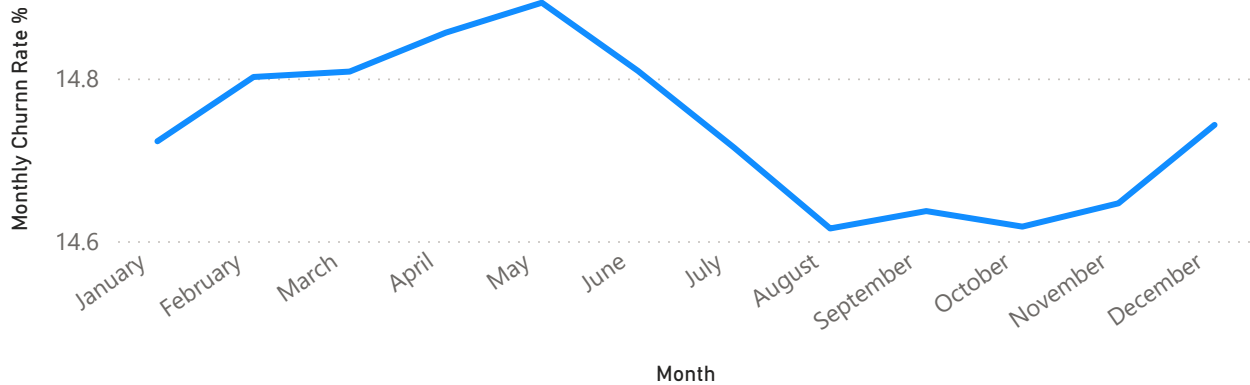


Telco Churn Analysis

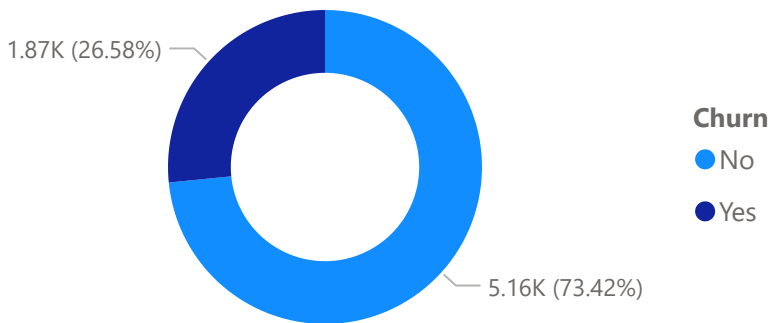
Executive Overview

7032	27%	\$45.7K	\$2.28K	0.27	\$51.6M	(\$61K)
Total Customers	Churn Rate %	ARPU	Avg LTV	Avg Churn Probability	At Risk Monthly Revenue	Forecasted Revenue (Next month)

