

EXECUTIVE SUMMARY DASHBOARD

Number of Customers

7043

26.54%

Churn Rate

Key influencers

Top segments



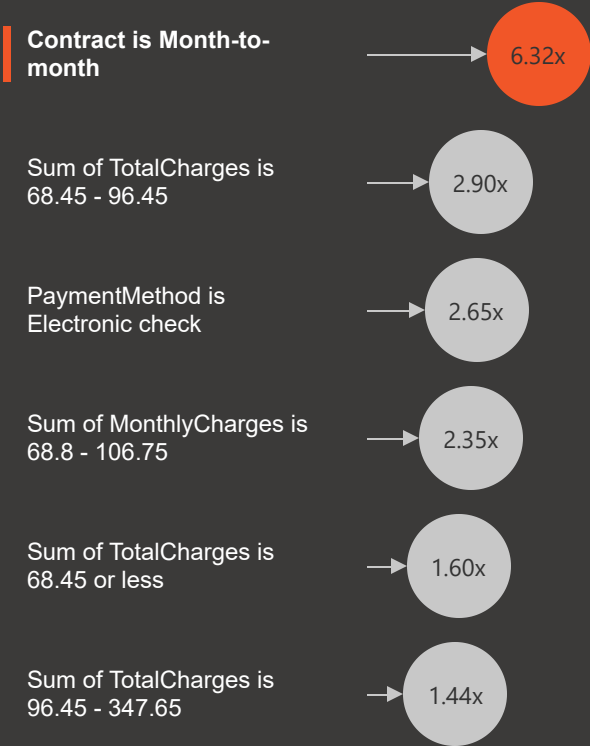
What influences Churn to be

Yes

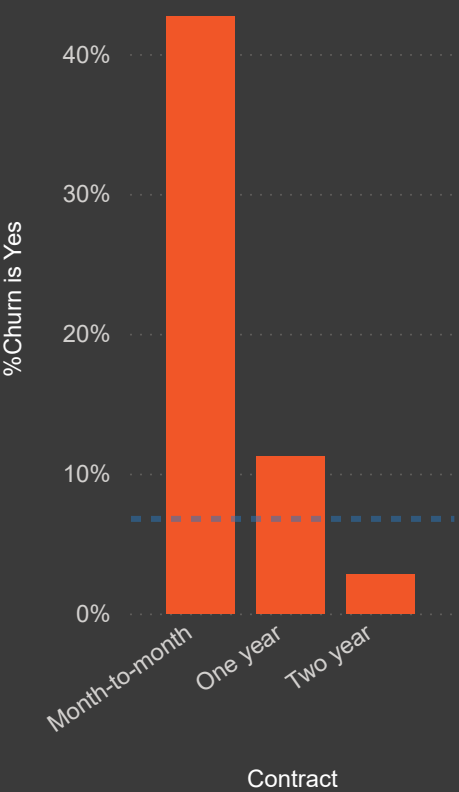
?

When...

