

# STAYED CUSTOMER

• This report is simply telling us about the customers in CHURN TELECOMMUNICATION COMPANY that stayed, that is, the customers that continued using the services of this company. These are the top priority customers for CHURN as they generate approximately 82% of the revenue to the company.

stayed profile

joined profile

churned profile

customer report

CITY

All

AGE

All

GENDER

All

MARRIED

All

PAYMENT METHOD

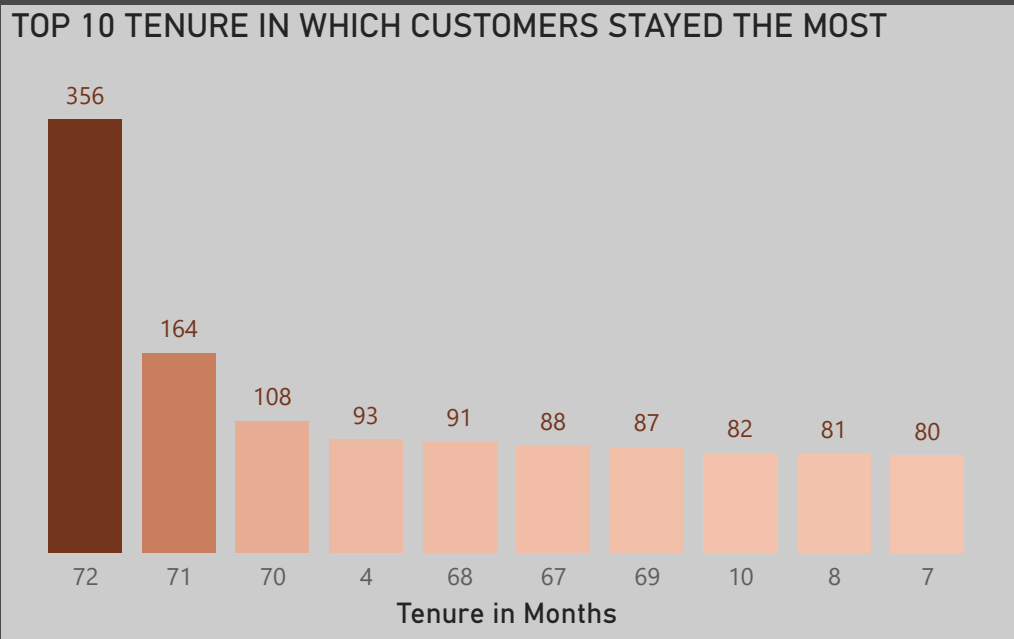
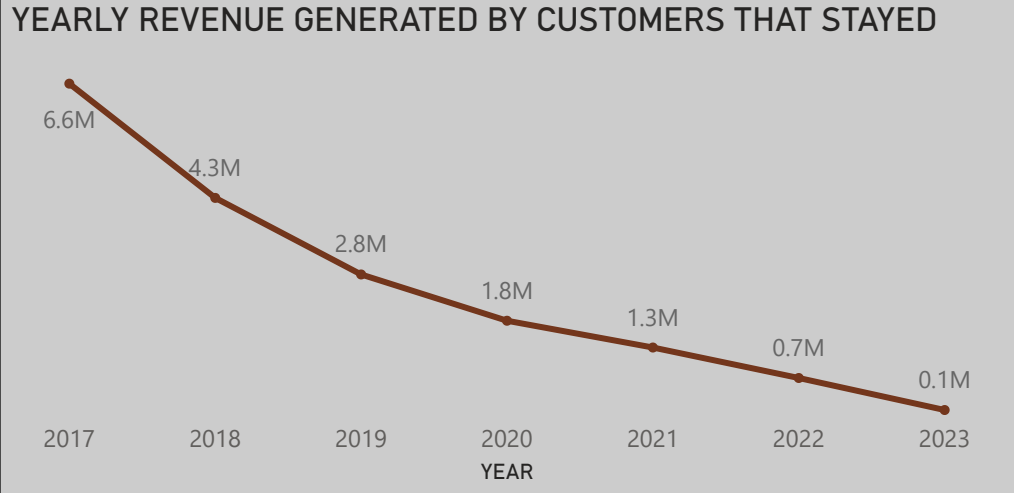
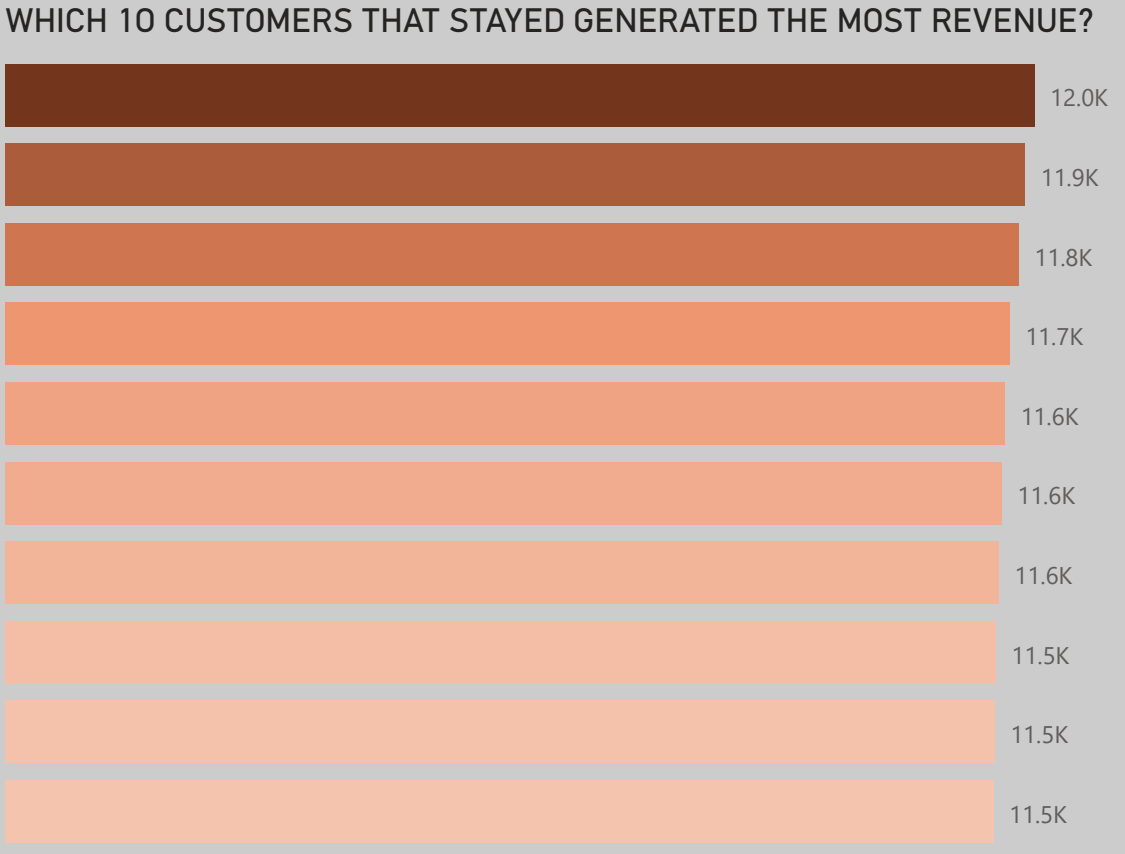
All