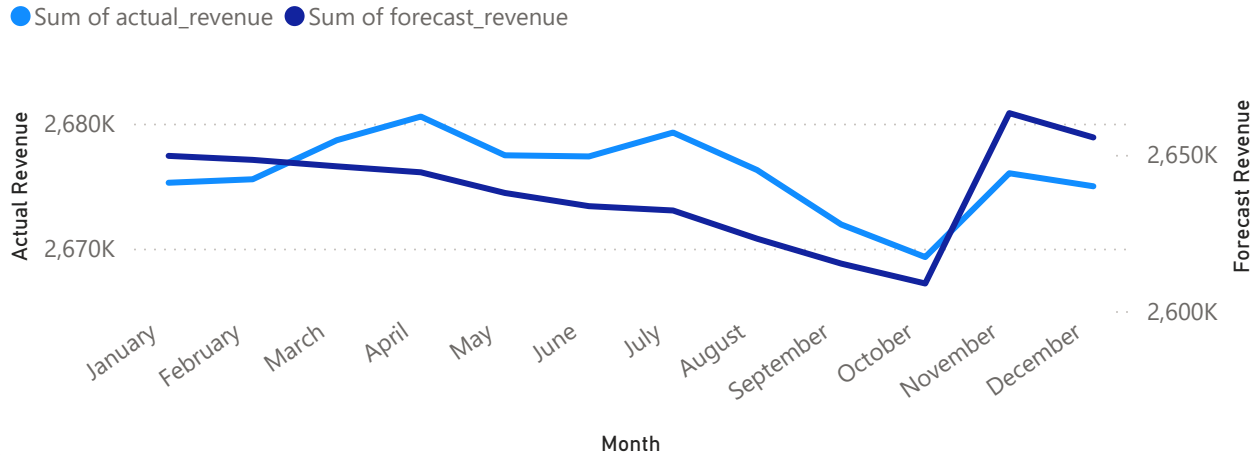
Monthly Churn Rate Trend



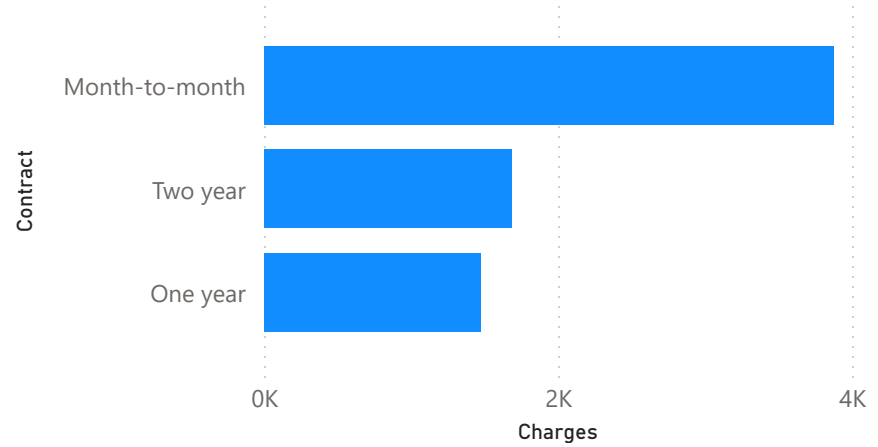
Customer Distribution by Churn



Monthly Revenue vs Forecast



Revenue by Customer segment



Telco Churn Analysis

7032

Total Customers

1368

Predicted High-Risk Customers

1869

Actual Churned Customers

0.27

Avg Churn Probability

