

Overview

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

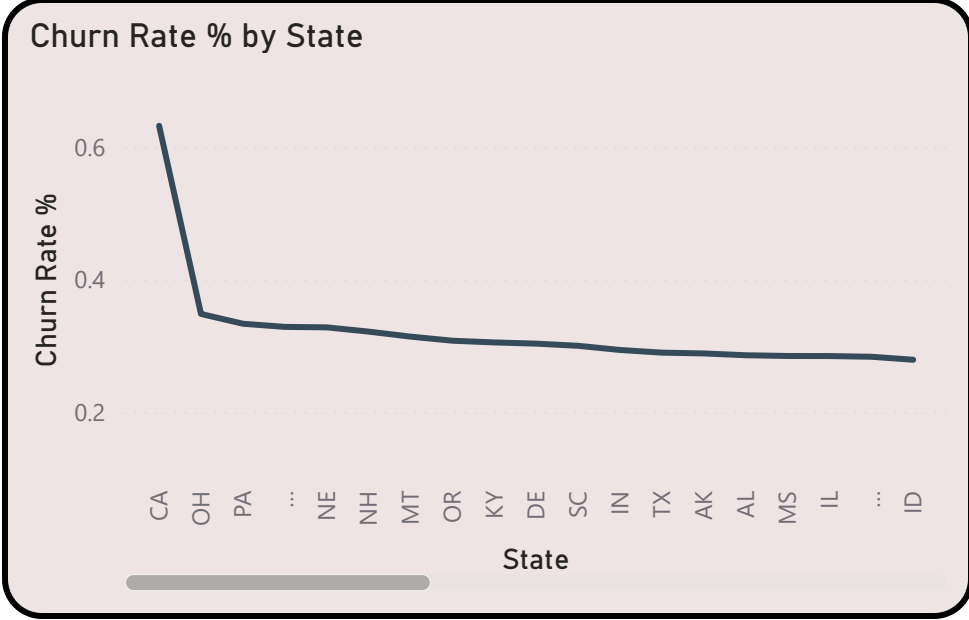
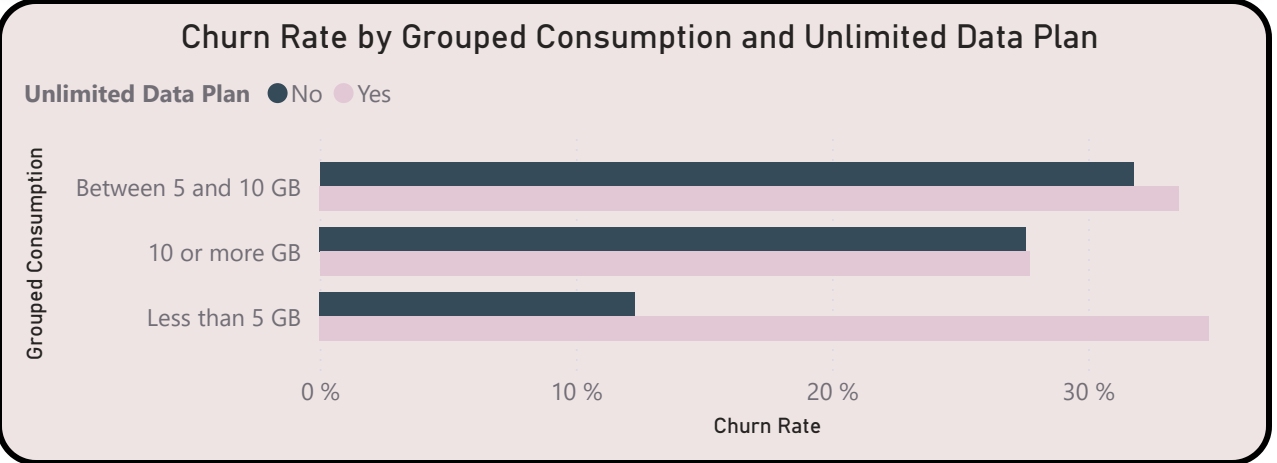
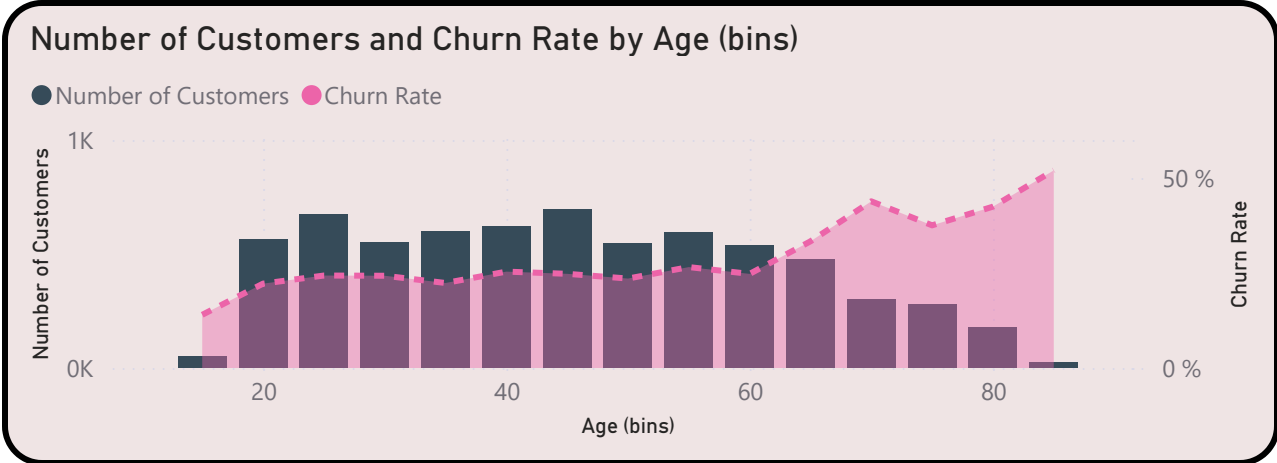
Total Revenue

