

Customer Churn Analysis Dashboard

256

Total_Customer

50

Churned_Customers

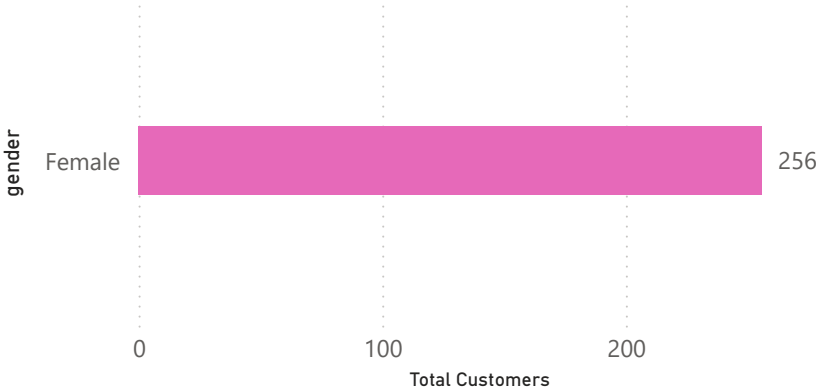
19.53

Churn_Rate(%)

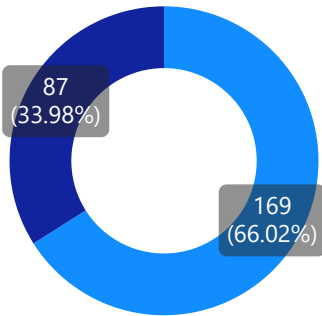
206

Active_Customers

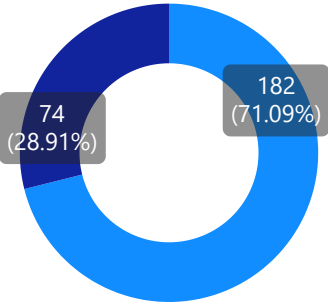
Customers by Gender



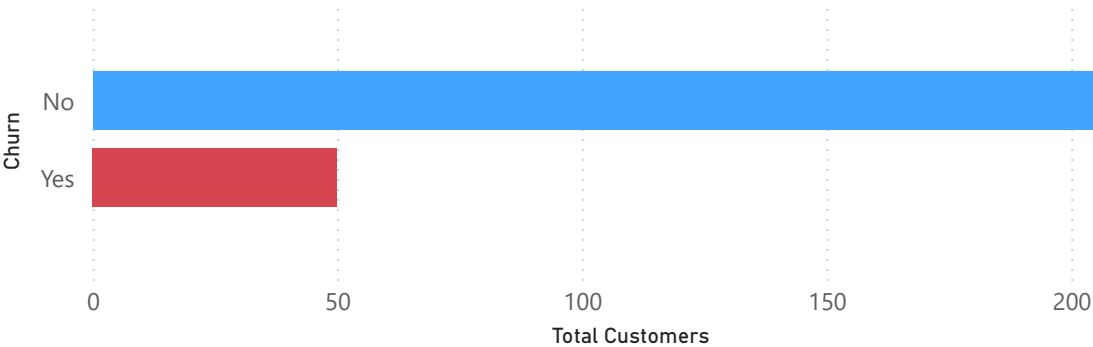
Total Customers by Partner



Total Customers by Dependents



Total Customers by Churn



InternetService

- ☐ DSL
- ☐ Fiber optic
- ☒ No

Contract

- ☒ Month-to-month
- ☐ One year
- ☐ Two year

gender

- ☒ Female
- ☐ Male

Customer Tenure Analysis

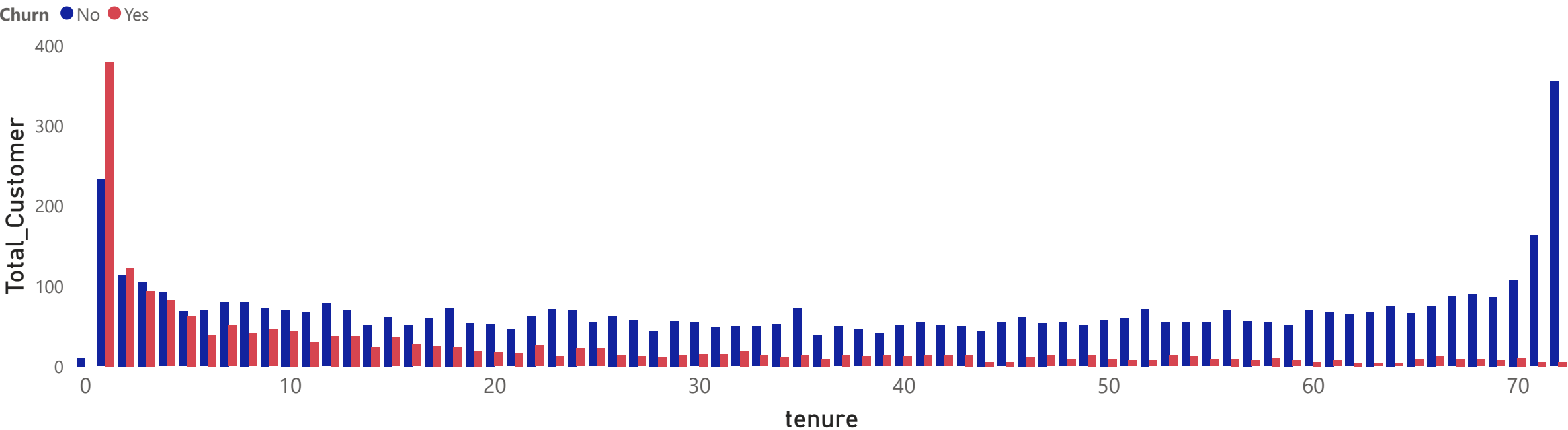
32.37

Avg Tenure(Months)

17.98

Avg Tenure - Churned

Customer Distribution by Tenure and Churn Status



⚠ Insight:

Customers with tenure below **12 months** show significantly higher churn.
Early engagement is critical to reduce churn risk.

