

# 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

Stayed



Churned



Joined



0K

2K

4K

Revenue Lost by Churn\_Category

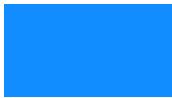
Competitor



Dissatisfaction



Attitude



Price



Other



\$0M

\$1M

\$2M

Revenue Lost by CLTV Segment

Medium CLTV



Low CLTV



High CLTV

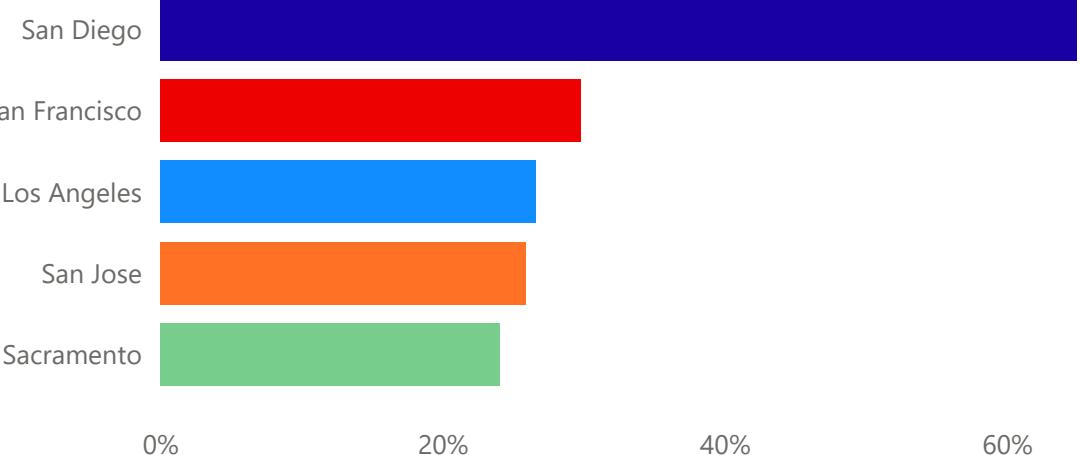


\$0M

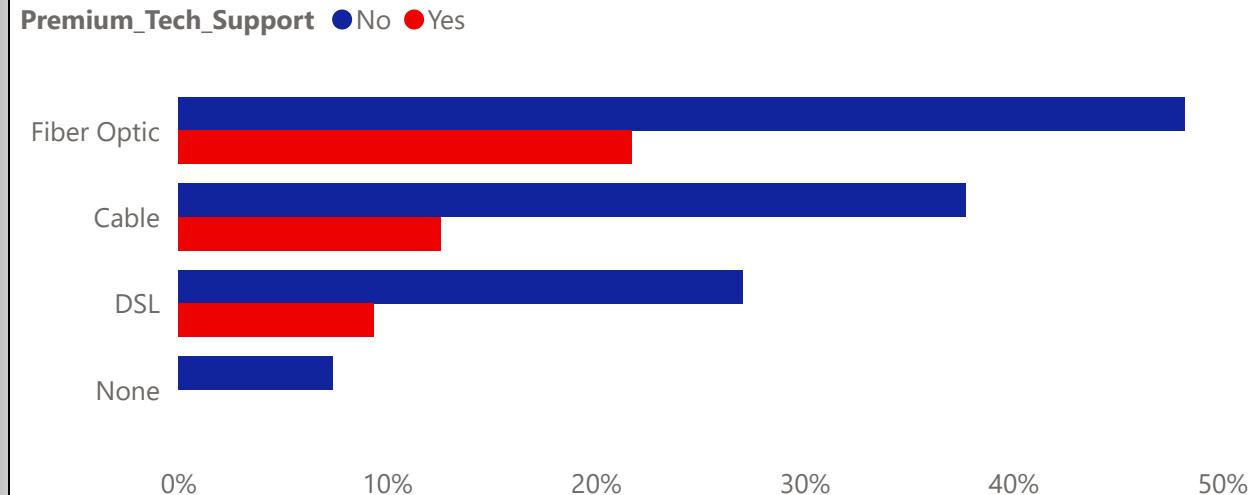
\$2M

# Churn Deep-Dive Analysis

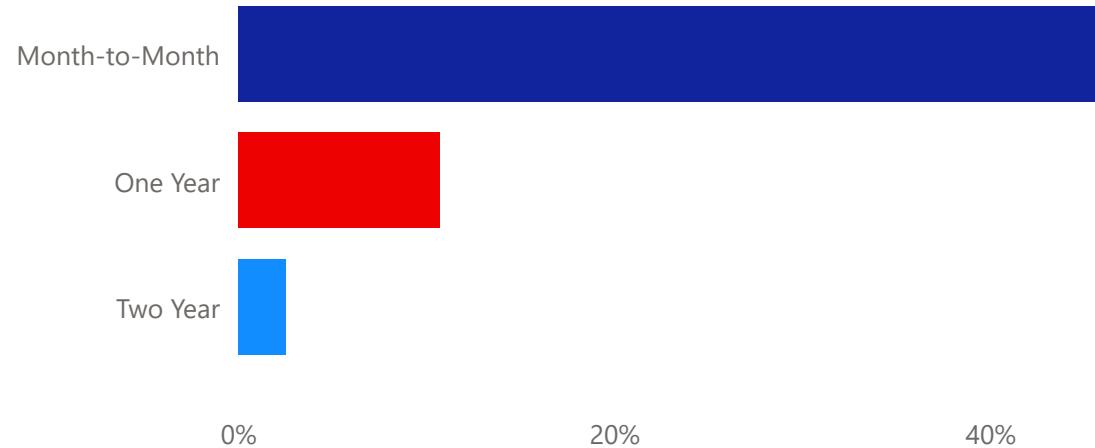
## Churn Rate % by City



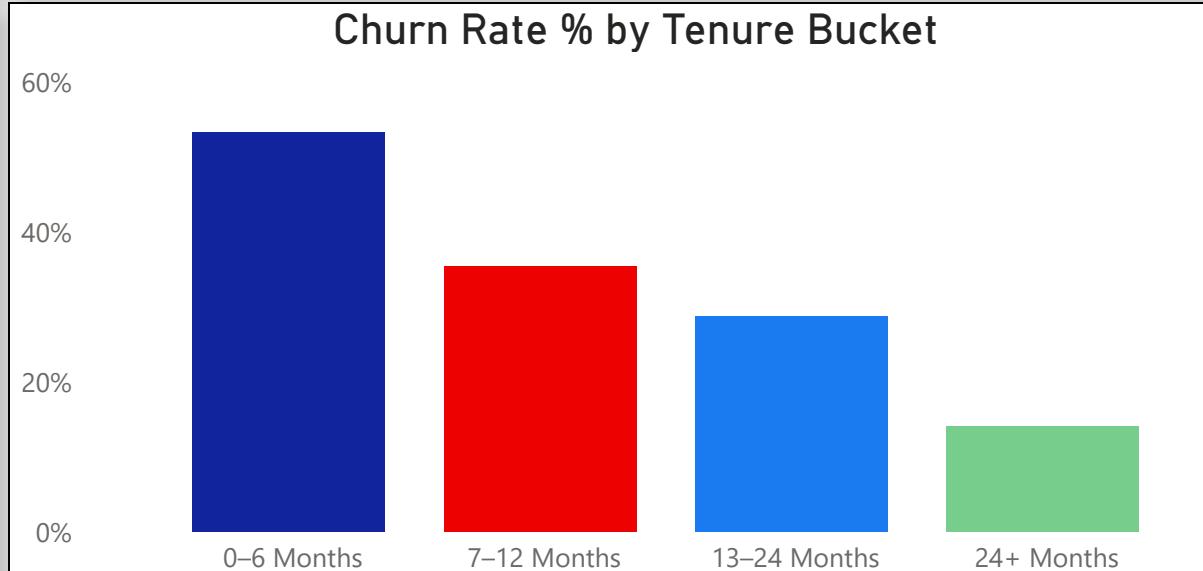
## Churn Rate % by Internet Type and Premium Tech Support



