



Churn Category

All

Churn Reason

All

Contract Category

All

Age (bins)

All

State

All

Customer ID

All

6.687K

Total Customers

1.796K

Churned Customers

26.86%

Churn Rate %

7M

Total Revenue

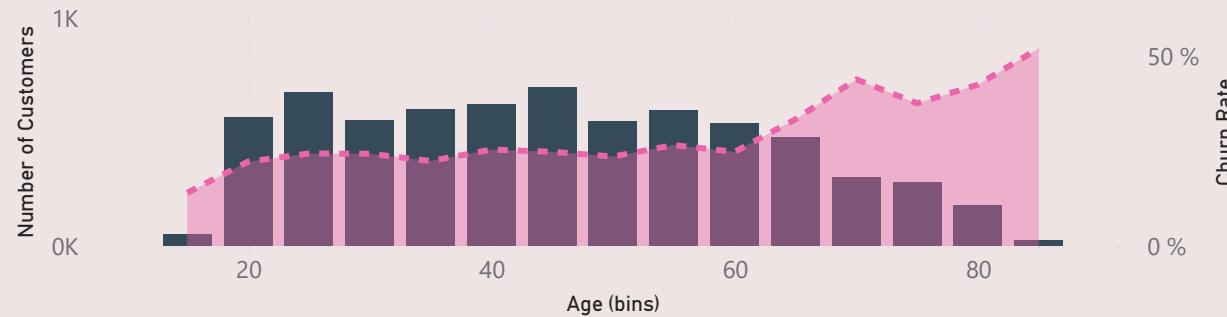
6.123K

Customer Service Calls

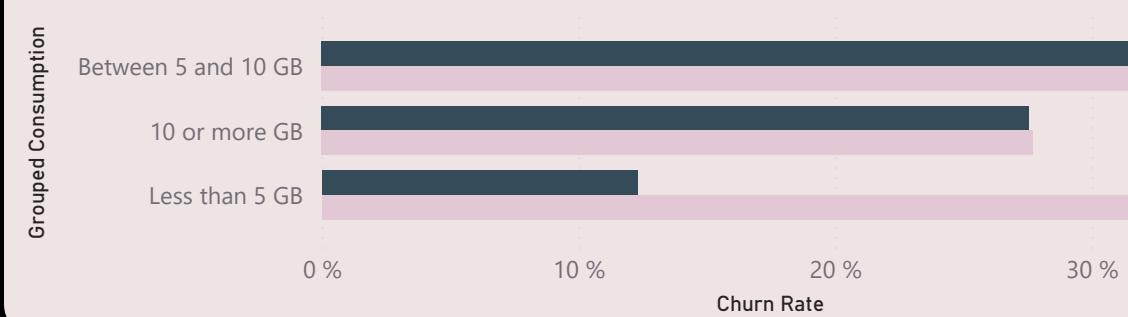
0.92

Avg Customer Service - Calls

### Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate


### Churn Rate by Grouped Consumption and Unlimited Data Plan

● No ● Yes


### Churn Rate % by State

Churn Rate %

CA OH PA ... NE NH MT OR KY DE SC IN TX AK AL MS IL ... ID

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State

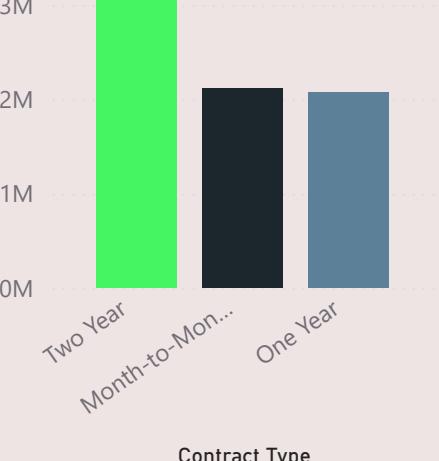


### Top 10 Region

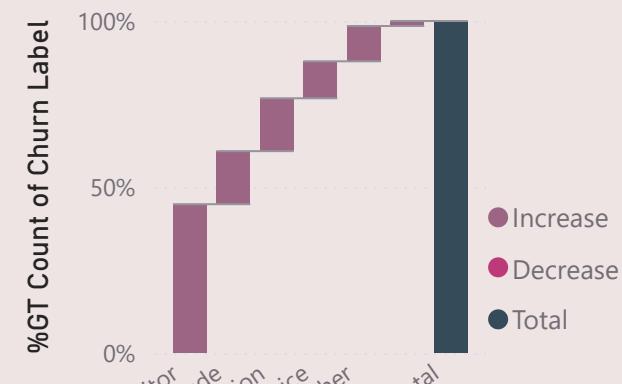
| State | Churn Rate % |
|-------|--------------|
| CA    | 0.63         |
| OH    | 0.35         |
| PA    | 0.33         |
| MD    | 0.33         |
| NE    | 0.33         |
| NH    | 0.32         |
| MT    | 0.31         |
| OR    | 0.31         |
| KY    | 0.31         |
| DE    | 0.30         |
| Total | 0.27         |

### Total Revenue by Contract type

Total Revenue



