

Overview

Churn Category ▾ Churn Reason ▾ Contract Category ▾ Age (bins) ▾ State ▾ Customer ID ▾

All All All All All All

6.687K

Total Customers

1.796K

Churned Customers

26.86%

Churn Rate %

7M

Total Revenue

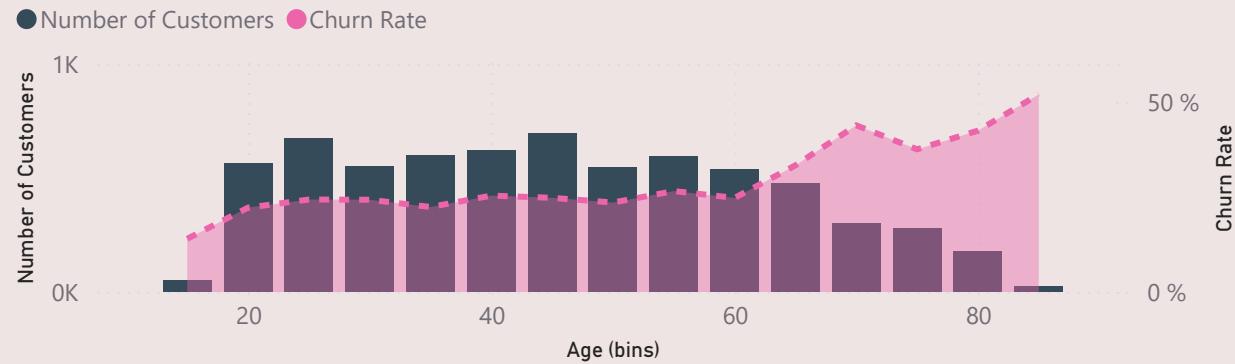
6.123K

Customer Service Calls

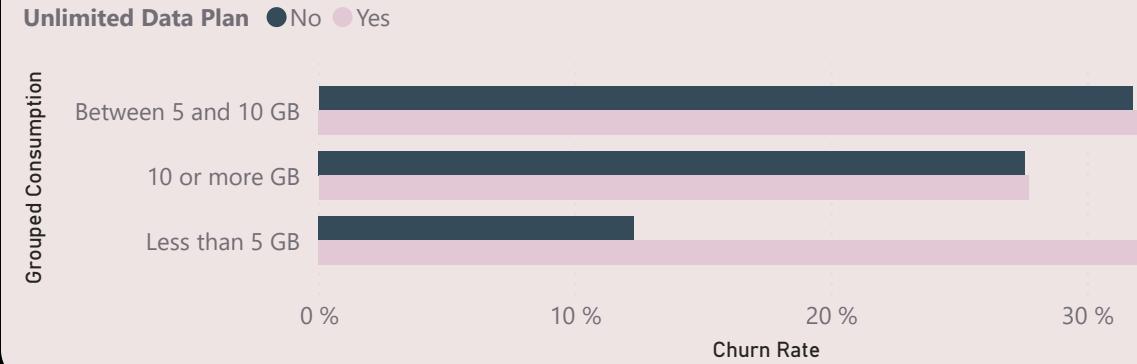
0.92

Avg Customer Service - Calls

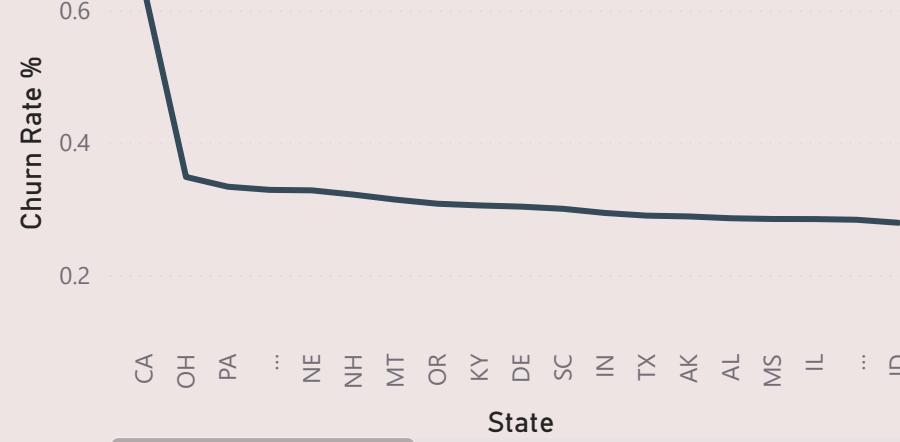
Number of Customers and Churn Rate by Age (bins)



