

Customer Churn Analysis Dashboard

256

Total_Customer

50

Churned_Customers

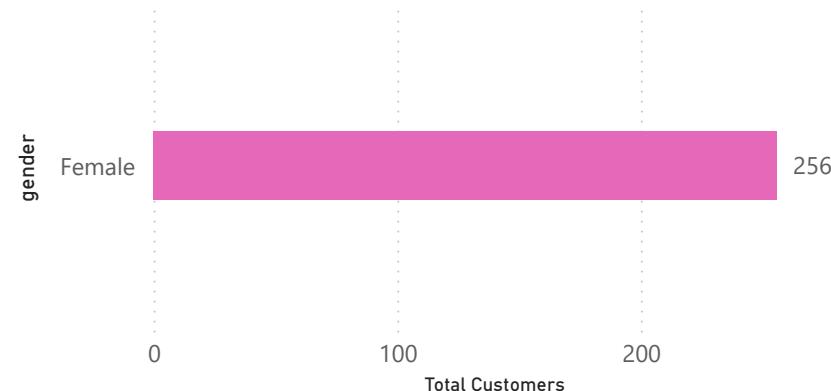
19.53

Churn_Rate(%)

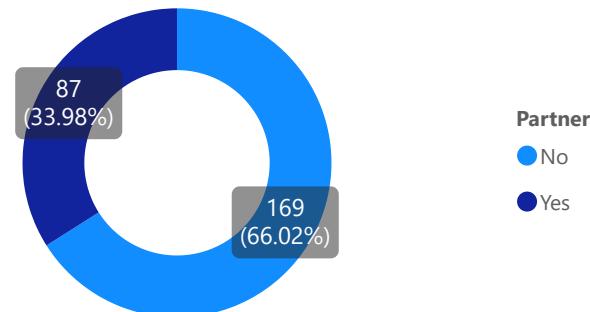
206

Active_Customers

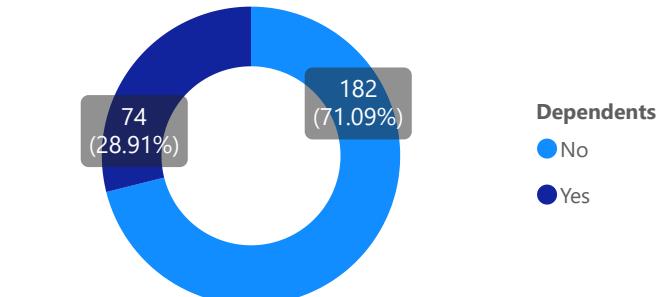
Customers by Gender