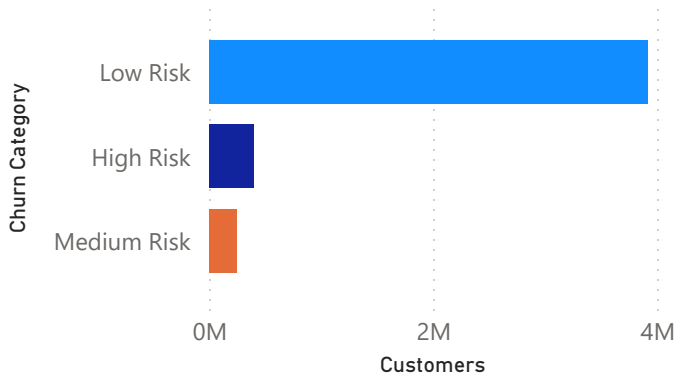
14.74

Monthly Churn Rate %

Churn Predictions

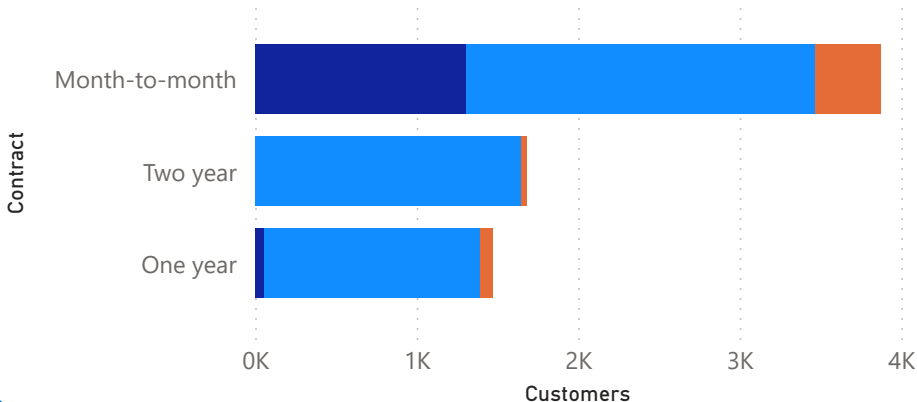
Customer by Churn Category

Churn Cate... ● Low Risk ● High Risk ● Medium Risk

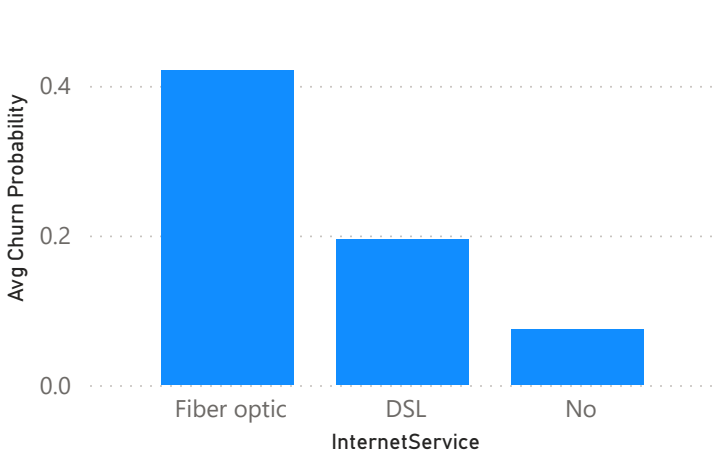


Churn Category by Contract Type

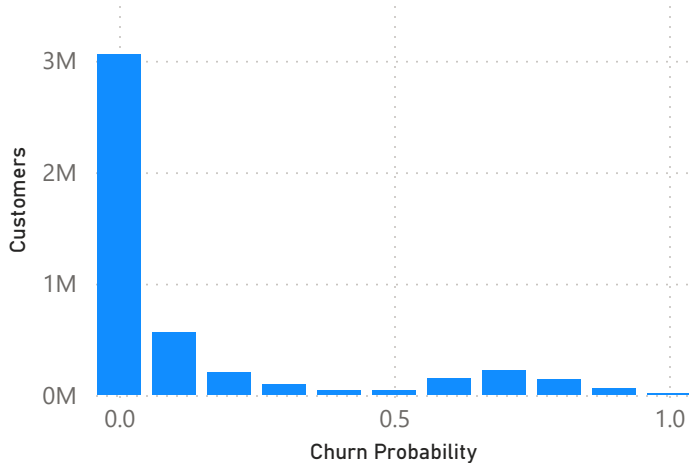
Churn Category ● High Risk ● Low Risk ● Medium Risk