Churn Rate by Grouped Consumption and Unlimited Data Plan



Churn Rate % by State

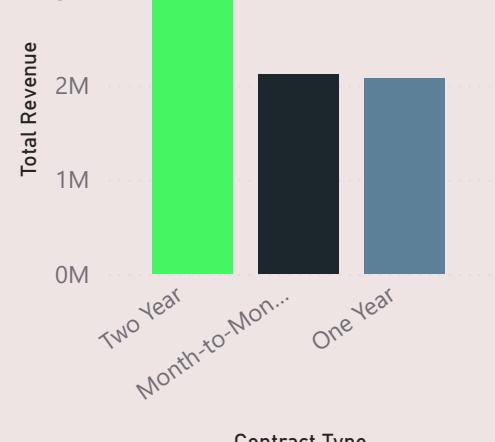


Top 10 Region

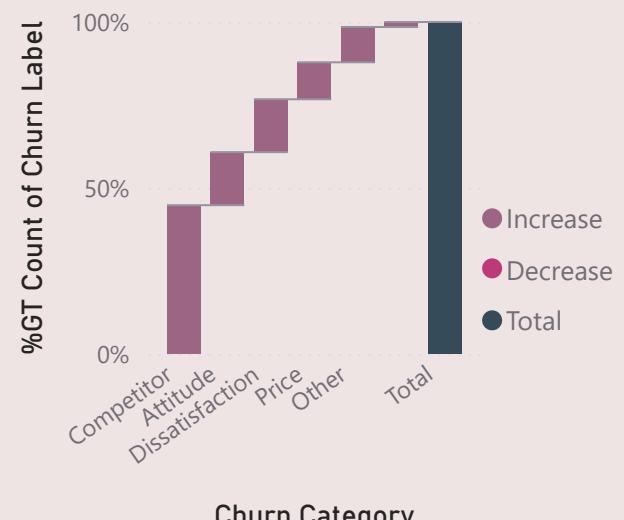
State	Churn Rate %
CA	0.63
OH	0.35
PA	0.33
MD	0.33
NE	0.33
NH	0.32
MT	0.31
OR	0.31
KY	0.31
DE	0.30

Total 0.27

Total Revenue by Contract type



Churn Label by Churn Category



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

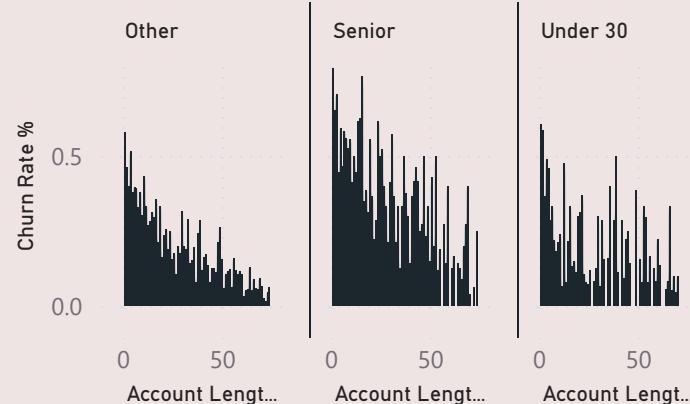
Total Extra Charges (Churned)

