

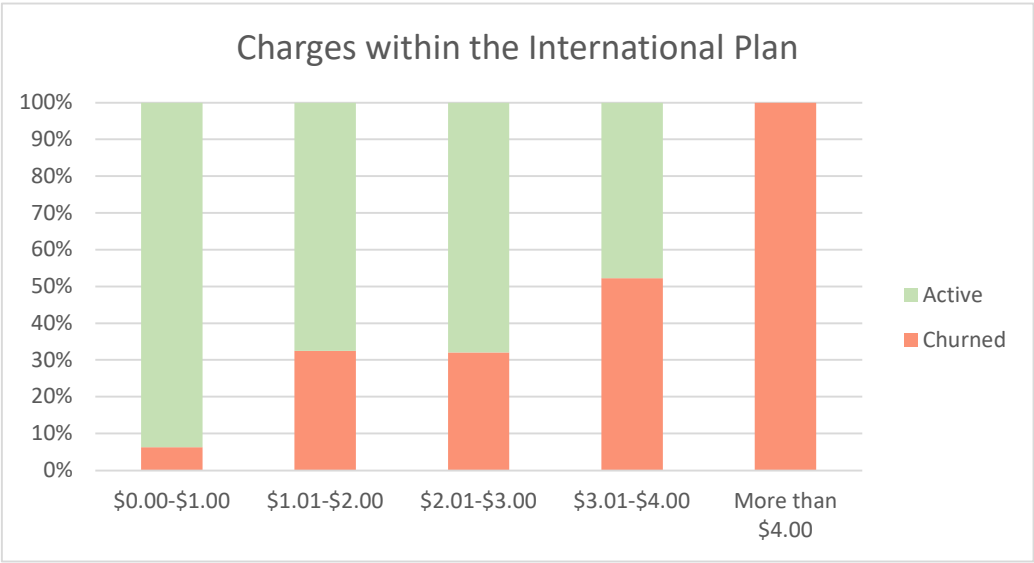
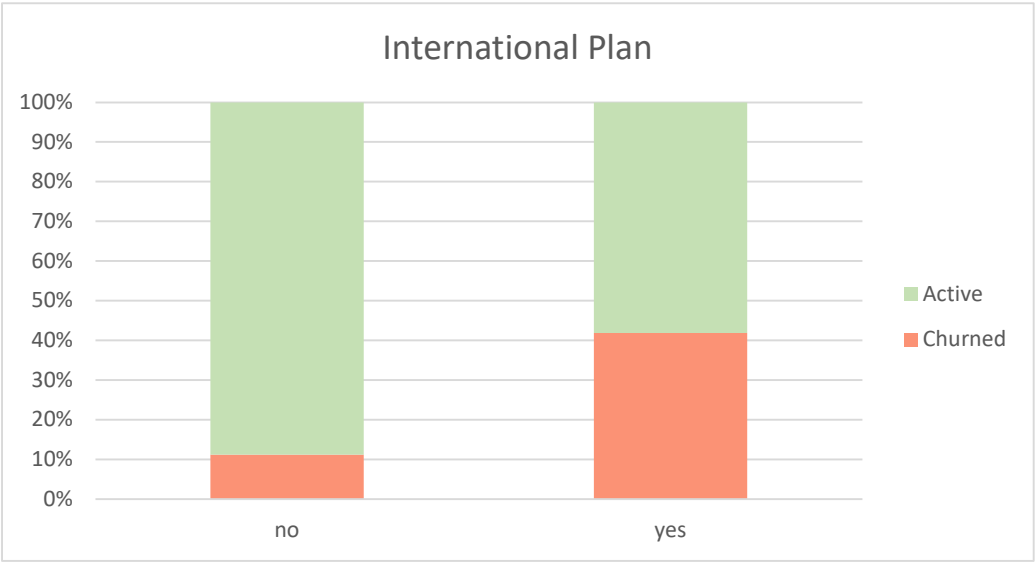
Customer Churn Analysis