....the likelihood of Churn being Yes increases by

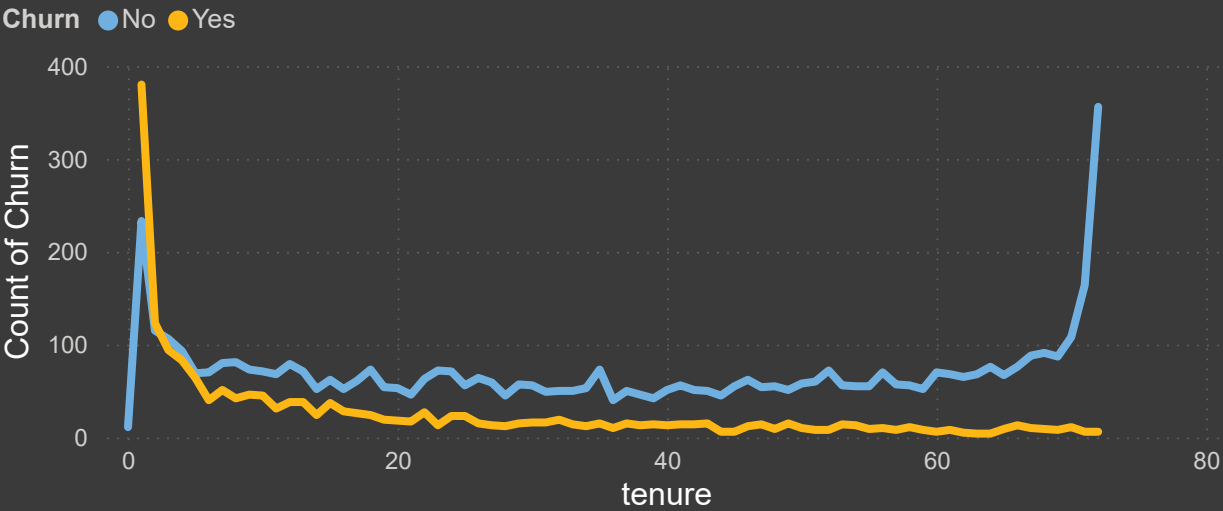


← Churn is more likely to be Yes when Contract is Month-to-month than otherwise (on average).