Churn Probability by InternetService

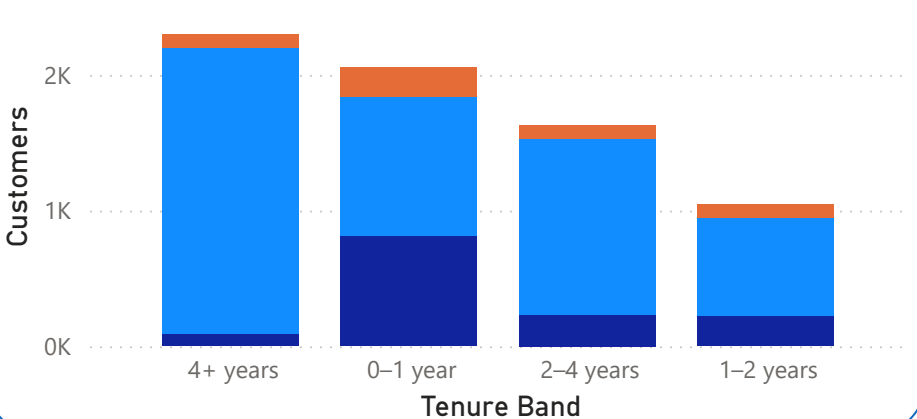


Churn Probability Distribution

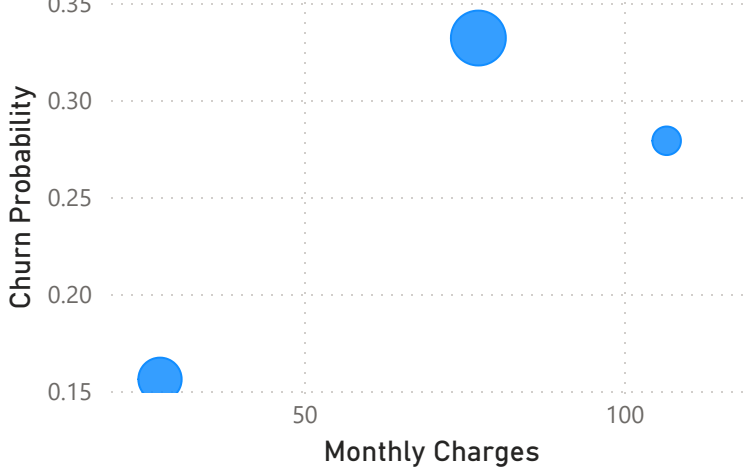


Churn Category by Tenure Band

Churn Category ● High Risk ● Low Risk ● Medium Risk



Churn Probability vs Monthly Charges



Telco Churn Analysis

Revenue Forecast

32.11M

Total Actual Revenue

-60.55K

Forecasted Revenue (Next month)

-58.4%

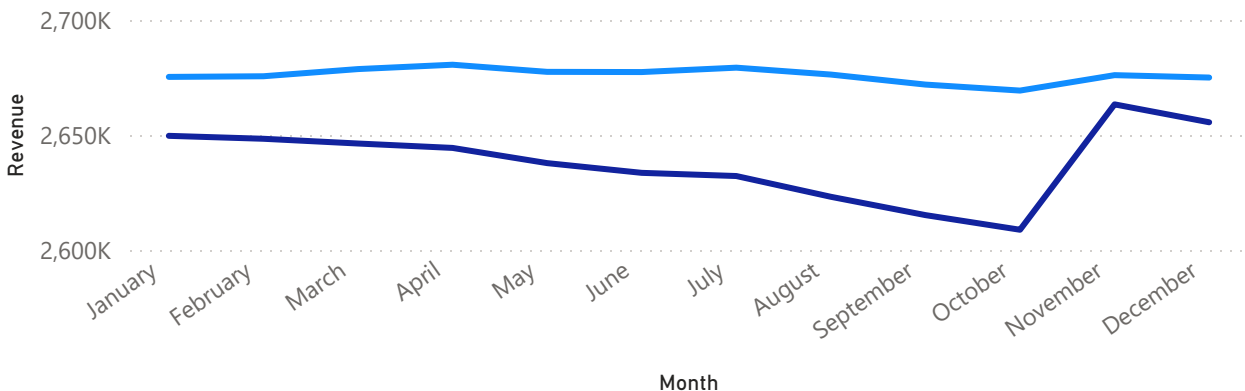
Revenue Growth % (MoM)

