

Total Customers

7.043K

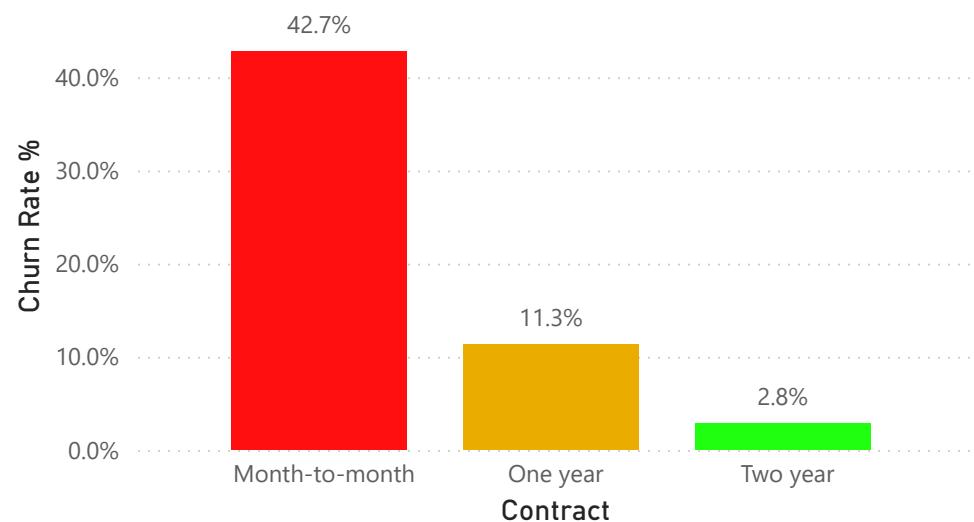
Churn Rate

26.54%

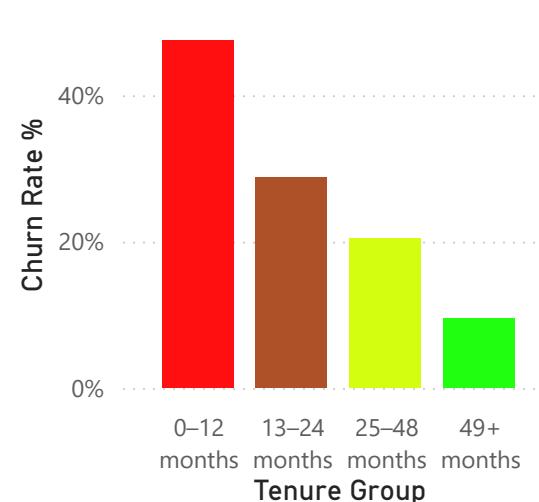
Churned Customers

1.869K

Churn Rate by Contract Type



Churn Rate % by Tenure Group



Contract Type

- Contract
- Month-to-month
 - One year
 - Two year

Early customers (0–12 months), filtered by selected payment method

2186

Early Customers

47.4%

Early Churn Rate %

985

Estimated Customers Saved (5% churn reduction)