CONTRACT

All

OFFER

All



# JOINED CUSTOMER DASHBOARD

stayed profile

joined profile

churned profile

customer report

- This report is simply telling us about the customers in CHURN TELECOMMUNICATION COMPANY that joined after the quarter and also how they added to the revenue of the company.

CITY

All

AGE

All

GENDER

All

MARRIED

All

PAYMENT METHOD

All

CONTRACT

All

OFFER

All

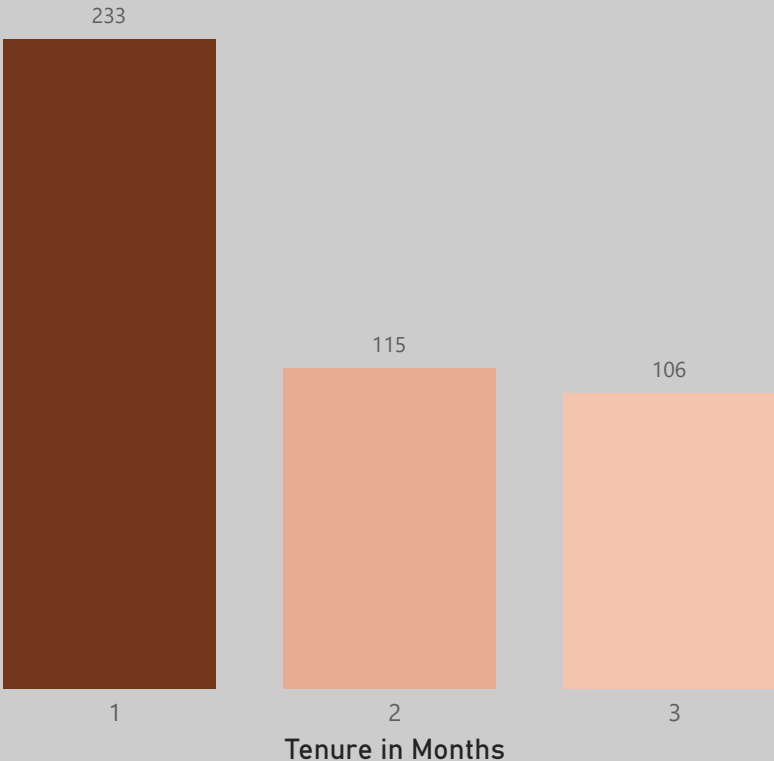
HOW MANY CUSTOMERS JOINED RECENTLY?

454

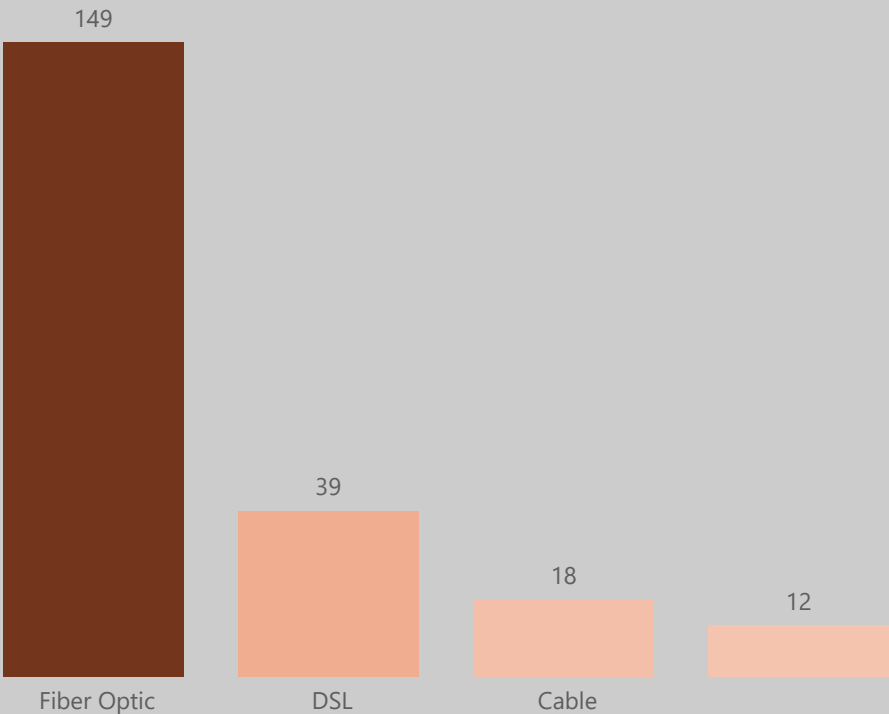
TOTAL REVENUE GENERATED BY CUSTOMERS THAT JOINED RECENTLY

54.28K

HOW MANY CUSTOMERS JOINED RECENTLY?