18.9%

Revenue Forecast Accuracy %

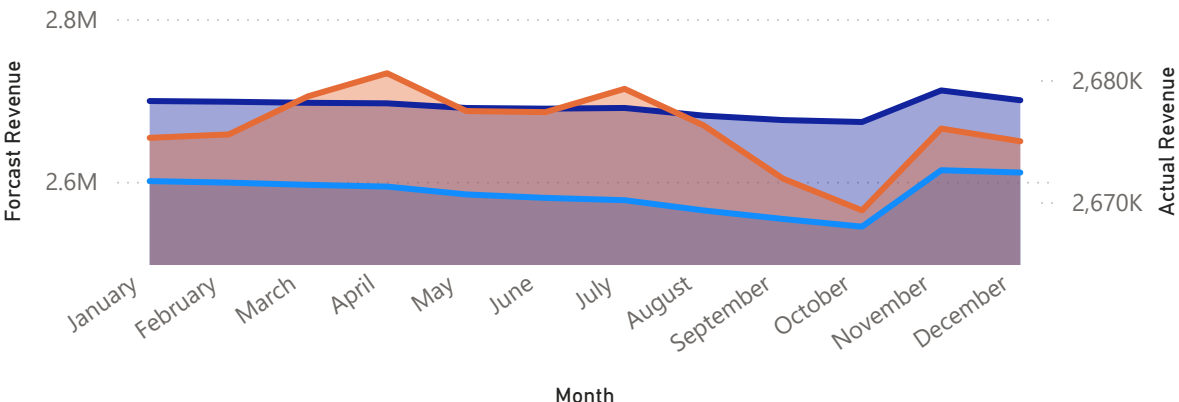
Revenue Over Time

Sum of actual_revenue Sum of forecast_revenue



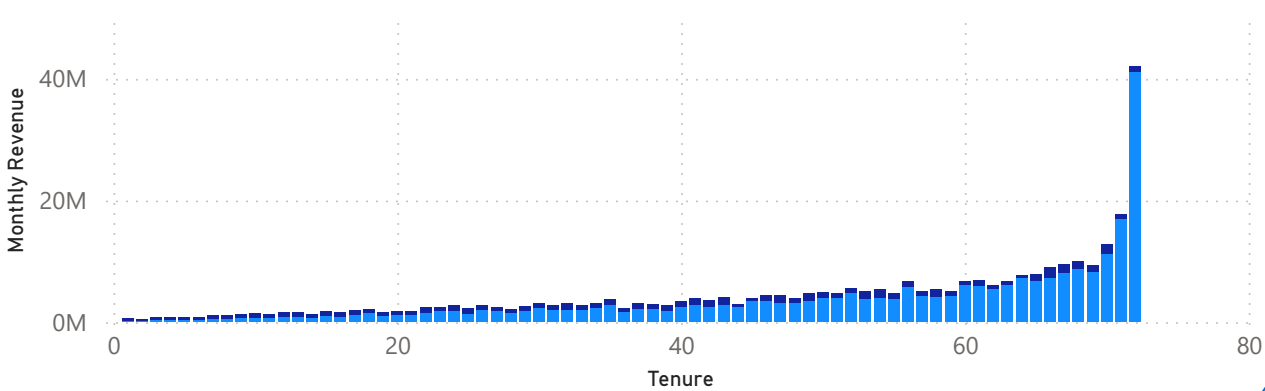
Revenue Forecast Confidence Range

Sum of forecast_lower Sum of forecast_upper Sum of actual_revenue



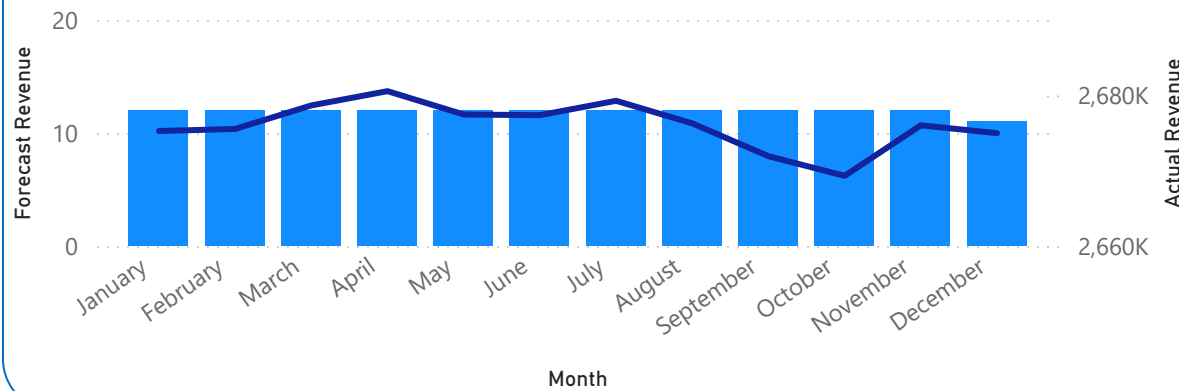
Revenue by Tenure