\$66.094K

Lost Monthly Revenue (MRR Lost)

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

Account Length

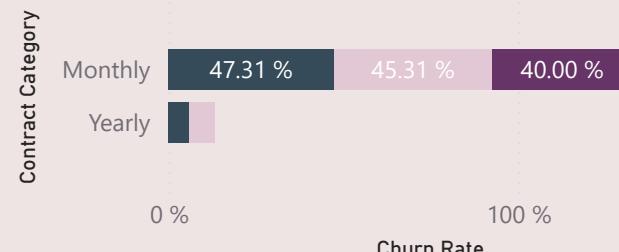


Churn Rate by State

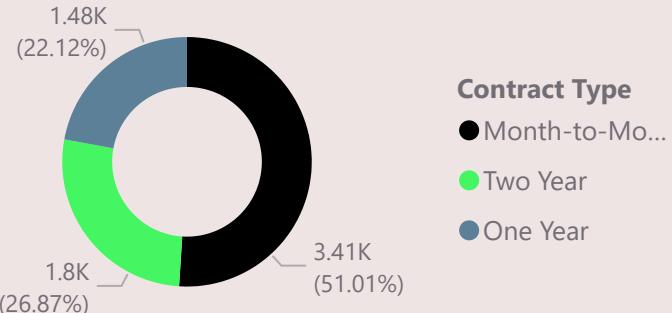


Churn Rate by Contract Category and Gender

Gender ● Female ● Male ● Prefer not to say

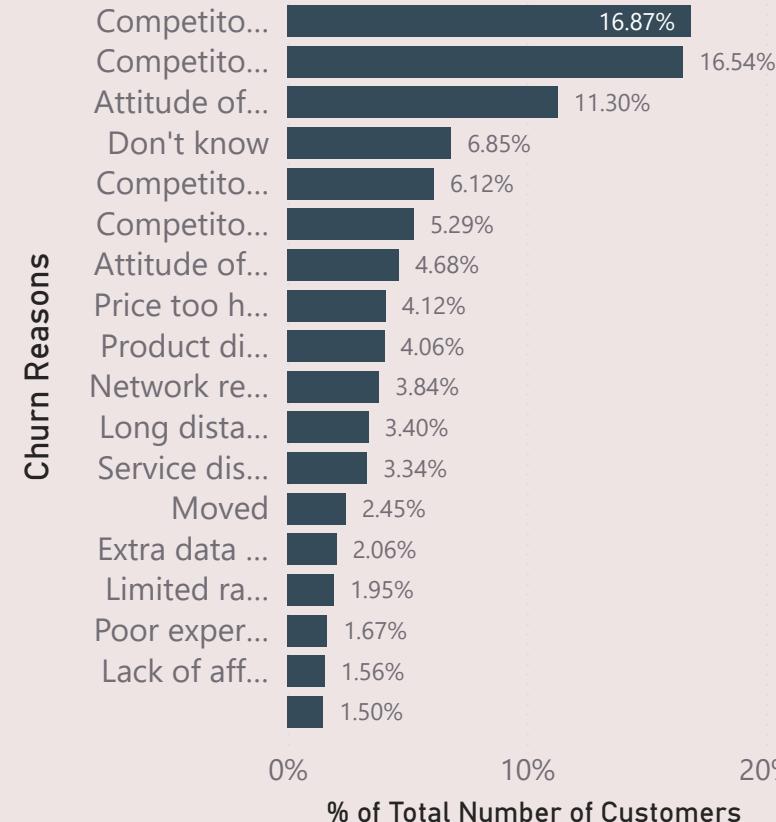


Customers by Contract type



Churn Reasons

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



Churn Root Cause

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 %

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%