## Churn Rate % by Contract

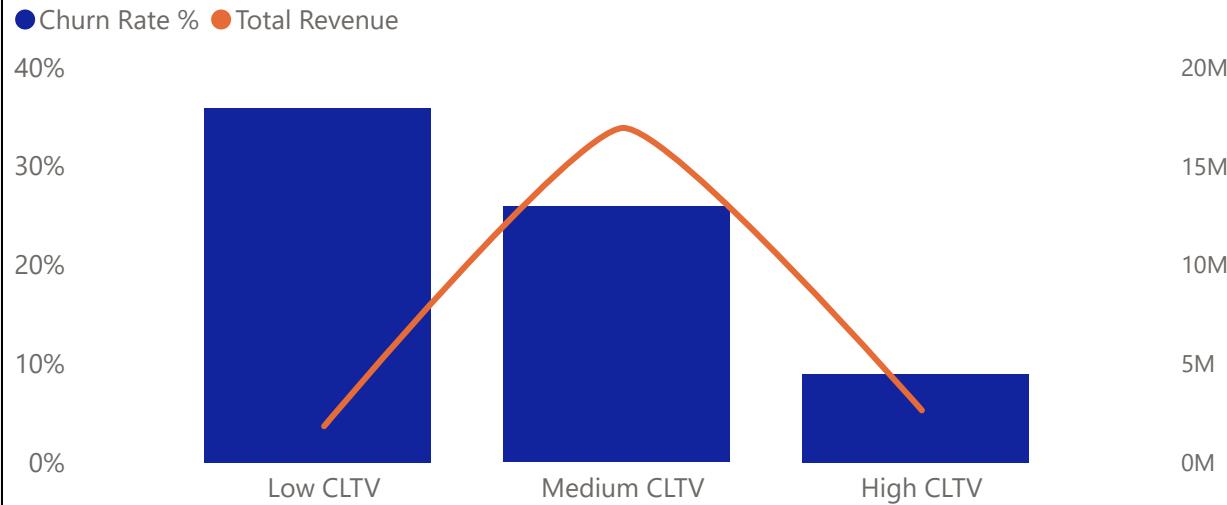


## Churn Rate % by Tenure Bucket

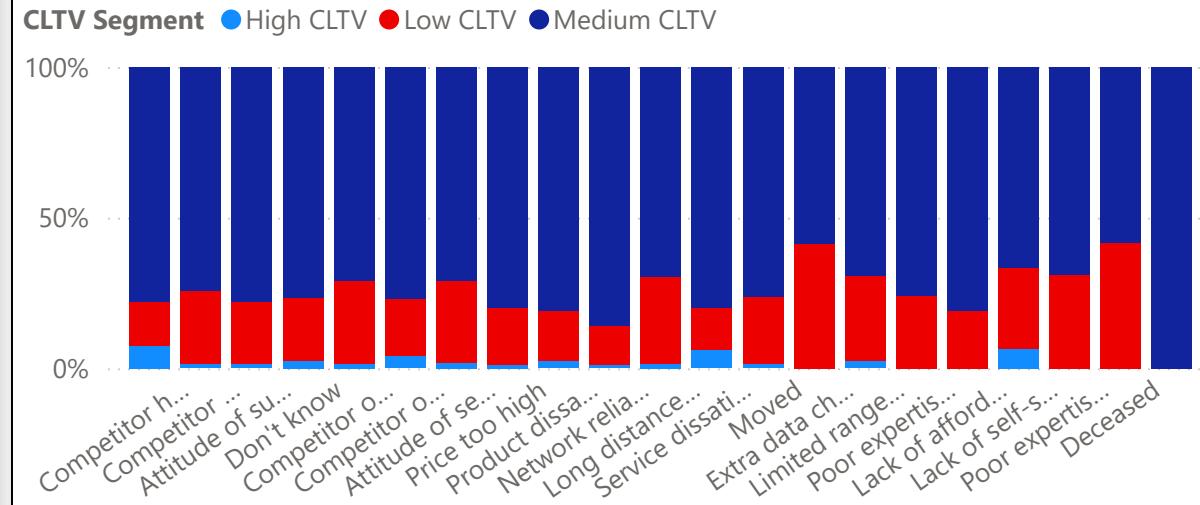