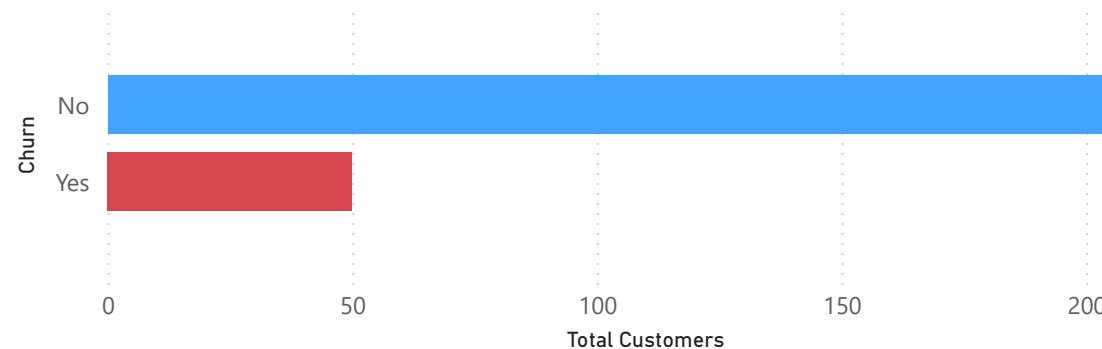
Total Customers by Partner



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

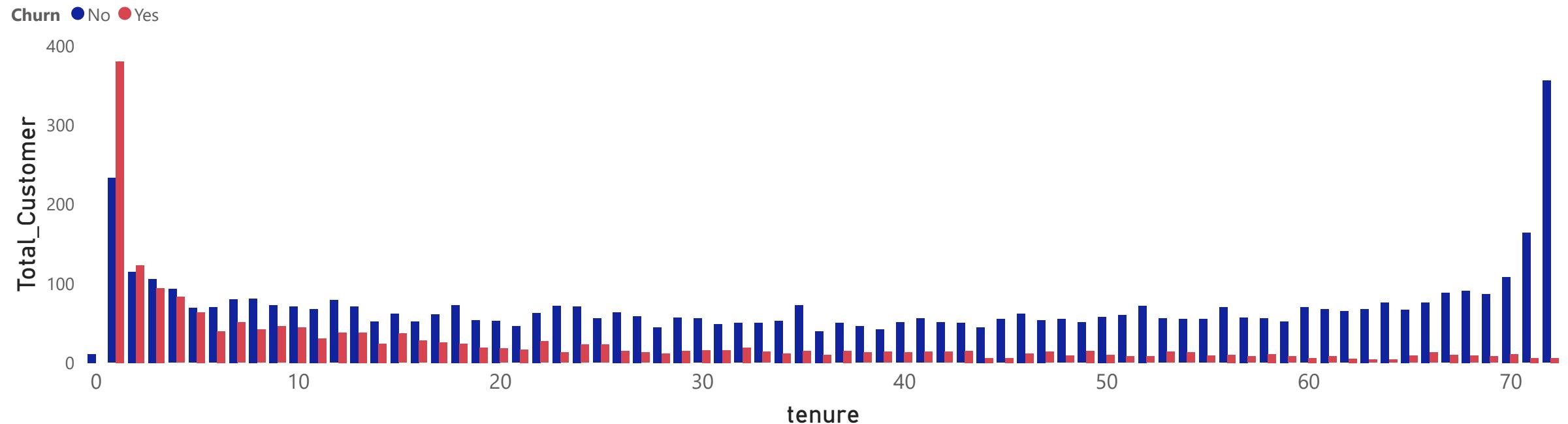
32.37

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

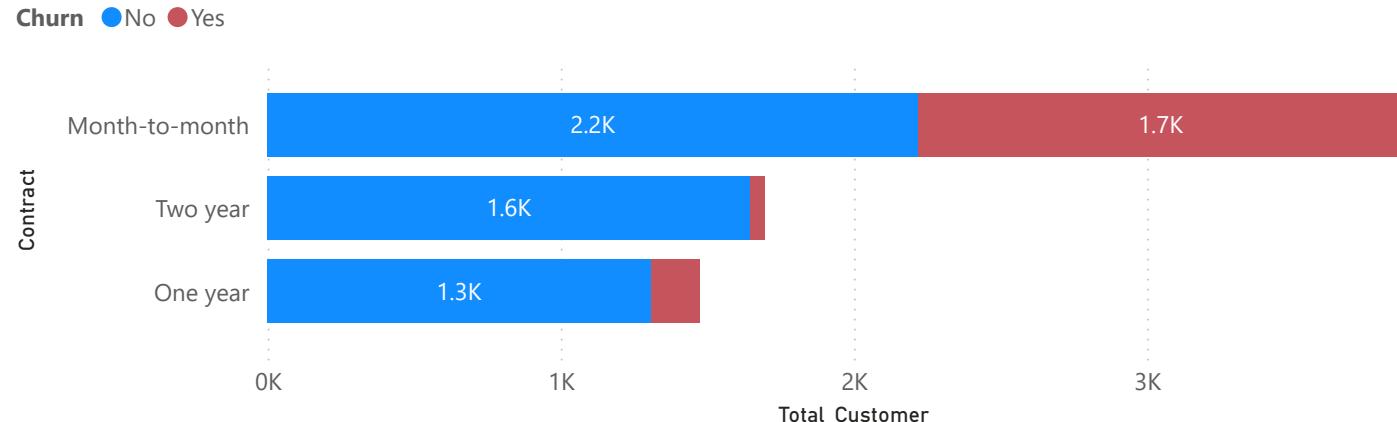
Month-to-month