HOW MANY CUSTOMERS JOINED RECENTLY SUBSCRIBED TO EACH INTERNETSERVICE AVAILABLE?



# CHURNED CUSTOMER

• This report is simply telling us about the customers in CHURN TELECOMMUNICATION COMPANY that joined and later left for different reasons and also how the company lost about 17% of the revenue to the customers that churned at the rate of approximately 26.54%.

CITY

All

AGE

All

GENDER

All

MARRIED

All

PAYMENT METHOD

All

CONTRACT

All

OFFER

All

TENURE

All

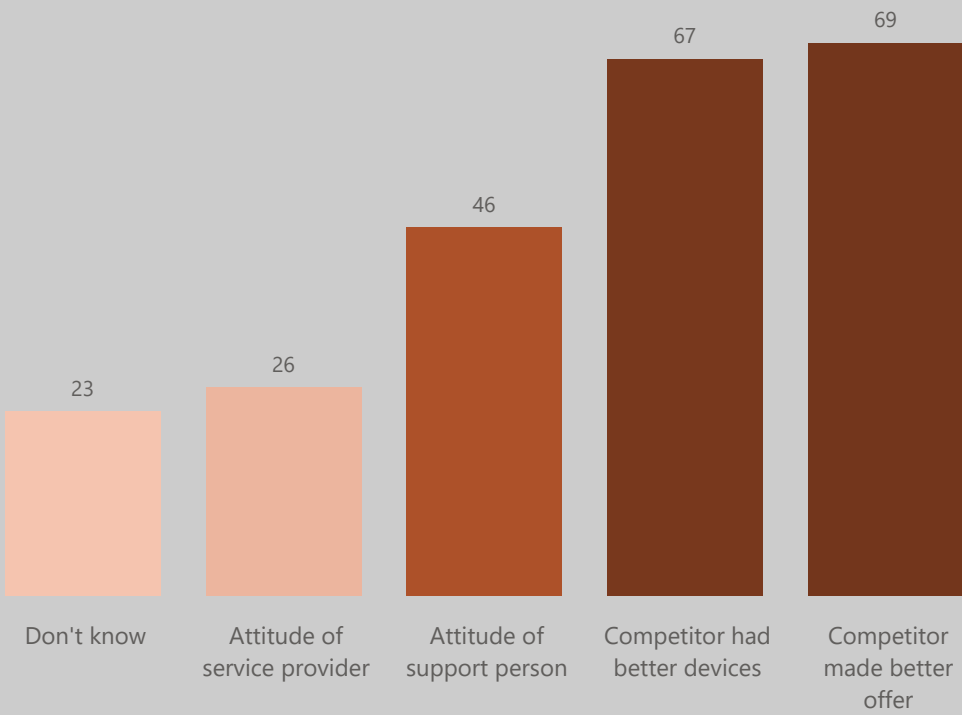
TOTAL REVENUE GENERATED BY CHURNED CUSTOMERS

3.68M

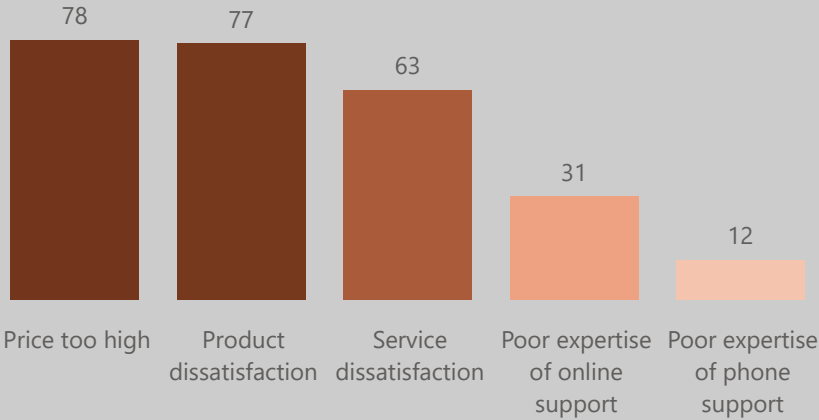
HOW MANY CUSTOMERS CHURNED?