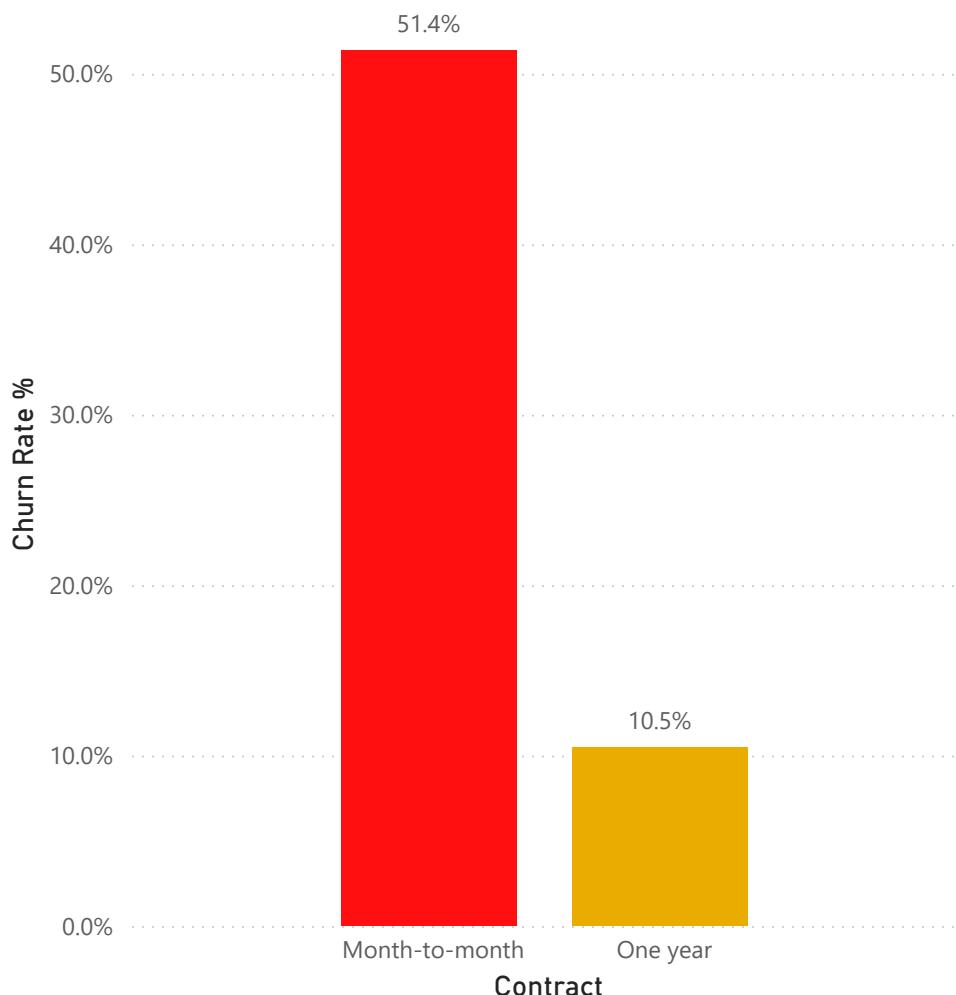
1149

Active Customers

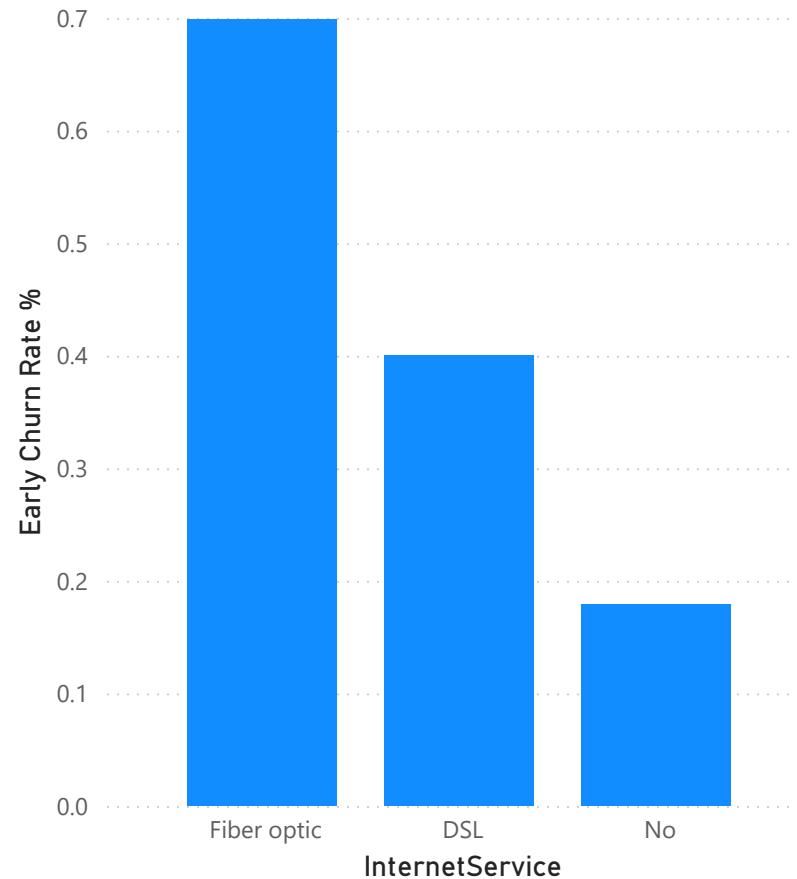
1037

Churned Customers

Churn Rate by Contract Type



Early Churn Rate % by InternetService



Filters

PaymentMethod

- Bank transfer (automatic)
- Credit card (automatic)
- Electronic check
- Mailed check

Key Insight

Nearly one-third of early-stage customers churn within the first 12 months. Early churn is disproportionately driven by **month-to-month contracts** and **fiber-optic services**, with electronic check users showing consistently higher risk.

Business Implication

Targeted early-retention strategies—such as contract upgrades, onboarding improvements for fiber customers, and incentives to shift away from electronic checks—could prevent significant customer loss, saving **~235 customers per year** with just a 5% reduction.