One year

Two year

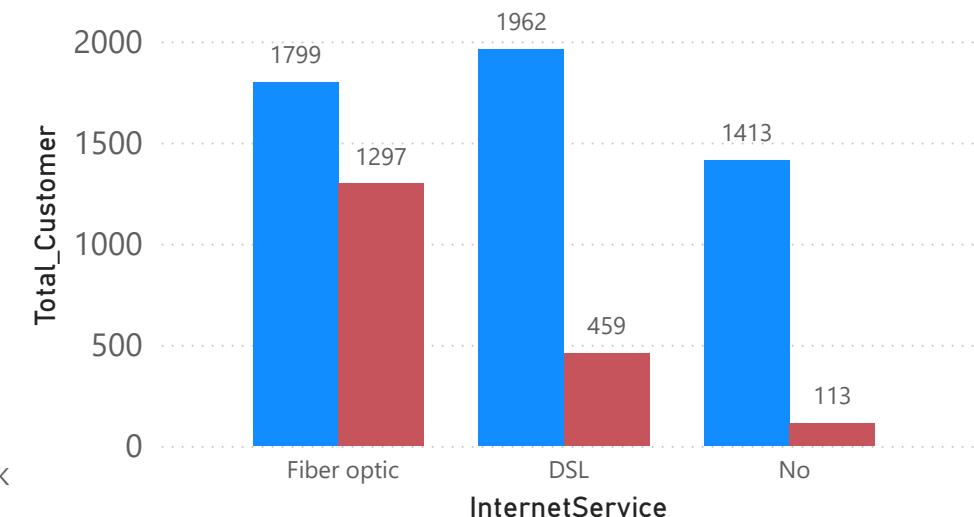
Churn Analysis by Factors

Customer Churn by Contract Type



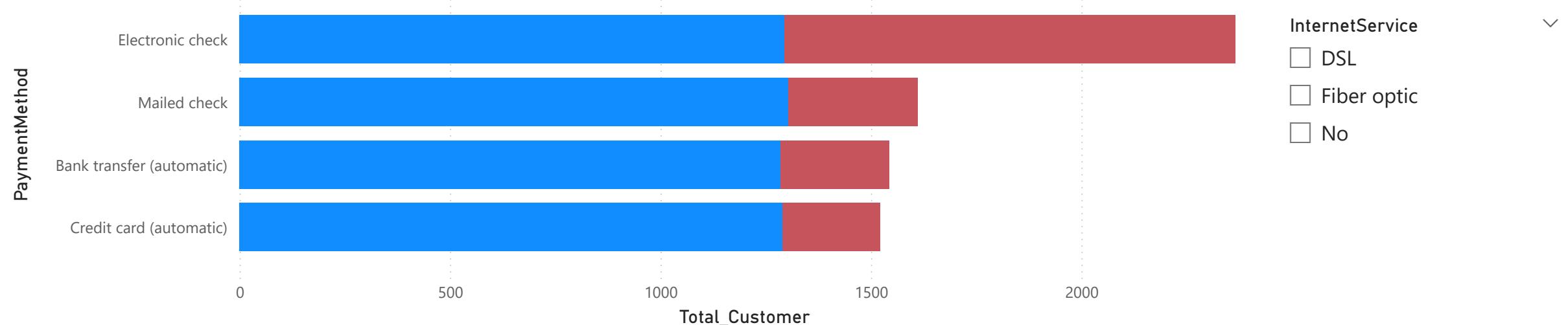
Customer Churn by Internet Service

Churn ● No ● Yes



Customer Churn by Payment Method

Churn ● No ● Yes

