**Telecom Customer Churn – Insights Report**

**Created using Excle and PowerBi**

**Date:** July 2025

**Summary**

This report dives into why telecom customers leave (churn) and how we can reduce that number. Using Power BI, I explored a dataset with over 7000 customers and created an interactive dashboard that shows trends like contract types, payment methods, and internet service. The goal is to help the business understand what’s going wrong and how to keep more customers happy and loyal.

## About the Dataset

* **Total Customers:** 7,043
* **Churned Customers:** 1,869
* **Churn Rate:** Around 26.5%
* **Data Features:** Gender, Tenure, Internet Service, Contract Type, Monthly Charges, Payment Method, and more
* **Source:** Public dataset (e.g., Kaggle – Telco Churn)

**Key Highlights**

|  |  |
| --- | --- |
| **Metric** | **Value** |
|  |  |
| Total Customers | 7043 |
| Customers Who Left (Churn) | 1869 |
| Churn Rate (%) | 26.5% |
| Avg. Tenure (Churned) | 18.2 months |
| Avg. Monthly Charges | $64.76 |

**Visual Insights (What the Dashboard Shows)**

 **Churn by Contract Type:** Most people who leave are on month-to-month contracts.

 **Churn by Internet Service:** Fiber optic users leave more often than DSL or no service.

 **Tenure Trend:** Customers with short tenure (less than a year) are more likely to churn.

 **Monthly Charges:** People who spend less monthly tend to leave more often.

**Key Takeaways (Insights)**

1. **Monthly contracts see the most churn** – customers without commitment leave easily.
2. **Fiber optic users leave more** – might be due to service issues or pricing.
3. **Short-term users churn faster** – onboarding or first impression might be weak.
4. **Lower-paying customers churn more** – they might be less engaged or cost-sensitive.

**Recommendations**

1. **Offer loyalty perks** for customers on month-to-month plans.
2. **Investigate service quality** or pricing of fiber optic connections.
3. **Improve the first-month experience** – guide new users better.
4. **Run targeted offers** to upsell and retain low-spending customers.

**Tools Used**

 **Power BI Desktop** – for building the dashboard and calculating metrics

 **Microsoft Excel** – for cleaning the raw data

## Conclusion

This project provided a detailed analysis of customer churn in the telecom sector using a clean, visual approach with Power BI. By examining key metrics such as contract types, internet services, tenure, and payment methods, we identified the main reasons customers leave. The dashboard not only highlights patterns and trends but also helps guide business strategies to improve customer retention. Overall, this project demonstrates how data can be transformed into actionable insights that support real-world decisions and drive growth.