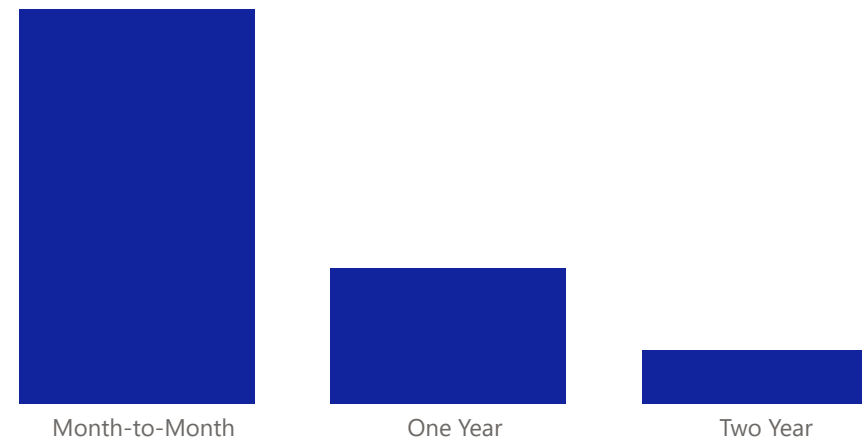
Tenure vs Churned

800
600
400
200
0



Revenue Lost by Contract Type

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



Revenue loss is concentrated among medium-CLTV customers, driven primarily by competitor-led offers and device advantages, with churn peaking in early tenure segments.

What-If Retention Scenarios & Revenue Impact

Churn Reduction %

8.00%



Overall Churn Rate %

26.54%

Adjusted Churn Rate %

24.41%

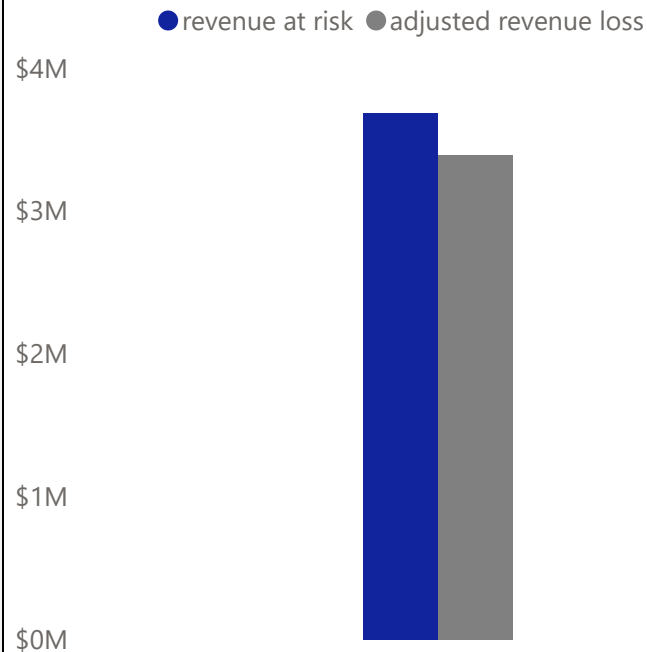
Revenue Saved

\$294.76K

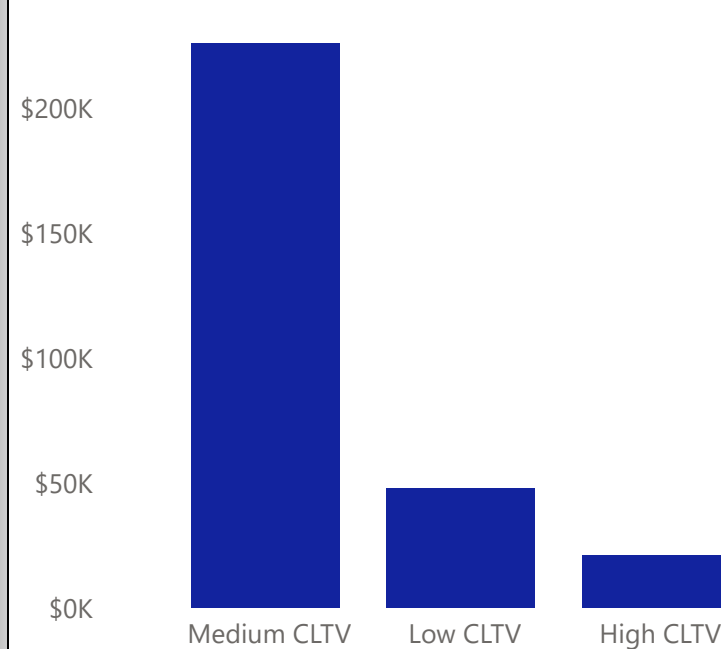
Adjusted Revenue Loss

\$3.39M

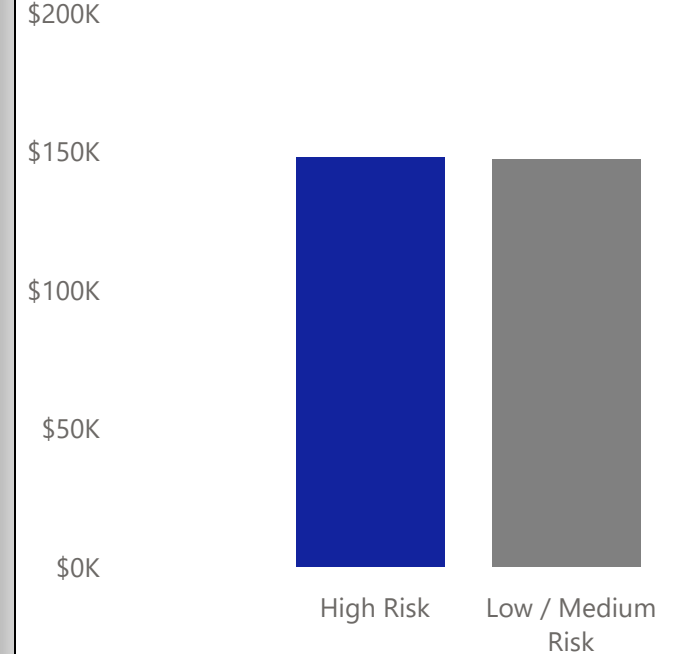
Revenue at Risk and Revenue Loss



Revenue Saved by CLTV Segment



Revenue Saved by Risk Segment



Even modest churn reductions (5–10%) protect six-figure revenue, with Medium-CLTV and High-Risk customers offering the highest ROI for targeted retention initiatives.