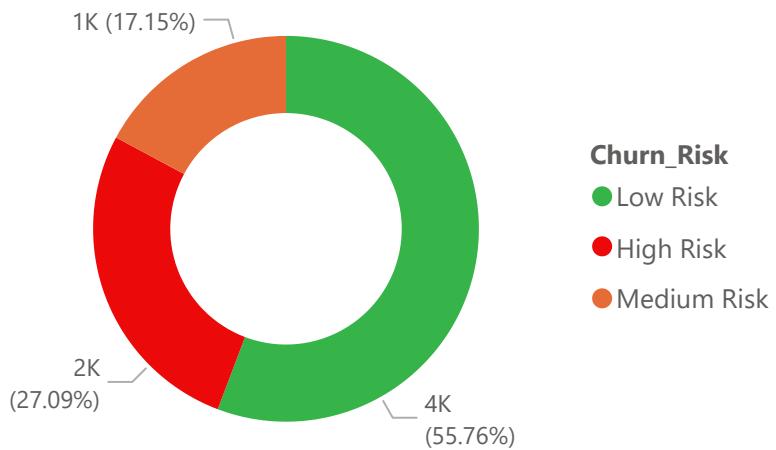


Churn Risk Prediction

1908

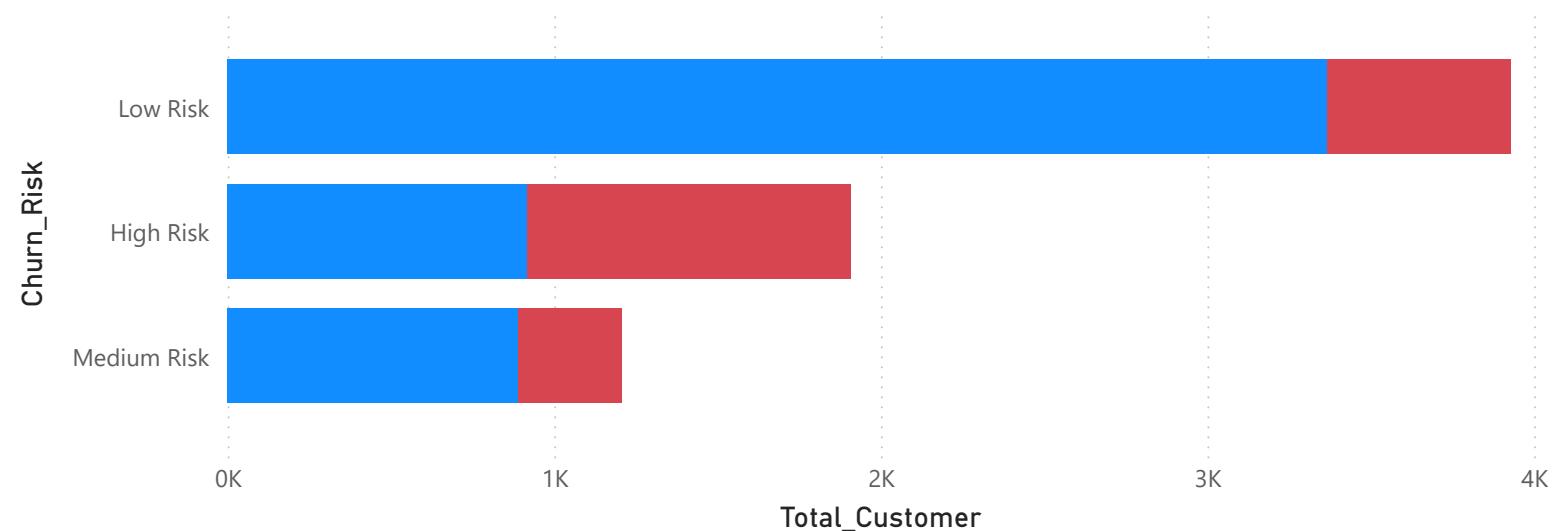
High Risk Customers

Customers by Churn Risk Level



Actual Churn by Risk Segment

Churn ● No ● Yes



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