Contract ⌵

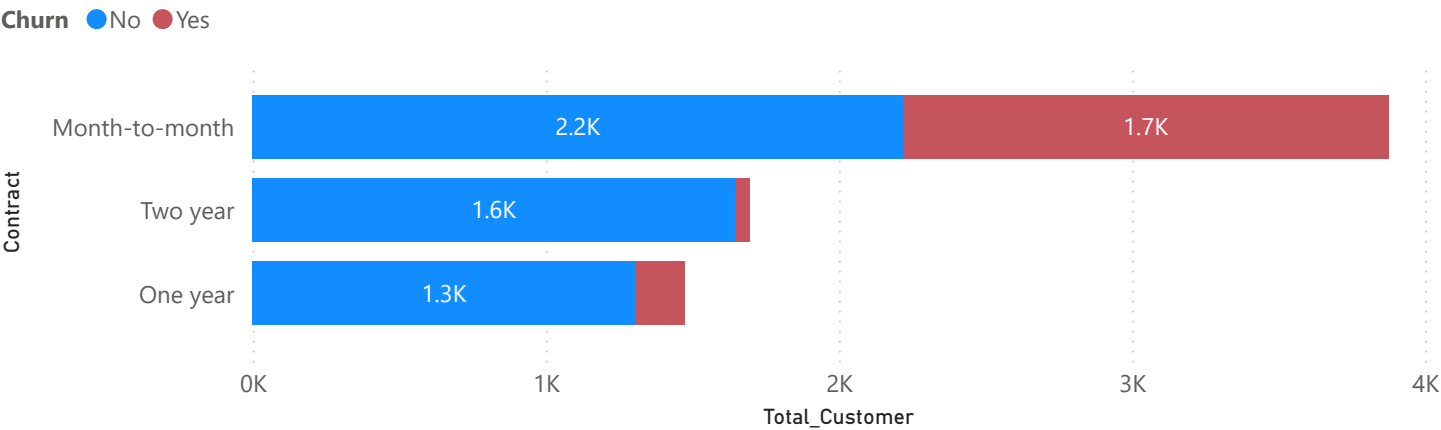
☐ Month-to-month

☐ One year

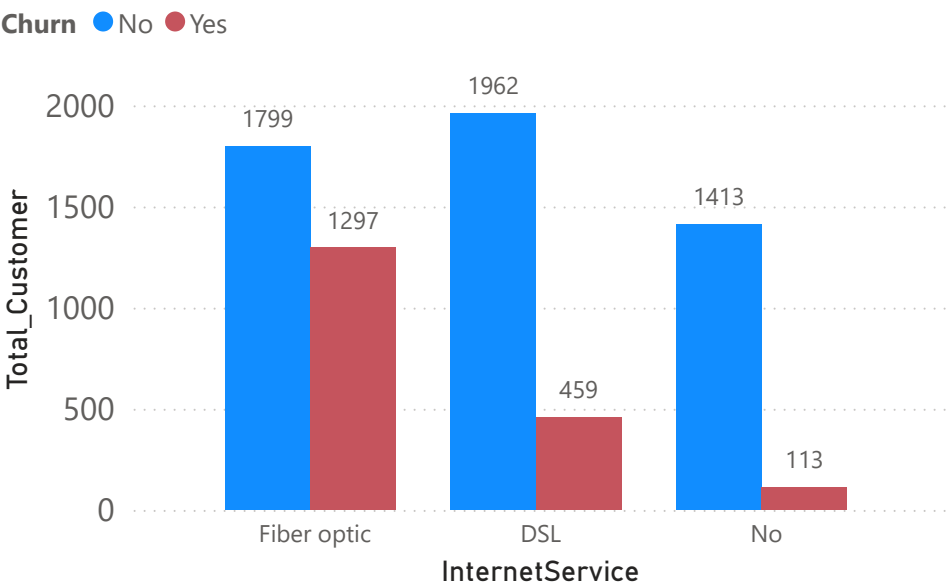
☐ Two year

Churn Analysis by Factors

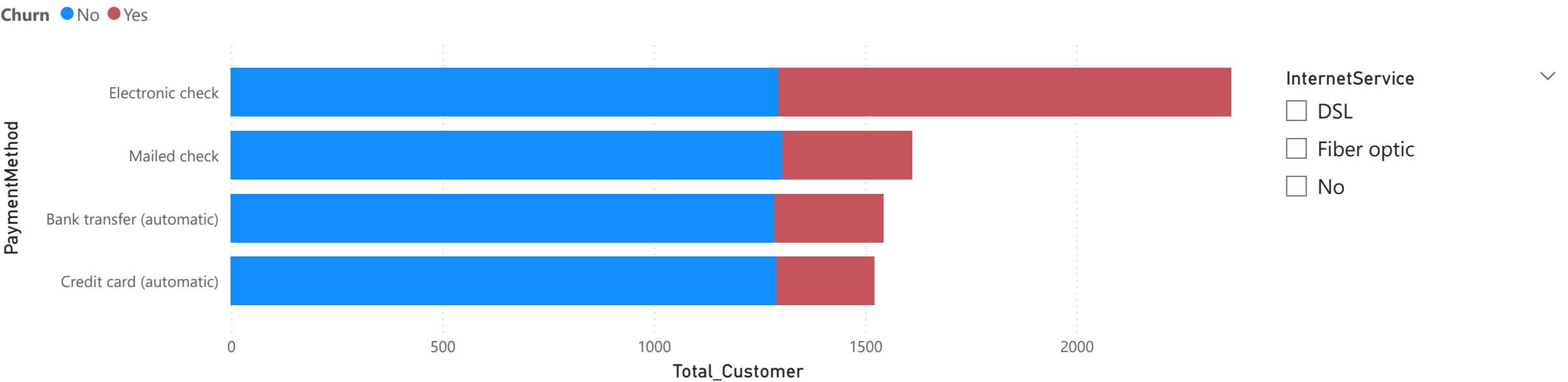
Customer Churn by Contract Type



Customer Churn by Internet Service



Customer Churn by Payment Method

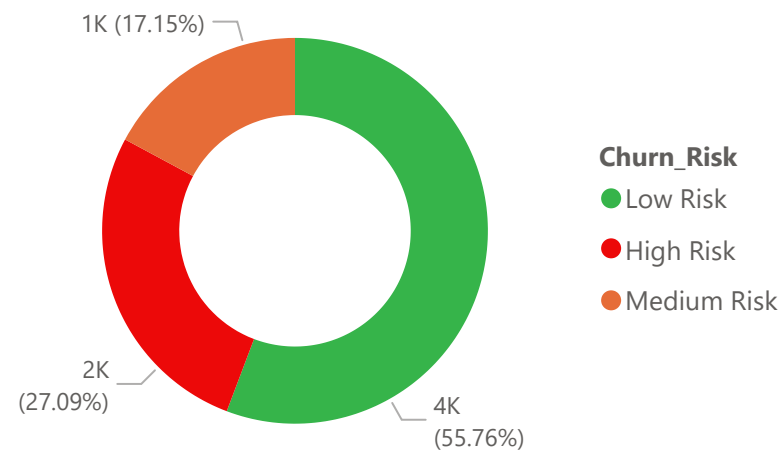


Churn Risk Prediction

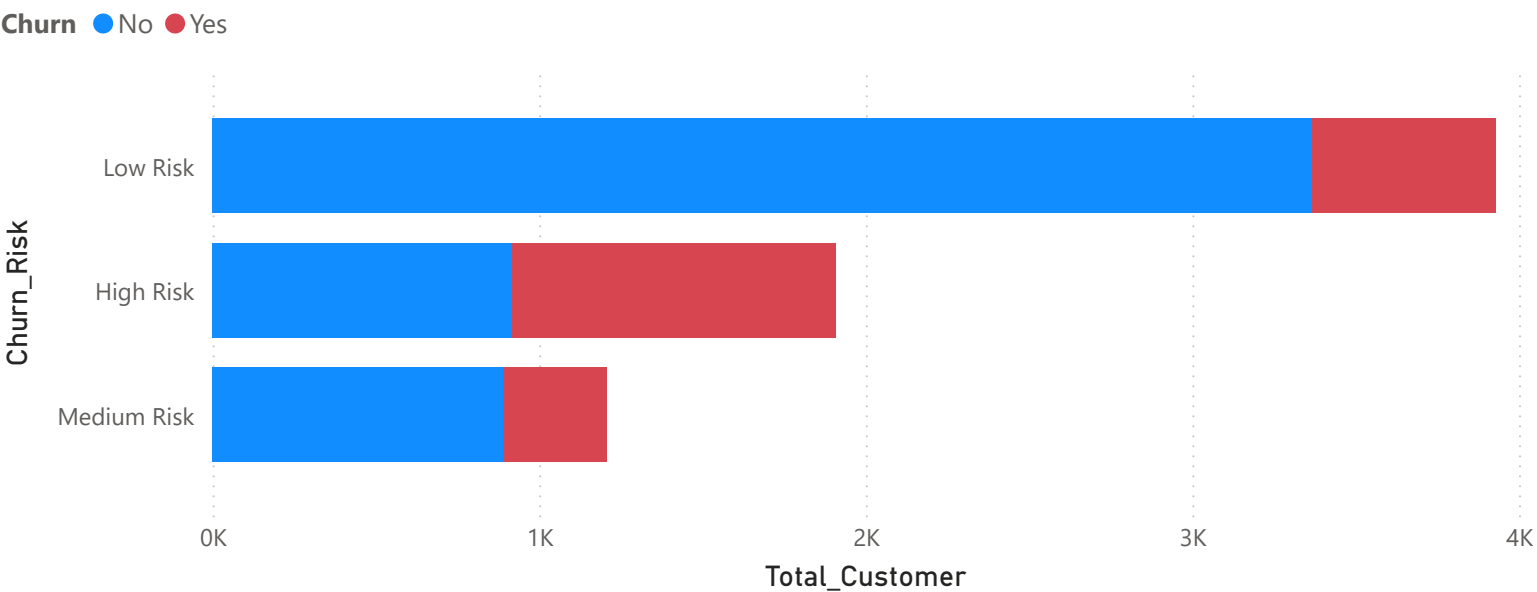
1908
High Risk Customers

0.52
Churn Rate (High Risk)

Customers by Churn Risk Level



Actual Churn by Risk Segment



Risk classification is based on customer tenure and contract type.

Key Insights & Business Recommendations

Key Insights

- Customers with **Month-to-Month contracts** show the **highest churn rate**
- **Fiber optic** users show significantly higher churn
- Customers with **tenure below 12 months** are at high risk
- **Electronic check** payment method has the highest churn

Business Recommendations

- Offer **discounted long-term contracts** to Month-to-Month customers
- Provide **onboarding & loyalty offers** for customers in first 12 months
- Improve service quality & pricing for **Fiber optic users**
- Encourage **auto-payment methods** instead of electronic checks

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High Risk Customers

Customer Risk Distribution

