

# Telco Executive Overview

Customers

**7043**

Total Revenue

**\$21.37M**

Average CLTV

**4.40K**

Churn Rate %

**26.54%**

Revenue Lost

**\$3.68M**

Revenue at Risk %

**17.24%**

City

All

Contract

All

Internet Type

All

CLTV Segment

All

Medium-CLTV Customers Drive Disproportionate Revenue Loss

Medium CLTV



Low CLTV



High CLTV



\$0M

\$1M

\$2M

\$3M

\$0.0M

\$0.5M

\$1.0M

\$1.5M

\$2.0M

Service & Competitive Factors Explain Most Revenue Loss

Competitor



Dissatisfaction



Attitude



Price

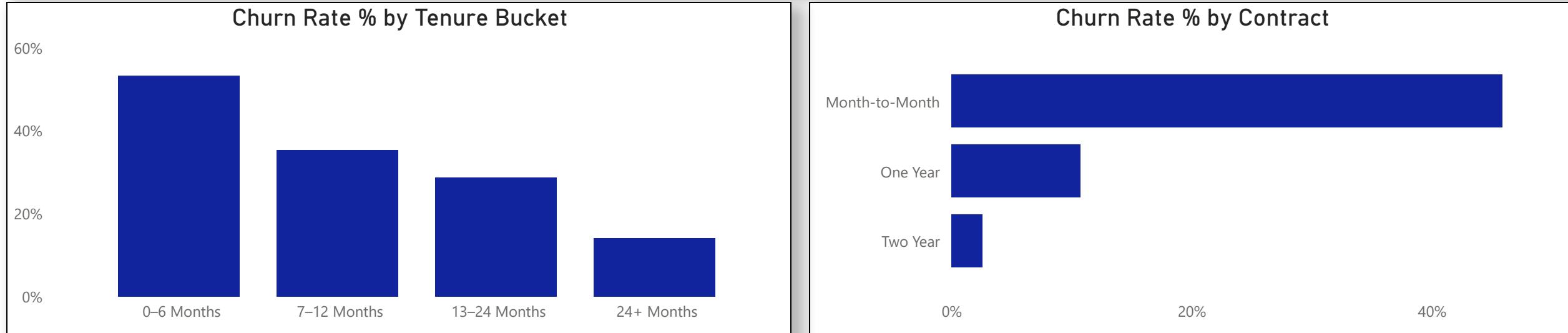


Other

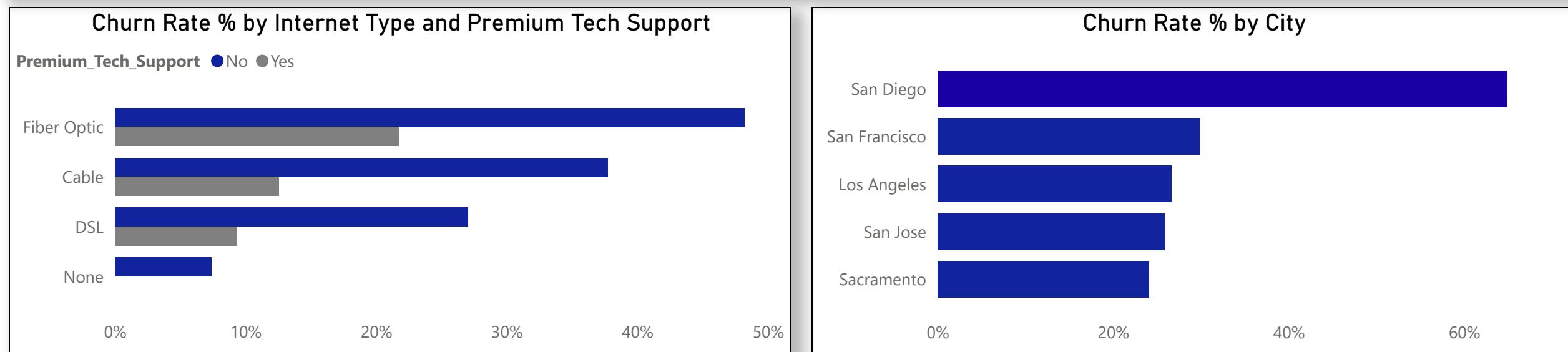


Medium-CLTV customers account for the highest revenue loss, driven primarily by service dissatisfaction and competitive switching rather than pricing.