1869

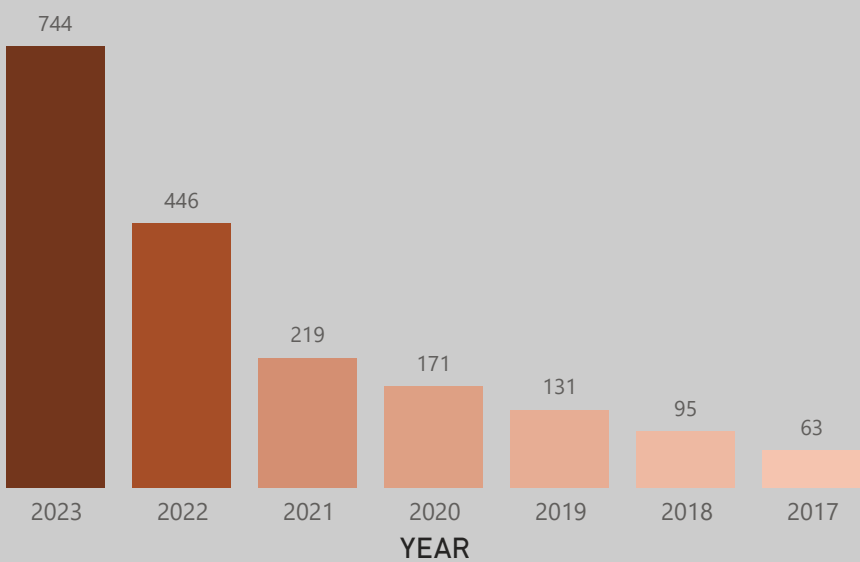
WHAT IS THE TOP 5 REASONS CUSTOMERS CHURNED WITHIN THEIR FIRST MONTH?



TOP 5 CHURN REASONS



WHAT YEAR DID THE CUSTOMERS CHURN MOST?



# CHURN CUSTOMER DASHBOARD

stayed profile

joined profile

churned profile

customer report

CITY

All

AGE

All

GENDER

All

MARRIED

All

PAYMENT METHOD

All

CONTRACT

All

OFFER

All

TOTAL CUSTOMERS

7043

TOTAL CUSTOMERS THAT JOINED  
LAST QUARTER

509

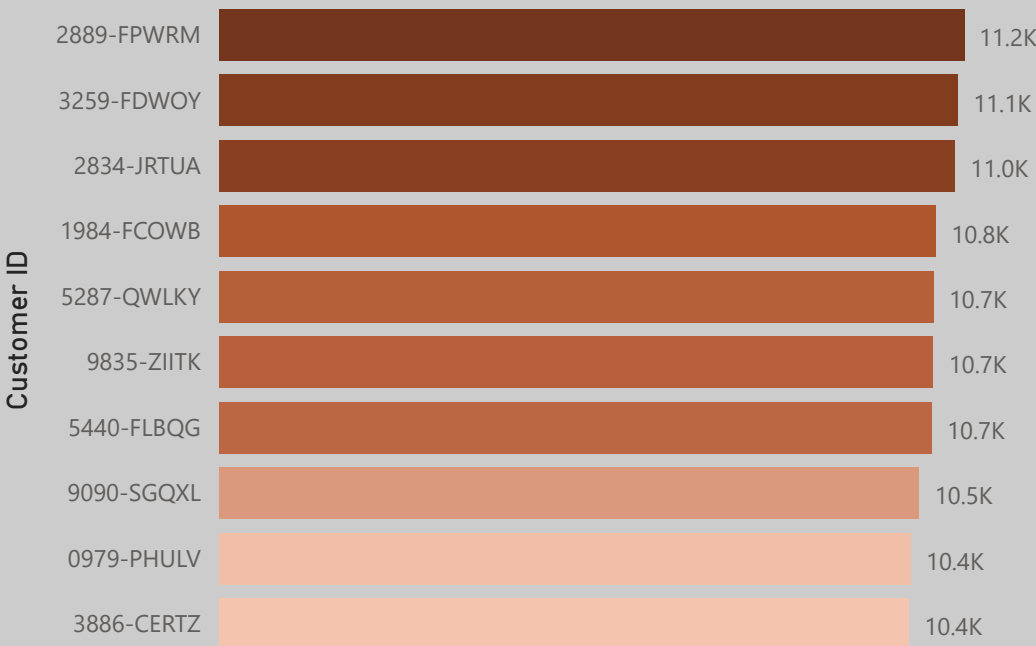
TOTAL REVENUE GENERATED BY  
THE CUSTOMERS