Churn No Yes



Revenue Forecast vs Churn Impact

Count of forecast_revenue Sum of actual_revenue



Telco Churn Analysis

Customer LTV

2.28K

Average CLV

455.65K

Total Lifetime Revenue

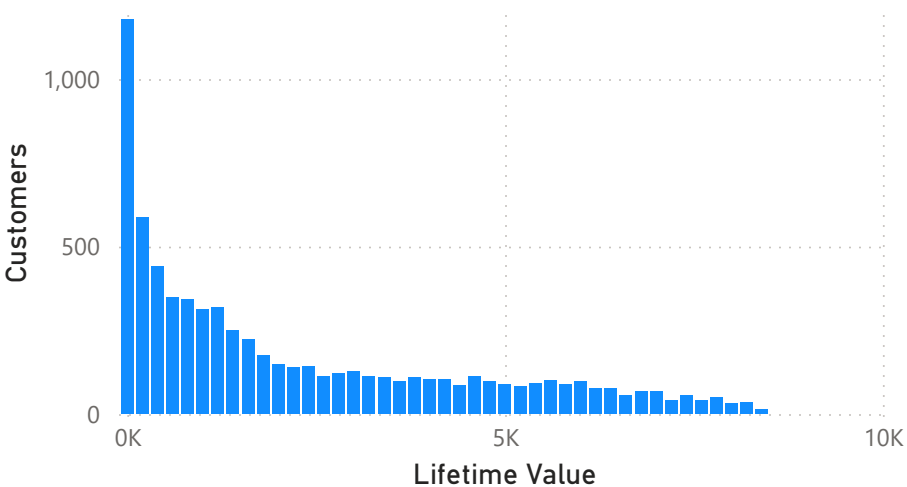
32.42

Average Customer Tenure

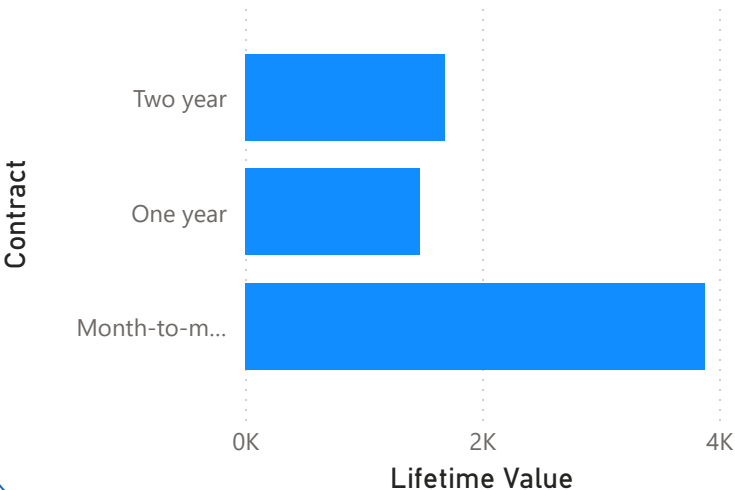
0.27

Average Churn Probability...