### Churn Label by Churn Category



Churn Category



| Churn Category | Churn Reason | Contract Category | State | Age (bins) | Churn Label | Customer ID |
|----------------|--------------|-------------------|-------|------------|-------------|-------------|
| All            | All          | All               | All   | All        | All         | All         |

6.687K

Total Customers

1.796K

Churned Customers

26.86%

Churn Rate %

73.14%

Retention Rate %

\$31.03

ARPU (Monthly Charge)

46.29%

Month-to-Month Churn %

32.11%

Unlimited Plan Churn %

2.40

Avg CS Calls (Churned)

\$34.64

Avg Extra Charges (Churned)

\$36.80

Avg Monthly Charge (Churned)

\$62.208K

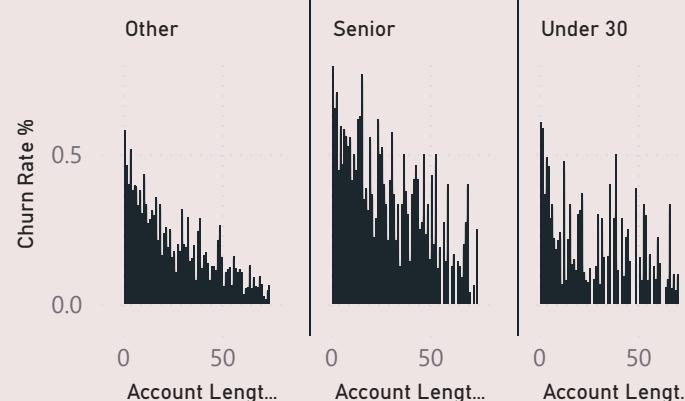
Total Extra Charges (Churned)

\$66.094K

Lost Monthly Revenue (MRR Lost)

### Churn Rate % by Account Length (in months) and Demographics

#### Account Length

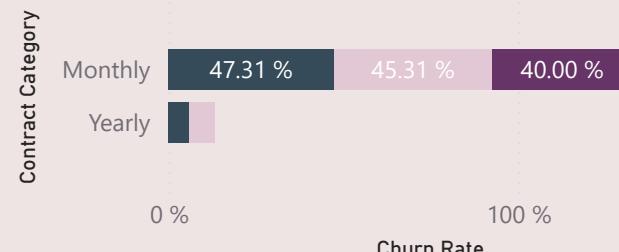


### Churn Rate by State

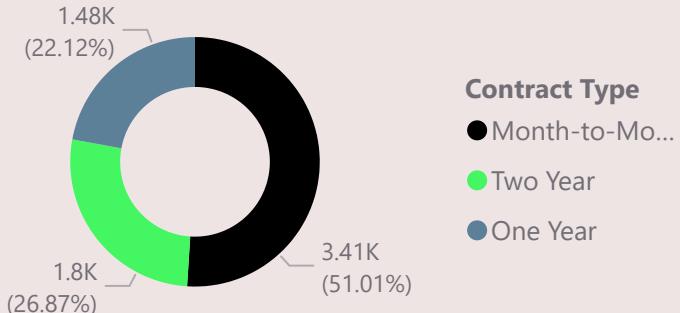


### Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say



### Customers by Contract type



### Churn Reasons

%GT Count of Number of Customers in Group by Churn Reason