21.37M

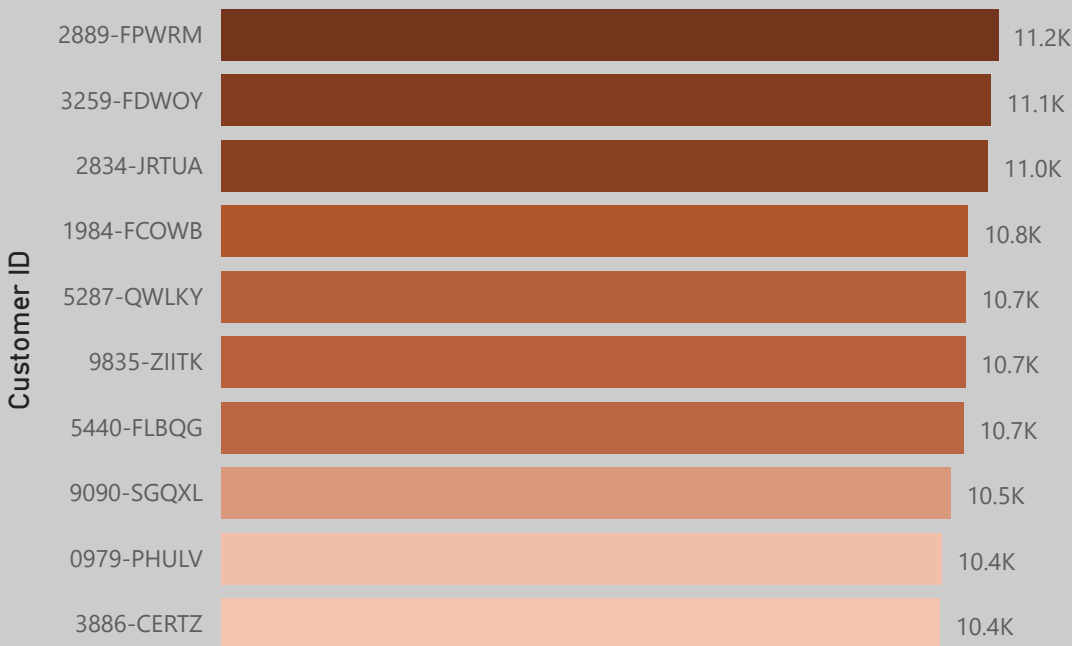
TOTAL REFERRALS BY  
CUSTOMERS

14K

TOP 10 CUSTOMERS THAT GENERATED REVENUE MOST



TOP 10 CHURNED CUSTOMERS THAT GENERATED REVENUE MOST



- This report talks about the customers in CHURN TELECOMMUNICATION COMPANY that joined and the high value customers. From this, it was discovered that the company lost high value customers via the revenue each was generating.
- To avoid losing high value customers, CHURN must invest in robust and advanced infrastructure and upgrade their services.
- The company must offer competitive pricing, flexible plans, and attractive service bundles.
- Additionally, CHURN must provide excellent customer service and support, quick complaint resolution and personalized experiences