# Revenue and Retention

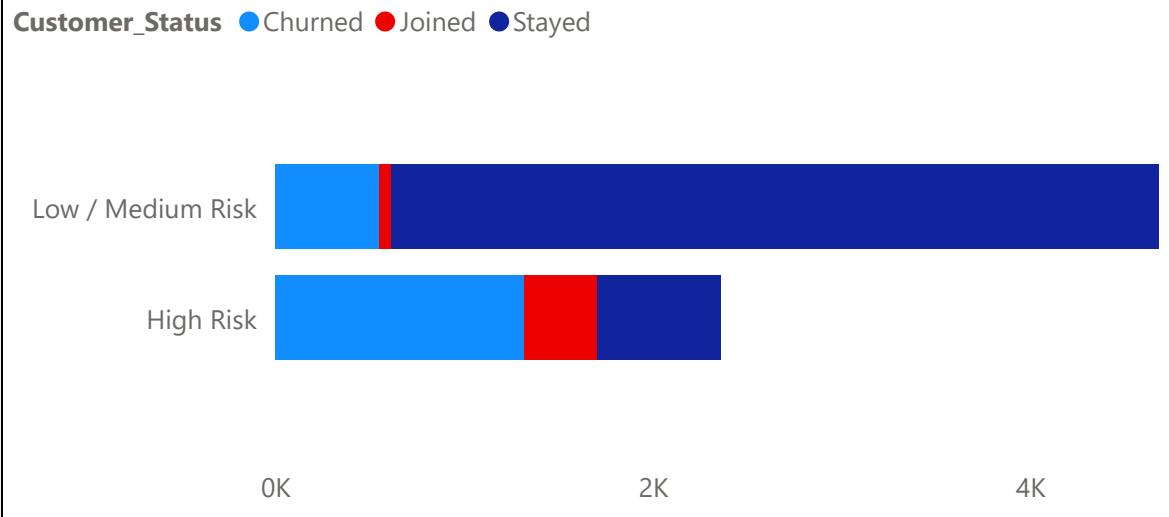
## Churn Rate % and Total Revenue by CLTV Segment