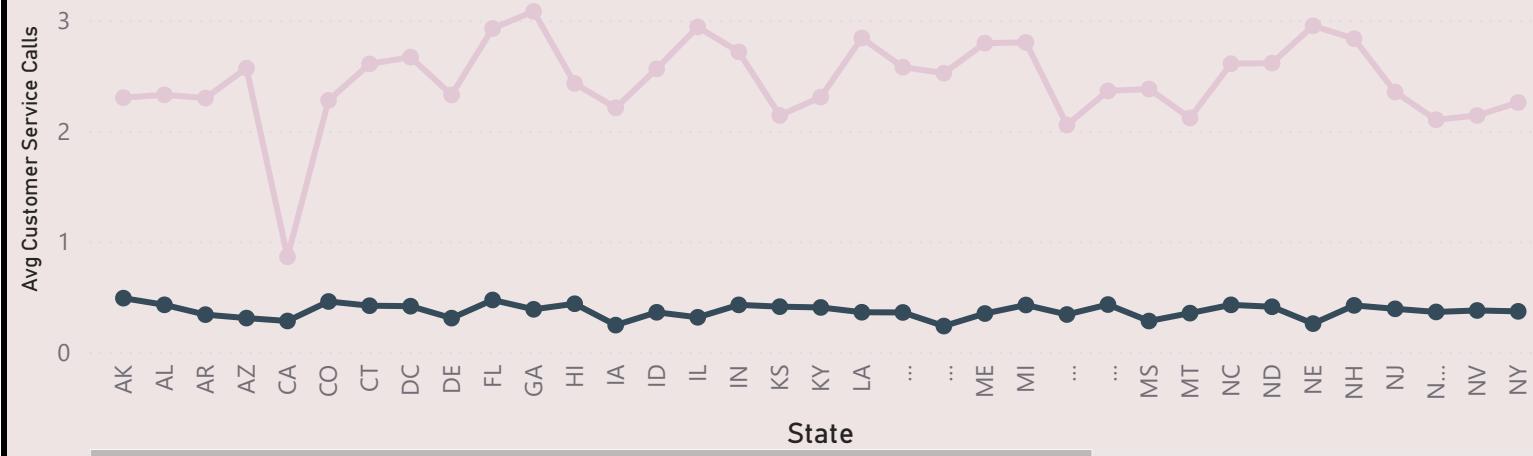
% Churn Due to Price

3

High Impact Reasons Count

Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes



Lost Monthly Revenue (MRR Lost) by Churn Reason

100%

Competitor made bette...

12K

Competitor had better ...

11K

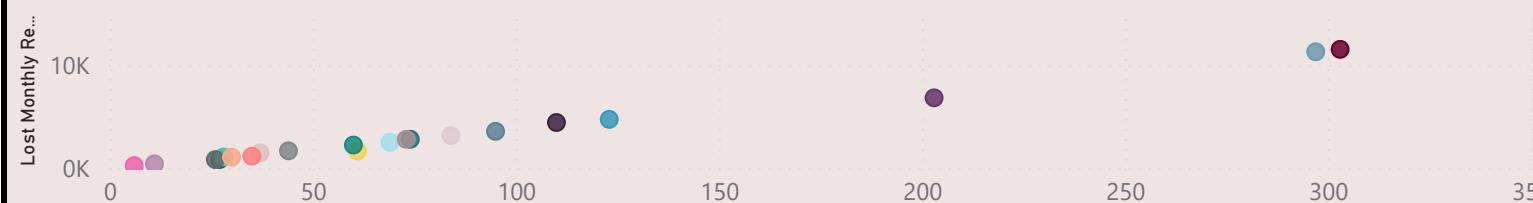
Attitude of support per...

7K

59.1%

Churned Customers and Lost Monthly Revenue (MRR Lost) by Churn Reason

Churn Reason ● Attitude of s... ● Attitude of s... ● Competitor ... ● Competitor ... ● Competitor ... ● Competitor ... ● Deceased ● Don't know



Churn by category