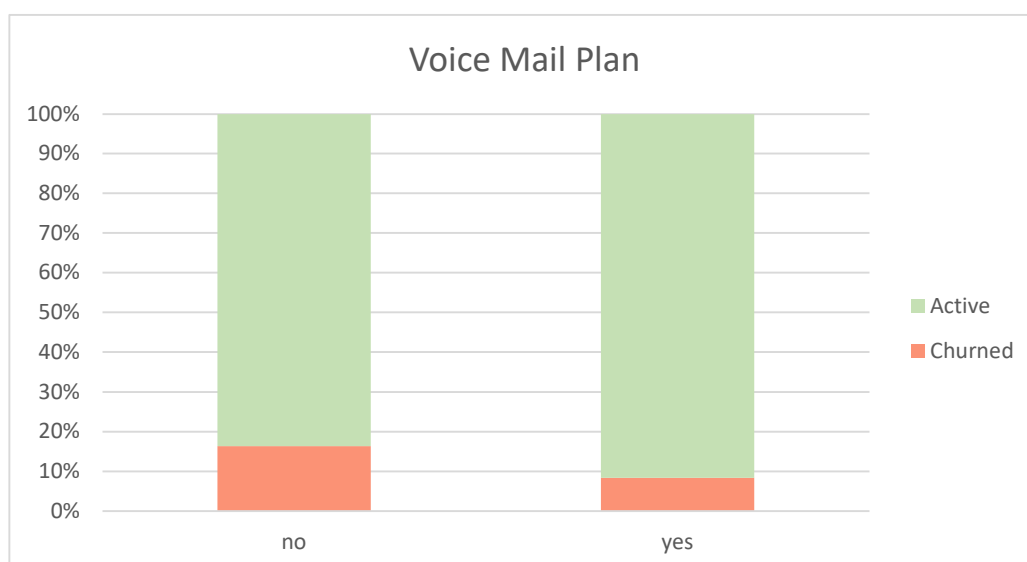
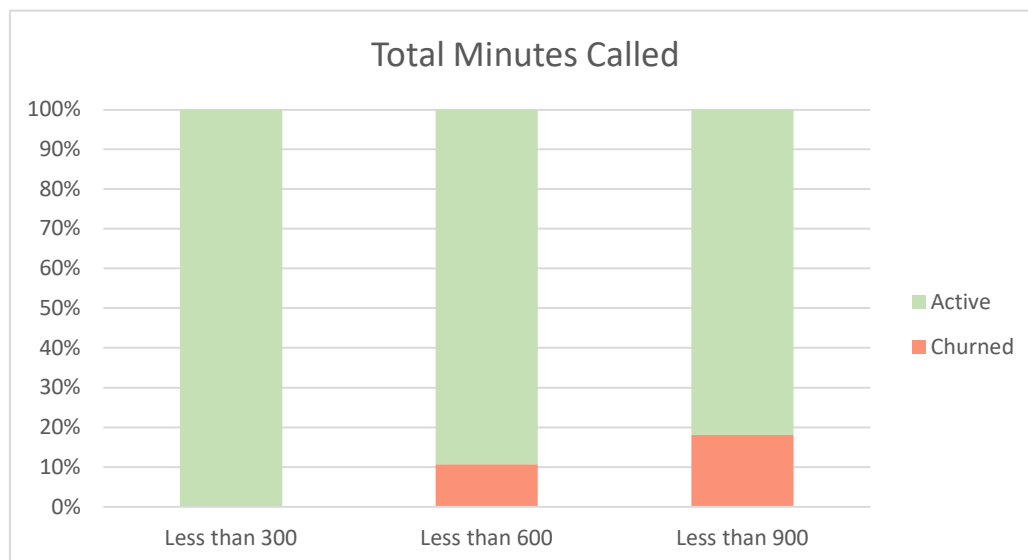
US Telecom Company (1999)

1 Company Metrics

Initial Clients	12773	Churn ARR	\$ 119,321.67
New Clients	119	Final ARR	\$ 647,501.97
Lost Clients	1823	Revenue Churn Rate	15.56%
Churn Rate	14.14%	ARPU	\$ 59.48
Final Clients	11069	LTV	\$ 471.94

2 Churn Breakdown (Main Services)





3 Recommendations

Offer an **incentive plan** where members can **get discounts by making more calls**.

Clients who called more, also canceled more.

Offer **Voice Mail as a gift or at reduced prices** to increase customer loyalty.

Clients with Voice Mail canceled nearly half of those who didn't.

4 Summary

The **churn rate** for the given period (1999) was **14.14%**.

With that, the company **lost \$ 119,321.67 in recurring revenue** (15.56%).

One possible reason could be the **lack of incentive** for members to call - especially for international plans if competitors are already offering it. Further research is suggested.