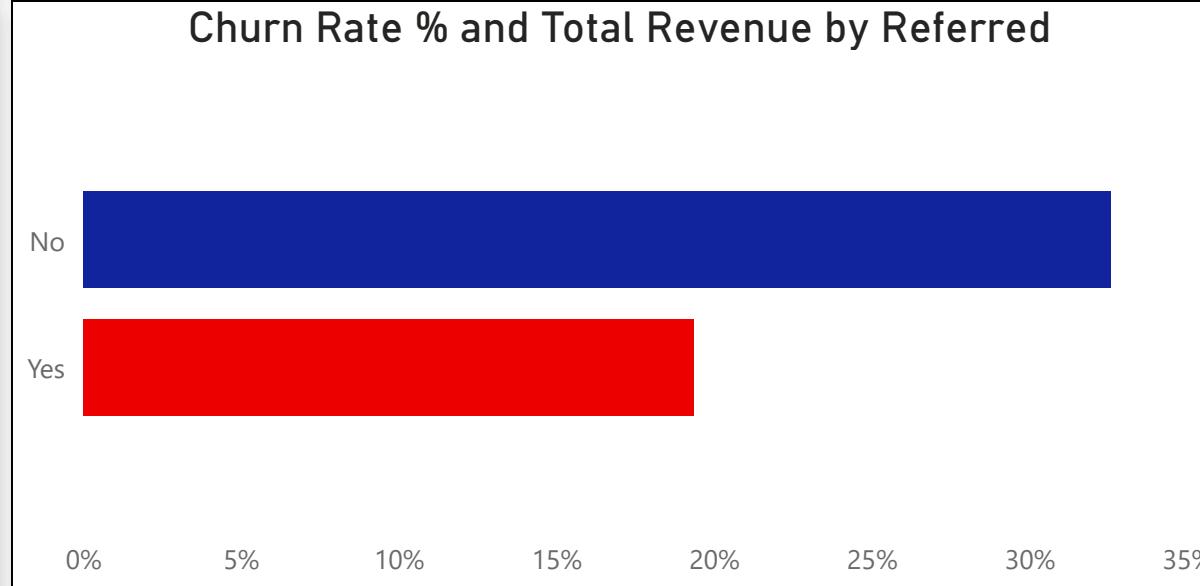
## CLTV Segment by Churn Reason



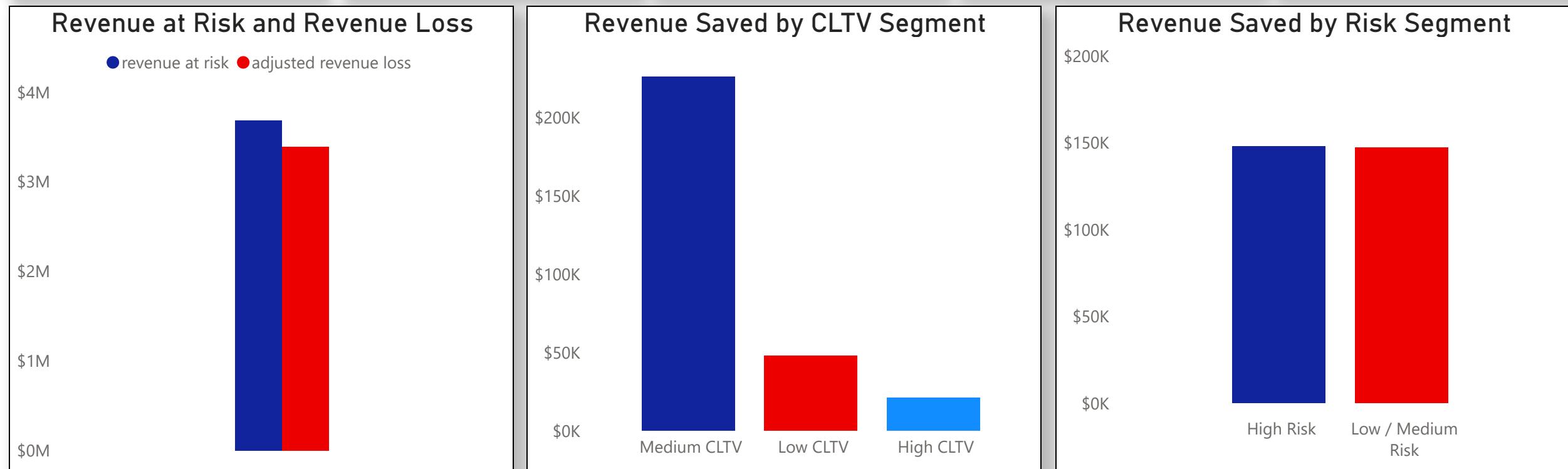
## Customer by Risk Segment and Status



## Churn Rate % and Total Revenue by Referred



# What-If Analysis & Revenue Impact



**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.**