6.123K

Customer Service Calls

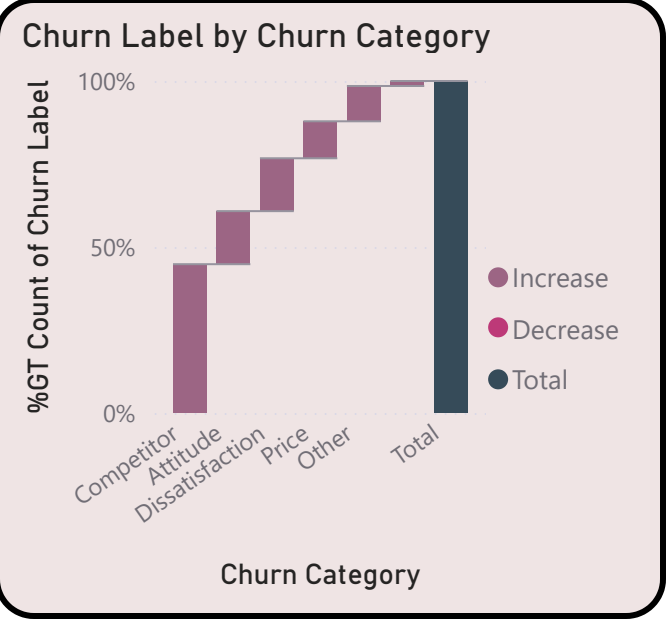
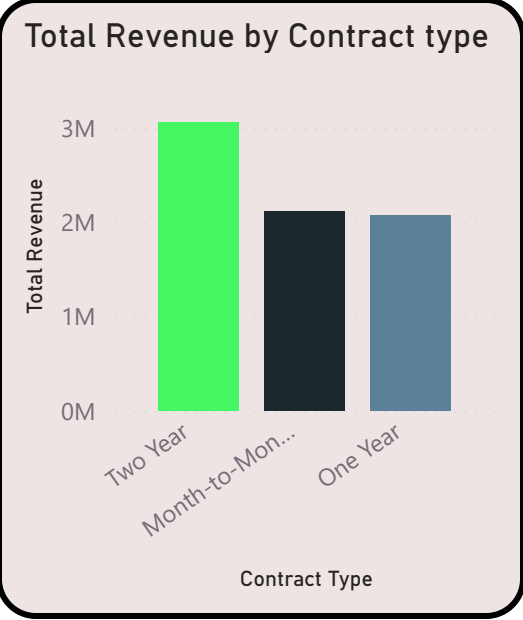
0.92