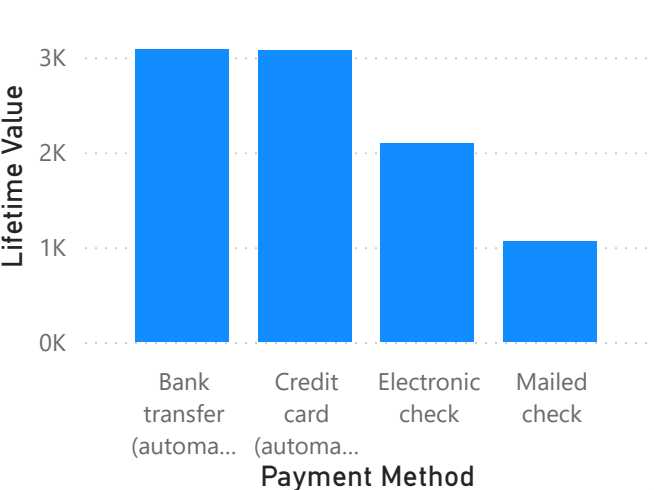
CLV Distribution



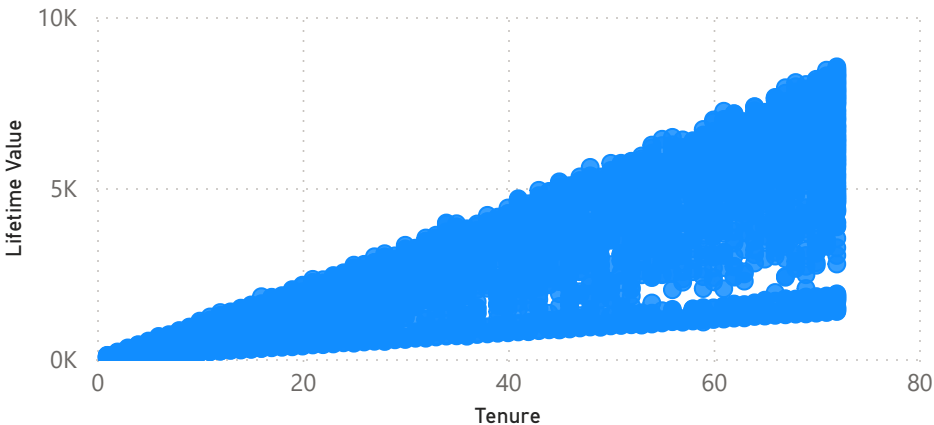
CLV by Contract Type



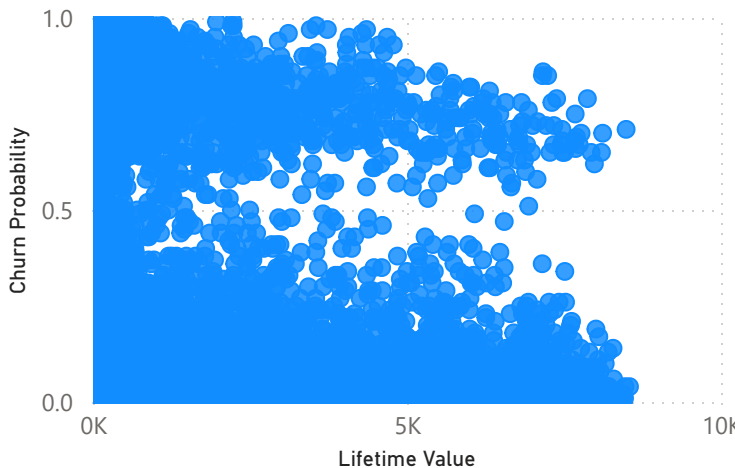
CLV by Payment Method



CLV vs Tenure



CLV vs Churn Probability



CLV Segmentation

customerID	lifetime_value	Contract	tenure	ch
0013-SMEOE	7,778.53	Two year	71	
0014-BMAQU	5,312.54	Two year	63	
0016-QLJIS	5,875.65	Two year	65	
0017-DINOC	2,429.86	Two year	54	
0017-IUDMW	8,441.87	Two year	72	
0019-EFAEP	7,290.02	Two year	72	
0019-GFNTW	2,514.78	Two year	56	
0020-INWCK	6,804.40	Two year	71	
0040-HALCW	1,103.51	Two year	54	

