

Telecom Customer Churn Dashboard – Using Excel

A Data-Driven Analysis to Understand Customer Attrition and Key Churn Drivers



Telecom Customer Churn Dashboard

Total Customers

7,043

Total Churn

1,869

Churn Rate

26.54%

New Joiners

454

Gender

Female

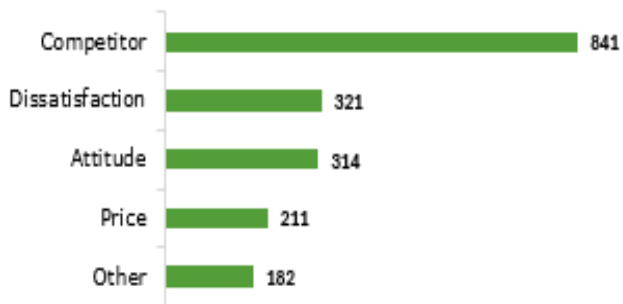
Male

Married

No

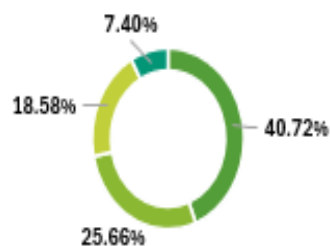
Yes

Total Churn by Churn Category



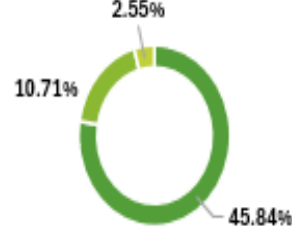
Churn Rate by Internet Type

Fiber Optic Cable DSL None



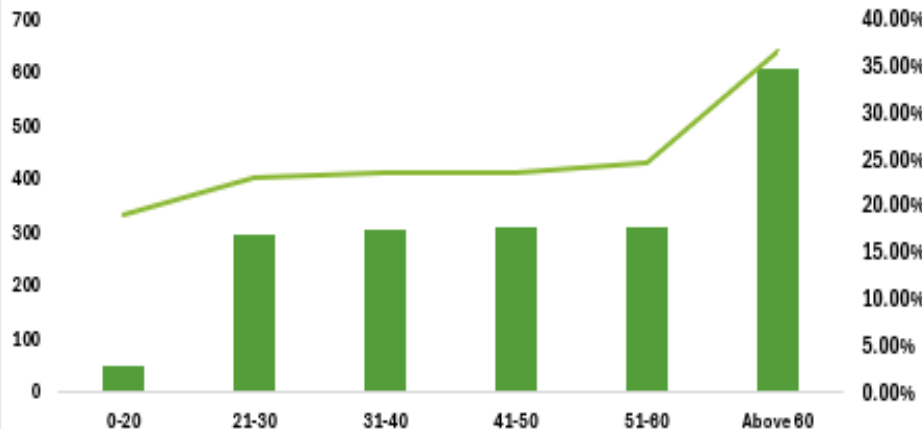
Churn Rate by Contract

Month-to-Month One Year Two Year



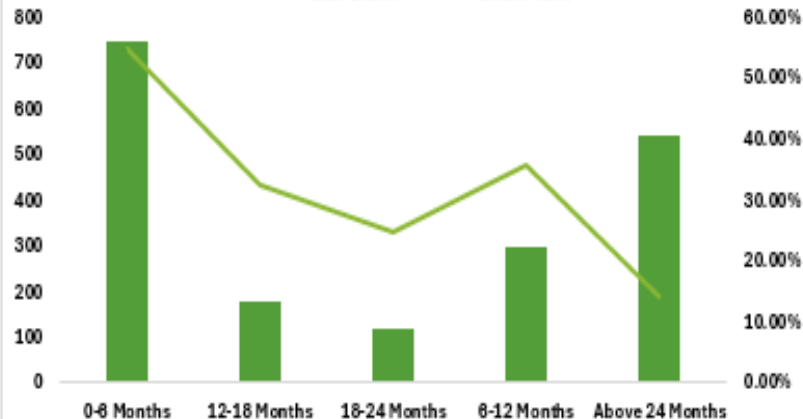
Total Churn & Churn Rate by Age Group

Total Churn Churn Rate

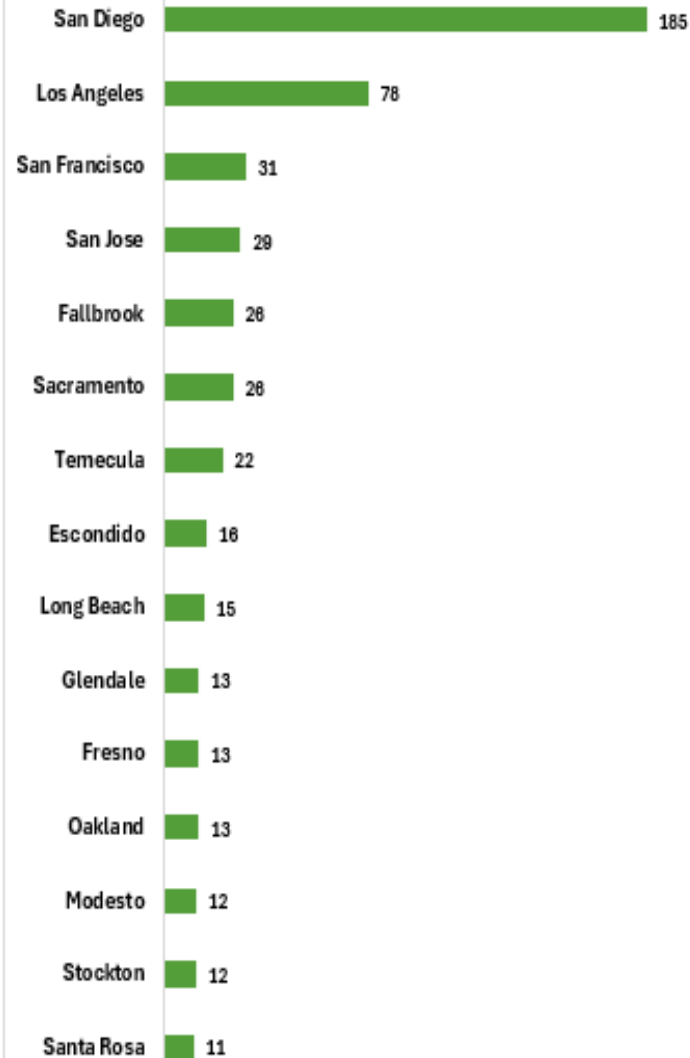


Total Churn & Churn Rate by Tenure Group

Total Churn Churn Rate



Total Churn by Top 15 Cities



Problem Statement



The telecom company is experiencing high customer churn and lacks a clear analytical view to understand the key factors driving customer attrition.



Rising customer churn is negatively impacting revenue, and the company needs a dashboard to identify and address these patterns.

Key Metrics



Total Customers



Total Churn



Churn Rate



New Joiners

Pivot Charts



Total Churn by Churn Category



Churn Rate by Internet Type



Churn Rate by Contract Type



Total Churn & Churn Rate by Tenure Group



Total Churn & Churn Rate by Age Group



Total Churn by Top 15 Cities