Avg Customer Service - Calls



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



Churn Risk Segmentation

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

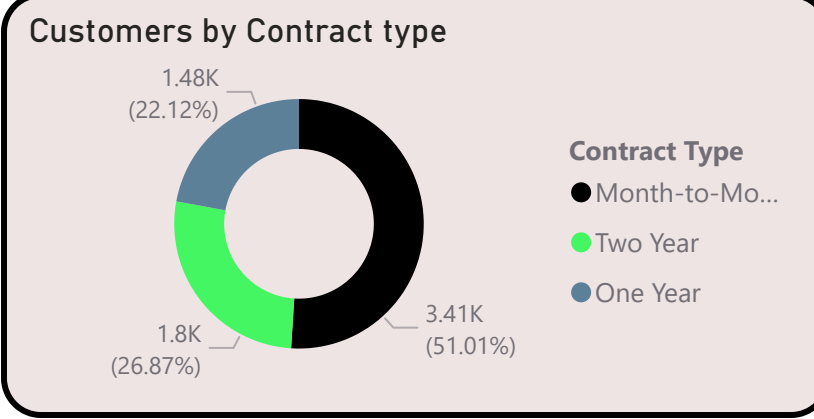
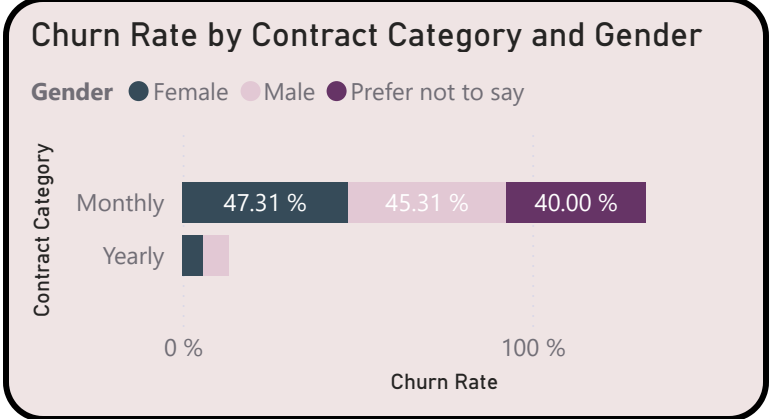
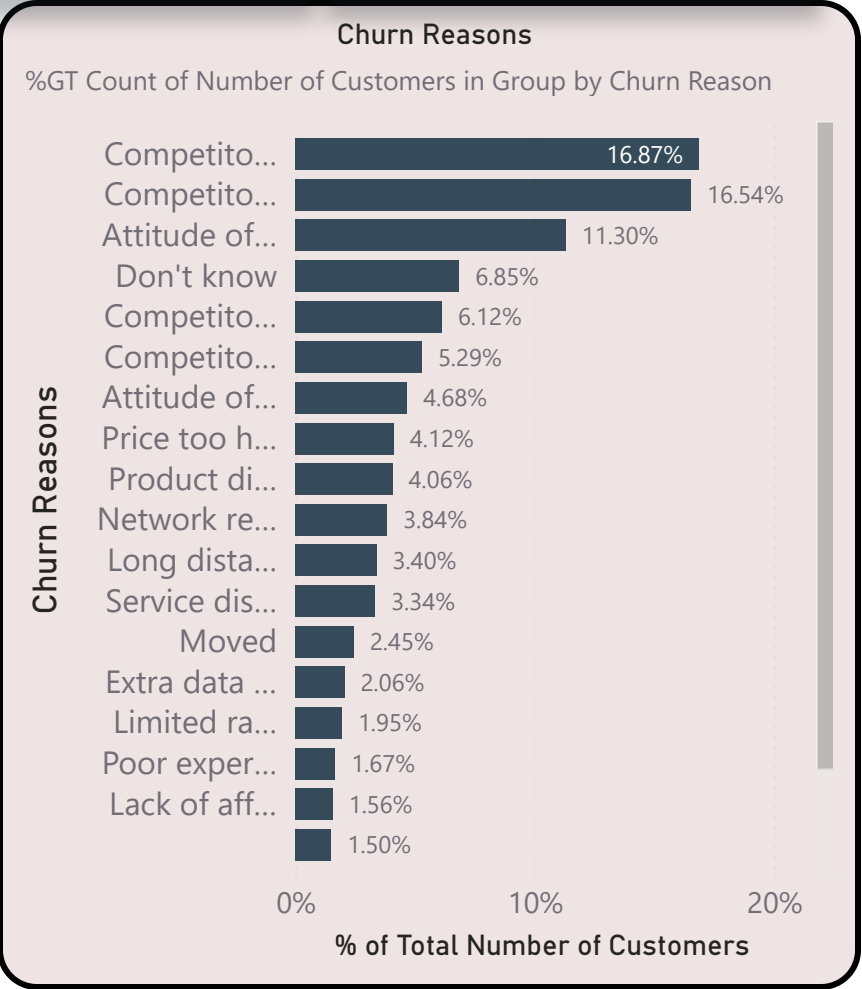
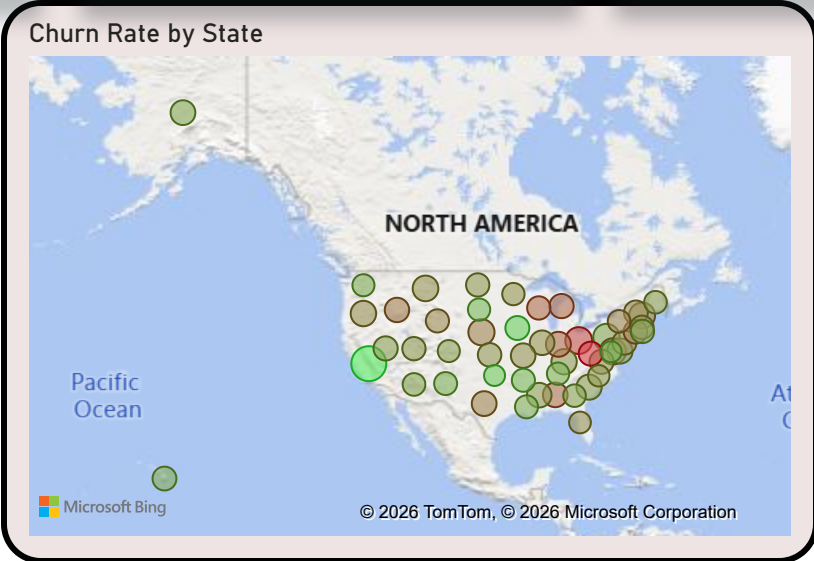
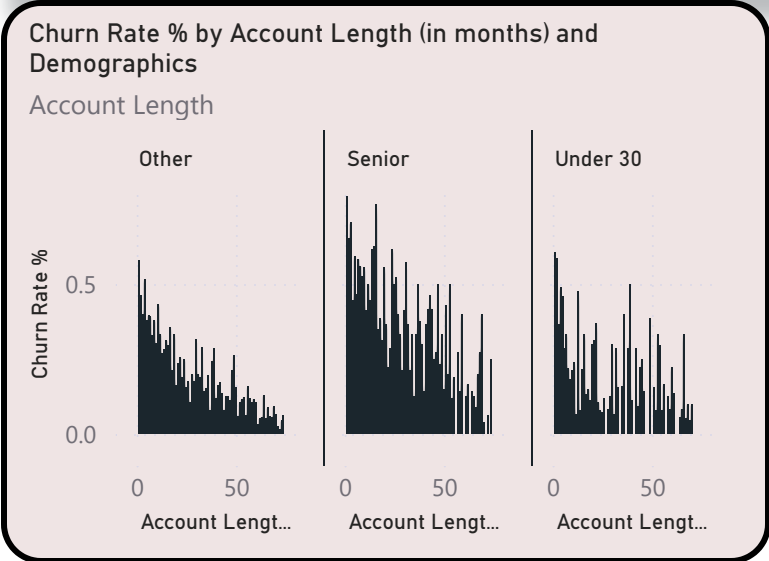
Avg Monthly Charge (Churned)

\$62.208K

Total Extra Charges (Churned)

\$66.094K

Lost Monthly Revenue (MRR Lost)



Churn Root Cause

Churn Category

All

Churn Reason

All

Contract Category

All

State

All

Age (bins)

All

Churn Label

All

Customer ID

All

6.687K

Total Customers

1.796K

Churned Customers

26.86%

Churn Rate %

16.87%

Top Churn Reason %

\$31.03

ARPU (Monthly Charge)

\$11.554K

Lost MRR (Top Churn Reason)

2.40

Avg CS Calls (Churned)

3.37

Avg Extra International- Charges

0.92

Avg Customer Service - Calls

\$34.64

Avg Extra Charges (Churned)

\$36.80

Avg Monthly Charge (Churned)

6.18%

% Churn Due to Price

3

High Impact Reasons Count