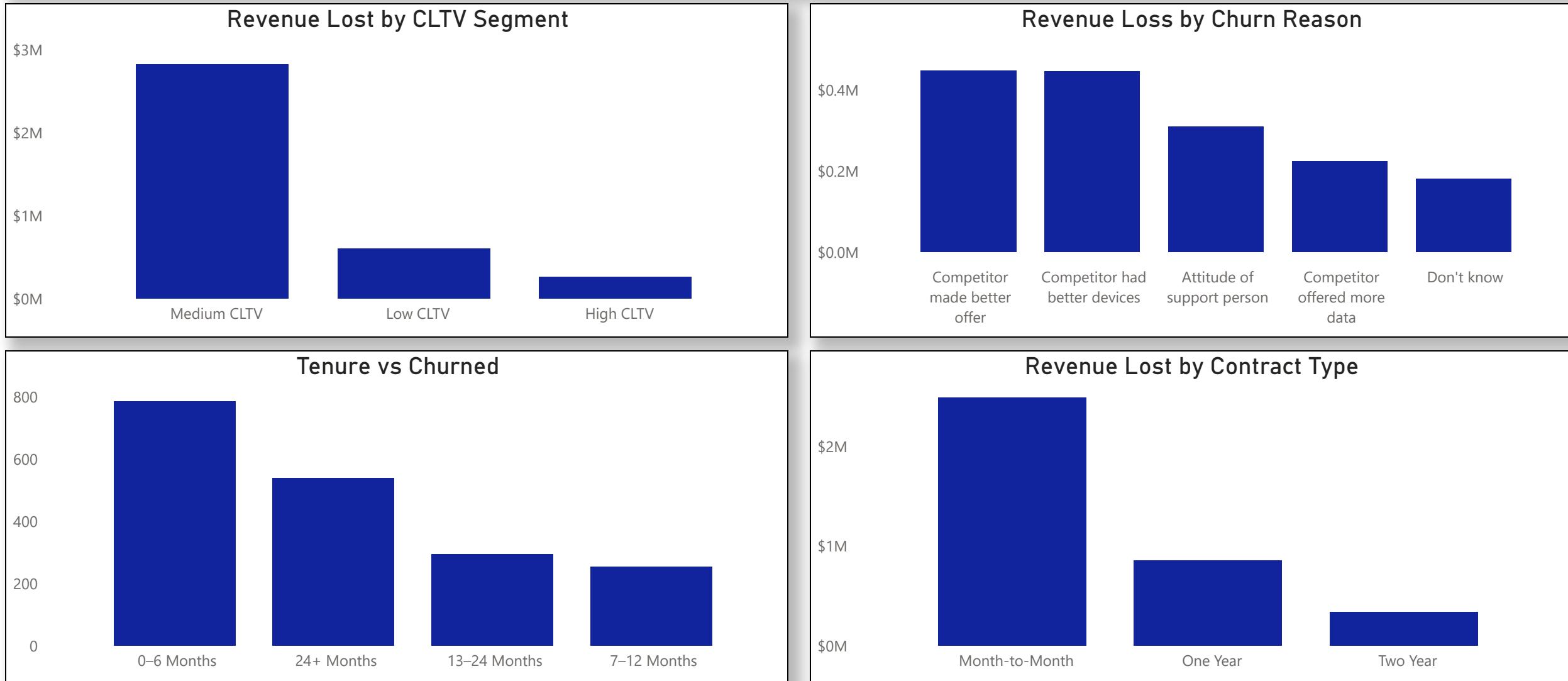
# When Does Churn Hurt the Most?



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

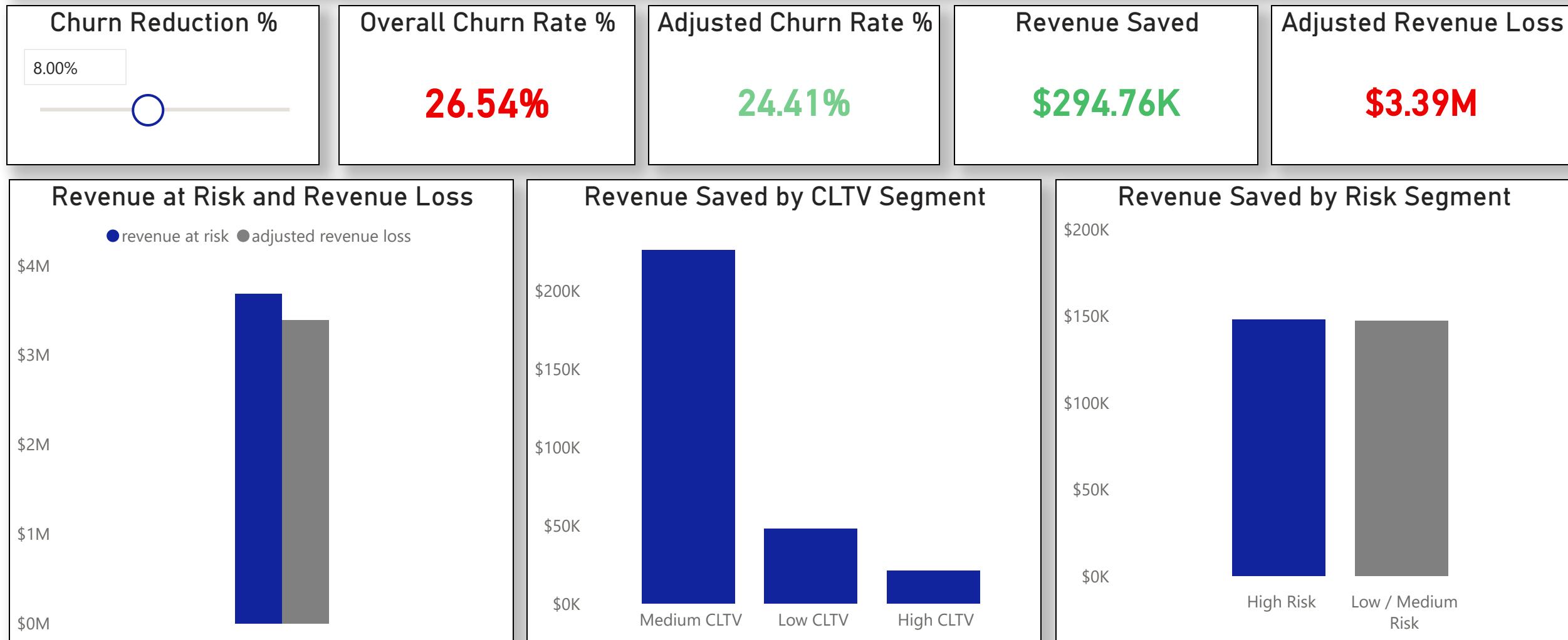


# Revenue & Retention



**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



**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.**