Telco Churn Analysis

Retention Strategy Simulation

27%

0.27

\$51.6K

-8.41M

\$23.2M

5.16K

Current_Churn_Rate

Adjusted_Churn_Rate

Retention_Cost

Revenue_Gain

Projected_revenue

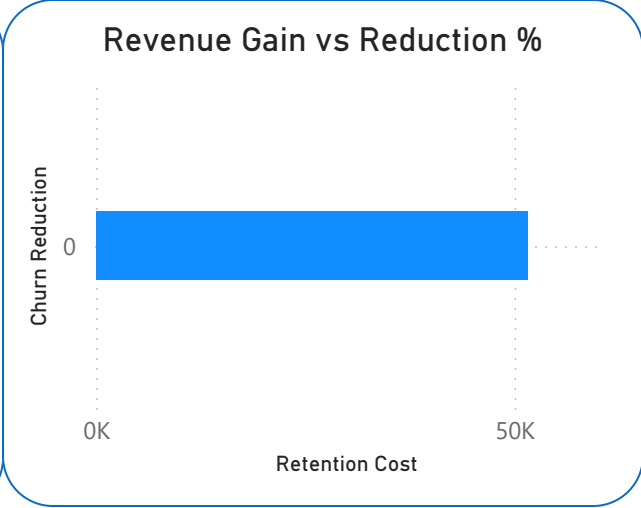
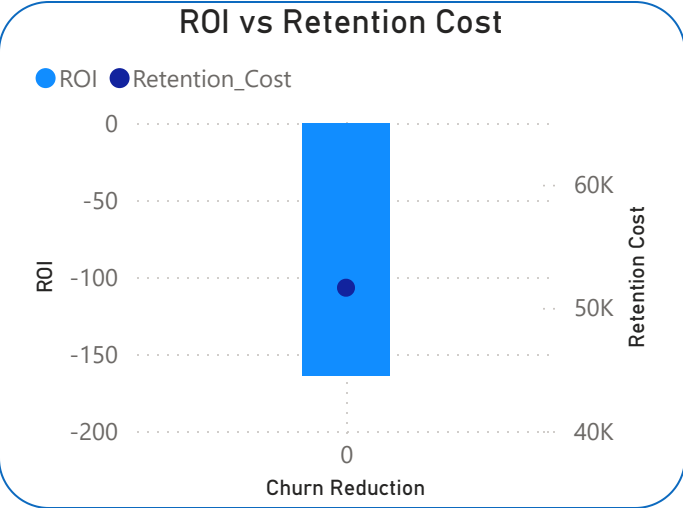
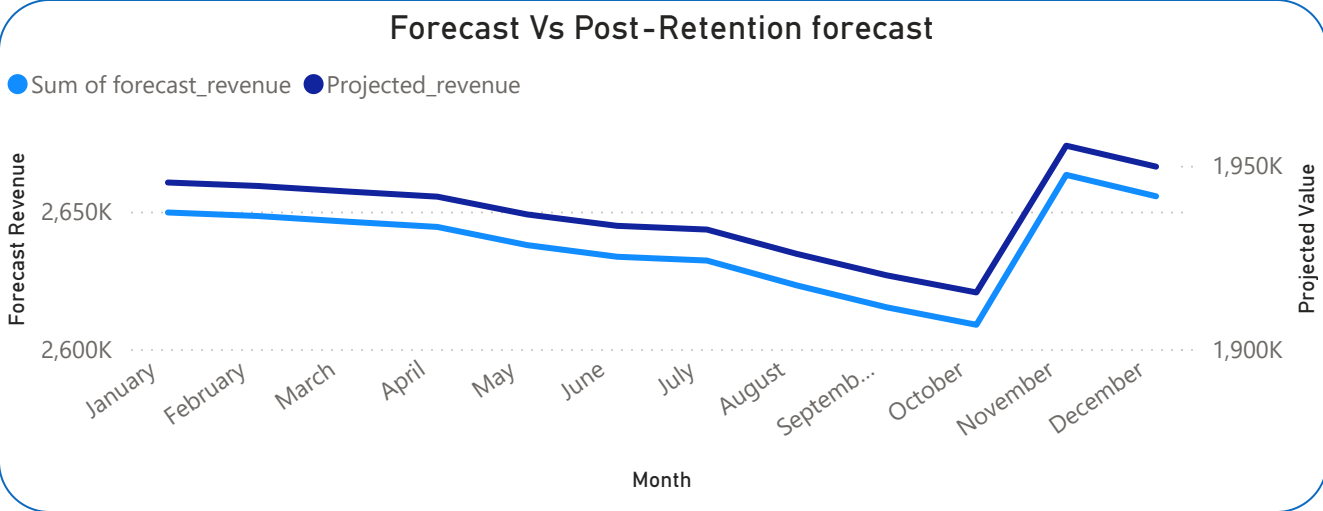
Projected_Retained_Customers

Adjust Churn Rate %

0

-164.0

ROI



High-value at-risk customers

customerID	lifetime_value	churn_probability	Churn Category	Contract	P
2889-FPWRM	8,489.31	0.71	High Risk	One year	B
1444-VVSGW	8,115.23	0.70	Medium Risk	One year	C
0201-OAMXR	8,096.78	0.65	Medium Risk	One year	C
1555-DJEQW	7,984.27	0.62	Medium Risk	Two year	B
8199-ZLLSA	7,932.11	0.65	Medium Risk	One year	B
3886-CERTZ	7,872.73	0.79	High Risk	One year	E
9053-JZFKV	7,772.26	0.70	Medium Risk	Two year	C
7317-GGVPB	7,742.47	0.67	Medium Risk	Two year	C
5271-YNWVR	7,698.25	0.69	Medium Risk	Two year	E
0748-RDGGM	7,685.56	0.66	Medium Risk	One year	B
1984-FCOWB	7,678.16	0.75	High Risk	One year	E
2834-JRTUA	7,670.02	0.68	Medium Risk	Two year	E
0917-EZOLA	7,507.85	0.65	Medium Risk	Two year	B
3192-NQECA	7,480.42	0.65	Medium Risk	Two year	B
5440-FLBQG	7,474.76	0.68	Medium Risk	Two year	B
2659-VXMWZ	7,466.21	0.71	High Risk	One year	E
8809-RIHDD	7,453.06	0.67	Medium Risk	Two year	E
4250-ZBWLX	7,382.83	0.79	High Risk	One year	E
7632-MNYOY	7,338.08	0.72	High Risk	One year	C
9835-ZIITK	7,335.40	0.67	Medium Risk	One year	E
4853-RULSV	7,307.46	0.78	High Risk	Two year	C