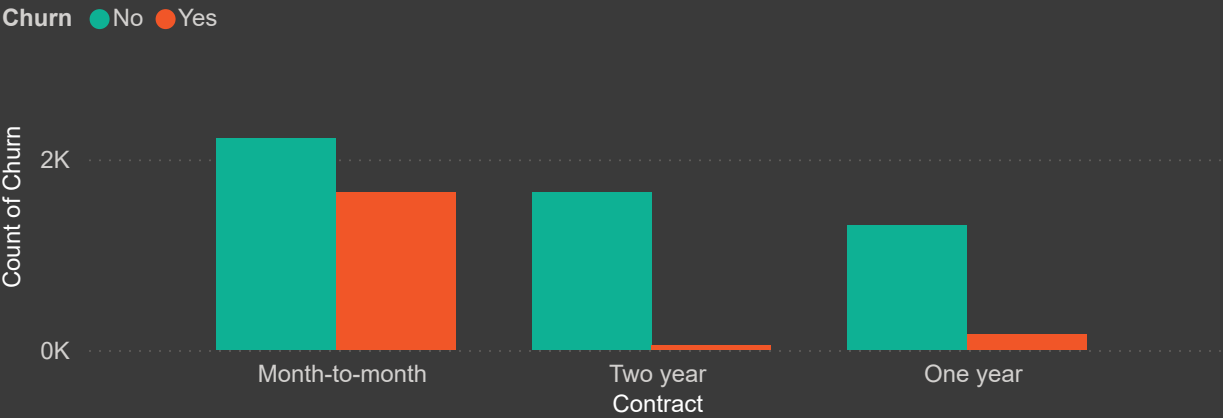


☐ Only show values that are influencers

Churn Trend Over Time

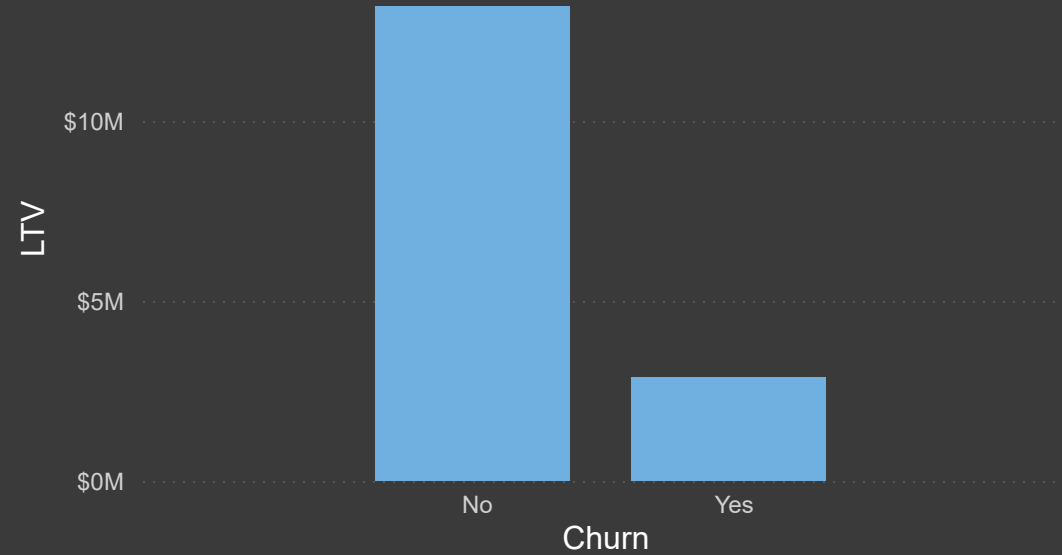


Churn Breakdown

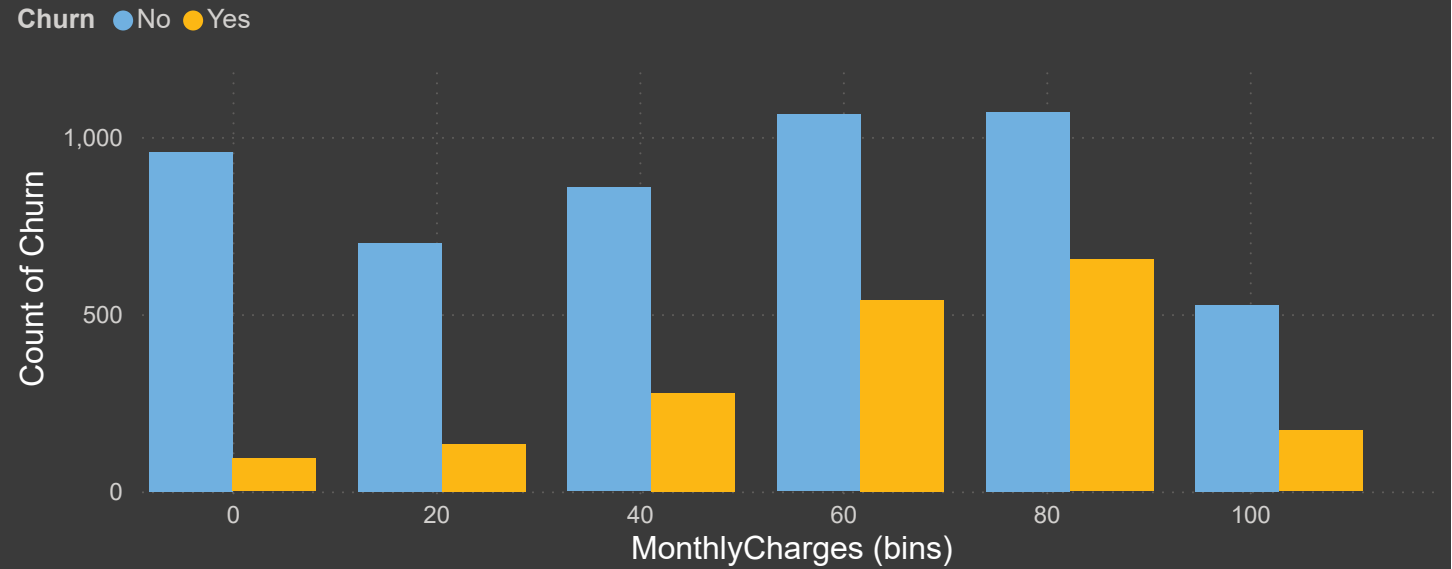


LTV, PRICING AND RETENTION ANALYSIS

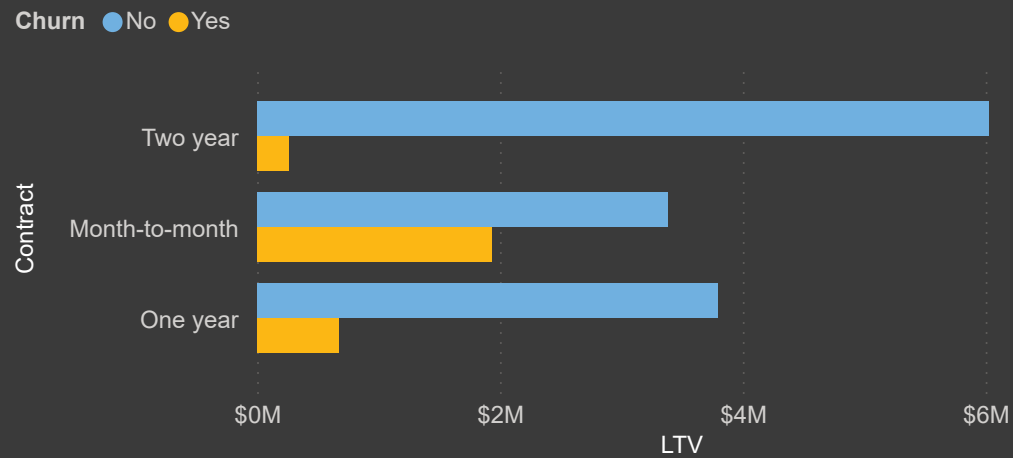
LTV by Churn



Count of Churn by MonthlyCharges (bins) and Churn



LTV by Contract and Churn



LTV by tenure

