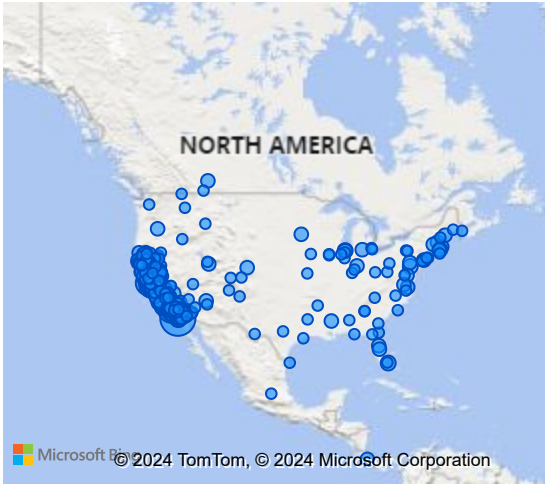


TELECOM CHURN ANALYSIS

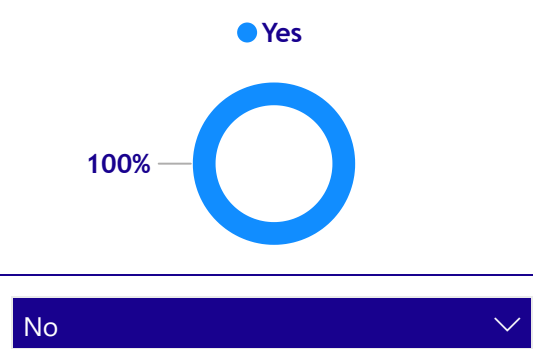
DASHBOARD



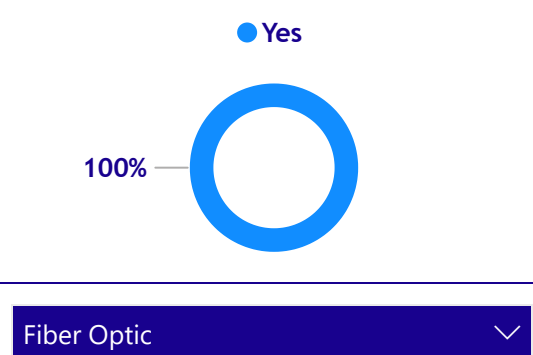
Geo-Glance



Customer Base by Phone Service



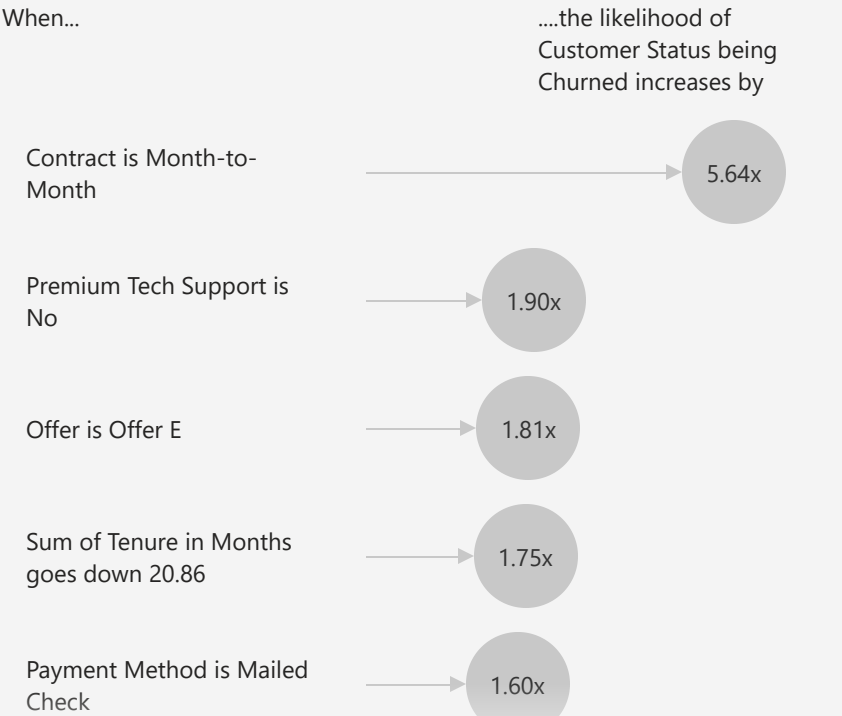
Customer Base by Internet Service



- None
- Offer A
- Offer B
- Offer C
- Offer D
- Offer E

Key influencers Top segments

What influences Customer Status to be Churned



3M

Total Revenue

2,048

Sum of Total Refunds

Customer Status x Churn Category x

Churned

Customer Base 1135

Stayed 547

Churned 507

Joined 81

Competitor 248

Attitude 89

Dissatisfaction 84

Other 53

Price 33

2M

Total Charges

95K

Monthly Charge

7%

Churn Ratio%

San Jose

San Francisco

San Diego

Sacramento

Los Angeles

Stayed

Churned

Joined